

THIRD ACTION

FILM
FESTIVAL



2019 Annual Report



Message from the Executive Director

The theme of 2019 was “Change” and it was good!

Our board of directors grew from 3 to 9 and they have provided an immense amount of guidance and support.

The year saw us roll out a new brand identity that was developed with the wonderful support of our partner, Fever Communications. In order to accomplish the rebranding, we needed to take a focused look at who our first year audience was and who else we would want to attract.

All of this helped us work on expanding our social media program and the creation of campaigns which you will have started to see since the festival – such as the This is.... campaign on Facebook and Twitter.

We also jumped into the 21st century – we went digital at the festival. This included our Playhouse of Possibility, signage and a new ticketing platform so that patrons could use credit and debit to pay at the box office.

The year was successful because of those that support the festival. Our volunteers constantly astound me. Their willingness to give of themselves and how invested they are in the festival is inspiring. Right beside them are our partners, sponsors and supporters who share our belief in the possibility of an age-positive world.

So, thank you all for making our 2nd festival possible and we are looking forward to seeing you next year.

Mitzi Murray

Mission

To create a fun festival where patrons want to come back each year and the education/age-positive messaging is delivered artfully.

Vision

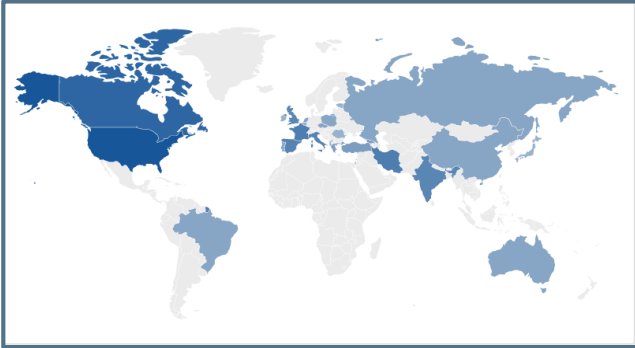
We will help drive an age-positive cultural shift by reframing the discussion around aging. This will be accomplished by entertaining and educating through a curated film festival in cities and towns across Canada.

Board of Directors

Mitzi Murray, President/Secretary
Monique Tenn, Treasurer
Dee Adekugbe, Director
Rose Bene, Director
Darold Black, Director
Wilma Li, Director
Evelyn Oyeniran, Director
June Read, Director
Kyle Russell, Director

By The Numbers

167 film submissions
from
27
countries



3
Oscar
nominated films

2
Calgary
based
films

1
Canadian
premiere

6
Canadian
films

22
Films
screened

7
countries

18
Films chosen
from submissions

4
Hand-picked
films

6
Filmmakers in
attendance



Our audience continues to be
predominantly female
2018 = 80%



Tickets sold online
2018 = 59%



The vast majority of our
audience are Calgarian
2018 = 87%

19-29	30-45	46-55	56-65	66-75	78-85	86-95
1%	12%	9%	30%	32%	14%	2%

Our audience continues to consist of middle aged and older adults (56-85 = 76%) (**2018 = 70%**). While this statistic bucks the trends when it comes of movie goers in cinemas according to TeleFilm Canada, we will be working to attract more audience members in the 19-55 age bracket.

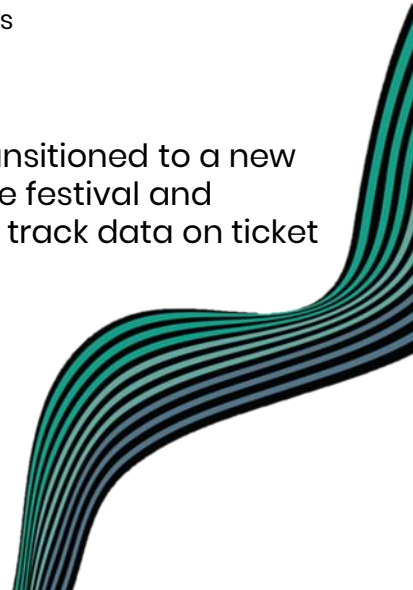
851
Tickets sold
2018 = 607

459
attendees

Showpass

In order to move away from being a cash based festival, in 2019, we transitioned to a new ticketing platform, Showpass. It offers much more flexibility for both the festival and audience members in regards to payment options. It also allows us to track data on ticket sales and attendance much better.

