MQFF 2015-2016 ANNUAL REPORT





2016 PROUDLY DIFFERENT

MARCH 31 - APRIL 11



FESTIVAL MISSION

Inform, entertain & challenge GLBTIQ audiences by reflecting their lives on screen.

To be recognised as a leading international queer screen event, bringing the best of world queer culture to Melbourne and enhancing the reputation of Australian filmmaking.

FROM THE CO-CONVENORS

It is our pleasure on behalf of the Board to present to you the 2015-16 Annual Report.

A leadership transition in the arts is often a cautious affair. Not at MQFF. After 17 years with Lisa Daniel in the saddle, we decided to be bold and blow the doors off with the help of our new Industry Sponsor, J Walter Thompson. Our Opening Night and Party were streamed live to Russia, bringing to mind the different struggles that LGBTIQ people around the world face and that we should celebrate our difference and value.

While our supporters made passionate pleas about the importance of our rights and the needs for respect in our community; our audience was treated to a banquet of films with everything from talking hamsters to meaningful self-discovery.

We drew in a bigger audience with many first timers showing the hunger for great queer cinema enjoyed in agreeable company is on the rise. Our audience has embraced the new leadership team of Dillan Golightly and Spiro Economopoulos and the excitement for next year is already building.

We want to thank our longstanding Principal Partner, the City of Melbourne, for their commitment and support. We love being a highlight in this creative city. They make it possible for us to run the festival in a world class venue in the heart of the city. This year we welcomed Film Victoria as a sponsor for the first time. We'd like to thank all our sponsors whose support is so crucial to the festival, and recognised and appreciated by all our festival-goers.

The impact of larger audiences, new funding and concerted expense control has led to another strong surplus. MQFF is positioned to grow and dazzle in 2017. The future indeed looks bright.

Scott Herron & Fiona Kelly MQFF Board Co-Convenors



FROM THE EXECUTIVE DIRECTOR

What a pleasure it has been to work with such an amazing team of staff, volunteers, partners and the MQFF Board of Directors to bring you the 26th Melbourne Queer Film Festival.

MQFF holds a special place in Melbourne's LGBTIQ community and cultural calendar – and it was an honour for me to have the opportunity to present the 2016 Festival alongside Program Manager Spiro Economopoulos.

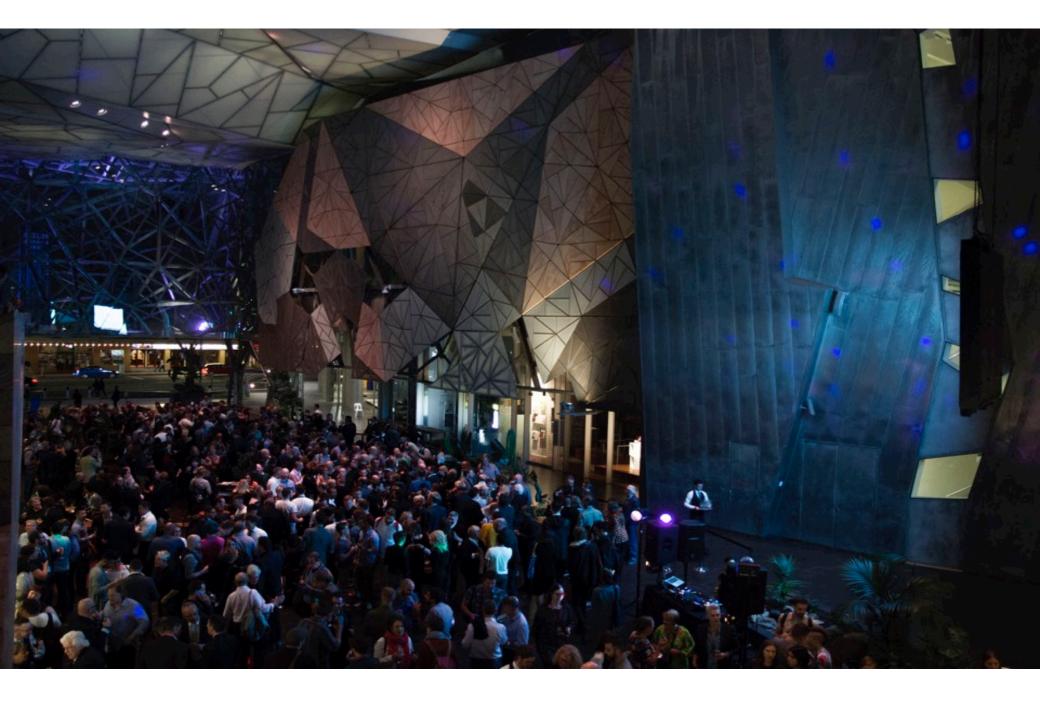
Trying to list a singlular highlight from my first year with the Festival is an impossible task - there are simply too many - but the fact that 21,000 of us came together to celebrate the best of queer cinema is truly inspirational. Whether it was seeing people on the dance floor at Opening Night, in the queues before sold-out sessions, listening to insightful questions in panel discussions, or having a drink at the ACMI Cafe & Bar, I was consistently reminded about the importance of what we do at Melbourne Queer Film Festival. Our well-loved Festival is a testament to the idea that queer cinema has the power to transform.

