



THIRD
ACTION

FILM
FESTIVAL

2022 Annual Report

Mission

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

Vision

Guiding an age positive culture shift

Message from the Executive Director

Like everyone else, I was delighted about the pandemic restrictions being lifted, because it meant that we could go back to in-person for our events and festival. Seeing how successful going online was for the festival, we chose to pivot one last time to simulcast in January 2022.

As an arts entity, we were very lucky at the beginning of the pandemic, as film proved to be comparatively easy to pivot to online. 2021-2022, however, saw us experience many of the same issues that other arts entities have faced as we too saw a reduction in audience size and revenue. However, I still am positive that the simulcast model of the festival will bring in more audiences as we progress through 2022-2023.

I want to extend my continued gratitude to our sponsors, granters, and partners for sticking by us, during what has been our toughest year.

I would also like to thank our ever growing volunteer force for their hard work and efforts, and especially their positivity and adaptability to this final pivot to become a simulcast festival. We would not be able to put on such wonderful events year-round without the help of our volunteers.

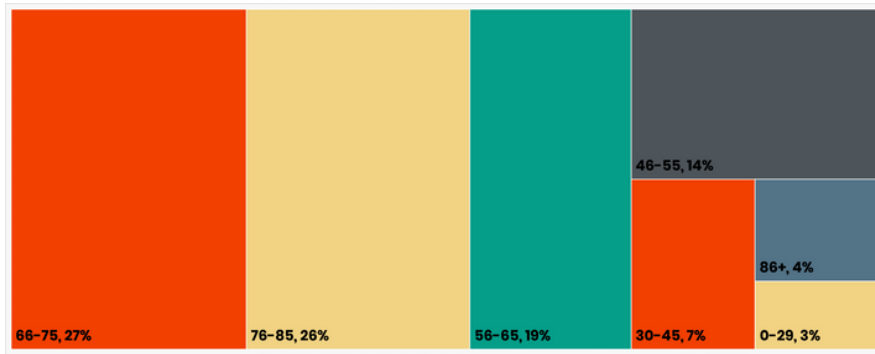
We only continue to grow from here!

Thank you to our board of directors:

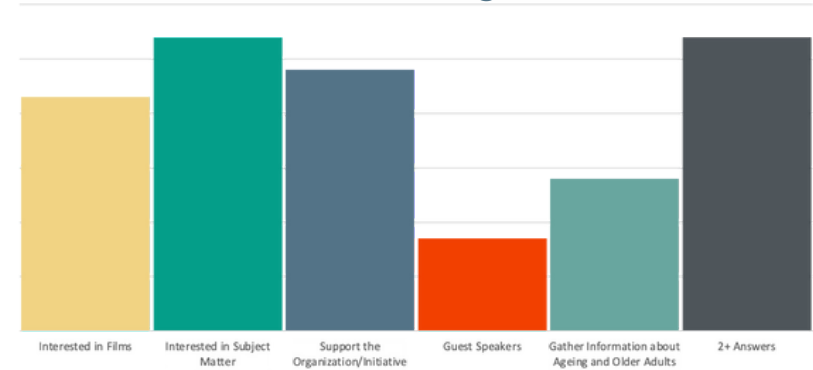
Aly Bandali, Rose Bene, Shafiq Bhura, Lyn Cadence, Louise Gallagher, Gordon Grant, Mark Kolke, Allan Nielsen, David Pickersgill, June Read, Elizabeth Reade, Virginia Trawick, Pele Williams, Daniel Winnick

OUR AUDIENCE

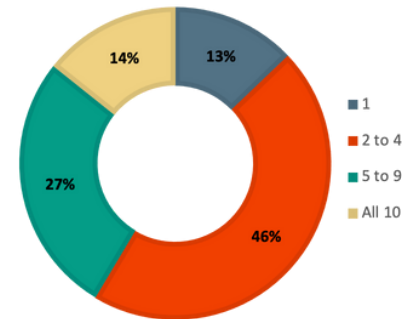
Our Demographics



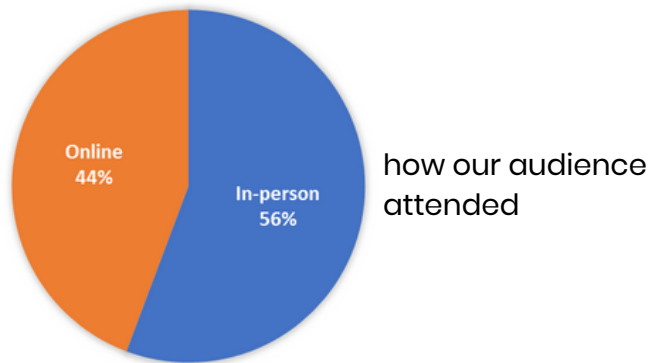
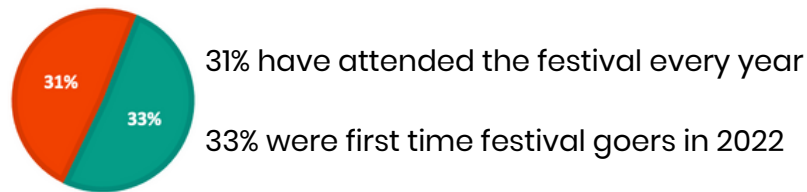
Motivation for Attending



