

Presentation from Adelaide Film Festival

Originating Officer	Executive Assistant to CEO - Dana Bartlett
Corporate Manager	Manager Corporate Governance - Kate McKenzie
General Manager	Chief Executive Officer - Adrian Skull
Report Reference	GC200211F01

Confidential



Confidential Motion

That pursuant to Section 90(2) 3(d) (i) and (ii) of the Local Government Act 1999, the Council orders that all persons present, with the exception of the following persons: Adrian Skull, Tony Lines, Ilia Houridis, Sorana Dinmore, Kate McKenzie, Ray Barnwell, Craig Clarke and Jaimie Thwaites, be excluded from the meeting as the Council receives and considers information relating to the Adelaide Film Festival, upon the basis that the Council is satisfied that the requirement for the meeting to be conducted in a place open to the public has been outweighed by the need to keep consideration of the matter confidential given the information relates to commercial information, the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party and would on balance be contrary to the public interest.

REPORT OBJECTIVE

Adelaide Film Festival (AFF) to seek Council support for the proposal to bring the 2020 Adelaide Film Festival to the City of Marion as part of their new campaign ADL Film Fest in the Burbs (Marion), a precursor to the October Adelaide Film Festival.

EXECUTIVE SUMMARY

The AFF are proposing a partnership with the City of Marion to present four screenings, over four consecutive Saturdays in September, at iconic spaces within the City of Marion. The ADL Fest in the Burbs will be the precursor to the 2020 AFF to be held from 14-25 October.

The suggested sites are:

- Morphetville Racecourse (Saturday 5 September)
- SA Aquatic and Leisure Centre (Saturday 12 September)
- Glandore Community Centre (Saturday 19 September)
- Hallett Cove Amphitheatre (Saturday 26 September)

The AFF will be responsible for the set-up and delivery of the four free community programs. Appendix 1 has their full proposal.

Sponsorship



As the key sponsor of the ADL Film Fest in the Burbs (Marion) the AFF is seek a \$35,000 sponsorship from the City of Marion.

The sponsorship benefits for the City of Marion have been defined as (See Appendix 1):

- Deepening the connection with residents - engage with a diverse demographic of residents at the four public events building their connectivity with our city.
- Growing the City's brand
- Inspiring staff and partners - volunteering opportunities for staff
- Adding value to a fast growing industry
- Expanding networks through the Adelaide Film Festivals partners and marketing channels.

If accepted, this unfunded initiative will be referred to the 2020-21 Annual Business Planning process for prioritisation as part of the new initiatives process.

If Council approves the sponsorship request, the City of Marion will enter into a sponsorship agreement with the Adelaide Film Festival.

Speakers

Mat Kesting -CEO and Creative Director
 Gail Kovatseff - Manager Program, Audiences and Industry
 Nathan Hocking - Manager Marketing

RECOMMENDATION

That Council:

1. **Notes the presentation from the Adelaide Film Festival**
2. **That funding of \$35,000 for ADL Film Fest in the Burbs (Marion) be referred to the 2020-21 Annual Business Planning process for prioritisation as part of the new initiative process.**
3. **Authorises the Chief Executive Officer to complete the sponsorship agreement between the City of Marion and the Adelaide Film Festival.**
4. ***In accordance with Section 91(7) and (9) of the Local Government Act 1999, orders that this report and attachments, having been considered in confidence under Section 90 (2) and (3)(d) (i) and (ii) of the Act, except when required to effect or comply with Council's resolution(s) regarding this matter, be kept confidential and not available for public inspection until publicly released by the Adelaide Film Festival or for a period of 12 months from the date of this meeting. This confidentiality order will be reviewed at the General Council meeting in December 2020.***

Attachment

#	Attachment	Type
1	Appendix 1 AFFINTHEBURBS	PDF File



ADL FILM FESTIVAL in the Burbs – films on the big screen in your favourite local places with music and food.

PROPOSAL

Introduction

Established in 2003, the Adelaide Film Festival (ADL Film Fest) is the State's premier screen event screening 200 bold and exciting films from drama, documentaries to comedies and shorts as well as new formats like VR, and a series of special events.

The international film magazine *Variety* rated us as one of the world's 50 unmissable film festivals.

In 2020 we plan to bring our terrific festival culture deeper into communities by presenting ADL Film Fest in the Burbs at select Adelaide councils. We will meet Adelaide audiences in a selection of their favourite local public spaces bringing them great street food & cool music followed by big stories on the big screen, all delivered with a distinctly family vibe.

ADL Film Fest in the Burbs chimes strongly with our 2020 theme of resonation. We want to find our audience members' personal frequency – what stories hit the mark with them, taking them to their best lives.

What we are seeking

A partnership with the Marion City Council for \$35,000 to present four screenings @ iconic spaces in the City of Marion as part of ADL Fest in the Burbs (Marion).

