

ENJOYING VISUAL TECHNOLOGY

**SYDNEY VIDEO  
MAKERS CLUB**

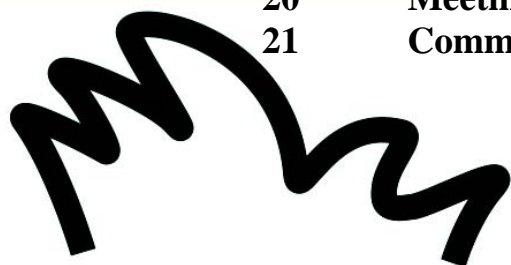


# **ELECTRONIC EYE**

**N E W S L E T T E R**  
**JANUARY**

**2015**

2-4	Presidents Message.
5	Important Notice (Fees).
6	Featured Books From The Library.
7	Competitions for 2015
8-10	Photos of Voty Winners 2014.
11	Voty 2014 Full Results.
12-15	Photos Voty 2014.
16	Did You Know.
17-19	eBay Purchasing.
20	Meeting & Fee Details.
21	Committee Details.



**Next Meeting  
Wednesday  
28th January, 2015**

**[www.sydneyvideomakers.org.au](http://www.sydneyvideomakers.org.au)**

# President's Message

## Happy New Year!

Welcome to the first EE of the year and to another 12 months of moviemaking and storytelling.

If like me you made new years resolutions then you'll probably not have many that are still in tact. The good news is that any you may have made around making better videos are both easy to keep and the whole Club is here to help you keep and achieve them!

## Helping us do that is the new Committee.

Along with Ami, Elvio, Mike Elton, Graham and Stuart who continue on from last year, this year sees the welcome return of Ian Scott as Secretary and we now have Paul Szilard and Michael O'Shea to take on the role of Competition Managers.

Paul will in fact be a very busy boy as, along with Graham Sainty, he takes on the role of Webmaster. Working closely with him will be Michael O'Shea who is looking at getting the Club on to both Twitter and Facebook and will take on the task of content management within these.

Mike Elton continues as social secretary and one the committee's new years resolutions was to organise more social events. **So, we have 3 dates for your diaries...**

- On Sunday 15th March we will hold a BBQ in Lane Cove National Park.
- On Tuesday 16th June we will pick a film to see at the cinema and, following the screening, have dinner in a restaurant close by. Members will of course be able to come along for one or both of these.
- And finally, in September we will have a film making outing with a collective mission for the day. More on this closer to the time.

As ever the new committee has been busy working out a new program for the year along with the themes and topics for competitions and we will take you through some of that at the next Club Night on the 28th January.

**For those of you who made it to VOTY** (Video of the Year) I hope you enjoyed it, all the feedback I've received was that it was one of the best of recent years and thanks again to everyone who helped whether by entering videos, working on making it happen, judging or coming along and supporting in that way.

That said we are not sitting back on our laurels and have considered ways to make VOTY even better and have come up with a number of ideas....



Two years ago we gave VOTY a bit of a French theme, encouraging people to wear their beret's and blue and white tops, and this year we intend to do the same.

In fact, we intend to take the theme slightly further and so all entries to the 1 minute advertisement category at VOTY will need to incorporate the theme in order to be eligible for entry.

After much consideration the theme we've decided on for VOTY 2015 is "Gangster". Hopefully you'll agree this is a flexible and fun theme which can inspire ideas for your 1 minute ads irrespective of what it is they're selling. Also, you're not in any way limited to a specific type of gangster, it can be Russian Mafia, Triads, Columbian Cartels, LA gangs and so on.

Just to be clear, you won't have to advertise being a gangster - although you could - but the ad will have to clearly follow the theme in some way. Capiche.

**Some news also on the Roxy Theatre.** I'm not sure how many years the Roxy has played host to VOTY but looks very much as if the site will be re-developed this year and so we will need to find an alternative venue.

The Committee is already busy exploring other options for both venue and format. Our objective is to try and find a comfortable location with excellent screen and audio facilities which can also support the social element of VOTY. We are also trying to target a price point which will make tickets more affordable for everyone. In so doing we may (emphasis on the may) have to shift the evening from a Friday to an alternative day but more news on all of this when we have it.

