MELBOURNE QUEER FILM FESTIVAL 2017

PARTNER REPORT

MQFF OPENING NIGHT PARTY AT ACMI

The 2017 Melbourne Queer Film Festival kicked off with conversation-starter *I Am Michael* followed by a party in ACMI's exclusive Gallery 1 space, where the film's director, Justin Kelly, chatted with audience members. This launched a program of more than 100 screenings and special events that educated, entertained and celebrated the LGBTIQ community. Attracting solid box office results the top performers this year represented the diversity of the LGBTIQ community: *Tomcat*, *The Intervention*, *Kiki*, *The Pass*, crowd-favourite *A Date for Mad Mary*, and the Girl on Girl, Transformations and Australian Shorts programs. We are committed to screening a range of stories and experiences and this year introduced a new experimental program and continued a retrospective program celebrating queer cinema pioneers.

We continued our passionate support of local filmmaking with: *Out of the Closets, Into The Streets*, about Melbourne's pioneering LGBTIQ activists; our bold Centrepiece presentation *Pulse*, which provided a platform for its filmmakers to connect with local audiences; the sold-out Australian Shorts and Awards presentation; and industry and community workshops.

We spilled out of the cinemas this year with an experiential screening of local short film *Adult* at Testing Grounds in a specially designed installation, Q&As with Justin Kelly and with the *Pulse* team, panels exploring marriage equality, coming out in the digital age, John Waters, and the criminalising of LGBTIQ people. The ACMI Bar & Café provided a Festival hub with DJs, post-film celebrations and a heartwarming pop-up performance by the Melbourne Gay and Lesbian Chorus.

I'm pleased to say that MQFF is well positioned for a dynamic future. We have attracted new audience members, grown our marketing channels and implemented a fresh new brand capturing the spirit of the Festival. We have grown existing sponsorships and developed new partnerships, which have diversified the Festival's outlook. MQFF has recently revised our mission – to engage the community with the best LGBTIQ content in order to educate, entertain, and celebrate diversity – and we are in a strong position to continue to achieve this.

I would like to thank all of our Partners, Sponsors and Advertisers for supporting MQFF. Your commitment to joining with us to celebrate the diversity of our communities is vital to the MQFF's success.

On a personal note, after two wonderful years, I will be saying farewell to MQFF in my capacity as Executive Director. It has truly been an amazing experience to deliver the past two Festivals and I have been inspired by all of the people who contribute so much to MQFF. Thank you and I hope to see you at MQFF2018.

- Dillan Golightly, Executive Director

AT A GLANCE

12 DAYS

4 VENUES

136 FILMS

6 AUSTRALIAN PREMIERES

32 MELBOURNE PREMIERES

17 SPECIAL EVENTS

33%

MORE SESSIONS (84 IN 2016, 112 IN 2017)

12%

MORE FEATURE FILMS (57 IN 2016, 64 IN 2017)

FESTIVAL GUEST JUSTIN KELLY IN CONVERSATION WITH JOURNALIST STEPHEN RUSSELL

21,000

PEOPLE ATTENDED

14,000

TICKETS SOLD

PARTICIPANTS AT MQFF 2017 INDUSTRY DAY

PROGRAM HIGHLIGHTS

Adult experiential screening at TESTING GROUNDS

Special screening of *Out of the Closets, Into the Streets* exploring the history of the gay liberation movement in Melbourne

Melbourne Gay & Lesbian Chorus live at ACMI

Centrepiece Presentation: Melbourne premiere of Australian film *Pulse*. The film's director (Stevie Cruz-Martin) and writer/ actor Daniel Monks were guests of the festival.

