



press clip

Lights, camera, interaction

Angus Street

A BONDI Junction parent, Phillip Lewis, is on the way to revolutionising the traditional school photo and bringing it into the 21st century.

The father of three left his finance job and started up Classmovies, a program that has teachers submitting 60 minutes of video on a week in their classroom.

The footage is then put to music, photos are integrated, and the film is cut down to a 15 to 20-minute class movie.

"We wanted to open the classroom up to the parents and the community," Mr Lewis said. "Where a class photo says 1000 words, a class movie says a million."

Parents can then purchase the class movie for about the price of a normal school photo, with 10 per cent donated back to the school.

The program not only gives the parents a "fly on the wall" insight into their child's schooling experience, it also allows teachers to gain recognition for their work.

"All movies are created so that the parents have a natural insight into how their child plays, learns and interacts at school.



Schools can intersperse as many as 50 photos throughout the class movie.

"The teachers in turn gain respect, which builds the school community through open communication channels," Mr Lewis said.

After trials in 2006 at Cranbrook Preparatory School and Rose Bay Public, Mr Lewis said the response had been fantastic, with production expected to double in 2009.

Rose Bay Public School principal Brian Harris said the program was a huge hit with teachers, parents and students. "The curtains open up on the classroom in these movies," Mr Harris said, "It brings the classroom alive and allows you to see and be apart of your child's schooling."