**Just before Christmas I met up with Ernest Cheung** our 'man in Hong Kong' as Andy would say. Ernest has very generously donated a wide collection of film making books which cover a host of topics at a range of skill levels.

On behalf of the whole club I'd like to thank Ernest for his generosity and I certainly encourage you to take a look through the books, they're full of lots of useful tips, ideas and more and you can see how helpful they've been to Ernest from all the highlighting that's still in some of them!

The books will be added to the Club library but you can also see the full synopsis of each book within the new Library section of the club's website. This is accessible under the Resources tab and includes the facility to search within the descriptions.

So, if you want to learn more about lighting, cinematography, editing or making a feature on a budget, search and thou shalt find! You can also see details of 2 of the books within this EE which will give you a taster.

**On competitions for the year**, as ever the February competition is completely open and immediately after that a science fiction drama for April.

For June we've gone for a travel video with a difference. It has to be filmed in Sydney. We've done this to avoid all of the challenges of travel videos from planning to limited kit, to no control of schedule and so on. This way we can focus on the story and anything either in, or about, Sydney is fine. To be clear, it doesn't have to be about Sydney itself but **MUST** be shot in Sydney.

In August we've got something new to try. We're going to try and have a shared script - we just need to find a suitable one - where all the teams will make the same script but with an additional twist. The team composition will be drawn from a hat. This is both to give people a chance to work with different people without breaking any loyalty to their current teams, also to help the social agenda of spending time with different people and also to have some fun doing it!

**And finally, the committee has reviewed the Club subscription** for the year and set it at \$70 which is intended to help cover the ever increasing costs of things like hiring the hall and so on associated with running the club.

If you are even considering whether this is good value then consider all the things it includes. You have all the meetings, competitions, and free help and advice from members. You have access to the club's library and, perhaps most financially significant, free access to the club's equipment.

I've looked around at other clubs who have equipment and they often charge for borrowing it. Not only do we not charge but we have an impressive selection of professional grade equipment for which any individual piece would probably cost over \$100 just to hire for a weekend. We have lights sound equipment, a crane, a dolly slider and a few other bits and pieces all of which can jazz up a production.

That's more than enough from me!

See you on the 28th.

Cheers  
Ruskin



# Important Notice

A note from the treasurer.....

Your membership fee for 2015 is now due.

The amount this year is **\$70** which is a small increase over last year.

I would appreciate if you could pay the fee on club night in cash or cheque.

If you would like to pay by direct deposit then the details are...

..

Account name = Sydney Video Makers Club

BSB = 032-090

Account = 390 845

If paying into the account please remember to add your name.

Many thanks

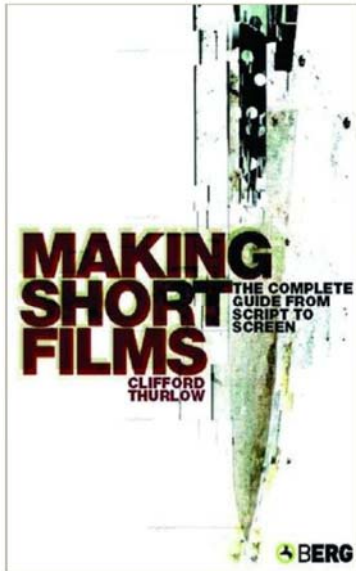
Elvio Favalessa

Treasurer.



# Featured books from the library

Here's some information on just 2 of the books generously donated by Ernest Cheung. To check out all the others go to the library page on the Club's website



## Making Short Films - The Complete Guide from Script to Screen

by: Clifford Thurlow

Making Short Films: The Complete Guide from Script to Screen is a practical and inspirational guide to students and independent filmmakers.

This new edition of what has become a bible for filmmakers internationally is completely rewritten, expanded and redesigned.

This is the only book to describe and explain the whole process - from creating an original or adapted script, to producing and directing, to managing budgets and people, to financing, marketing and distributing your film.

Whether you are embarking on your first YouTube project or planning a more ambitious, collaborative film, Making Short Films gives you the low-down on everything you need to know.

