

AUSTRALIAN CENTRE FOR THE MOVING IMAGE

Year in Review 2010-11



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Year in Review 2010-11

We celebrate excellence in art, film, television, videogames and digital culture, and we explore their contemporary evolution in the era of user-creation, social media and digital convergence.

Our vibrant exhibitions, screenings, events, workshops and collections invite people to experience, create and share in today's connected world, and help shape screen culture as it changes our lives.





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**Public Programs
& Education**



47

More about ACMI

Highlights

A 15% increase in ACMI's brand awareness since 2007

A record 1.14 million visitors in 2010-11, a 52% increase on the previous year, which makes us the 40th most attended art gallery/museum in the world in 2010-11

Dreams Come True: The Art of Disney's Classic Fairytales smashed audience targets, attracting 94,000 visitors

We launched our new contemporary art commissioning program – Horizons: The ACMI Commissions series

We achieved our highest ever exhibition attendance with *Tim Burton: The Exhibition*, attracting 276,000 visitors (the most visited ticketed film based exhibition in the world)

23 Australian or Melbourne film premieres and 68 foreign language titles from over 20 countries screened

People like us! 126% increase in Facebook fans in 2010-11, weekly E-news subscriber numbers reach a record high 117,448, and 457% growth in Twitter followers

Our online virtual studio space, Generator takes out two international cultural sector awards for Best Education Website, and Best Overall Website



Exhibitions



GALLERY 1 24 June – 10 October 2010

Tim Burton: The Exhibition

The Melbourne Winter Masterpieces presentation of *Tim Burton: The Exhibition* set new attendance records at ACMI and went on to become the most visited paid-entry film-based exhibition anywhere in the world.

The exhibition featured over 700 works, including paintings, drawings, puppets, costumes, storyboards and film. The elements of gothic fantasy, dark humour and motifs, characteristic of Burton's work as director, concept artist, illustrator and photographer all featured.

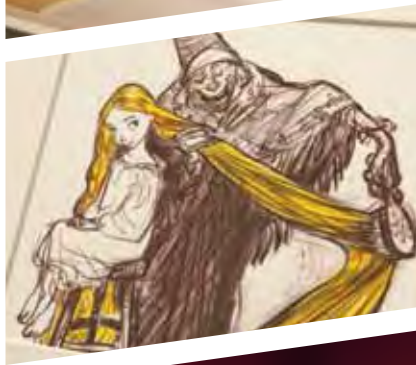
The exhibition achieved an enormously high profile across Melbourne. The media could not get enough of the Burton-mania with the total value of media coverage for the exhibition reaching \$10.7 million, from more than 650 individual stories in outlets across Australia and beyond. The Victorian Government Department of Business & Innovation figures state that the exhibition generated an unconstrained economic benefit to the State of Victoria of \$12.7 million.

Our gallery design for the exhibition was lauded by Burton, and the associated public programs and marketing campaign received numerous awards for innovation and achievements.



'ACMI has the coolest show in town'
Brisbane Courier Mail





GALLERY 1 18 November 2010 – 26 April 2011

Dreams Come True: The Art of Disney's Classic Fairy Tales

In this exclusive ACMI exhibition, the archives of the Walt Disney Animation Research Library were thrown open, providing a fascinating and unique opportunity to go behind the scenes of the pioneering animation studio.

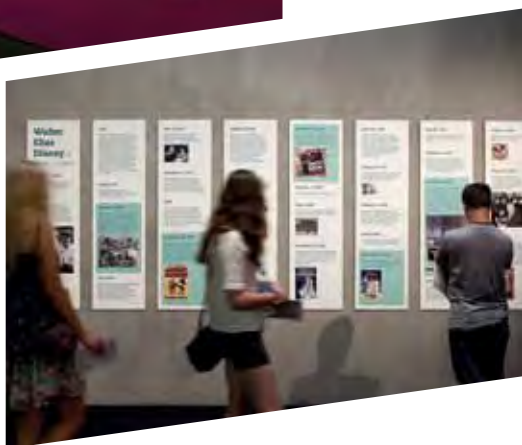
Dreams Come True: The Art of Disney's Classic Fairy Tales featured never-before-seen concept art, story sketches, drawings, maquettes and final frame cels from some of Walt Disney Studios' most celebrated animated films, from *Snow White and the Seven Dwarfs*, *Cinderella*, *Sleeping Beauty*, *The Little Mermaid*, *Beauty and the Beast* and *The Princess and the Frog*, to Disney's 50th animated feature, *Tangled* (2010).