Celebrating our 26 year history, this year we launched a new tagline – Proudly Different. This campaign resonated with our audience who love that we 'do movies differently' and we will continue to strive to deliver that as we work to the Festival mission of providing diverse queer screen content.

I look forward to working with Spiro and the team to bring you more stories that celebrate diversity and community, stories that inspire, educate, entertain and challenge. Stories that we hope will make a difference to you and to our community.

Dillan Golightly
Executive Director



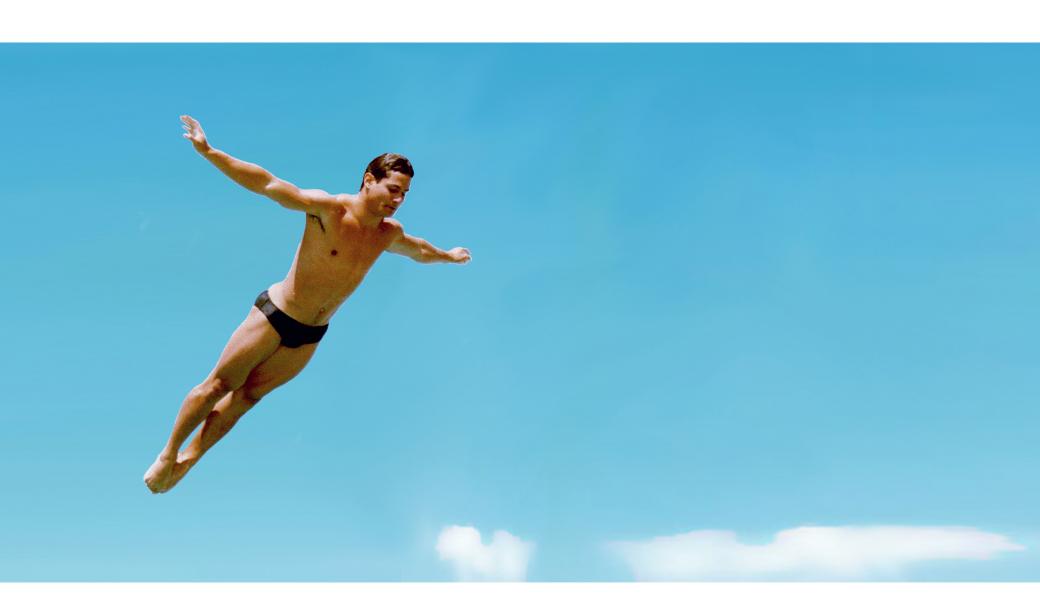


2015-2016 OPERATING RESULTS

MQFF was able to build on a successful 2015, achieving another strong result in the 2016. The surplus for the financial year amounted to \$39,296 and audience numbers and satisfaction ratings were at the highest levels for some years.

Ticket revenue was up, but we also secured an additional grant from Film Victoria which enabled us to host an industry day for filmmakers exploring financing and distribution matters. The revenue also includes the usual in-kind donations of professional time valued at market rates in support of the Festival, boosted this year by two new top-tier partners: J Walter Thompson Melbourne who worked on our To Russia with Love campaign, overall styling and Festival collateral, and *The Saturday Paper* who joined the Festival as Principal Media Partner.

