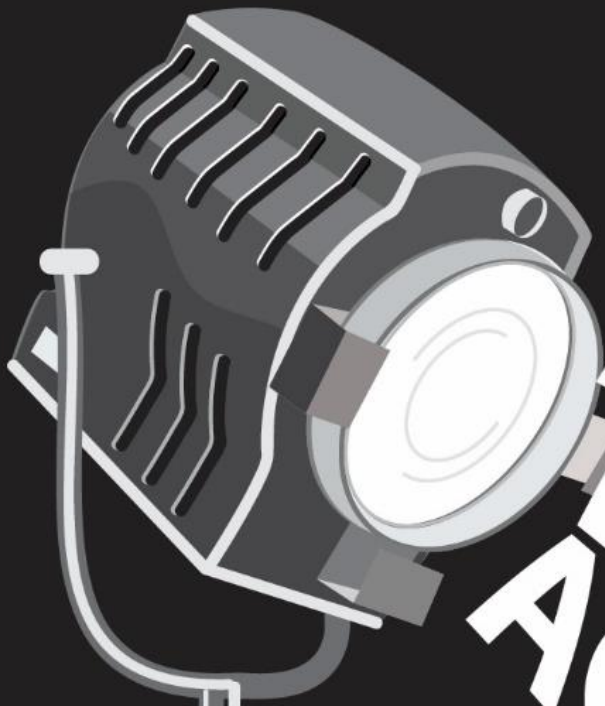


FESTIVAL REPORT



CELEBRATING AGEING & OLDER ADULTS

AT CHIRD

tion

FILM 2018

FEST

The THIRD ACTION Film Festival intends to add fuel to the fire of change by entertaining and educating the public through film and talks in the hopes of helping to alter negative stereotypes and assumptions about the third act of life.

The festival intends to motivate our audience to celebrate aging and older adult with inspirational examples of what their future could look like and empower them through knowledge to start creating their best possible third act.

BOARD OF DIRECTORS:  
Mitzi Murray,  
Kyle Russell,  
Monique Tenn

**Mission**

Our mission is 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 entertaining and educating through a curated film festival in cities and towns across Canada.

*“I saw so many characters there that I knew. I saw myself because I had to get old to.....or enjoy becoming elderly so that I could figure out who I was.”  
~Rose,  
Audience Member*

The power of film to show us the “other” in different perspectives and to build empathy has been lauded by many and panned by others regarding the lack of sustainability of the feelings they generate. No matter which side of the argument you fall on, I am sure you would agree that everyone needs affirmation that their life matters. Western society’s predominant attitudes towards older adults do the opposite and this is what we are working to change.

As an inaugural festival, we were ecstatic that our films were viewed by over 600 attendees in the 2.5 days and that 3 of our films were Canadian born; 1 of them being home grown in Calgary. We were also elated to have several of our filmmakers attend and to have Grant Reddick and Joyce Doolittle, 2 of the 3 subjects of the Calgary-made documentary watch their film for the first time at our festival.

It is only through the efforts of our amazing volunteers, inspired filmmakers, visionary sponsors and a myriad of wonderful partners, that we were able to bring 31 shorts, documentaries and feature films to our Calgary audience.

So, our profoundest thank you to all these wonderful folks that made the festival possible and the amazing audience that made our first festival the success it was! We look forward to seeing you in 2019!

Mitzi Murray, Executive Director

As a first year festival, you never know what to expect. We were happy that over 600 audience members enjoyed our films, talks and art show. The feedback on the concept of the festival and the overall quality was amazing and much more positive than we could have dreamed for. It has shown that we are on the right path and that there is a want/need for our festival.

Our audience survey was been a boon and has brought clarity to where we succeeded and the improvements we want to make for 2019. It has also given us a base from which we can measure our long-term impact on our audience as we hope to continue using the survey for many years.



80%  
Our audience was predominantly female

Although the majority of our audience was from Calgary, they came from as far afield as Australia



61%  
Audience members that saw more than one screening

Breaking stereotypes, 59% of our online sales were by 66 to 85 year olds!

No matter their age, everyone wants to watch movies!