Held each Saturday through September, ADL Film Fest in the Burbs will be the precursor to our 2020 ADL Film Festival to be held from 14-25 October, effectively functioning as our 2020 festival launch-pad.

Proposed program

Given the breadth of the Marion City Council's footprint, the Adelaide Film Festival proposes four sites across the city, each with a unique feel.

Held each Saturday through September, ADL Fest in the Burbs will be the precursor to our 2020 ADL Film Festival to be held from 14-25 October, effectively functioning as our 2020 festival launch-pad.

Our 'indicative' films are three recent releases with classic Australian battling against the odds storylines which are followed by a big, loud Hollywood classic for our larger outdoor spaces.

The suggested sites with indicative films and basic event plan are below



	Morphettville Racecourse (Saturday 5 September)	SA Aquatic and Leisure Centre. (Saturday 12 September)	Glandore Park (Saturday 19 September)	Hallet Cove Amphitheatre (Saturday 26 September)
Day before			Pre-set up	Pre-set up
11am to 4pm	Stage and site set-up	Stage and site set-up	Screen, stage and site set-up	Screen, stage and site set-up
4.30pm	Doors open	Doors open	Doors open	Doors open
4.30pm to 8.00pm	Food trucks	Food trucks	Food trucks	Food trucks
5.00pm – 6.15pm	Music performances	Music Performances	Music Performances	Music Performances
6.15pm – 6.30pm	Welcome to Country and speeches	Welcome to Country and speeches	Welcome to Country and speeches	Welcome to Country and speeches
6.31pm	Indicative Film Screening: <i>Ride Like A Girl</i> (2019) with intro by special guest	Indicative Film Screening: <i>Breath</i> (2017) with intro by special guest	Indicative Film Screening: <i>Go</i> (2019) with intro by special guest	Indicative Film Screening: <i>Jurassic Park</i> (1993) or <i>Frozen</i> (2013)
8.35pm	Lights up for audience exit	Lights up for audience exit	Lights up for audience exit	Lights up for audience exit
9.00pm	Pack-down	Pack-down	Pack-down	Pack-down

How will the event run?

AFF has an experienced production team who will be responsible for the set-up and delivery. They will work effectively with your events team to ensure all health and safety, risk management and appropriate road closure etc. are in place.

Our programming team aims to confirm films which will resonate with the locations while appealing to local residents and their families. For the Australian films we aim to book special guests for films such as actors or the director. (This will be availability dependent).

We will book quality musicians for the music performances.

We will book food trucks catering to a range of tastes.

In outdoor venues, audiences will be encouraged to bring picnic blankets and low seating, and except in venues with an existing liquor license it will be a dry zone.

While the event will be free, the audience will be encouraged to pre-book.

The Benefits to the City of Marion



With our commitment to positive future impact, we will ensure, that the City of Marion as the key sponsor of ADL Film Fest in the Burbs (Marion), will have a very positive and impactful experience as our partner by the following

Deepening your connection with your residents

AFF in the Burbs gives the City of Marion an opportunity to engage with residents in four public spaces building their connectivity with the City, their local public space and their fellow residents.

Growing your city's brand.

Your sponsorship of ADL Film Fest in the Burbs (Marion) will highlight the City of Marion's commitment to community, culture and to the burgeoning creative industries, one of the fastest growing sectors in the world. It brings ADL Film Fest's connected and forward reaching culture into the neighbourhoods of the City of Marion.

Inspiring your staff and partners

We can offer your staff inspirational experiences such as volunteering AFF during the ADL Film Fest, our soon to be announced Adelaide Youth Film Festival and ADL Film Fest in the Burbs (Marion). Talk to us about how your staff may want to be involved. We can also talk with you how we can use your existing volunteers.

For an additional cost, the City of Marion can set up a VIPs, partners and staff in designated area providing hospitality.

Added Value

As Australia's youngest international film festival but with the biggest international reputation, we bring to the partnership a savvy and discerning audience keen for ours and our partners success. It is supported by a board comprising major Australian screen industry players and South Australian cultural, business and political identities.

Audience base

It comprises all demographics from children to entrepreneurs and young professionals to cultured retirees. Recently recruiting new staff for their expertise in engagement and marketing we expect to grow all of our current figures:

- 70,000 attend our festival.
- 5000 students attend the Adelaide Youth Film Festival (formerly the Adelaide International Youth Film Festival).
- 12,500 people follow us on Facebook and 4000 on Instagram.

Marketing Channels

We offer our partners multi-faceted marketing channels



- 40,000 Adelaide Film Festival printed programs providing you with a 1/2-page advertisement and logo placement on the grid.
- Screen Advertising – we can play your commercial before each of our ADL Film Fest in the Burbs (Marion) screenings.
- EDMs – you can have one dedicated EDM to our 10,000 subscribers
- You can post once directly to both our Facebook and Instagram followers.
- Your signage at all four ADL Film Fest in the Burbs (Marion) locations.
- Your CEO or representative can address our audience directly by speaking at each ADL Film Fest in the Burbs (Marion) screening.

