



#SHEWEARSTHECOST

ACTIONAID AUSTRALIA

FILM SCREENING TOOLKIT

A guide in organising a successful film screening



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WHAT IS A FILM SCREENING

A film screening as part of the She Wears the Cost campaign is a powerful way to bring your local community together to learn about workers' rights in the global fashion industry. It can spark discussions about where our clothes are produced and the working conditions that garment workers are subject to. It's also a great way for community members to learn how Brands policies and practices directly impact on the wages and working conditions of women garment workers in their supply chains.

Importantly, a film screening can be a great way to motivate your community to act! Films engage our minds through the art of storytelling. They captivate our emotions in a way that written or spoken words sometimes can't. They instead act as a catalyst for change themselves and move the hearts of viewers to take action.

ORGANISING A FILM SCREENING

Venue and Location

There are a few key things to keep in mind when choosing a suitable venue to host your film screening.

1. Accessibility

- a. Make sure that your venue is in an area that is central for the people you will be inviting and try to find somewhere that is easily reachable by public transport.
- b. Check if the venue is accessible for people with disability. Ensure that you include accessibility information when you are advertising for the event, including the name of the closest bus or train stop.
- c. For the film itself, consider accessibility issues like subtitles for those who may be hard of hearing.

2. Equipment

- a. Make sure that the venue you're hiring has access to equipment like projectors, screen and speakers (all vital for listening and watching the film). They'll usually also have equipment available such as tables, chairs etc.

3. Cost of the venue

- a. A general rule of thumb to go by is to look out for community halls. Usually, community halls offer a subsidised rate for NGOs like ActionAid.

Choosing a Film

We've selected a few films below that look into the exploitation of the garment industry which will allow the community to engage in a lively discussion.

A True Cost:

Filmed in countries all over the world, from the brightest runways to the darkest slums, and featuring interviews with the world's leading influencers including Stella McCartney, Livia Firth and Vandana Shiva, The True Cost is an unprecedented project that invites us on an eye-opening journey around the world and into the lives of the many people and places behind our clothes.

Clothes to die for:

1,134 people died on April 23rd, 2013, when a garment factory collapsed. A further 2,500 people were injured, many of whom were trapped under rubble for days. The tragedy at Rana Plaza is the main focus of the film Clothes to Die For, where Zara Hayes investigates the incident considered to be the deadliest structural failure in modern history and attempts to name those responsible for the corruption, negligence and greed that lead to the death of 1,134 garment workers.

Udita (arise)

'UDITA' follows 5 years in the lives of the women at the grass roots of the garment workers' struggle. From 2010, when organising in the workplace would lead to beatings, sacking and arrests; through the tragedies of Tazreen and Rana Plaza, and to the present day, when the long fight begins to pay dividends. We see this vital period through the eyes of the unions' female members, workers, and leaders.

Advertising and getting a good turnout

Promoting your event is essential in getting a good turnout for your film screening event. It's a good idea to plan out how you'll be advertising your event to ensure that people know about it. In saying this, you also want to make sure you give people sufficient notice so that they can book this date into their calendar!

Social Media

Social media is one of the easiest ways to get the word out about your event to a large number of people in a short amount of time. We recommend advertising on Facebook and Instagram.

Facebook

Creating a Facebook event through the ActionAid Australia account is a great way to reach thousands of people. The procedure for getting an event put up on the ActionAid page is below:

Step 1. Fill out the [Facebook Event Template](#), which you can find in the Activist Toolkit on the ActionAid website.

Step 2. Send your completed Facebook Event Template to the Community Organiser, Shayma at shayma.el-ardenli@actionaid.org. Please make sure to allow up to five days for your event template to be processed in the office. We recommend having the Facebook event online at least two to four weeks before the planned event to ensure enough time for promotion.

Step 3. Once your event is live on the ActionAid Facebook page, make sure to invite as many people as possible and encourage them to click attending and invite their friends so that more and more people see the event.

Step 4. Promote your event in your local ActionAid Facebook group. It can also help to do some research to find any other pages and groups whose followers might have similar values and interests. For example, search for economic justice groups, sustainable and ethical groups, environmental groups, women's collectives, or feminist groups. A lot of these pages will have supporters who might also be interested in your event, and often these pages are more than willing to promote an event if you reach out to them.

Instagram

Another awesome social media platform is Instagram! A great way to promote the event is for each activist in your group to Insert the Facebook event link into your Instagram post and explain a little bit about what the Film Screening is and why it is important. Friends will then begin to share that post and hopefully, it'll reach out to more people as well.

