

Written in Chalk

THE ECHO OF ARTHUR STACE

Community Resource Kit

(Community and Social Groups, Aged Care, Schools and Education,
Arts and Entertainment, History Groups, Councils, etc)

August 2022

Eternity



writteninchalk.com

Introduction

Thank you for taking the time to consider how *Written in Chalk: the echo of Arthur Stace* can be used by your community group or organisation.

This is an historical and cultural film that will screen as comfortably in your local cinema as it will in your local town hall, community centre, or your usual gathering place.

This Community Resource Kit is designed to make it simple and easy to use the film as an entertainment and/or community building tool with people from both within and outside of your community, and contains:

- Information about Arthur Stace
- A synopsis of the film
- A discussion guide
- Tools and suggestions for how to host a screening
- Promotional templates and graphics

I hope you find the film entertaining and this Community Resource Kit helpful, easy to use and beneficial in the life of your organisation and the community it serves.

Please be in touch if you would like more information about the film or this Resource Kit.

Richard Attieh
(Executive Producer & Director)

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The Arthur Stace / Eternity Story

Born on 9 February 1885, the early years of Arthur Stace's life in Sydney's inner suburbs were plagued by economic depression and endless hardship.

By the age of seven, Arthur was forced to steal bread and milk to survive, and when his father deserted the family, his mother was forced from the family's home, and he and his siblings entered foster care.

By the age of 30, Arthur had spent the last 15 years working in, and being fired from, various jobs around Sydney and NSW, some of considerable disrepute in Sydney's criminal underworld. He had been in trouble with the law numerous times for drunkenness and bad behaviour.

In 1916, with few other options available to him, Arthur volunteered for the Australian Imperial Force in World War I and served as a stretcher bearer on the Western Front.

When Arthur returned home in 1919, the trauma of war had significantly impacted his mental health. For the next decade, he was trapped in a destructive cycle of alcoholism and unemployment.

Drawn by the promise of a cup of tea and a rock cake, on the 6 August 1930, a destitute Arthur attended a Wednesday night men's meeting at St Barnabas Anglican Church on Broadway, where he heard Rev. R.B.S. Hammond preach.

Arthur felt a strong conviction of sin and helplessness and turned to God in prayer. From this moment, he never touched alcohol again.

Arthur shared his story with Hammond, who welcomed him into the life of St Barnabas, and gave him the opportunity to work in the church's charitable outreach programs.

Two years later, on 14 November 1932, Arthur, now a sober, faithful Christian believer, visited Burton St Baptist Tabernacle, where he heard Rev. John Ridley, a guest evangelistic preacher, deliver the 'Echoes of Eternity' sermon. Immediately afterwards, Arthur stepped outside, bent down and used chalk from his pocket to scratch the word, *Eternity*, on the footpath in the copperplate font he'd learnt at school.

So moved by Ridley's sermon, for the next 35 years, Arthur continued to chalk this one word on footpaths around Sydney, altogether chalking it more than half a million times, anonymously up until 1956 when the Rev. Lisle Thompson discovered Arthur's secret and convinced him to reveal himself publicly.

By this time, the mysterious '*Eternity Man*' had become a fascination across Sydney and the subject of many newspaper articles and editorials questioning who its author was.



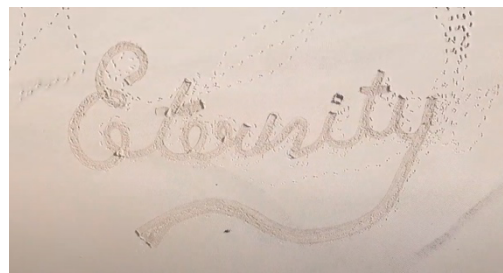
Through Stace's daily discipline, *Eternity* had begun to write itself in the lives and memories of thousands of people who passed through the streets of Sydney.

Arthur passed away in 1967, but *Eternity* lives on!

Only a few years after Arthur's death, celebrated artist, Martin Sharp, began using Arthur's *Eternity* in various pieces of his counter-culture artworks and did so over the next two decades, bringing an entirely new expression to the *Eternity* story.