Screenings Seen by Guests



87% of our audience attended multiple screenings. This reinforces that our audience are cinephiles and enjoy seeing representations of themselves on the silver screen.



how our audience attended

100% would recommend our festival to others

90% extremely or very likely to attend again



42%

extremely or very comfortable with getting older



59%

have experienced ageism



56%

of our audience was in-person



87%

the vast majority of our audience remain Calgarians



82%

the vast majority of our audience continues to be female

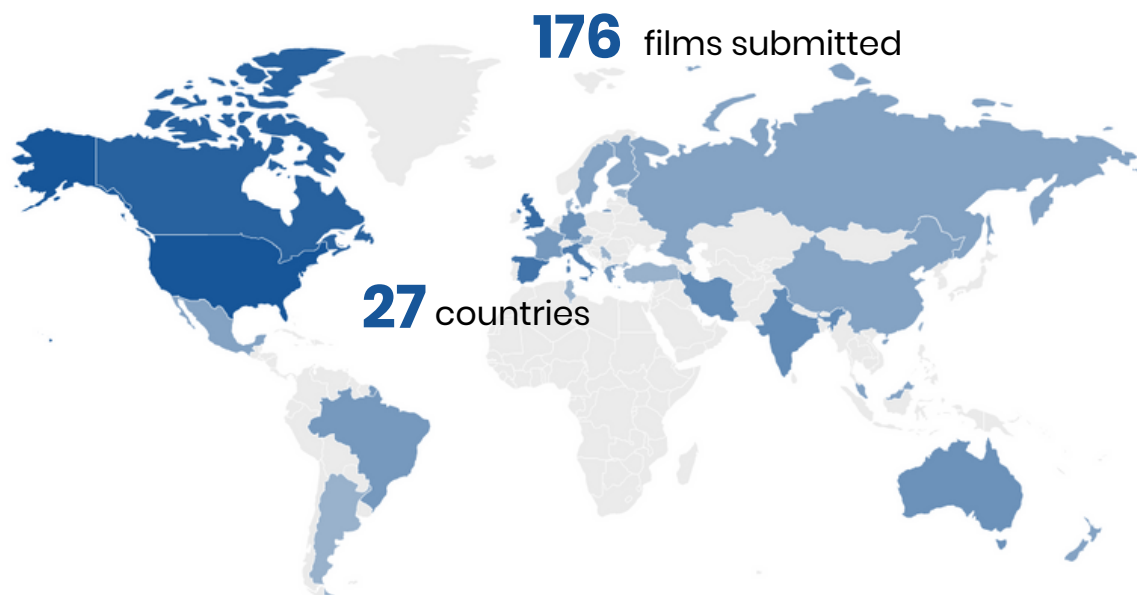


on average 2.9 people were using 1 ticket to watch a screening. We also had as many as 100.

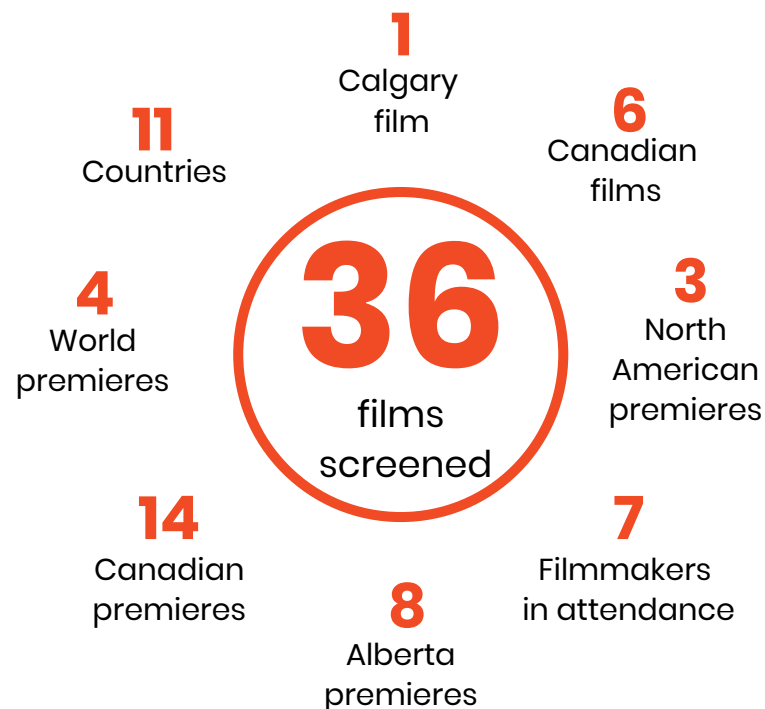
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OUR FESTIVAL

Film Submissions



Film Submissions



Ticketing

747 tickets sold

873 audience

Diversity in Film

We will be working on multiple fronts to make the festival as inclusive as possible. To this end, we will expand this reporting as we develop.