	2016	2015
Revenue	975,211	629,042
Employee benefits expense	(168,363)	(141,654)
Depreciation expense	(1,649)	(1,079)
Other expenses	(765,903)	(419,960)
Surplus for the year	39,296	66,349



MQFF 2016 AT A GLANCE

- 12 days and **3 venues**: ACMI, Kino Cinemas & Cinema Nova
- **128 films** from 22 countries
- 11 Australian premieres
- **20 special events**, panels & workshops
- 2 international guests Ingrid Veninger & Ray Yeung
- 21,000 attendees
- 12% increase in single ticket sales & best box office in 5 years
- 22% of the audience were first time attendees
- 28% of the program sold out





PROGRAM HIGHLIGHTS

- Live stream of Opening Night with the 'To Russia with Love' campaign
- **Sold-out red carpet** Centrepiece event *Remembering The Man*
- Free virtual reality *Virtual Drag* experiential weekend program
- **Live score** to *He Hated Pigeons* with Frankie Topaz (Total Giovanni)
- Filmmaking workshop connecting the community with film
- Young & Queer, Avant Gays, Pioneers and Loud & Proud program streams
- New shorts programs: Comedy, Animation & Hooking Up
- Introduction of an **invite-only filmmakers lab** as part of Industry Day
- Bigger Australian Shorts Awards event & prize pool
- Free VCA & MQFF Alumnus screenings VCA's 50th Anniversary
- 20th Anniversary screening & panel of *My Cunt*
- Movie matchmaking night





AN SAVES

VORLD





broadsheet_melb



broadsheet_melb Have you spotted these bright pink billboards on Swan Street or at St Kilda Junction? They're up because it's a criminal offence to publish gay "propaganda" in Russia. So the Melbourne Queer Film Festival is reaching out to LGBTQI Russians from here. It reads: "To Russia with Love, please join our live stream of the opening night of the Melbourne Queer Film Festival. (We wanted to put this up in Russia but it's illegal.)"

View all 36 comments

carlaresiana MQFF is comin babe. Date night? @ish.



qff

If you haven't seen today's @theageshortlist cover story on #mqff2016 here you go: bit.ly/1q7Amv0



1.7. Retweeted by @theage



mqff

If you haven't seen today's
@theageshortlist cover story on
#mgff2016 here you go: bit.ly/1q7Amv0



13 Retweeted by @theageshortlist







PROUDLY DIFFERENT EVERYWHERE

- 20,000 programs at key locations across Melbourne & Victoria
- 20,000 collect-the-set postcards were picked up and shared
- Billboards in Richmond and St Kilda Junction
- Poster series on the Yarra Trams Network and Street Poster campaign
- Festival Trailer on the big screen at Fed Square, ACMI, Cinema Nova & Kino Cinemas
- Advertising: *The Saturday Paper & Star Observer*, JOY94.9 & Triple R
- 185 media breaks recorded TV, Radio, Print, Online
- 1.05 million people reached
- 4K social media shares









CHAMPIONING FILM

MQFF awarded the following prizes in 2016

MQFF Awards:

City of Melbourne Award for the Best Australian Short Film - \$3,000: *Nineteen*Lisa Daniel & Claire Jackson Award for Best Feature - \$2,000: *Closet Monster*David McCarthy Award for Best Documentary - \$2,000: *Remembering The Man*Film Victoria Award for Best Director, Australian Short Film - \$1,000: *The Summer of ABC Burns*Shaun Miller Lawyers Award for Emerging Australian Filmmaker - \$500: *Oasis*

Audience Awards:

Step Right Up Audience Choice Award for Best Australian Short Film - \$500: The Summer of ABC Burns