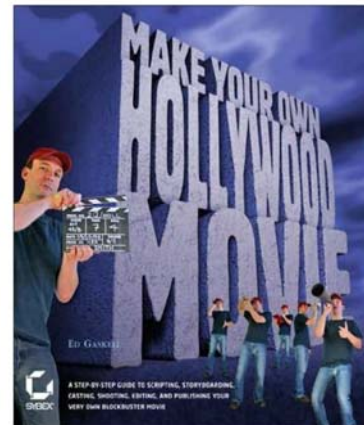
## Make Your Own Hollywood Movie

by: Ed Gaskell

A full-color guide to producing Hollywood-style movies for Video enthusiasts wanting to create movies.

Whether you're making a movie for yourself or have dreams of breaking into Hollywood, this book gives you the insights and how-to's to make a sophisticated movie from start to finish.

With an easy-to-follow, hands-on approach that includes over 500 images, this book aims to help transform you into a pro. Learn all the facets of moviemaking, including scripting, storyboarding, casting, shooting, editing, and publishing the finished movie to CD, DVD, and the Web





## Competitions for 2015

As usual we have four competitions that will run through the year.

- **February Competition - Open Subject**
  - Can be on anything
  - Maximum duration of 5 minutes
  - Due February Club Night
- **April Competition - Drama**
  - Must be a science fiction story
  - Maximum duration of 5 minutes
  - Due April Club Night
- **June Competition - Sydney (Travel)**
  - Must be a video which covers something about Sydney. This is in the basic travel genre but the story should be based on something or someone in Sydney. It does NOT have to actually show travel per se.
  - Maximum duration of 5 minutes
  - Due June Club Night
- **August Competition - Shared Script & Team Mix**
  - All teams must make the same script
  - Temporary teams will be picked just for this competition with names drawn from a hat
  - Roles etc will be defined by the team once formed
  - The team is only expected to last for this one competition, i.e. this is not a way to change the existing teams, simply bring some variety to the current ones
  - Maximum duration of 5 minutes
  - Due August Club Night
- VOTY will of course follow but more about that later.  
The only thing to remind people about now is that the 1 minute ad MUST follow a gangster theme to be eligible.