We did not have the capacity to implement all of Showpass' features this year and are looking forward to implementing this in 2020 so the ticketing experience is outstanding for everyone.



An abstract graphic on the left side of the page consists of numerous parallel lines of varying colors (including shades of blue, teal, orange, and yellow) that converge and diverge to form a large, stylized shape resembling a film strip or a series of overlapping frames. The lines are set against a solid black background.

Film & Filmmakers

Our festival would not be possible without the wonderful filmmakers that are moved to make film about older adults.

This season saw a doubling of submissions that met our mandate and the quality of the film was such that we regrettably had to leave some of it on the cutting room floor as there is only so much film we can fit within the festival screenings.

Having more than 6 filmmakers attend this year's festival continued to outstrip our hopes. We strive to make the festival as positive an experience for our filmmakers however, as a small festival, we cannot offer the opportunities that larger festivals afford them.

We endeavour to continue to have this kind of response from our filmmakers as it is meaningful for our audience to be able to hear from the filmmakers in person.

As well, partnering with Great Big Story gave birth to the idea for our Playhouse of Possibility. This small cinema was in our lobby playing 17 - 3 minute documentaries that all had positive messages about aging. To combat the noise level in the lobby, all the films were closed captioned, making them more accessible.

We think it is key to support the efforts of filmmakers and so are happy to be able to offer cash awards to a couple of films each year and loved the one of a kind film award created by the Brenda Strafford Centre on Aging. Marrying science and cinema has proven to be popular with audiences across Canada.

"I love a festival that just sticks with one theatre and screening at a time so that way, you're assured a sizable audience."
~ Steve Oldfield

Speakers & Guests

Our audience made it clear last year on our survey that they wanted more speakers which we were happy to accommodate! We had 9 amazing filmmakers and subject matter experts present after 5 of our screenings.



Dr. Victoria Burns
Researcher & Filmmaker



Lynn Gaudet
Raging Granny



Lisa Poole
Editor, Dementia Connections



Steve Oldfield
Filmmaker



Anne Cartledge
Founder of Closing the
Seniors Gap: AISH to Pension



Hilary Chapple
Homelessness/Poverty
& LGBTQ activist



Donna Durrand
Executive Director
Alberta Council on Aging



David Malouf
Filmmaker



Daniel Gaetano
Researcher & Filmmaker

“My heart is full knowing the THIRD ACTION audiences voted for our little film. Deep gratitude to you and your lovely festival for this honor.” ~ James Chan

Awards



Award sponsored by the
Brenda Stafford Centre on Aging

LATE AFTERNOON
Directed by Louise Bagnall

LINES OF SIGHT
Directed by Steve Oldfield

FOREVER, CHINATOWN
Directed by James Chan



Accessibility

In our ongoing efforts to make the festival as accessible as possible, we partnered with Deaf & Hear Alberta this year to bring their FM hearing assistive system to the theatre, free of charge for audience members. The uptake was not as enthusiastic as hoped for. We have identified weaknesses in our advertising and audience education that we are addressing for the 2020 festival.

We also hope to explore other ways to increase accessibility of the festival in the coming months and to roll them out at the next festival.



Members of the THIRD ACTION Board of Directors with Minister Pon
Nakoda AV Club

Sneak-a-Peak Networking Event

Once again, the festival season kicked off with this event, bringing together people that are as passionate and focused on issues of importance to older adults with the hopes of generating ideas. Word is definitely spreading as this event doubled in size from last year and we were very excited to host Josephine Pon, Minister of Housing and Seniors, who had been in her new portfolio less than two weeks.