5%	13%	11%	20%	33%	17%	1%
Under 18	19 to 45	46 to 55	56 to 65	66 to 75	76 to 85	86 to 95

*“Thank you so much for an awesome, entertaining week-end. We thoroughly enjoyed it.” ~ Vivian, Audience Member*

98% of respondents were very to extremely satisfied with the overall quality of the festival

77% of respondents were very to extremely likely to attend next year

91% of respondents were very to extremely likely to recommend the festival

69% of respondents want to see a “classic” movie in the line up next year



- 170** films submitted via FilmFreeway
- 607** film viewers
- 58** percentage of attendees that found out about us through Word of Mouth
- 31** films shown
- 22** films chosen from submissions
- 9** hand-picked films
- 4** amazing speakers
- 3** filmmakers in attendance
- 1** outstanding art show presented by WP Puppet Theatre

We were thrilled to have the Brenda Strafford Centre on Aging become a sponsor and to embrace the power of film to change attitudes on aging. It only just got better when they decided to support the filmmakers by offer a Resiliency in Aging award!

We were also happy to support small filmmakers through our Best Short Film award that was juried by our panel of reviewers and our Audience Favourite Award which was chosen through balloting by our audience.



**BLESSED DAYS**  
Directed by Valentina Casadei



**LIVES WELL LIVED**  
Directed by Sky Bergman



**LIVING WHILE DYING**  
Directed by Cathy Zheutlin

*"I'm so honored to have been a part of your first festival. Receiving the "Resiliency in Aging" award has certainly increased my personal resilience." ~ Cathy Zheutlin, Director/Writer – Living While Dying*



## Sneak Peek Networking Event

The festival started off with a bang on May 11<sup>th</sup> when we had our Sneak Peek Networking Event for the movers and shakers from the seniors' not for profit and for profit

industries, as well as, academics with a focus on issues dealing with seniors and members of the arts community.

The purpose behind this event is to promote cross-entity pollinization of ideas and concepts. In 2018, John William Wade spoke to the attendees about the concept of Seniors' Week as a destination event and how everyone could be a part of this. This idea was greeted with enthusiasm and we were surprised by the number of concepts that came to light before the end of the event.

Year one was all about learning! Next year will be about building upon our base, refining systems, augmenting our board of directors and creating our brand.

*"I think the whole concept is very exciting. I like the idea that people, people of our age are being celebrated and shown in so many lights."  
~Susanne, Audience Member*

### Website

There is much work to be done here as we heard from our audience. We will be upgrading many features and streamlining pages so that information is easier to find.

### Facebook

Our philosophy is to use Facebook to get the word out to potential audience members. We conducted 2 promotions that garnered over 3,400 reaches. **Basis Statistics for November 2017 through June 2018:** 8,158 reached, 612 post clicks and 683 reactions, comments and shares and 55 followers.

### Twitter

Our original focus for Twitter was to reach the filmmaker community. It has morphed into a mix of the filmmaker and seniors' sectors and allows for the cross-fertilization of ideas. **Basis Statistics for November 2017 through June 2018:** 14,265 impressions, 319 profile visits, 60 mentions, 45 followers

### Newsletter

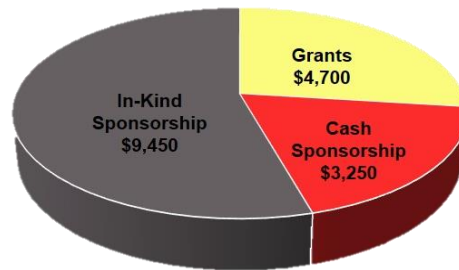
Since November 2017, we have grown our newsletter database to 168 recipients. We sent out 22 newsletters which averaged a 51% open rate.

### Media Coverage

2017/18 saw us receive 10 articles, blog posts and radio interviews about either the festival or the films at the festival.

**Sponsors**

Sponsorship and grants play will always play an integral part in our festival. In the 8 months we had to organize our first festival, we garnered 8 sponsors and 1 grant. We can never thank our sponsors and grantors enough for believing in our vision and mandate.



**Guest Speakers/Filmmakers**

As a first time festival, we could not have dreamed that we would have been able to secure the wonderful speakers that we did. 90% of our survey respondents were very to extremely satisfied with the quality of our speakers and why wouldn't they be!



Sharon Butala, David Hogan, Sarah Kerr and Steen Starr were dynamic speakers and giving of their knowledge and opinions.