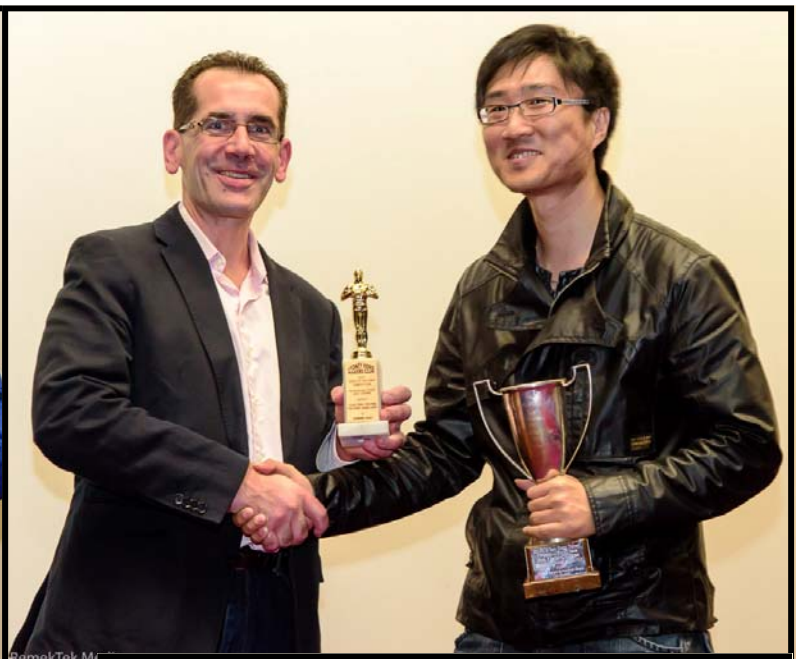


# VOTY WINNERS

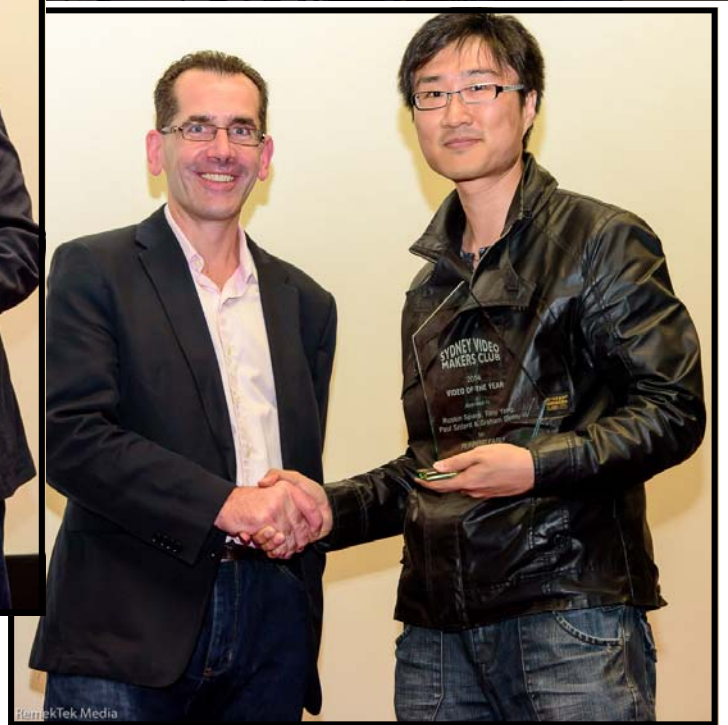
## 2014











Congratulation to all the Voty Winners  
And all who took part in the Competition

## VOTY 2014 Full Results

Title	Producer	Average
Running Early	Ruskin Spiers, Tony Yang, Paul Szilard & Graham S.	87.428571
The Crossing	Ernest Cheung	86.857143
Or you could	Ruskin Spiers	85.571429
Rio	Max Milgate	84.428571
The School Dance	Ruskin & Oscar Spiers	82.714286
Young Love	The Phoenix Group	81.571429
Iguaza Falls	Max Milgate	79.285714
Pick Up	Tony Yang	78.142857
Clock Auction	The Packers Team	76.142857
Chuhily Glass Garden	Neville Waller	76
More Ideas	Ruskin & Byron Spiers	74.857143
Good God!	Ann Rollins and Lee Gaynor	71.285714
Ephesus	Jim Whitehead	70.142857
Mens Shed Chorale	Nuts Team	70.142857
Nuts Partners	Nuts Team	68.428571
Fresh Tracks	G7	67.857143
Butchart Gardens	Neville Waller	67.285714
Istanbul	Jim Whitehead	64.714286
Moeraki Boulders	Ian Howard	63.166667
Mottisfont House 2014	Phil Brighton	59.142857
The Painted Desert	Ian Howard	58.285714
Oktoberfest at the Berry Hotel	Lee Crispe & Barry Crispe	58.285714

### NSW Inter-Club Drama 2014

Title	Producer	Average
Young Love	The Phoenix Group	81.571429
Paper Fights Back	Newcastle VM - Ian Huish	81.142857
Seeing Red	Newcastle VM - Ian Huish	80.714286
Gone Fishing	Newcastle VM - Trinkets Team	74.571429
The Diamond Lift	Wollongong MM - Tom Hunt	72.571429
Perceptions	Wollongong MM - Ian Simpson	68.142857





# ***VOTY 2014***



***Kent Fry, Alison Fry & Jim Whitehead***



***Amy & Ros Doldissen & Erica Saville***



***David Rogers & Colin Cooper***



***Margo Hallett & Josie Milgate***



***Gerry Benjamin & friends***



***Voty Visitors***





*Voty Visitor*



*Ami Levartovsky*



*Ian Scott & Bob Hallett*



*Ruskin & Clare Spiers*



*Voty Visitor*



*Rob Necessian & Visitor*





*The Coat & Ilma Cave*



*Phil Brighton*



*Ruskin Spiers*



*Bill Congdon*



*Ian Simpson, Ann and John Devendish & John Hunt President of Wollongong Club.*





*Clare Waterworth*



*Neville and Jeanette Waller*



*Elvio Favalessa ? Graham Sainty*



*Ian Howard, Alan Tulloh & Stuart Plant*



*Ilma Cave, Kent & Alison Fry, Rob & Camellia Nercessian  
& Rob's Mum Mrs Nercessian*