Videography

Black Media Works, captured moments of the festival this year and created the People of the Festival shorts which we are looking forward to rolling out in the coming months on our website and social media platforms. These shorts provide a sneak peek into the people that attended the festival and the myriad of reasons that drew them to us.

Don't Miss A Word!

We have partnered with Deaf & Hear Alberta to bring you the ability to control the volume on the movie..... and the speakers!

Ask our Concession for details.





Attendees at the 2019 festival
Nakoda AV Club

Audience Survey

We were ecstatic to partner with Dr. Victoria Burns and her Masters student, Ailene Campbell, this year to bring some scientific rigor to our audience survey.

As a mandated festival, we want to ensure that we are making the impact we hope for.

This project included a literature review on ageism and then also the power of film to impact attitudes around “isms”. This informed the redesign of our audience survey.

“Research has indicated that ageism is quite prevalent in today’s society (Palmore, 2001; Rupp et al., 2005), possibly even more prevalent than sexism and racism, although it is typically much more difficult to detect.”

Knowing that our predominant audience member was 56-85 years old and was self-selected to attend the festival, meant that they already had an interest in the issues surrounding aging and the data confirmed our assumption.

Some of the recommendations that came from this year’s survey were that the survey should be expanded, the need to include a control group and the necessity to capture the voices of younger generations.

We are contemplating these recommendations and ways to include them within the operations of the festival without impacting the enjoyability of the festival experience.

“The Indigenous culture of respect for Elders is very impressive to me. I know that there are other cultures that respect their elders, but it is not a Canadian value”
~ Audience Survey Respondent

“They (film) open our eyes and heart to different realities than we are usually exposed to. Film can educate us in ways that lecture cannot!” ~ Audience Survey Respondent

“Awareness through art/film has forever been a powerful medium or agent for change.”
~ Audience Survey Respondent



Community & Outside Events

2018/19 saw us branch out to events outside of the festival. We started to build our partnerships with local entities to extend the reach of the festival while helping provide film as a part of our partners' events.

We were happy to partner with Changing Perceptions of Aging, an Age-Friendly Calgary initiative to screen the documentary Lives Well Lived and facilitate conversations around positive aging.

We presented an ageism talk with film at the Calgary Retired Teachers Association's annual Steppin' Out conference.

In May, we presented positive film representations of aging, resiliency and caregiving to some of the attendees of the Caregivers' Wellness Retreat. This is a free retreat for up to 100 family-based, dementia caregivers. It is day long event meant to offer respite and tools for self-care.

There is a hunger for the films and information we provide and we are looking forward to the coming year as we have already doubled our commitment level for presentations in the coming 2019/20 season.

For so many people, television and movies may be the only way they understand people who aren't like them."
~ Michelle Obama



Showing of "Forever, Chinatown" to United Active Living residents – Aug 2019

Social Media

Our first year of operations saw us concentrate on Word of Mouth and creating connections within Calgary. In our second year, we started to focus a bit more on our social media as a way to connect by defining our audiences by platform and the formulating of several campaigns which will be rolled out in 2019/20.

Website

Our website underwent some re-branding this past year and we will continue to work on it in order to make it more user friendly in the coming year.

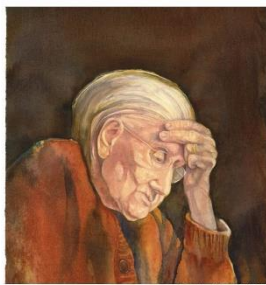
As well, we sent out 24 newsletters over the year to our database of 344 people. On average, our audience opened our newsletters 48% of the time and 12% of them clicked through to a website.

Twitter



Our Twitter account's target is connecting with the social justice community centred on aging and ageism, as well as, researchers so we can keep ourselves in the loop.. It helps us understand the mood of the movement and brings us stories that we like to share with our audience when we find them meaningful. We also want these players and entities to know about our efforts on this front.