9 films featured BIPOC actors/subjects

1 films featured Indigenous actors

5 films were predominantly in French
other languages included Persian, Finnish, Maori,
German and Swedish

Wisdom Bench & Tree

This year we partnered with United Active Living and LINKages Society to have a Wisdom Tree and Wisdom Bench as part of our June 2022 festival.

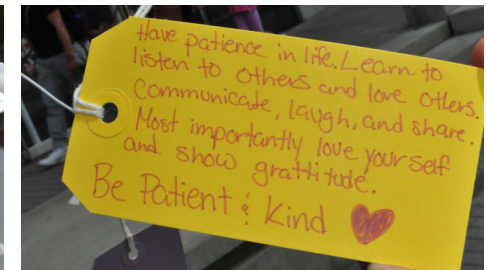
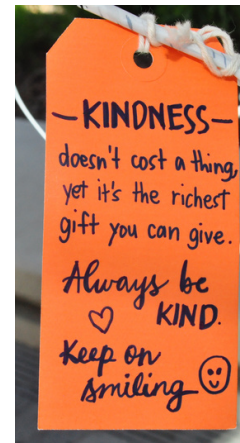
These additions were stationed outside of the festival venue, encouraging passersby to share their wisdom with our volunteers.

The Wisdom Tree invited individuals to write their words of wisdom on "leaves" to be tied onto our tree while the Wisdom Bench was a space for anyone to have a seat and share their wisdom with one of our volunteers. A diverse variety of ages shared their wisdom; some even coming from young children (3 yrs old). We all have wisdom to share, no matter our age.

The Wisdom Tree and Bench were successful additions to the festival with the tree filling up quicker than we could have imagined, and our volunteers gaining new insights from the wisdom of others.

Check out our social media in the coming year as we share these pearls of wisdom with the public.

— “ —
**The wisdom tree with all its
colours, blowing in the wind
attracted people to us.**
~2022 Volunteer
” —



Over 400 people shared their wisdom with us.



Sneak-a-Peek Networking Event

May 2022 saw our first simulcast Sneak-a-Peek Networking Event. We were excited that there was more interest for in-person attendance and being able to experience the social aspect of networking once again.

We repeated the speed networking sessions for our online attendees; a great success during the pandemic. However, it became clear that it was a pandemic option. We will be adjusting our programming going forward.

Reel Research Speakers Series

In 2022, we continued to work 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. We saw yet another growth in our speaker program, with 15 speakers at our 2022 festival!

We had the honour to host 7 filmmakers, directors, and actors from the festival films such as Bilko Cuervo, Braeden Riehl, Zak Kelly, Joseph Miller, and Clint Butler. We continue to marry science and cinema. This allows for conversations about both the creative and scientific aspects of the films - illuminating the biological and social sciences as well as the practical reality behind the subject matter of the films.



Dr. Jessica Simon



Bilko Cuervo



Joseph Miller



Dr. Verena Menec



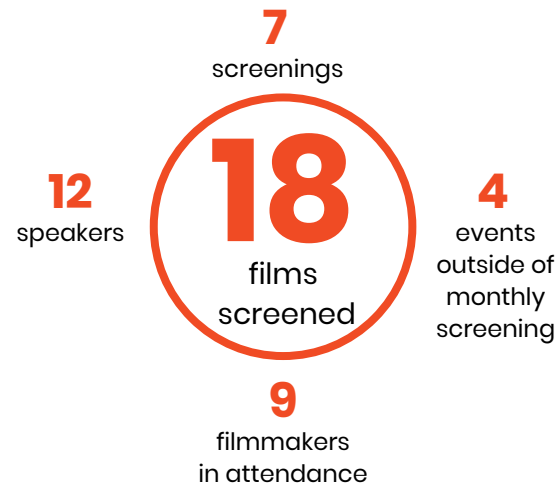
Lisa Poole



OUTSIDE OF THE FESTIVAL

779 registrations

581 audience



Age-Positive Shop

Our Age-Positive shop continues to grow with the variety of products available for purchase. We look forward to the continued growth of our shop, products, and designs in the coming year.

Our 2021/22 monthly screening series kicked off strong with a screening of "Duty Free" on October 1, 2021.

