

# Wallis Cinema



## WALLIS CINEMAS PROGRAMMING

The Wallis Programming Team service over twenty independent cinema sites across Australia, as well as six Wallis owned sites.

Operating out of Wallis HQ in Frewville, South Australia, our team have well established relationships with film distributors for both mainstream and alternate content for cinema screens. With a range of experience, strengths and perspectives, the Wallis Programming team pride themselves on staying up to date with the latest developments in the film industry and using their skillsets to negotiate the best possible outcome for Wallis booked sites.

Throughout the Covid-19 pandemic, the Wallis Programming team have witnessed first-hand the impact that Covid-19 has had the Australian independent cinema community and its business models. With challenges such as release date changes, minimum guarantees and product availability, the team have endeavoured to ensure that Wallis-booked independent cinemas are given the very best opportunity to thrive through robust conversations with film distributors, leveraging film policies and negotiating on behalf of cinema operators.

Always staying up to date with the latest box office analytics, Wallis uses Vista software, generating weekly lineups that outline negotiated policies for each screening week of a film, classification updates, up-to-date run times and future planning, as well as a detailed release schedule available as part of the programming service.

**For further information including service level details and pricing, please contact Manda Flett at Wallis HQ on 8490 7000 or e-mail [mflett@wallis.com.au](mailto:mflett@wallis.com.au)**



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## MEET THE TEAM

### **David Simpson: Programming Manager**

David has worked in Exhibition & Film Distribution across AU, NZ, PAC Islands, UK, US, Europe, Asia & South America, so we were very lucky to have him join the Wallis team in January 2020. He brings specialist expertise in strategic Cinema Programming and Distribution of content, and his understanding of the needs of both the Distributor and the Exhibitor leads to robust and meaningful dialogue in the film booking process. His balanced outlook has helped Wallis-booked sites steer through Covid-19, negotiating good terms and valuable outcomes on their behalf. David believes firmly in the magic of the movie experience, no matter what movie it may be.

### **Joel Sprigg: Programming Executive**

With over 20 years of experience, Joel has worked through all areas of exhibition, including hands-on experience in the transition from 35mm to digital presentation. As such, Joel has a knack for DCP circuiting and KDM problem solving. Joel has a passion that covers all genres of film, from La La Land to There Will Be Blood, 80 retro titles such as Back to the Future and Indiana Jones, and cinematic classics such as Lawrence of Arabia. With his extensive film knowledge and affable manner, Joel strives to create accessible and profitable cinema experiences for all Wallis-booked sites across the country.

### **Manda Flett: Programming Executive**

Manda has worked in various roles in the film industry for the last 12 years, freelancing in film production before joining the team at Wallis Cinemas Mitcham in various customer facing roles. She joined the programming team in 2019, was recently promoted to Programming Executive and is currently a key contributor to the re-imagining of the Piccadilly Cinemas and its business model. Manda is passionate in her support of independent cinemas and believes all Australians have a right to the collective big screen experience. She knows regional cinemas are the heart and soul of many communities and we have lost too many during the pandemic. Living and breathing cinema, live theatre and the performing arts, Manda provides a unique perspective to programming both mainstream and alternative content on cinema screens.

### **Bob Parr OAM: Senior Programming Advisor**

A stalwart of the cinema industry, Bob started as a trayboy at the Hi-line Drive-In in 1957 before returning to the Chelsea Cinema in 1971, where he worked in all facets of cinema management and witnessed all manner of technological change over that time. With a love for Musicals such as Les Miserables, and Epics such as Ben Hur, Bob believes that the strength of cinema lies in the ability to entertain the public with a good film and a flawless presentation. Now working part-time, Bob continues to maintain strong relationships with both exhibitor and distributor.

### **References**

We invite you to contact one of our Wallis-booked independent cinema sites:

- Capri Cinema – Goodwood. Rob Jordan, General Manager. (08) 8373 0391
- Yarrowonga Mulwala Cinema - Rob Alexander, Marketing and Cinema Manager. (03) 5744 1911
- Victa Cinema - Victor Harbor - Jarrad Jenkins, Cinema Manager. (08) 8552 1325
- Oatmill Cinema - Mt. Gambier - Shane Fulwood, Owner/Manager. (08) 8724 9150
- Echuca Paramount Cinema - Rebecca Lillico - General Manager, Clare Tracey – Supervisor (03) 5482 3399
- Mansfield Cinema - Elaine Kramp - Cinema Business Manager, Karen Oliver - Manager (03) 5775 2049