Reaching out to people that are passionate about sustainable and ethical living and asking them to share the event on their Instagram profile is also a great way to spread the word beyond your networks!

Call on your connections

Don't underestimate the power of your personal connections! Inviting friends and family and encouraging them to spread the word through their networks about your event is one of the most effective ways of getting numbers through the door.

Having conversations and personally inviting people – from your best friend to someone you've only spoken to twice in class- is a great way to make people feel more connected to your event and more likely to want to go. Personal contacts are a great support network for you as well!

Media

Why stop there? Another great way to help boost the promotion of your film screening event is by reaching out to the local media. This can vary between your local radio station and media channels like WIN TV (Channel 10), University student magazines, etc.

The procedure for activist groups media engagement is below:

Step 1. Make sure that an ActionAid staff member first approves all contact with media! For this part, you will need the assistance of your ActionAid Media and Communications Manager as well, so ensure you're giving yourself sufficient time for everything to be approved.

Step 2. Once an ActionAid staff member approves media contact, we will contact you and support you in developing a media release (allow a minimum time of 4 weeks).

Step 3. Once everything has been approved, then go ahead and send the media release to your local media outlets. You can also watch the Media 101 training video that will give you some more information.

Step 4. Wait to hear back from your local outlets.

The Media and Communications Manager will also assist you in the way you can deliver your content if you are feeling a bit nervous and want to practice.

FILM SCREENING PLANNING TIMELINE

You want to give yourself at least 6-10 weeks to successfully plan a film screening. This ensures that you have plenty of time for approval, acquiring the movie, booking in the logistics, and most important of all – promoting your film screening! This is important as it will give you time to plan and fill out an event template to send through to the Community Organiser so that we can work with you to push the event forward.

We've attached a drafted timeline of what the planning will look like:

Film Screening

Stage	Timeline	Tasks	Approval
Planning and approval	Week 1	<p>Group meeting to discuss the date, time, goals and objectives of the film screening.</p> <p>This is when, as a group, you fill out the event form so that it answers all the relevant questions.</p> <p>Thinking through whether you want to fundraise this event. If so, you will need to fill out an authority to fundraise form.</p>	<p>Submit the authority to fundraise and event forms to the Community Organiser for approval.</p> <p>If the group also wants to share any posters that has been created, this will also need to be sent through to the Community Organiser to be approved by the communications team.</p>
Logistics + Roles and Responsibilities	Week 2	<p>Once you've received approval, it's time to organise the logistics! Take a look at the checklist below.</p> <p>Think through the roles and responsibilities, how will you distribute the work evenly amongst the group so that everyone is working together to get this event up and running.</p> <p>You will need to start thinking about getting the license to screen your movie in public.</p> <p>This will also be the part where you discuss ways your group wants to start promoting this event. Work with the Community Organiser to ensure you're getting all the support that you will need.</p>	<p>Working with the Community Organiser to obtain the film licensing.</p>

Film Screening

Stage	Timeline	Tasks	Approval
Promoting	<p>Start in week 3 (this will be ongoing)</p> <p>Weeks 3-5</p>	<p>Start working with the Community Organiser to promote your event! Avenues to think and work through include:</p> <ul style="list-style-type: none"> • Ticket site & emails • Facebook event with regular posts. • Promoting on Instagram and social media • Local media and events (engaging local news, radio stations and newspapers) pages. • Postering in local area (think notice boards, universities, etc) • Your personal networks • Sharing on your personal social media as well! 	<p>Working with the Community Organiser to promote on ActionAid's social media accounts.</p>
Finalising Logistics	Weeks 5-6	<p>As a group, finalise any logistics you may need for the event. Have you gone through the checklist and ticked off every item? Is everyone clear on their roles and responsibilities leading up to the event and on the day of (thinking about who will send out reminders, continue the promotion, and collect content on the day of the film).</p>	
Final promotion and logistics check	Weeks 7	<p>Ramp up the promotion so that you can get close to your goal of attendees!</p> <p>Double check you have organised all the logistics and that everyone knows what their roles and responsibilities are. Make sure you haven't missed anything on the event checklist!</p>	
Reminders	2-3 days before the event	<p>Send a reminder about the upcoming event so that it is fresh in everyone's mind!</p> <p>Double check you have everything ready and good to go.</p>	
Event execution	Day of event	<p>Final reminder of date and time!</p> <p>Make sure you have someone acting as photographer so you can turn this into content and share how successful your event was!</p>	

