

May 30, 2019



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

Dear Colleague

On behalf of the Board of the [National Association of Cinema Operators-Australasia](#), I am delighted to announce the 2019 **NACO Scholarship**.

The Scholarship recipient will receive a trip to the **South by Southwest® Digital Media Festival** in Austin, Texas in 2020 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: SXSW ®

Cinema Managers and Assistant Managers currently working in Australia and New Zealand are eligible. Further details and an Application Form attached. **Applications must be received by COB Friday, September 6, 2019.**

The recipient will be announced at the 2019 [Australian International Movie Convention](#) (October 22-23) on 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', is positioned below the text 'Best Regards'.

David Seargeant  
Chairman, NACO

**NACO - National Association of Cinema Operators-Australasia**

Host of the annual official Australian International Movie Convention

E: [naco@iinet.com.au](mailto:naco@iinet.com.au) | W: <http://naco.asn.au> AIMC: [www.movieconvention.com.au](http://www.movieconvention.com.au)



## NACO Scholarship 2019 Application Requirements

The Scholarship recipient will receive return economy airfares and accommodation for a one-week educational visit to the **South by Southwest Festival 2020** 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)

***“How should we target the right customers in the right way to enhance cinema going as an habitual social practice?”***

3. Completed Application Form

Deadline for Applications is **COB Friday, September 6, 2019.**

Applications should be either emailed to Michael Hawkins at [execdirector@naco.asn.au](mailto:execdirector@naco.asn.au) or posted to: -

**Michael Hawkins**  
**Executive Director**  
**NACO**  
**PO Box 200**  
**Salisbury QLD 4107**

The NACO Scholarship recipient will be announced at the 2019 [Australian International Movie Convention](#) (October 20-23) on the Gold Coast

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



## NACO Scholarship 2019 Application Form

**Full Name**

**(Title, First, Middle, Last)**

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**Cinema** \_\_\_\_\_

**Cinema Address** \_\_\_\_\_

**Cinema  
Owner** \_\_\_\_\_

**Current  
Position** \_\_\_\_\_

**Your Manager** \_\_\_\_\_

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

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**Cinema Experience (min. 3 years)**

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**Key Achievements in Current Role**

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