“Mapping the Movies”
The Australian Cinemas Map

Richard Maltby and Liz Milford

http://auscinemas.flinders.edu.au/
# Australian Theatres and Exhibitors (Continued from page 130)

## Queensland

<table>
<thead>
<tr>
<th>Town</th>
<th>Theatre</th>
<th>Exhibitor</th>
<th>Seating Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bundaberg</td>
<td>Victoria</td>
<td>D. C. &amp; Co. Ltd.</td>
<td>550</td>
</tr>
<tr>
<td>Cairns</td>
<td>College</td>
<td>A. E. Healy</td>
<td>600</td>
</tr>
<tr>
<td>Childers</td>
<td>Childers</td>
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<tr>
<td>Cliftonville</td>
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</tr>
<tr>
<td>Coolangatta</td>
<td>Ivy</td>
<td>Ivy</td>
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</tr>
<tr>
<td>Dalby</td>
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<tr>
<td>Gladstone</td>
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</tr>
<tr>
<td>Gympie</td>
<td>Gympie</td>
<td>Gympie</td>
<td>200</td>
</tr>
<tr>
<td>Hasting</td>
<td>Hasting</td>
<td>Hasting</td>
<td>200</td>
</tr>
<tr>
<td>Ingham</td>
<td>Ingham</td>
<td>Ingham</td>
<td>200</td>
</tr>
<tr>
<td>Maryborough</td>
<td>Maryborough</td>
<td>Maryborough</td>
<td>300</td>
</tr>
<tr>
<td>Roma</td>
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<tr>
<td>Rockhampton</td>
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<td>Rockhampton</td>
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## South Australia

<table>
<thead>
<tr>
<th>Town</th>
<th>Theatre</th>
<th>Exhibitor</th>
<th>Seating Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adelaide</td>
<td>State</td>
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<tr>
<td>Port Adelaide</td>
<td>Port Adelaide</td>
<td>Port Adelaide</td>
<td>1000</td>
</tr>
<tr>
<td>Mount Gambier</td>
<td>Victoria</td>
<td>Victoria</td>
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<tr>
<td>Glenelg</td>
<td>Glenelg</td>
<td>Glenelg</td>
<td>200</td>
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<tr>
<td>Whyalla</td>
<td>Whyalla</td>
<td>Whyalla</td>
<td>500</td>
</tr>
</tbody>
</table>

## WHO'S WHO...

IN THE MOTION PICTURE INDUSTRY OF AUSTRALIA AND NEW ZEALAND

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**Original Film Weekly Records**

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[Flinders University](https://www.flinders.edu.au) - inspiring achievement
<table>
<thead>
<tr>
<th>CITY LOCALITY</th>
<th>TYPE</th>
<th>STREET ADDRESS</th>
<th>LATITUDE</th>
<th>LONGITUDE</th>
<th>STREET ADDRESS</th>
<th>ZIP</th>
<th>CITY LOCALITY</th>
<th>TYPE</th>
<th>STREET ADDRESS</th>
<th>LATITUDE</th>
<th>LONGITUDE</th>
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<tbody>
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<td>Cinema</td>
<td>505 Green Street</td>
<td>34.949333</td>
<td>-138.579889</td>
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Data Spreadsheets for Extrapolation
Includes 3,231 geocoded individual venues from 9,706 Film Weekly records.
Venue data for the Australian Cinemas map is linked to a set of markers. Each marker shown is coloured and depicted according to **Locality Type** and **Cinema Type**. Clicking on these markers will open an **Information Window** which displays all available Film Weekly data and additional linked resources.

http://auscinemas.flinders.edu.au/
Browsing to view multiple or individual venues on the map can be easily achieved via use of the **Browse** button to view venues according to State, Locality Type or Cinema Type.

To undertake a basic **Search** enter an address, cinema name or exhibitor name into the search box. The **Advanced Search** offers expanded search criteria such as the use of Boolean and full text search operators.

The **Time Slider** is a useful and interesting tool to use. Once a **Browse** or **Search** has been undertaken the yearly depiction of the found data set may be shown on the map by use of the **Time Slider**. The **Time Slider** may be used in either a manual fashion or automated (**Animate** button).

The all important **Contribute** link is available via the information window or the **Contribute button** located on the map header for users to forward additional information (such as images, clippings and general information). Such contributions are openly welcomed and highly valued.
We welcome your contributions to the Australian Cinemas Map!!