Through the 80s and 90s, and especially since the turn of the millennium, *Eternity* has continued to weave itself into the complex tapestry of modern society — the perfect word to bring expression and meaning to the stories of individuals and groups, passions and causes, the eternal and the temporary.

Eternity has, and will continue to, appear regularly in the public eye as the indelible vehicle of personal, social and cultural expression as people in Australia and around the world embrace and adapt the word for a broad range of purposes and reasons, and determine for themselves what *Eternity* means to them.



Film Synopsis

When Arthur Stace began chalking *Eternity* on Sydney's footpaths in 1932, little did he know that this small, daily endeavour would have a continuing legacy that would impact many generations to follow.

Written in Chalk is the next chapter of the *Eternity* story, examining how the word has been used in Australia and around the world since it appeared on the Harbour Bridge as part of the Sydney Millennium Celebrations.

With input from a broad cross-section of well-known television and media personalities, internationally recognised theatre and opera producers, multi-award-winning writers and authors, independent community artists, street artists, university lecturers, and social, political and environmental activists, the documentary explores and celebrates the surprisingly diverse ways in which the word *Eternity* has been embraced and adapted as an indelible vehicle of personal, social and cultural expression.

Nearly a century since it first appeared on a footpath, *Eternity* still captures Australia's imagination, generates headlines, and continues to play a part in our cultural story.

Director's Statement - Richard Attieh

When I started the journey of making this film, I could not have imagined the diverse and eclectic mix of people who I would be privileged to meet, speak with and interview.

I started out wanting to tell the life story of Sydney eccentric, Arthur Stace - better known as Mr Eternity or The Eternity Man who wrote the eight-letter word, *Eternity*, in copperplate script on streets, sidewalks and pavements for 35 years and more than half a million times.



As the project developed and I began to see the wide-reaching impact this one man has had across a broad cross-section of people, vocations, groups and interests in Australia and around the world, the story I wanted to tell seemed somehow too small and linear.

Earlier films by Lawrence Johnston (1994) and Julian Temple (2008) have previously told Arthur's life story with superb storytelling and creativity, focusing on his early life and influences, his radical conversion to Christianity, and his obsessive writing of *Eternity* on sidewalks and pavements.

Throughout the research and writing phases of this documentary, I found myself speaking with television personalities, politicians and social activists, composers, singers, actors and songwriters, clergy, graffiti and street artists, amateur painters, academics, social researchers, teachers, poets and world-renowned creative directors and personalities.

Their passion and enthusiasm for the word *Eternity*, the impact the word has had and continues to have on them, and their diverse interpretations and presentations of the word took a hold of me.

I soon realised that this story tells itself, and my role was to strap in for the ride as this story needed to be managed and curated in a brand new way.

More than 20 years after *Eternity* was shared with the world at the Sydney Millennium Celebrations and the Sydney Olympic Games, Arthur's life story would be best told through the impact he is having today – through the stories of people who are celebrating, using, adapting and re-presenting his story and his copperplate script *Eternity* to people in Australia and around the world today.

Written in Chalk is the next chapter of the *Eternity* story, and builds on the work of Arthur Stace, Martin Sharp, Remo Giuffre, Lawrence Johnston, Ignatius Jones, Ric Birch and Jonathan Mills.

It has been my privilege to produce and direct this film, to catch the passion and drive of the diverse range of people who I have met, and by the way this eight-letter word written in chalk by one individual continues to reverberate through the lives of so many people today.

Richard Attieh.
(Director)

* Richard is available to speak at your community group or organisation, attend screenings and participate in Q&A discussions about the film and the *Eternity* story.

Ways To Use The Film

Written in Chalk: the echo of Arthur Stace can be used by your community group or organisation in a number of ways.

The Producers encourage you to consider some of the ideas outlined below and in this Resource Kit, and to use the film in any way that will be most relevant to you:

- Host a Cinema Screening in a local cinema.
- Host an Open-Air Cinema Screening at a location central to your community.
- Host a screening in a setting appropriate to the needs and/or abilities of your intended audience.
- Host a screening to mark a special event or occasion for your community group/organisation.
- Use the film as a springboard for connection and growth between your community members.
- Use the film as a springboard to encourage connection between those inside and outside of your community.
- If you are a high school community or a teacher, access and use the free Education Study Guide.
- Encourage members to watch the film with family and friends, and invite an open discussion around any experiences of *Eternity* among your community members, the various meanings and interpretations of *Eternity*.
- Use the Promotional Templates and Tools provided in this Resource Kit to help promote your use of the film.