FILM SCREENING CHECKLIST

Remember to check the ActionAid Activist Hub as you plan your event to find necessary templates to get office approval - <https://actionaid.org.au/home/take-action/activist-network/activist-toolkit/>

Event Organising Checklist

Activity	Completed
1.Planning and approval	
Event approval received from Community organiser	
Fundraising approval received from Community organiser	
Approval to use posters/other promotional material from community organiser (or any communications material)	
2. Film	
Film license received	
Film Copy received (either physical or digital)	
3. Promo	
The event is up and running on Facebook or any other relevant platforms	
The group is sharing the event around	
4. Venue	
Accessible venue within budget	
Booking the venue	
Checking they have adequate audio and visual equipment	
Food and drinks (do people have access to this or is this something we need to factor in?)	
Seats	
QR code check-in (if applicable)	
Restriction rules or requirements are complied with regarding the size of the venue	

Event Organising Checklist

Activity	Completed
5. Logistics	
Tape/String (for hanging up ActionAid banners - if any available)	
Flyers/info packs/AAA promo	
Someone on the day to take photos!	
Petition	

TALKING POINTS – PRESENTING SHE WEARS THE COST

A film screening is a great opportunity to gather like-minded people and raise awareness about the #SheWearstheCost campaign and the steps Australian brands must take to ensure workers' rights are upheld in their supply chains.

If you're hosting the screening in a venue with Audio-Visual equipment it would be great to put together some slides to assist with a brief introductory presentation before the film starts. If there is no access to AV equipment here are some talking points that might help you start off a quick discussion and welcome. You can always ask one of the ActionAid staff members to give you some more guidance with this.

1.Introduction

- Thank everyone for coming, introduce yourself and your teammates.
- Start with an **Acknowledgement of Country** – make sure you have found out in advance who the traditional landowners of the space that you will gather on are and acknowledge this before commencing.

2.Give ActionAid a brief introduction:

- ActionAid is a global women's rights organisation
- We use a feminist approach to analyse and tackle the root causes of poverty and inequality.
- We support women living in poverty and exclusion around the world.
- ActionAid works in solidarity with women around the globe and acknowledges the disproportionate effects of poverty and injustice that women endure.

3.What does ActionAid do?

- In **Australia**: We stand in solidarity with women by campaigning and fundraising for the resources they need to empower themselves and reclaim their rights. We have an activist network of groups all around the country, with a community of volunteers working to help ActionAid succeed in its goals.
- **Around the world**: ActionAid partners with local women's rights organisations in 45 countries across the globe, to support women in their various pursuits to reclaim their rights. ActionAid currently has women's rights programs running in 14 countries in which women are living in poverty, supporting them to demand justice.

4.Introduce the Global Campaign #SheWearstheCost

- The campaign was launched on the anniversary of the Rana Plaza collapse, on April 24th, 2021.
- Many garment workers were already living in poverty before the pandemic began, because the wages they receive are not enough to cover basic living costs for themselves and their families.
- Now while big fashion brands like Nike and the Just Group's Jay Jays, Just Jeans and Dotti are continuing to make huge profits, garment workers are left wearing the cost of COVID-19 as they are hit by job losses and salary cuts.

5.Describe the links between #SheWearstheCost and this film screening

- Right now, garment workers in Bangladesh and Cambodia are being pushed into poverty and hunger because international brands are more concerned about profit than the women who make their clothes
- If we come together as consumers, we can put the pressure on Australian and international brands to ensure that the garment workers making their clothes are paid fair wages and have safe and secure working conditions.
- Garment workers in Bangladesh and Cambodia are speaking out about their exploitative working conditions. You can stand with them by supporting ActionAid's #SheWearstheCost campaign!
 - Use the QR code to sign our petitions calling on Nike and the Just Group to support the women making their clothes during the pandemic
 - Speak to one of our activists (in the red shirts) about getting more involved in the activist group

RESOURCES

All resources below can be accessed at: <https://actionaid.org.au/home/take-action/activist-network/activist-toolkit/>

- Event Form (this will download automatically): <http://actionaid.org.au/wp-content/uploads/2019/01/Event-Proposal-Form.docx>
- Facebook Event form (this will download automatically): <http://actionaid.org.au/wp-content/uploads/2018/11/Facebook-Event-Template-FINAL.docx>
- Authority to Fundraise form: Contact Community Organiser, Shayma El-ardenli, at shayma.el-ardenli@actionaid.org to receive this form to fill out.
- How to get local media training: <https://actionaid.org.au/resources/how-to-get-local-media-101/>