We plan to actively work with your marketing team by providing the assets and copy (if required) to ensure they can effectively activate all of their marketing channels, making sure we reach all of your residents.

Our partners

As our partner, you will be provided with opportunities to expand your networks through introductions. City of Marion representatives will be invited to VIP events where you can meet our other supporters including key members of the local, state and federal governments, significant members of the Australian and international screen industry, our philanthropic and education partners as well as South Australian-based businesses from production and VFX houses, games companies, technology and software companies as well as key suppliers.

What your sponsorship will look like

2020 for us is the year of resonance. We want to find our audience members' personal frequency – what stories hit the mark with them, taking them to their best lives. As one of our most important partners, your naming rights and branding will appear on our resonating static and digital platforms. Our recently appointed (confidential) creative design team are Cul-de-sac (Adelaide Fashion Festival, SA Tourism, SA Museum).

Our leadership team

Mat Kesting

CEO & Creative Director

Having worked originally at the Adelaide Film Festival as the Program Manager, Mat has vast experience at building a festival program from the ground up to international acclaim.

He has been working in screen culture for 20 years beginning at the Brisbane International Film Festival and at a number of independent East coast cinemas and Adelaide's iconic Mercury Cinema. He has extensive international networks and connection with the festival circuit having participated in festivals including Cannes, Lorciano, Venice, Toronto, Busan and Hong Kong.

Multi-faceted, he has a degree in both screen studies and environmental studies making him the perfect custodian of a film festival with an eye on the future.



He has done all of this as a young father and keen gardener.

Gail Kovatseff

Manager, Program, Audiences & Industry

Gail is a leading developer of dynamic programs both in cinema and online which builds audiences for screening programs. She is known for creating programs which transform engagement, connecting audiences to product as a loyal community. Projects such as Seniors on Screen, Big Stories, Small Towns and Mindshare won significant awards.

She is particularly interested in transforming the relationship between audiences and the screen, turning them into not just viewers but into makers via media training projects. Gail also has a 20-year commitment to emerging artistic practice, running artist and film development programs at Arts South Australia and later at the Media Resource Centre & the Mercury Cinema, where she was the director for 12 years. She has initiated significant industry activities such as the Screen Makers Conference.

As an English Literature graduate, Gail began her creative career running literary programs including the Festival Awards for Literature.

Nathan Hocking

Manager, Marketing

Nathan is an expert mind in the field of creative communications. His extensive experience in design, media, digital, advertising and marketing provide him a sort after skill set which he leverages add value and influence to organisations from virtually every industry sector.

After graduating with a Bachelor of Management Marketing, Nathan has held significant roles in business, television and marketing. As a Senior Marketing Manager Adelaide City Council he developed destination marketing initiatives for Rundle Mall and retail precincts to drive visitation and produced major public events like the AFL Grand Final Parade and New Years' Eve celebrations.

Nathan has built a reputation for his unique insight and business acumen and the ability to deliver exceptional results.

Nathan learned the value hard day's work at his family farm in Strathalbyn, and in the halls of his father's Advertising Agency where he learned the fundamentals of a trade that has shaped his life.

A musician, Kung Fu instructor, father of two and master Paella maker. His mission is to create value and amplify the returns to every project he engages.

Proposed Budget:



	<u>Project</u>	<u>Morphettville Racecourse</u>	<u>SA Aquatic and Leisure Centre</u>	<u>Glandore Park</u>	<u>Hallett Cove Amphitheatre</u>	<u>Totals</u>
<u>EXPENSES</u>						
<u>Prep</u>	2000	1000	1000	2000	2000	8000
<u>Project Management</u>	6000					6000
<u>Stage and Sound</u>		2500	2500	3000	3000	11000
<u>Screen & Projector (7.5m)</u>				3000	3000	6000
<u>Toilets</u>				1000	1000	2000
<u>Music Talent</u>		1200	1200	1200	1200	4800
<u>Film Hire</u>		1000	1000	1000	1000	4000
<u>Interstate Guest</u>		1500	1500	1500		4500
<u>Marketing</u>	2000	3000	3000	3000	3000	14000
<u>Publicity</u>	1500	900	900	900	900	5100
<u>Totals</u>	<u>11500</u>	<u>9700</u>	<u>9700</u>	<u>15299</u>	<u>13799</u>	<u>65400</u>
<u>INCOME</u>						
<u>City of Marion Sponsorship</u>						35000
<u>ADL Film Fest Contribution</u>						30400
<u>RESULT</u>						<u>0</u>