*Tony Yang and Partner*



***Bob Hallett***



***Sitting back and relaxing***



***Leslie Howard***

***Photos by Paul Szilard***

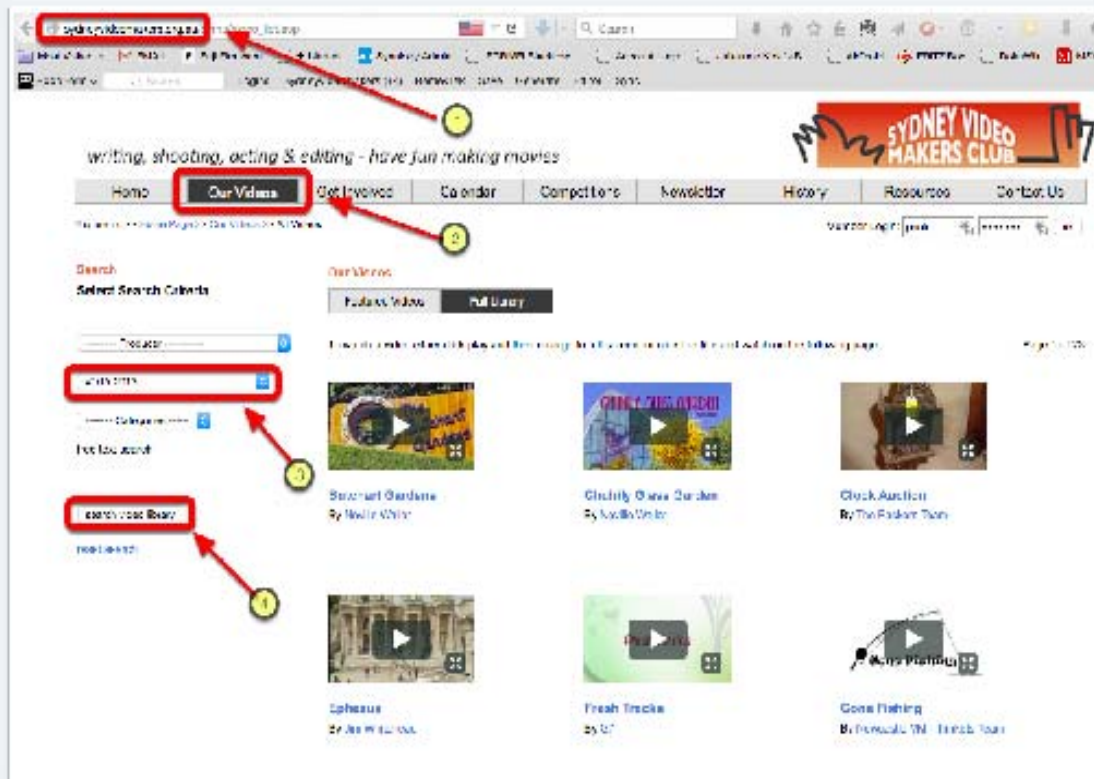


# Did You Know?

That you can view the VOTY (Video Of The Year) entries, at any time, via the Club Website?

## Viewing the VOTY Entries

1. Go to [www.sydneyvideomakers.org.au](http://www.sydneyvideomakers.org.au)
2. Click "Our Videos"
3. Choose search criterion of VOTY
4. Click "Search Video Library"
5. Click on any video to watch! Easy!





# eBay Purchasing

[www.ebay.com.au](http://www.ebay.com.au) -- don't forget the ".au"

## Brief History

Although many of us are eBay regulars, there are some that have yet to tap into purchasing stuff on-line on the internet, using eBay.

eBay was invented by Pierre Omidyar in San Jose, California in 1995 and quickly grew to be another household name in the electronic age.

## Who Sells on eBay?

Anyone with an account can sell on eBay. This includes individuals like you and me, who may sell the odd item once in a Blue Moon, to people that have built an on-line retail business, selling hundreds or thousands of items on eBay every month.

