

A photograph of a theater stage. The stage is framed by heavy, red, velvet curtains that are pulled back to reveal a textured, greyish wall. The floor of the stage is a light-colored, possibly wooden or polished concrete, with some faint markings. The lighting is soft and focused on the center of the stage.

STAR CINEMA

STRATEGIC PLAN 2015 - 2018

historical context



The Star Cinema operates in the grand setting of the Eaglehawk Town Hall just outside of Bendigo in Central Victoria. It has been operating as a non-profit community owned project since April 2005 and is largely run by volunteers. We have a proud policy of providing Greater Bendigo with independent, art-house films and cross-over cinema releases in a unique environment.

The Star Cinema utilizes the original projection room first used in the early 1900s when the cinema began. The cinema originally went by the name of 'Star Pictures' which was later shortened to just the *Star*. As well as showing films it included live acts and even hosted beauty contests.

Local legend has it that the Star would swap film reels with the Lyric in Bendigo during intervals so they could offer a greater range of films. The projectionist from the Lyric would stand outside the building on View Street and wait for the Eaglehawk tram to pass, as it did he would pass the reels of film to the conductor who took them up the line to Eaglehawk, where he would be met by the Star's eager projectionist ready and waiting to change films before the audience noticed any gaps in the program!

The Star ran continuously until television became more affordable in the 1960s and many cinemas closed. The Star was no exception. In 1999 the Star opened its doors once more under the ownership of Joan Rodger and became a working cinema again. Upon Joan's retirement in 2005 the cinema was re-imagined as a community run initiative.

A grand sense of history, enhanced by comfy crimson couches and a licensed bar serving up local wines means that the Star Cinema represents a special place for many people, local and beyond.

In 2014 the Star upgraded its' projection technology from an analogue to a digital system. This was funded by the "Go Digital or Go Dark" community fundraising campaign, with additional assistance from the Victorian state government. The support the campaign attracted affirmed that The Star is both dearly loved and appreciated by the community.





vision

In our vision of the future, the Star Cinema is a vibrant & creative place. We will continue to make the Star an important part of the cultural life of Central Victoria, treasured by its' community.

mission

To provide interesting cinema experiences to diverse audiences.



values



diversity

In all our operations we seek to respect & reflect a broad variety of perspectives & experiences.

creativity

Embrace new ways of enlightening, educating and entertaining.

engagement

Build active relationships with the audience and our community.



objectives

A photograph of a doorway with a checkered floor and a green door. The floor is made of large, square tiles in a black and white checkerboard pattern. The door is a light green color with a brass handle and a keyhole. The wall is a light blue color. The door is slightly ajar, revealing a glimpse of the room beyond.

objective one

Build patronage by appealing to a broad audience.

objective two

Improve customer experience.

objective three

Actively form partnerships that realise mutually advantageous opportunities.

objective four

We will be financially robust.

strategies

strategy one

Create an inviting environment.

strategy two

Grow reach & awareness.

strategy three

Foster relationships with subscribers & patrons.

strategy four

Support staff & volunteers to provide quality service.

Board of Management 2015

President/Chair - Tom Wolff

Secretary /Vice President - Suellen Pepperell

Treasurer - Carolyn Dew

Rick Christie

Granton Hay

Ian Hart

Fiona McMahon

Staff

Cinema Manager - Hannah Morton

Head Projectionist - Stephen Maber

www.starcinema.org.au/

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