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| Mitchell Shire pop-up cinema |
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# Online project description: Creating age-friendly events to benefit the whole community

# Project overview

Mitchell Shire’s pop-up cinema provides information to community groups, sporting clubs and schools on what is required to run their own community cinema for age-friendly events that benefit the community.

# Project description

Mitchell Shire’s age-friendly community survey identified the need for a cinema. Community stakeholder workshops refined the concept, settling on a pop-up model to provide cinema equipment that can be hired by community groups and used in various locations.

The project aims to:

* enhance the social participation of older people across the community by creating an opportunity for more events to be held in the shire
* provide an age-friendly project that benefits people of all ages and can be flexible to accommodate people of all abilities and needs
* encourage all community groups and sporting clubs to run age-friendly events that are inclusive of older people
* provide a mobile cinema solution for community groups to hire for free.

The pop-up cinema provides an inflatable screen and all the equipment and procedures needed to run a community cinema event in local government areas that do not have a cinema. As part of the package, the council also maintains a booking system, as well as a hire agreement, risk management and terms and conditions documents.

# Project model

* Mitchell Shire adapted East Gippsland Shire’s outdoor cinema model, including guidelines, application form and other policies and procedures.
* Risk management, agreement forms, booking system and other relevant management processes were developed and approved.
* Equipment that can be used indoors and outdoors, day or night, was purchased, including:
  + - inflatable screen
    - speakers
    - DVD player
    - projector.
* Launch events were held in major towns throughout the municipality to promote the new pop-up cinema.
* Once the pop-up cinema was made available for hire, a dedicated officer was appointed by the council to manage the hiring and community development process.
* The pop-up cinema is advertised through relevant channels targeted at seniors, such as newsletters, radio, newspaper, flyers and websites.

# Budget

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| Total project cost | $17,000 |

# Project challenges

* Training is required to set up and run the equipment. This can be challenging for people who haven’t undertaken training.
* The cost of purchasing a licence to show a film may be prohibitive. The average cost of licences for the launch events was $500, which means future events may need to charge an admission fee to cover licence costs.

# Project outcomes

* Inclusive and age-friendly communities.
* Increased social participation for older people within Mitchell Shire.
* Increased opportunities for community groups to hold events and activities across the shire.

# Project sustainability

Mitchell Shire Council is managing the ongoing hire and storage of the pop-up cinema.

The council has appointed a dedicated officer to oversee this process, and who will act as the main point of contact for community groups wanting to hire the equipment.

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