We are starting to grow our presentations outside of our monthly screenings to create more opportunities to guide an age-positive culture shift.

On October 1, 2021, we co-presented, along side the Kerby Centre, a special event that reviewed the mayoral race candidates in Calgary and their stance on seniors issues.

Our Executive Director also gave her "Ageism & the Media" presentation to the Alberta Association of Gerontologists and the North American Collaborative to End Ageism.

In January 2022, we made the transition to our simulcast model for our monthly screenings.

We are looking forward to the continued growth of our programming.



BELOVED

Directed by Yaser Talebi



FILMS & FILMMAKERS

This year we saw an increase in the number of film submissions over 2021 – a positive sign in a mostly-post-Covid world. The quality of the films submitted continues to increase year after year, and we believe this is due to word of our festival reaching more filmmakers. We expect these numbers to continue to grow.



SOLITUDE

Directed by Henry Daemen



The simulcast version of the festival allows us to continue inviting filmmakers/speakers from around the world to join us. We were excited to have Canadian filmmakers Clint Butler, Zak Kelly, and Braeden Riehl join us in-person as guest speakers.



THE LAST LULLABY

Directed by Sophie Dia Pegrum



We are always ecstatic when foreign filmmakers choose to join us. This year Bilko Cuervo and Joseph Miller from "The Old Man With an Older Pickax" came all the way from California to accept their film award. We also had Henry Daemen, director of "Solitude" – winner of Audience Favourite Film Award, join us online.

Bringing together the filmmakers with an audience that is hungry to see their films is inspiring. The filmmakers are deeply connected to the content of their film and want to share their stories and knowledge.



THE OLD MAN WITH AN OLDER PICKAX

Directed by Bilko Cuervo



“The programmers and staff at THIRD ACTION have been organized and communicative from the outset and I was very honored to received the BEST SHORT FILM award for "The Last Lullaby" as well as hear about audience feedback. A lovely experience! ~Sophie Dia Pegrum

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.

This age-diverse group reinforced the idea that everyone at any age can have a part in putting an end to ageism. Through their collective efforts, they amplify our vision and values and help create an age-positive culture shift.

Fortunately, many of our volunteers felt comfortable coming back in person, which made it possible to put on the in-person portion of our festival and many of our monthly screenings. This year's festival required filling over 150 shifts which we managed to do with our dedicated corps. All of our volunteers did a great job of handling the minor technical bumps.

We cannot thank our volunteers enough for their enthusiasm in adapting to another pivot, and continuing to support the festival in what we hope is our final festival model. They make the magic happen.

98 volunteers

3,893 volunteer hours

60%

found it extremely easy to receive their training

80%

found the work very or extremely meaningful

80%

were very or extremely satisfied with their volunteer experience



our volunteers ranged from 15 to 85 years old

would recommend volunteering at our festival

100%

found their volunteer experience very or extremely meaningful

— “ —
**The festival is growing
 and gaining more and
 more interest every year.**
 ~2022 Audience Member
 — ” —

The last 12 months showed a consistent growth in our social media followings. During our first couple of years, Facebook seemed to be the platform of choice, but gradually Instagram seems to be taking over.

In previous years, all social media adverts were via Facebook, but this year we chose to test Instagram by boosting our sizzle reel - this resulted in a huge increase in our Instagram reach and followers.

Our followers and subscribers on all our social media platforms, as well as our Newsletters, continues to grow. Profile visits and reach for Twitter and Instagram increased tremendously which shows a more significant amount of interaction with those two platforms.

Promotion



	20/21	21/22	Inc. %
Facebook			
Followers	387	471	22%
Reach	244,556	351,792	44%
Twitter			
Followers	442	549	24%
Profile Visits	4,587	13,007	184%
Instagram			
Followers	328	510	55%
Reach	3,774	40,679	978%
Newsletters			
Subscribers	843	1,089	29%
Open Rate	47%	43.6%	(7%)
Click Thru	12%	4.6%	(62%)

Thank you to our Funders & Partners



Kerby Centre



Funded by the Government of Canada's
New Horizons for Seniors Program



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AT HOME



A huge thank you to :

Adaan A., Adrien I., Alan C., Alla G.,
Amara G., Andrea Di C., Anmol P.,
Antonio M., Arshiva S., Barbie W., Bijal D.,
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Harold W., Harris J., Hasnain, Hazel M. ,
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A., July O., Judy S., Karen H., Kathleen B.,
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C., Leal F., Marilynne M., Marnie S., Mary
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T., Natasha F., Nell S., Pam Van V., Pat N.,
Patricia GN., Pranzal S., Raafi Z., Ravi J.,
Rita A., Samira R., Savana R., Sean N.,
Sharms S., Sharon R., Sharron N., Sian J.,
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