



FROM TEL AVIV WITH LOVE The Other Film Festival takes cinema access across the globe

19 May 2011: The Other Film Festival's Artistic Director Rick Randall recently journeyed to Tel Aviv where he is participating as keynote speaker at a forum on cinema access.

This forum is part of *Shekel - Reframing Reality*, a new Israeli international film festival "challenging the disability concept".

Rick's attendance at the festival is supported by the Department of Foreign Affairs and Trade (DFAT) and the Ambassador to Israel, Andrea Faulkner, who will be attending the forum and hosting an event for festival guests.

The festival will also be screening Adam Elliot's *Mary & Max* and Australian short films including Sophie Hyde's *Necessary Games*, a short film about dance and disability, which was screened at The Other Film Festival in 2010.

Rick's presentation will cover the recent Action on Cinema Access campaign which was strongly supported by Arts Access Victoria and The Other Film Festival. This campaign generated significant community response and media coverage and resulted in a dramatic increase (20% of all screenings and at least one accessible screen in every cinema) in the rollout of captioning and audio description by the four major Australian cinema chains over the next 3 years.

DFAT has taken a keen interest in Rick's presentation at the forum, particularly as the success of the Action on Cinema Access campaign will position Australia as a leader in cinema access for people with disabilities by 2014.

Following Tel Aviv, Rick will be travelling to Europe where he will meet with festival directors from disability film festivals in Athens and Munich.

The Shekel – Reframing Reality Film Festival is screening in Tel Aviv and across Israel until 27 May 2011.

Presented by Arts Access Victoria, the 5th Other Film Festival takes place in August 2012.

MEDIA ENQUIRIES

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