## How to Buy Items

First, you must have an eBay account, which is free. All fees are borne by the sellers, so buying has no hidden costs.

Second, you will need a PayPal account, also free(-ish). For description, see next heading. Now let's get back to eBay!

After we log in with our account, we can search for items, or browse a category to see if something catches our interest. Assuming that we have located a widget that we want to buy, it will be offered in any of the following ways:

**BUY NOW** price – like a shop, you buy it instantly at the asking price

**AUCTION** – you place a bid and if you are the highest bidder at the end, then you get it for that price

**MAKE AN OFFER** – and see if it is accepted

Additionally, you can also ask the seller a question.

Check for Shipping Cost, as your final payment will be price + shipping!

Unlike traditional auctions, where the winner is the highest bidder which is unchallenged in a given timeframe (like minutes), eBay works with a deadline, at which point in time the highest bidder gets the item.

## PayPal

[www.paypal.com.au](http://www.paypal.com.au)

PayPal is a finance clearing house, that is now owned by eBay, and whilst technically it is not a bank, you can think of it in similar terms as AmEx, which handles your financial transactions, and is linked to your real bank account so that it can obtain funds for your purchases. When you register with PayPal, you have to authorise them to draw from your real bank account or Credit Card.

Once you have been verified as bona fide, you can make payment for items using PayPal, and there are significant benefits to using PayPal.

The merchant never sees your Credit Card details, as these are handled by the “middle man” PayPal. This protects you from potential fraudulent re-billings

PayPal gives you purchase insurance up to \$50,000. This protects you in case the seller sends you a clay brick instead of the Panasonic GH4 that you paid for!

## Purchasing Strategies

Buying (and selling) with strangers always carries an element of risk. This is true to some degree even from trusted retailers like David Jones, and undoubtedly to a greater degree with eBay. So you should use common sense, and set your own guidelines.

I have had 178 buy or sell transactions since I have started using eBay, and in that time only had one instance that turned sour. Here are some of my own self imposed guidelines, use them or ignore them as you wish:

Make sure I know What I want and How Much I am prepared to spend on it!

For private purchases, I prefer to use Australian sellers

For expensive, 2<sup>nd</sup> hand items, I always exchange at least one question/answer to see if they inspire confidence

New items, I am happy to buy from China including Hong Kong, or US or Japan, but pay special attention to shipping costs, and allow 3-4 weeks(!) from China

Check new items from other sources, as sometimes I have found non-eBay pricing to be better, especially if you are able to reclaim GST for Australian purchases

The “Buy Now” sales need no special strategy. Just look at for the shipping costs to avoid surprises. Make an Offer, tends to only work if the offer is not much lower than the asking price. Silly offers just waste time and achieve nothing.

Auctions require a bit of thought! **Unlike traditional auctions, eBay auctions have a fixed deadline.** So it makes little sense to bid except right at the end! This concept is often lost on many people, and you can watch an item with bids after bids, even days before the end of the auction.

If you only bid a minute or two before the end, you might catch out the other buyers and the auction may end before they wake up to out bid you! Best of all, you can use “Auto Bid”, which is simply a ceiling that you define as your max, but eBay will only bid the lowest winning amount not exceeding your max.

Let me illustrate:

let’s assume that you are bidding on a Panasonic GH4 body. It is in mint condition offered in Australia.

You check out the best internet shop price and find that it is \$1,500 including shipping.

You decide that your maximum spend on eBay for this item would be \$1,300 and it is offered with free postage.

The current highest bid is \$900 and the bidding increments is \$10

If you put in an Auto Bid of the value of \$1,300, eBay will place an actual bid on your behalf, of \$910 until such time as someone out bids that amount. In that case eBay will check to see if it can place a bid for you that doesn’t exceed your limit, or give up if the price is too high.

So if another person’s Auto Bid amount was \$980, then eBay will place your bid at \$990 and not \$1,300.