Best Documentary Nikolas Bird & Eleanor Sharpe: Remembering The Man

Best Feature: Grandma



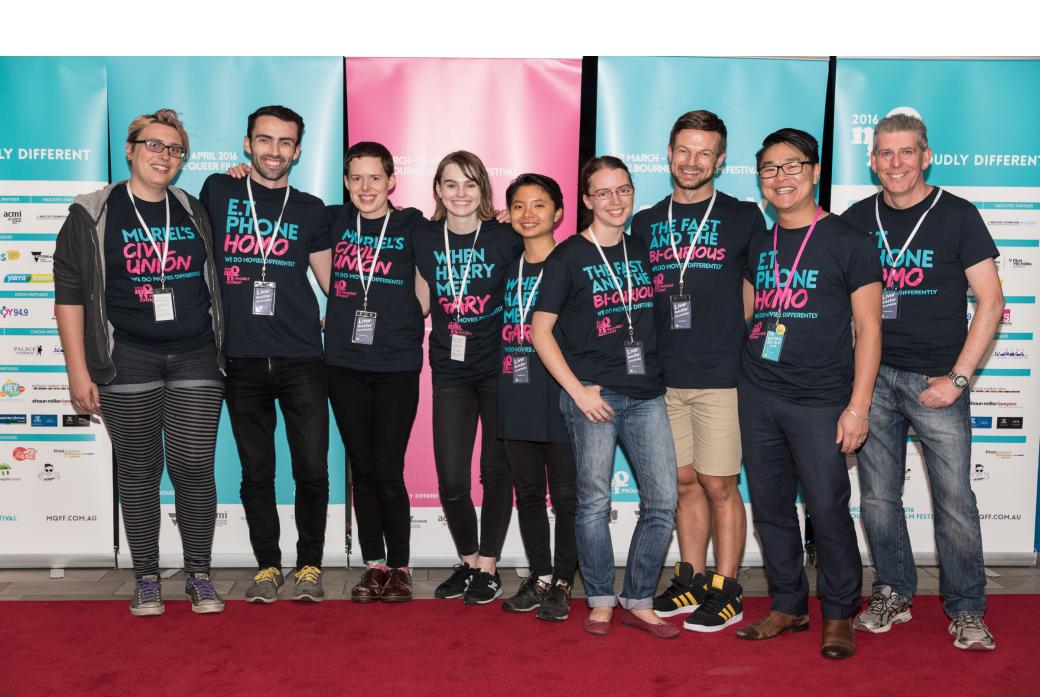


MQFF AUDIENCE

Confident, self-aware, interested in arts & community.

- 28% of audience aged 25-34
- 25% aged 35-44
- 24% aged 45-54
- 77% tertiary educated
- 40% earn \$80K+ / 20% earn \$100K+
- 93% LGBTIQ
- 7% straight/LGBTIQ allies
- 42% female & 54% male
- 95% of our audience are highly likely to attend the Festival again
- 98% would recommend the Festival to a friend





BEHIND THE SCENES

- **5 staff worked 4,500 hours** to put MQFF2016 together
- 3 interns volunteered 500 hours in key behind-the-scenes roles
- 120 volunteers gave 1000 hours of their time at the Festival
- 12 volunteer Board Directors contributed tirelessly throughout the year
- 500 members support the Festival
- 38 partners supported the Festival with cash and in-kind sponsorship
- 20 private donors gave generously via our Sweethearts program











MQFF2016 TEAM

Staff

Dillan Golightly – Executive Director Spiro Economopoulos – Program Manager Claire Connors – Operations Manager Helen Walmsley – Finance Manager Alex Lagerway – Operations Coordinator

Interns

Jonathan Rutter – Arts Administration Adam Jordan & Nathania Gilson – Marketing Gregory Frank – Partnerships Patrick Fitzgerald - Patrons

Board of Management

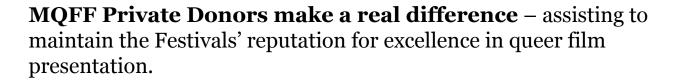
Scott Herron, Fiona Kelly – Co-Convenors Andrew Fisher – Treasurer David Morgan – Secretary Cathy Anderson Paula Commins Ayan Dasvarma (resigned April 2016) Ronit Fazekas (resigned September 2016) James Findlay (resigned September 2016) Adrian Joannou (resigned November 2016) Scott Young (resigned November 2016)

Jeremy Hodgins (joined September 2016) Molly Whelan (joined September 2016) Serena Chow (joined November 2016) Patrick Fitzgerald (joined November 2016)











We warmly acknowledge our 2016 Sweethearts:

Gold Diamond

David Owen Lisa Daniel & Claire Jackson

Emerald Ruby

Suzie Goodman, Scott Harrison, Duncan Paul Anthony, Serena Chow, Colin Gunther, Hewitt, Jeannie Knapp, Mal Lewis, Daniel Philomena Horsley, Jan Horstman, Richard

Hewitt, Jeannie Knapp, Mal Lewis, Daniel Philomena Horsley, Jan Horstman, Richard Laslett, Hui-Chang (Lan) Wang, Jane Weston, Athol

Willoughby OAM

Willoughby OAM

Sapphire

Patrick Fitzgerald, Stephen Roberts

We also welcome 2017 Sweethearts:

Em Campbell-Pretty & Kylie Austla (Gold) Daniel Dorall (Emerald)

THANKS MOFF TEAM PLAYERS



PRINCIPAL PARTNER

CULTURAL PARTNER







INDUSTRY PARTNER

PRINCIPAL MEDIA PARTNER

J. WALTER THOMPSON MELBOURNE



FESTIVAL SPONSORS

FESTIVAL SUPPORTERS

MEDIA PARTNERS























FESTIVAL PROVIDERS

CINEMA PARTNERS





















PRESENTING PARTNERS























THANK YOU FOR HELPING MQFF TO BE PROUDLY DIFFERENT.

MQFF 2017: 16-27 MARCH