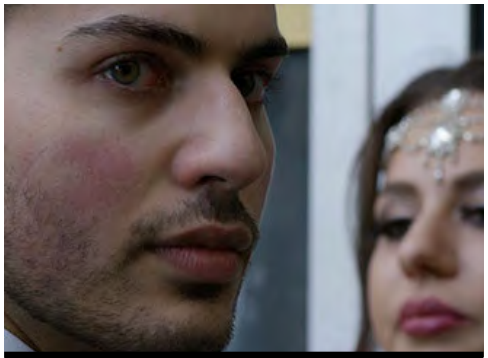
Opening Night: Screening of *I Am Michael* with introduction from Festival guest director Justin Kelly followed by party at ACMI

Closing Night: *Women Who Kill* followed by party at ACMI

CHAMPIONING FILM

MQFF AWARDED THE FOLLOWING PRIZES IN 2017

MQFF AWARDS



City of Melbourne Award for the Best Australian Short Film - $3,000: Goran Stolevski - ***You Deserve Everything***

Film Victoria Award for Best Director, Australian Short Film - $1,000: Jamieson Pearce - ***Adult***

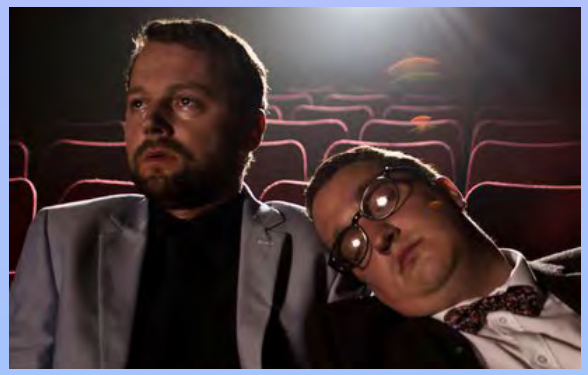
Shaun Miller Lawyers Award for Emerging Australian Filmmaker - $500: Brendon McDonall - ***The Dam***

MQFF Life Members Award for Best Feature (Australian or Intl.) - $2,500: Ingrid Jungermann - ***Women Who Kill***

David McCarthy Award for Best Documentary (Australian or Intl.) - $2,500: Deborah S. Esquenazi - ***Southwest of Salem: The Story of the San Antonio Four***

AUDIENCE CHOICE AWARDS

Step Right Up Audience Choice Award for Best Short Film - $500: Brendon McDonnal - ***Spoilers***



twenty21 Audience Choice Award for Best Feature, Narrative or Documentary - $1,000: Darren Thornton - *A Date For Mad Mary*

MQFF IS PROUD TO RECOGNISE LOCAL AND INTERNATIONAL FILMMAKING TALENT THANKS TO OUR GENEROUS AWARD SPONSORS AND PRIVATE DONORS.

*Recipients of the City of Melbourne Award for Best Australian Short Film are automatically qualified to be nominated for The Iris Prize - the largest prize for a gay or lesbian short film in the world.

SPIRO ECONOMOPOULOS AND DILLAN GOLIGHTLY INTERVIEWED ON JOY94.9, BROADCAST LIVE FROM ACMI DURING MQFF OPENING WEEKEND

MARKETING + PUBLICITY

- 88 media breaks recorded - TV, Radio, Print, Online
- Justin Kelly - 11 media interviews
- Posters seen by 150K people
- Advertising with *The Saturday Paper*, *The Monthly*, *Star Observer* and *JOY94.9* reached more than 1 million people
- Festival Trailer on the big screen at Fed Square, ACMI, Cinema Nova & Kino Cinemas
- MQFF team march at Midsumma Pride
- MQFF stall at Midsumma Carnival

32%

INCREASE IN FACEBOOK FOLLOWERS SINCE MQFF 2016

(CURRENT: 10.5K+ FOLLOWERS)

2+MILLION PEOPLE REACHED

20K
PROGRAMS DISTRIBUTED

20K
POSTCARDS AND POSTERS DISTRIBUTED

1.5M
SOCIAL MEDIA IMPRESSIONS

619K
PEOPLE SAW MQFF MEDIA STORIES

198K
WEBSITE PAGEVIEWS DURING MQFF 2017

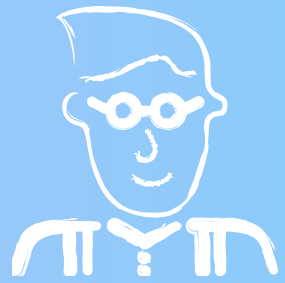
25%
INCREASE IN E-NEWS SUBSCRIBERS SINCE MQFF 2016

