

March 8, 2018

Looking for outstanding Cinema Managers & Assistant Managers working in Australia or NZ

Dear Colleague

We are delighted to announce the 2018 **NACO Scholarship**.



The Scholarship recipient will receive a trip to the *South by Southwest® Digital Media Festival* in Austin, Texas in 2019 and attend a tailored one-week Masterclass in Social Media.

The South by Southwest® (SXSW®) Conference & Festivals celebrate the convergence of the interactive, film, and music industries. Fostering creative and professional growth, SXSW® is the premier destination for discovery - <https://www.sxsw.com>



Pic: David Rackley – Interactive Sensory Lounge SXSW®

Cinema Managers and Assistant Managers working in Australia and New Zealand are eligible. Further details and an Application Form attached. **Applications must be received by COB on Friday, June 29.**

The recipient will be announced at the 2018 [Australian International Movie Convention](#) – from July 29 – August 2 at the Gold Coast.

We encourage you to either enter, or to circulate this to any key Cinema Management staff members who you believe have a great future in our Industry and would benefit greatly from this opportunity to further develop their digital media skills.

Best Regards

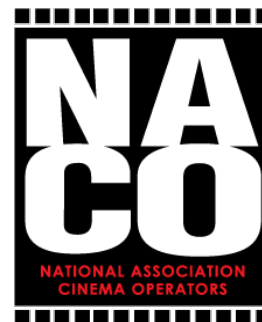
A handwritten signature in black ink, appearing to read 'David Seargeant', with a stylized flourish at the end.

David Seargeant
Chairman, **NACO**

National Association of Cinema Operators-Australasia

E: naco@iinet.com.au | W: www.movieconvention.com.au

NACO Scholarship 2018 Application Requirements



The Scholarship recipient will receive return economy airfares and accommodation for a one-week educational visit to the **South by Southwest Festival 2019** held to showcase digital media innovation each year in Austin, Texas. In addition to attending the Festival, the recipient will be enrolled in a one-week **Social Media Marketing Masterclass**. This Masterclass will focus on creatively engaging social media techniques and content strategy and community management practices to maximise these plans.

Applications are open to any full-time, currently employed Cinema Manager or Cinema Assistant Manager working in a cinema in Australia or New Zealand.

Applicants are required to provide the following: -

1. Reference from Manager you report to
2. Media Project (approximately 1000-1200 words)

“At a local level, how could a cinema use social and digital, through loyalty programs, to increase audience”?

3. Completed Application Form

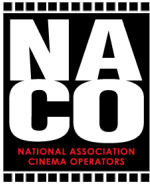
Deadline for Applications is **COB Friday June 29, 2018**.

Applications should be either emailed to Michael Hawkins at execdirector@naco.asn.au or posted to: -

**Michael Hawkins
PO Box 200
Salisbury QLD 4107**

The Scholarship recipient will be announced at the 2018 [Australian International Movie Convention](#) on the Gold Coast.

**NACO reserves the right to change the course provider to fit within the South by Southwest program.*



NACO Scholarship 2017 Application Form

Full Name

(Title, Middle, First, Last) _____

Cinema _____

Cinema Address _____

Cinema Owner _____

Current Position _____

Your Manager _____

Email address & mobile number of Manager you report to (named above)

Cinema Experience (min. 3 years)

Key Achievements in Current Role