	2019	2018
Followers	152	45
Impressions	89,959	14,265
Visits	553	319
Mentions	102	60

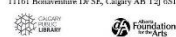


AGEISM

June 1- 28, 2019

Reception: Saturday June 1, 1 - 3 pm
Guest Speaker Mary White at 1:30 pm

Stroh Creek Library
11161 Bonaventure Dr SE, Calgary AB T2J 6S1



Our top Twitter post was on May 22 when we announced the local art show exploring ageism. 1,994 impressions

CELEBRATING AND EXPLORING THE THIRD ACT OF LIFE



THIRD ACTION | FILM FESTIVAL

Our top Facebook post was on April 30 when we announced the festival line-up. 690 organic reaches

Facebook


Facebook continues to be one of the best social media platforms for connecting with our audience. Just prior to this year's festival, we had a consultant join us to help build out our numbers on a more concerted basis. We also have the "This is..." and "People of the Festival" campaigns being launched in Fall 2019.

	2019	2018
Followers	139	55
Reach	17,913	8,158
Clicks	1,246	612
Reactions	1,332	683



**“Super cool event where you get to learn about aging, its culture, social reality, and like, we will all age so might as well learn about first hand experiences about the aging process and differences between generations.”
~ Volunteer**



Volunteer - Sharon
 Nakoda AV Club

Volunteers

The engine that drives the machine and powers the possibility of change! A huge thank you to all our volunteers and volunteer partners for making the 2nd annual festival come to life.


One of our returning partners was Youth Central. They bring a great team of 12-18 year-olds to round out our volunteer positions. They are a pleasure to work with and we want to thank them for helping make our festival an intergenerational event.

94 volunteers

57% return rate

15-80 age range



Volunteers - Murray and Kathleen
 Nakoda AV Club

The Nakoda AV Club approached us just prior to the 2018 festival about volunteering. However, all our positions were filled. So, this year, we stayed in touch and the Club did an amazing job capturing moments from the festival and it was such a pleasure to share their film “What is an Elder?” with our audience! We hope to continue to work with them going forward.



Volunteers - Melanie and Neil-Erine
 Nakoda AV Club

3,305
volunteer hours

90%
very or extremely likely
to volunteer again

**“Here's a unique opportunity to see interesting and memorable films that touch on a piece of the universal experience of being human.”
~ Volunteer**

Sponsorship

We are constantly amazed at the support from our corporate sponsors. As we continue to grow, so do our sponsors. We are happy to welcome 16 new sponsors for the 2018/19 season and graciously thank the 5 returning sponsors for their support and being a partner in our growth towards our larger goals.

AUDIENCE ENRICHMENT



FILM



CAREGIVER



PROGRAMMING



ALLY



MEDIA



COMMUNITY PARTNER



Thank you for making it all possible!

Adelyn, Aiden, Amanda, Amber, An, Andrew, Andries, Andy, Angad, Angela, Ann, Antonio, Ayushma, Azka, Bonnie, Brenda, Brix, Carol, Chris, Dana, Danny, Darold, Dee, Diane, Don, Donel, Donna, Doug, Eilis, Eric, Fraser, Gertie, Grace, Hamza, Haoji, Jace, Jarret, Jasmine, Jenny, Jessica, Joan, Jo-Anne, Jocelyne, Joh, Joy, Judy, Judy, June, Justin, Karen, Kathleen, Kathy, Kris, Kyle, Laury, Leah, Lisa, Maria, Mark, Marnie, Mart, Melanie, Michel, Michele, Monique, Murray, Neil-Erine, Nell, Norma, Olivia, Om, Rita, Rhiannon, Rob, Rose, Shane, Sharon, Sharron, Sian, Siwoo, Siyeon, Sree, Tashina, Thanusha, Tina, Toby, Tom, Tyler, Vince, Wendy & Wilma

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