(CURRENT: 10K SUBSCRIBERS)

AUDIENCE PROFILE

"WASN'T SURE IT WAS POSSIBLE BUT THIS YEAR'S SELECTION OF FILMS WAS VERY IMPRESSIVE, SCRAP THAT, FRIGGIN AMAZING! "

- MQFF 2017 attendee



DEMOGRAPHICS

AGED 25-34	24%
AGED 35-44	27%
AGED 45-54	22%
TERTIARY EDUCATED	92%
EARN OVER $80K +	41%
LGBTIQ	95%
STRAIGHT/LGBTIQ ALLIES	5%
FEMALE	41%
MALE	54%
GENDER NON-BINARY	3%

96%

WOULD RECOMMEND MQFF TO FRIENDS

93%

WILL COME AGAIN IN 2018

BEHIND THE SCENES

500 MEMBERS

23 PRIVATE DONORS

40 SPONSORS + ADVERTISERS

6,400+ HOURS

5 STAFF

4 INTERNS

120 VOLUNTEERS

12 BOARD MEMBERS

MELBOURNE
QUEER
FILM
FESTIVAL
PROUDLY DIFFERENT

SPONSOR RECALL

THE MQFF AUDIENCE IS ENGAGED.

- MAJORITY OF THE AUDIENCE CAN RECALL MQFF MAJOR PARTNERS.
- SIGNIFICANT RECALL RATES FOR SPONSORS WITH IN-CINEMA EXPOSURE
- CAPTIVE AUDIENCE DURING PRE-FILM ADVERTISING AND PRESENTATIONS.

86%

CAN NAME AT LEAST 2 FESTIVAL SPONSORS, PARTNERS OR PROVIDERS WITHOUT PROMPTING

71%

CAN NAME AT LEAST 3 FESTIVAL SPONSORS, PARTNERS OR PROVIDERS WITHOUT PROMPTING

PARTNERS

PRINCIPAL PARTNER

CITY OF MELBOURNE

INDUSTRY PARTNER

J. WALTER THOMPSON MELBOURNE

PRINCIPAL MEDIA PARTNER

THE SATURDAY PAPER

CULTURAL PARTNER

acmi

FESTIVAL SPONSORS

CROWN METROPOL MELBOURNE

OPTUS

VICTORIA State Government

FILM VICTORIA AUSTRALIA

PETER ROWLAND

FESTIVAL SUPPORTERS

HERBERT SMITH FREEHILLS IRIS NETWORK

VAC WORKING TOGETHER

CINEMA PARTNERS

PALACE CINEMAS

CINEMA NOVA CINEMA, CURATED

MEDIA PARTNERS

JOY 94.9

star observer

PRESENTING PARTNERS

EQUALITY

BreastScreen Victoria Caring about Women

prahran market clinic

THE UNIVERSITY OF MELBOURNE | VCA Victorian College of the Arts

Relationships Australia VICTORIA

HSBC

shaun miller lawyers media and entertainment law

THE MONTHLY

each Social & Community Health

FESTIVAL PROVIDERS

AIX VIN DE PROVENCE

aridzone Evolving Brand Merchandise

ASHA HOLMES PUBLICITY

FERVE TICKETS

magnifymedia

Printgraphics printgreen

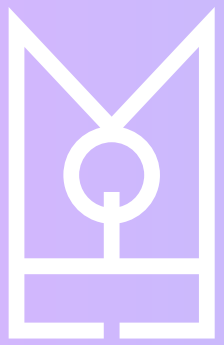
SHOUT OUT LOUD!

STEP RIGHT UP DISTRIBUTION & PROMOTION

yo!mafia

efront

hello creative



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