

A stylized illustration of a grey robot with a red square on its chest, holding two teal film reels. The robot is positioned in the bottom left corner, with its arms raised. The background features a black area with a yellow beam of light shining from the top left towards the center. To the left of the robot, there are several curved, parallel lines in shades of teal and orange, suggesting a film strip or a dynamic background.

THIRD
ACTION

FILM
FESTIVAL

2021 Annual Report



Vision

Guiding an age positive culture shift

Mission

Through film and film-based events, we offer an entertaining and educational experience that redefines the narrative around aging.

Message from the Executive Director

I had to laugh...I looked back at our 2019 annual report and its theme was “Change” – oh, how little I knew then!

The pandemic has been a wild ride but I am happy to say there were many silver linings. Film festivals were one of the luckiest in the arts world in their ability to pivot to online presentations. Don't get me wrong though, it was no cake walk. There was no readily available platform that would allow us to recreate the festival experience which, although it is centered on film, is also about creating a sense of community.

Going online let us reach audiences we normally would not have. Some of our screenings saw audiences from as far away as Europe, Malaysia and Australia. Our June 2021 festival was predominantly Canada-wide allowing us to reach audiences in BC, Manitoba, Ontario and Quebec. We are no longer a Calgary festival but a Canadian festival based in Calgary.

We also grew the festival during the pandemic by launching monthly screenings during the winter months. You can look forward to that returning in October.

As we were busy adapting, we also took on projects in the background – strategic planning for the next 3 years, expanding our social media reach, building out our board governance program and building a merchandise shop.

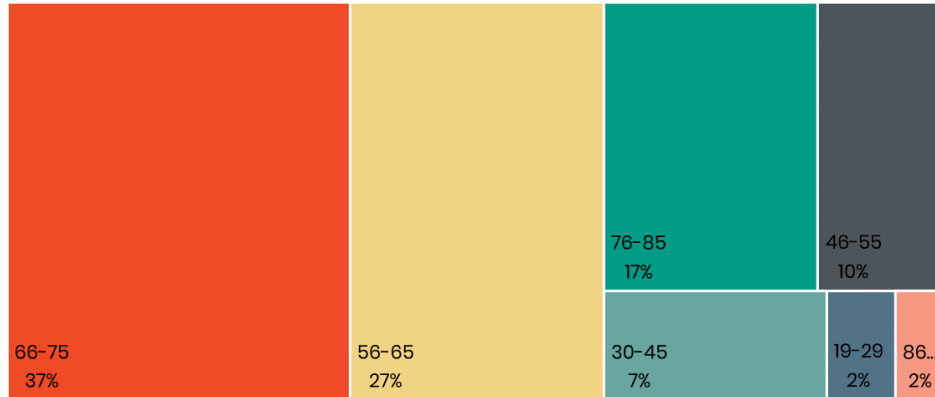
We managed all this because of our partners, sponsors, grantors, volunteers and audience members – all believing in us and sharing our vision. A huge thank you and virtual hugs for them for their willingness to adapt along side of us!

It is only looking up from here!

Thank you to our board of directors:

June Read, Chair, Kyle Russell – Vice-Chair, Rose Bene – Chair of Arts Advisory Committee, Norman Leach – Chair of Fund Development Committee, Mark Kolke – Chair of Advocacy Committee, David Pickersgill, Gord Grant, Louise Gallagher, Pele Williams, Shafiq Bhura, Aly Bandali, Lyn Cadence, Allan Nielsen

Demographics



83%

The vast majority of our audience remain Calgarians



79%

The vast majority of our audience continues to be female



On average 1.4 people were using 1 ticket to watch a screening. We also had as many as 36.