- Created by our 2012 eRSA Summer Scholarship student, Le Nhat Nguyen.
- Incorporates a user friendly design for easy crowd sourcing use.
- Select email or call back for contact or complete on line submission.
- Subsets of questions relating to the contribution (eg photographs, clippings, screenings).
- Personal narrations, memories and information welcome.
- Provides enrichment to existing records to include relevant and important historical information.
- Range of future applications including potential use in tertiary and school history projects.
- For further information please email auscinemas@flinders.edu.au.
Case Study 1: The demise of the Touring Circuit in the state of Victoria

1. Browse
State: Victoria
Filter by Cinema Type: Touring Circuit
Add all to map

2. Browse
State: Victoria
Filter by Cinema Type: Drive-In
Add all to map
Close to view map

3. Time Slider
Manually drag slider for individual years
Or click Animate to watch from beginning to end

4. Resource Information
Click on map marker to reveal information window with additional resource information.

- 169 venues were included in Touring Circuits operating in Victoria in 1948
- Victorian Drive-ins were established from 1955-1956 on the outskirts of Melbourne
- 1971 Drive-ins on the map = 54
- 1971 Touring Circuit venues remaining = 2
- Further resource information can be accessed by clicking on the map marker.

http://auscinemas.flinders.edu.au/
Case Study 1: The demise of the Touring Circuit in the state of Victoria

- Step 1 shows 169 Touring Circuit venues were in operation in 1948 in three distinct areas of Victoria.
Case Study 1: The demise of the Touring Circuit in the state of Victoria

- In step 2 Drive-ins are added to the map with the Touring Circuits.
Case Study 1: The demise of the Touring Circuit in the state of Victoria

- Manual sliding of the Time Slider shows Drive-ins were established from the 1955-1956 period, starting on the outskirts of Melbourne.
Case Study 1: The demise of the Touring Circuit in the state of Victoria

- Time Slider animation reveals that by 1971 there were only 2 Touring Circuits remaining but 54 Drive-Ins.

http://auscinemas.flinders.edu.au/
Case Study 1: The demise of the Touring Circuit in the state of Victoria

- Click on the map marker to reveal further resource information that may have been added for the record.

Don’t forget: If you have information about a particular venue we would love your contributions via the **Contribute** link.
Search for Indoor Cinemas in Victoria

• Television was introduced at different times in the states of Victoria, Queensland and South Australia.

• It is believed that this along with the ongoing development of the motor vehicle industry greatly affected patronage at local suburban cinemas as people were less inclined to regularly patronize their local cinema and able to drive further distances to larger venues with more choices.

• The cumulative effect of cinema closures from state to state effectively reduced the size of the market as a whole. As the market shrank it made more of the smaller suburban cinemas less viable and unable to sustain.

3. Time Slider
Manually drag slider to individual years of interest or click Animate to watch from beginning to end

• Time periods of interest:
  - Melbourne 1958 - 1963
  - Brisbane 1961 - 1968
  - Adelaide 1959 - 1964

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Case Study 2: Changes to hardtop cinema patronage in suburban areas

- In steps 1 to 3 Indoor Cinemas in Victoria, Queensland and South Australia are added to the map and the map Controls are used to jump to each state.

Once data is added use map Controls to jump to each state to view areas of interest and manually zoom into suburban zones (orange markers).
Case Study 2: Changes to hardtop cinema patronage in suburban areas

- Cinema Closures Melbourne 1958 - 1963

Use the *Time Slider* to view change over time.

1958

1963

http://auscinemas.flinders.edu.au/
Case Study 2: Changes to hardtop cinema patronage in suburban areas

- Cinema Closures Brisbane 1961 – 1963

http://auscinemas.flinders.edu.au/
Case Study 2: Changes to hardtop cinema patronage in suburban areas

- Cinema Closures Adelaide 1959 - 1964

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Questions for the future …

- What do other researchers want to use the site for, and how do we make the site more useful to a broader range of users, at a variety of levels of use?
- How do we get people to contribute? How much further can we simplify and clarify the contribution process?
- How closely do we monitor the reliability of contributor-supplied information? How far can we automate input processes to reduce monitoring costs but ensure reliability?
- Can this system be picked up by others and readily used or has it become too intertwined with our own data?
- What do we do when the money runs out?
Credits and Contacts

Email: auscinemas@flinders.edu.au

Researchers
Mike Walsh
Richard Maltby

Backend development and Website Design
Corey Wallis

Contribution Form Design
Le Nhat Nguyen

Project Management and Technical Administration
Liz Milford

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