

## **Reform plans for the future of UNICA**

As a result of a plan by Art Hovanessian, member of the committee

Questionnaire about a new concept for the middle and long term development (worked out and accorded by the committee during his meeting April 18<sup>th</sup> till 20<sup>th</sup> 2013)

### **1. Which UNICA for tomorrow and the day after tomorrow?**

**Yes No Not sure**

#### 1.0 Is UNICA

1.0.1 to be kept in the present form

1.0.2 in one or more ways in need of reform (short statement)

1.0.3 to be set up totally new in order to face present events and future demands ?

#### 1.1 Is UNICA in future the umbrella organization for:

representing federations or national organizations?

Or should UNICA, in countries, where there's no(t yet an) official national organization, be open for:

1.2 partly representing organizations from large countries (federal states, provinces, regions etc.);

1.3 registered clubs or other forms of groups;

1.4 under certain conditions also permit single members?

1.5 should UNICA exclusively admit films from amateurs, half professionals as well as film school and Jeunesse like we used to,

1.6 or would a total abstinence of division into categories be advantageous;

1.7.or should existing categories be replaced by new ones, like

1.7.1 youths under age 14;

1.7.2 independent authors, so professionals of all age;

1.7.3 sheer amateurs

## **2. Organizational and strategic new constitution**

**Yes No Not sure**

2.0 The jury determines the number of diplomas, medals and other official prizes according to the well-tried voting mode;

2.1 The organizing federation furthermore determines the number and kind of optional special prizes

or :

2.2 award a maximum number of eg. 5 gold-, 5 silver- and 5 bronze medals as well as cash prizes

2.3 a large gold medal for the best film of the festival as well as a large cash prize

2.4 special awards for best fiction, documentary, director, editing, acting etc.

2.5 Gold medal winning film makers are to be invited to all patronage festivals free of charge for lodging and meals at the costs of UNICA/organizing federation

2.6 invite local personalities to the national competition and international personalities

from the film industry as jury member at UNICA Festival,

2.7 in order to cover the new expenses as well as travelling costs and expenses from committee members

or the above mentioned guests should/could

2.7.1 part of the budget of national competitions be paid to the UNICA – cashier

as well as

2.7.2 main sponsors should be recruited in an intensified way.

### **3. Marketing - expansion of UNICA**

**Yes No Not Sure**

3.1 sending invitations to target countries in the Asian and American region to the annual UNICA festival in order to eventually make them join UNICA;

3.2 Next to the invitation marketing instruments as follows are required:

a) documentation upon history, purpose and targets of UNICA

b) demonstration film upon past festivals as well as information upon pro's and benefits of membership

c) invitation to screen films out of competition

d) to provide a double room free of charge per country invited, for the length of the UNICA festival

3.3 support with the foundation of a union of federation.

3.4 correspondence with national and local authorities, with film schools and universities as well as all known film makers or personal friends in target countries

**Question :**3.1.1. is it appropriate to evoke a swift expansion of UNICA with the help of similar marketing instruments

knowing that the expansion of the number of member countries means limiting eg:

3.1.1.1 the projection length of countries;

3.1.1.2 abolishment of the adjoining program

3.1.1.3 Extension of the festival by one or two days

3.1.2 where should UNICA find the finances for the above mentioned marketing instruments?

3.1.2.1 through raised membership fees;

3.1.2.2 through intensified search for public or private sponsors

3.1.2.3 through other means?

**Comments.**

**A)** More than one answer will be possible on the condition that they don't contradict each other.

**B)** Many of the above mentioned reforms and proposals to change require numerous alterations of the statutes and rules for competition

**C)** Before alteration close examination of the reform plans is necessary to avoid possible loss of the status of UNICA as an association not-for-profit under the law of Switzerland. The same applies to the majority of the incorporated national federations .