Arthur Stace built, and his work continues to build, a community around his one-word message, *Eternity*. He did this by taking his message to the people, inviting them to participate in his message, and allowing people to glean their own meaning and interpretations of his message.

The Australian Television and Media Group can help to facilitate and promote screenings and use of this film. Please be in touch to find out more if this is of interest.

Host a Screening

Every use of *Written in Chalk: the echo of Arthur Stace* should start with a screening.

Whether your screening is at a local cinema, outdoors in a local park, or within your usual community gathering place, this Step-by-Step Guide provides all the tools you need to ensure your screening is a success.

Please register your screening on the film website so it can be included on the Screening Calendar and promoted on social media.

[Click here to register your screening event.](#)

This Step-by-Step Guide is a roadmap to host a successful screening:

1. Consider your audience/guests

Decide on the purpose of your event and the audience/guests who you hope will attend. Consider WHY they will want to attend your screening and plan to meet their needs and expectations.

2. Select your venue

Consider hosting your screening at a local cinema or in a public setting. If a cinema or public setting is not practical, be sure to choose a familiar and comfortable venue for your audience.

The Australian Television and Media Group can provide a 4m wide indoor/outdoor cinema screen that can be used for a cinema setup, and made available for screenings.

Once your venue is selected, we can liaise with your chosen venue to answer any technical questions and provide the film in the appropriate file format.

3. Choose a date/time

Choose a date and time that works best for your intended audience, and ensure it does not clash with other events. Be sure to check your preferred screening date and time with the venue, and to give yourself at least 4 weeks to promote your screening.

4. Choose an event registration/management tool

Whether you are selling tickets to your screening, or hosting a free event, it's a good idea to have a way of tracking attendee numbers and details, especially if seating capacity is limited. This will also help you to promote your screening and to communicate with attendees before, during and after your screening.

Online platforms such as TryBooking, Eventbrite, Ticketebo and others, are ticketing and event registration tools that make it easy track attendee numbers to your screening.

5. Promote your screening

Use and customise the free promotional tools and templates provided on our website to help promote your screening to community/organisation members, guests, family and friends, and to local media.

A comprehensive guide to all of the Promotional Tools, Templates and Steps needed to get the word out about your screening is available at the end of this document, and includes:

- Posters, postcards and flyers
- Customisable Canva templates
- Social Media templates
- Trailers and video clips
- Press Release templates

[Click here to view and download the promotional tools and templates for Written in Chalk.](#)

6. Sponsor your screening

If appropriate, connect with businesses who have a common interest with your community group/organisation and offer exposure at your screening event in exchange for sponsorship. This is a great way to offset any costs associated with hosting your screening.

If sponsorship will work for you, consider finding sponsors for:

- Pre-roll ads before the film on the big screen.
- Post-roll ads after the film on the big screen.
- Sponsorship stalls, pull up banners, promotional materials to be given to the audience/guests as they arrive or as they leave, etc.
- Ticket sponsor, where sponsors have their logos printed on the admission tickets.

7. On the day

Remember that the audience/guests have come along to see a film. If you will be welcoming and thanking your audience/guests before and after the film, keep it short and sharp.

Organise for the welcoming slide to be on the large screen as the audience/guests arrive into your chosen venue.

Consider hosting a Q&A at your screening with the producers and cast. We would love to attend your screening and support you if we are able.

After the screening, thank guests for attending and encourage them to do what they would normally do after attending any film ... socialise, go out for dinner, coffee and enjoy conversation about the film.

The next section provides a suggested structure for the welcoming and thankyou talks for your screening event.

Note:

The Australian Television and Media Group can manage your screening event. We'll do all the logistics, technical and hard work ... so you can sit back and enjoy the screening.

There is a small cost, so please get in touch if you would like us to handle your screening event.