32%

extremely or very comfortable with getting older



53%

have experienced ageism

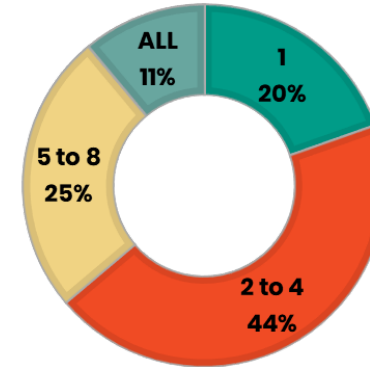


86%

found our new platform easy to use

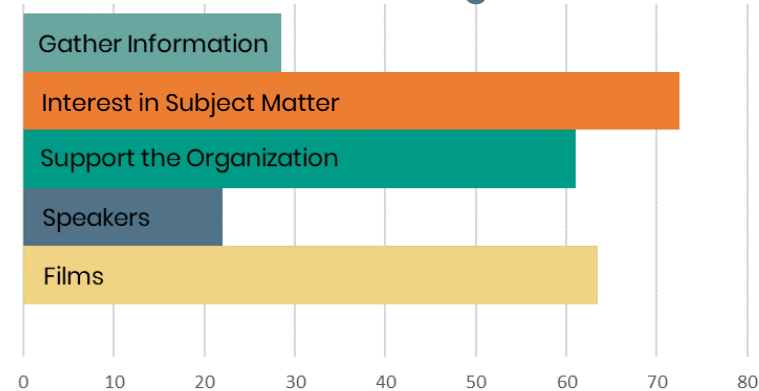
OUR AUDIENCE

Films Seen by Guests



69% of our audience watched multiple screenings. This reinforces that our audience are cinephiles that are hungry to see portrayals of themselves on the silver screen.

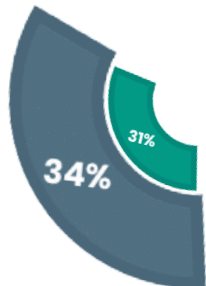
Motivation for Attending



74% of our audience indicated multiple reasons for attending. We feel these numbers confirm that there is a hunger for films about older adults and that we show quality films that keep people coming back.

97% would recommend our festival to others

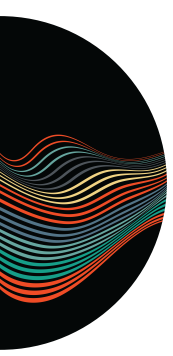
90% extremely or very likely to attend again



have attended all 4 of our festivals

first time festival goes in 2021

“As a young senior I am only beginning to delve deeply into the topic of ageism. Your films helped me unpack some of the issues of ageism that I held within me, which is a great thing.”
~ 2021 Audience Member