If someone else bids \$1,300 then you cannot out bid them because \$1,310 is greater than your limit, and you simply loose the purchase of that item and spent nothing

### Watch List

You can add any item that you are interested in, to your Watch List. This is a GREAT way to see how bidding goes, even if you have no intention to buy, just yet. You can add practically unlimited number of items to your Watch List, but common sense would indicate that a handful is most useful. For instance if you searched for that special lens, you found 3 people selling the object of your desire. Their auctions have different end dates and currently the highest bids all vary. If you added them to your Watch List, you could easily summon up the list a day later and see how the prices had risen, eventually what they sold for. This will give you a good idea on what to bid next time.

### iOS and Android Devices

Both platforms have dedicated eBay Apps, which you can set up with your ID and Password, then you can quickly check your watch list or browse around, using your iPad, iPhone or Android device. How good is that?

### That's It For Now

Well this should give you a good basis. I recommend that you try with something small at first until you get confident and have fun!

Next month I will reveal the Secret Sauce to improve winning bids by a huge margin, but I think I had written enough for this month...

Oh, and don't forget to use Google (or your favourite search engine) or YouTube, to get a TON of further advice! Enjoy...

Paul Szilard



President:  
Ruskin Spiers

Vice President:  
Ami Levartovsky

Secretary:  
Ian Scott

Treasurer:  
Elvio Favalessa

The Club meets on the **FOURTH WEDNESDAY** of each month (except for November & December) at 8pm at the Dougherty Centre, Victor Street, Chatswood. Tea & Coffee are available from 7pm **FOCUS** nights, which usually cover technical subjects, are held on the **SECOND WEDNESDAY** of each month (except January & December) at 7.30PM at the Dougherty Centre, Victor Street, Chatswood.

The Committee meets on the **FIRST WEDNESDAY** of each month. Members are always welcome to attend, and for meeting time and venue, see any committee member.

Member's guests may be invited to meetings; the first visit is free, subsequent visits are \$5. New members are always welcome. Annual membership is single \$70, Couple/Family\$ 95, Overseas and Country members \$35

Note: Equipment brought to a Club night is not covered by the Club's insurance. Members should study their household insurance and check whether their video equipment is covered away from their premises and consider whether their cover should be extended.

All articles in the "Electronic Eye" magazine are copyright. Reproduction is allowed by other video clubs providing both author and The Sydney Video Makers Club are acknowledged.

Disclaimer: In regard to any products, services or procedures which are either advertised or mentioned in this newsletter, members should determine for themselves the reliability and/or suitability for their own requirements. The Sydney Video Makers Club cannot accept responsibility for any product or service statements made herein, and the opinions and comments of any contributors are not necessarily those of the club or the Committee.



<b>President</b>	<b>Ruskin Spiers</b>	<b>0420 834 080</b>
<b>Vice President</b>	<b>Ami Levartovsky</b>	<b>0419 041 901</b>
<b>Secretary</b>	<b>Ian Scott</b>	<b>0419 239 953</b>
<b>Treasurer</b>	<b>Elvio Favalessa</b>	<b>0438 980 060</b>
<b>Membership Secretary</b>	<b>Elvio Favalessa</b>	<b>0438 980 060</b>
<b>Library Manager</b>	<b>Graham Sainty</b>	<b>0412 764 771</b>
<b>Social Secretary</b>	<b>Mike Elton</b>	<b>0401 928 994</b>
<b>Committee</b>	<b>Graham Sainty</b>	<b>0412 784 771</b>
<b>Committee</b>	<b>Paul Szilard</b>	<b>9925 0812</b>
<b>Committee</b>	<b>Stuart Plant</b>	<b>9909 2509</b>
<b>Competition Manager</b>	<b>shared - Paul Szilard &amp; Michael O'Shea</b>	

## **OTHER ROLES**

<b>Presentation team</b>	<b>Phil Brighton, Ian Howard, Stuart Plant,</b>	
<b>Editor Electronic Eye</b>	<b>Margaret Tulloh</b>	<b>9451 9718</b>
<b>Web Master</b>	<b>Ruskin Spiers &amp; Paul Szilard</b>	
<b>Publicity Officer</b>	<b>Stuart Plants</b>	
<b>Team Coordinator</b>	<b>Ruskin Spiers</b>	

**Please address all correspondence for Committee Action to:**  
**The Secretary,**  
**Sydney Video Makers Club,**  
**P.O. Box 1185,**  
**CHATSWOOD NSW 2057**