At The Screening

Create a cinema experience for your guests that is as close as possible to any other cinema experience that they are used to.

If you are going to address the audience/guests before the screening, follow the suggested welcome address:

Structure of welcome address — max. length 5 minutes:

1. Thank people for attending. Two or three sentences about the group/organisation hosting the screening (if appropriate); the name, where it is, how and who to connect with, and thanks to sponsors (if any?).
2. Show of hands of anyone who knows of Arthur Stace or has seen *Eternity* on the streets.
3. Show of hands of anyone who has seen a depiction of Arthur's *Eternity* used by someone for a different purpose.
4. Mention that the film runs 70 mins and give a brief outline of what to expect after the screening. E.g., a Q&A, an opportunity to share your *Eternity* story, invitation to head out for dinner with a friend, or find someone at the event to have a chat about *Eternity* and what it means to you...
5. Play the film

If you are going to address the audience/guests after the screening:

After the Screening (with Q&A) — max. length 30 minutes:

- Thank people for attending.
- Introduce guests invited to answer questions/producers from Australian Television and Media Group.
- Have questions and discussion pre-planned (max. discussion of 15 -18 minutes before taking questions from the audience).
- Audience questions (max. question time of 10 minutes).
- Invite people to interact with any activities that will take place around the film. E.g. a community group special event, gathering for dinner, opportunity to join.
- Remind people to find someone to chat about the film with and discuss what *Eternity* means to them, especially if time has run out to answer questions.

After the Screening (no Q&A) — max. length 5-10 minutes:

Let the film end and allow audiences to filter out as they would any film. If you would like to address the audience:

- Thank people for attending.
- Talk about highlights of the film (maximum of 30 seconds on each point as a way of suggesting what people can discuss with their friends); unlikely hero, various interpretations and uses of *Eternity*, leaving a legacy.
- Invite people to interact with the activities that will take place around the film. E.g., a community group special event, gathering for dinner, opportunity to join.
- Remind people to find someone to chat about the film with and discuss what *Eternity* means to them.

Promotional Templates and Tools

Use and customise the many free promotional tools and templates made available on our website to help promote your screening to community members, guests, family and friends and local media. Below are some ideas that can help you to get started.

[Click here to access and download all resources mentioned below:](#)

a. Posters, Postcards and Flyers

Access posters, postcards, flyers, social media tiles, etc that promote your screening.

b. Canva templates (customisable)

Access a number of customisable posters, postcards, flyers, invitation cards, social media tiles, etc that you can update with your screening and contact details, QR codes, logos, etc.



The customisable templates are created on the online graphic design tool, Canva. Click here to access our Canva Promo Templates guide that steps through how to access, customise and use the templates.

c. Promote on social media

Talk about your screening on social media on your channels, and also in local community groups such as the 'Mums and Bubs', 'Local Residents', etc groups and pages.

d. Place an ad in your local outlets

Use the posters, postcards, flyers or Canva templates to place an ad in your local paper, on your Aged Community In-House channel, in your community newsletter.

You can often negotiate an editorial article about your screening if you are prepared to place an ad in your local paper.

e. Trailer and video clips

Promotional trailers and video clips are available for you to embed on your website and share on your social media/In-House channels.



f. Press release templates for local media

Alert local media (tv, radio and newspapers) and invite them to your screening. Use the press release template and update it with information about your screening.

If media talk or write about your screening and attend, they will promote your screening and it will help to build a relationship with a voice in your local community.

g. List your screening on the Community Page with your local community radio station and local paper.

Most local community radio stations have a community event or 'what's on' guide on their websites and which they talk about on air. Visit your local radio station website and take advantage of this free promotion. Give your radio station as much notice as possible.

[Click here to access and download all resources mentioned above.](#)

Additional Resources

Additional resources being produced to accompany the film include:

- Educational Study Guide for this film to be used in Stage 5 and 6 classrooms covering:
 - English
 - History
 - Art
 - Commerce
 - Music
- Church Resource Kit

All resources are available to download and customise to suit your needs.
www.writteninchalk.com

Contact the Producers

Contact the Australian TV and Media Group for more information about the film, advice on hosting a screening and any other questions raised by the information included in this kit.

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