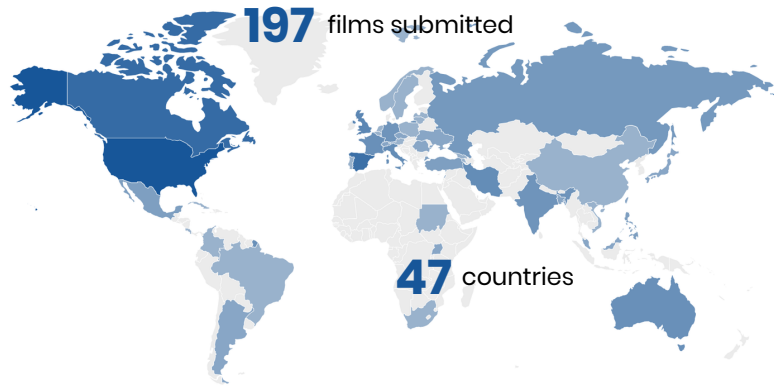


OUR FESTIVALS

October 2020

505 tickets sold

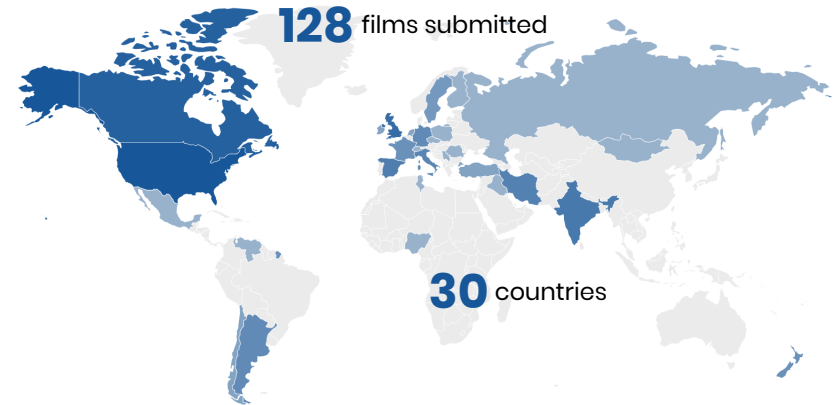
825 audience



June 2021

359 tickets sold

668 audience





Sneak-a-Peek Networking Event

At our September 2020 event, we were an early adopter of doing “Speed Networking” sessions via Zoom – allowing attendees to move themselves between breakout rooms to meet new people in 10 minute intervals. This proved very popular and we repeated it at our May 2021 event. It created a greater sense of connection among the event attendees and each new breakout room brought a surprise introduction.

At our May event, we were very pleased to have Carl Honore share his wisdom and vision for an age-positive future with us.

We continue to have this event to bring together people from the seniors industry and non-profit worlds, researchers and the arts community in the hopes of generating ideas and breaking down silos.

Reel Research Speakers Series

Our speaker program continues to grow. We had 11 speakers at our October 2020 festival and 14 at our June 2021 festival. We continue to marry science and cinema which has proven to be popular with our audience. In 2021, we worked with the Brenda Strafford Centre on Aging to create the Reel Research Speakers Series which sees scientific researchers paired with filmmakers for the Q&As after many of our films. This allows for conversations about both the creative and scientific aspects of the films - illuminating the biological and social science as well as the practical reality behind the subject matter of the films.

“What a wonderful experience, start to finish! The films are thought provoking, inspiring, challenging, and illustrate the spectrum of experiences that aging brings. Already looking forward to next year!”

~ 2021 Audience Member

OUTSIDE OF THE FESTIVALS

1,673 registrations
1,084 film views
2,159 audience



Additional Screenings

To grow the festival, we launched our monthly screening series on October 1, 2020 and presented 9 screenings over the winter and spring. These screenings were free in an effort to encourage our audience to connect during the pandemic.

As well, we worked with partners to create 6 other screenings. A huge thank you to Kerby Centre, Caregivers Alberta, Sage Centre & Rosedale Hospice, Changing Perceptions of Aging in Calgary, United Active Living, Dementia Advocacy Canada, Calgary Dementia Network, Alzheimer's Society of Calgary and Bridgeland-Riverside Community Association!

We will be moving forward with our monthly screenings for our 2021/22 season starting on October 1 (National Seniors' Day and International Day of the Older Person).

We are also looking forward to more partnered events and speaking opportunities now that the pandemic is mostly behind us (fingers crossed).



“Many times, watching the film, I could so relate to the feelings, anxieties, and wistfulness of these seniors. Made me feel I was not alone.”

~ Audience Member of our Age of Love screening

Merchandise

Our June 2021 festival also saw the creation of a merchandise store. More than just items with our logo on them, we also created one of a kind designs including the “Swagger Stick Club” and the “Age-Positive Revolution”. We are always open to new designs and look forward to expanding the shop.



NEVER TOO OLD

Directed by Marcia Connolly



NEVER TOO OLD

Directed by Marcia Connolly



THE PASSAGE

Directed by Nate Dappen

FILMS & FILMMAKERS

The pandemic deeply impacted the ability of filmmakers to continue to make film so the number of film submissions for 2021 was at an all time low. However, the quality of the film submitted continues to increase every year. We believe this is due to word of our festival reaching the filmmakers and we only expect this to continue to increase.

Another silver lining to going online was that we were able to invite filmmakers/speakers from around the world. We were ecstatic to have Amanda Bluglass (UK) attend and speak about the 3 films she has had in our festivals. We also had film industry representation from Calgary, Greece and the US. We are looking forward to growing filmmaker attendance in the coming years.

Bringing together the filmmakers with an audience that is hungry to see their films is inspiring. There is nothing better than seeing an audience interact with the after watching the film. The filmmakers are deeply connected to the content of their film and want to share their stories and knowledge.