The variety of films submitted for consideration was astounding. We want to thank all the filmmakers that strive to bring their ideas to fruition and help us make a difference.



**Advocates**

The moral support and mentorship received from the not-for-profit sector and arts community was a boon to the festival.

*“It (Finding Your Feet) expressed how we feel. I find it interesting, this movie which showed in live (major) theatres recently, did not get very good reviews but it wasn't reviewed by someone of our age or gender and they don't get it. They just don't get it.”  
~Elizabeth, Audience Member*

In particular, we would like to give a shout out to the Okotoks International Film Festival for their willingness to share. The knowledge gained from them expedited our learning curve and allowed us to pull off the festival in 8 months.

The Brenda Strafford Centre on Aging, on top of being a sponsor, was also a champion of the festival and the connections made through them were priceless.

Another champion was Dementia Connections and the Calgary Dementia Network. Again, they facilitated connections and spread the word.



Betty, Volunteer

Our festival is powered by volunteers and would not be possible without them. We had outstandingly passionate and dedicated volunteers this year and we cannot thank them enough for making the festival come to life.

In an effort to have the festival be intergenerational, our mandate was to build a broad age range in our volunteer demographic. Those that volunteered directly with the festival ranged from 16 to 77 years of age. The average age of festival volunteers was 51.

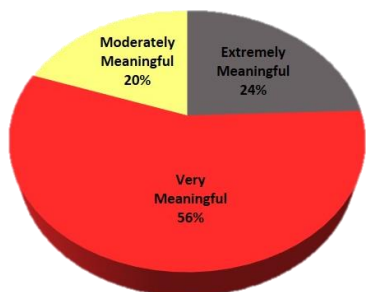
To augment our intergenerational capacity, we partnered with Youth Central. Their Youth Volunteer Program provides meaningful team-based volunteer opportunities to young people between the ages of 12 and 18 in partnership with over 120 community agencies and events. Partnering with Youth Central allowed us to bring our intergenerational aspirations to fruition.

Being new to volunteer management, we were happy to hear from our volunteers that they found the work meaningful and the experience satisfying.



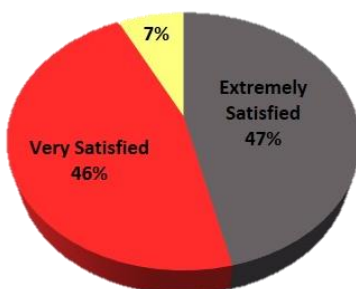
John, Volunteer

### Meaningfulness of Experience



Ann, Volunteer

### Overall Satisfaction



*"An inspiring volunteer experience!"  
~from Volunteer Satisfaction Survey*



**3,115** volunteer hours

**80** volunteers

**31** volunteers under the age of 19

**78%** are very or extremely likely to volunteer again

OUR VOLUNTEERS

# THANK YOU, FOR MAKING IT ALL POSSIBLE!!

## Volunteers

Rita Andersson, Brenda Andrews, Michel Apollon, Diane Boisclair, Kris Cannon, Laury Chapman, Camilo Cottes-Gomez, Jo-anne Dmytruk, Andries Flierjans, Tony Gebhardt, Betty Good, Joan Gregory, Karen Hamilton, Ann Hanson, Tom Hanson, Richard Heidt, Norma Karlinsky, Shane Kuhn, Sue Kuhn, Jocelyne Lajoie, Alica Lewis, Antonio Martin, Raynell McDonough, Rob McGhie, Donna Michael, John Mungham, Chris Osborne, Colleen Peters, Micaela Ramos, Guenther Reger, Maria Reger, Kyara Reynoso, Aliza Ruhail, Kyle Russell, Tolulope Sholanke, Nell Smith, Tom Smith, Judy Steiert, Toby Taylor, Monique Tenn, Maggie Thai, Daniel Yakimenka, Tracy Yu and all the wonderful team leads and volunteers from Youth Central



**UNIVERSITY OF CALGARY**  
O'Brien Institute for Public Health  
Brenda Strafford Centre on Aging



# Glenbow



**Confederation Park**  
55+ Activity Centre



**AMICA**<sup>TM</sup>  
*at Aspen Woods*

**milestones**  
GRILL + BAR<sup>®</sup>



**Calgary**