THE FRENCHY

Directed by Michelle Smith



THE PAPER MAN

Directed by Tanya Lapointe



THE LAST BARBER

Directed by Antonio Macciocco

A wonderful festival to be a part of! Extremely well organized and strong communications with the programmers. We highly recommend the festival for filmmakers who want to feel like their work was meaningful and supported, and that they were a part of something very special.

~ Tamer Soliman, The Great Disconnect

Volunteers

Our volunteers are the engine that power the festival. They create the atmosphere, whether online or in person, warmly welcoming our audience and supporting the programming throughout the year.

It was a small but mighty force that made the last year possible. Through their collective efforts, they reflect our vision and values to end ageism and create an age-positive culture shift.

We cannot thank our volunteers enough for their fortitude to continue to volunteer throughout the pandemic and to adapt along side of us as we worked to perfect our platform and processes for a new way of doing business.

Happily, many of our volunteer pool that didn't feel comfortable volunteering online supported the festival by attending screenings as audience members.

55 volunteers

3,500 volunteer hours

would recommend
volunteering at our
festival

100%

found their volunteer
experience very or
extremely meaningful

**“Interesting and thought provoking
films; nice, inclusive atmosphere,
absolute best, most appreciated
volunteer opportunity in town.”**
~ 2021 Volunteer

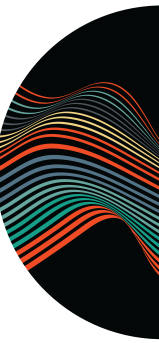
86%

found it very or
extremely easy to
receive their training

71%

felt very or extremely
well prepared after
their training

Promotion



Over the last 16 months, we upped our game on social media engagement as it became one of the predominant communication forms during the pandemic. All platforms saw substantial growth. As well, we added LinkedIn to our stable and it has 25 followers at this point.

Due to the unseasonably glorious weather forecasted for the festival weekend, we created the social media campaign "Films Alfresco" - encouraging everyone to enjoy the weather by watching films outdoors from the comfort of their patio as we awaited the much anticipated and imminently impending lifting of restrictions.

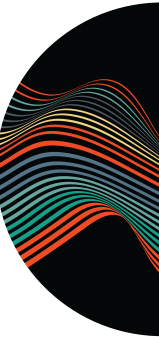
We ventured further into traditional media by placing adverts and getting coverage in seniors oriented newspapers and radio, as well as, expanding our outdoor/poster advertising to Edmonton, Lethbridge and Red Deer.

Our website will be undergoing a revamping over the winter to make it more intuitive and to bring it completely on-brand. The past year saw it have 97,321 digital impressions.

Our newsletter subscription rate has jumped substantially and for 2021 was one of the main drivers for ticket sales along with word of mouth.

	18/19	20/21	Inc. %
Facebook			
Followers	139	387	178%
Reach	17,913	244,556	1,265%
Twitter			
Followers	152	442	191%
Profile Visits	553	4,587	729%
Instagram			
Followers	0	328	😊
Reach	1,607	3,774	135%
Newsletters			
Subscribers	344	843	145%
Open Rate	48%	47%	😊
Click Thru	12%	9%	😊

Thank you to our Funders & Partners



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New Horizons for Seniors Program



Business / Arts



The Volunteers that made it all possible!

Alyssa Mae T., Ann H., Ann T.,
Antonio M., Bijal D., Bob M.,
Brenda A., Carol F., Chris O.,
Dee A., Donna M., Evelyn O.,
Heather D., Ingrid L.,
Jacquie C., Jessica T.,
Jocelyne L., John M., Joy O.,
Judy O., Judy S., Karen H.,
Karen H., Kathleen B.,
Kathy H., Kerri B., Kim K.,
Kris C., Mark A., Marnie S.,
Mary A., Michel A., Michele K.,
Michelle H., Mike O.,
Monique T., Nell S., Norma K.,
Pam V., Pat G., Patricia T.,
Reg J., Rita A., Ruby L.,
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