The exhibition explored developments in story and animation techniques and showcased the work of artists such as Mary Blair, Kay Nielsen, Eyvind Earle and Glen Keane, who was a special guest in Melbourne for the exhibition's opening.

Dreams Come True proved enormously popular with families, animators, artists and tourists, and attracted 94,000 visitors.



'The exhibition is a charming experience, marrying the whimsical nature of Disney's fantastical worlds with a fascinating exploration of animation production'
Inpress



GALLERY 1 1 June – 14 August 2011 Free entry

Shaun Gladwell: Stereo Sequences

We launched *Horizons: The ACMI Commissions Series* in June 2011 with a groundbreaking new exhibition, *Shaun Gladwell: Stereo Sequences* – our single biggest commission of works by a solo artist.

The world premiere exhibition is the first produced through *Horizons*, our new program committed to the culture of moving image practice through the investment in new single or multiple works by mid-career and established Australian and international artists. It featured a suite of new works exploring duality, parallels and mirroring – a series of ‘open experiments’ that combine and expand on the themes of the renowned Australian artist.

Gladwell uses filmic devices such as slow-motion and long pans to capture both tightly choreographed and improvised performances by break-dancers, skateboarders and BMX bike riders in a combination of rural and urban environments. The resulting works are both rhythmic and poetic – distorting speed, gravity, space and time; exploring visual and spatial paradoxes.



‘Shaun Gladwell is a master of the medium...With such riveting spectacle Gladwell has brought the cultural underbelly into the palace. His subject matter is sub-cultural and his technique is sharp’
Robert Nelson, *The Age*





GALLERY 2 24 June – 26 September 2010 Free entry

Tim Burton: Polaroids

As part of *Tim Burton: The Exhibition*, we showcased a selection of Polaroid images in Gallery 2 from Burton's photography folio. The display featured a series of large-scale Polaroid photographs shot by Burton in studios and on location with the aid of live models, objects, puppets and props from *Tim Burton's The Nightmare Before Christmas* (1993).



GALLERY 2 7 October 2010 – 20 February 2011 Free entry

Bill Viola: The Raft

Bill Viola has been instrumental in the establishment of video as a vital form of contemporary art. *The Raft* was presented at ACMI as part of the 2010 Melbourne International Arts Festival (MIAF). It shows a group of people waiting in line as they are suddenly struck by an onslaught of water that knocks over some, while others brace for a fight for survival. The action unfolds in extreme slow motion, revealing subtle nuances of light and colour, and minute changes in the individual expressions and gestures of the figures in the face of an overwhelming assault.



GALLERY 2 8 March – 5 June 2011 Free entry

Arthur and Corinne Cantrill: Light Years

Pioneering avant-garde Australian filmmakers, Arthur and Corinne Cantrill have created a body of work over 50 years that remains intriguing and utterly original. Transcending styles and subject – from the 'Expanded Cinema' performances of the 1970s to landscape studies and experiments in colour printing – they explored a fascination with visual perception and the nature of time. This exhibition included a selection of films that pre-date the digital era, notes and artefacts used in the creation of their work, and an overview of their extensive international screening history.



GALLERY 2 21 June – 31 July 2011 Free Entry

Julian Rosefeldt: *American Night*

A five channel installation by German artist Julian Rosefeldt, *American Night* embraces the conventions of the Western film genre, deconstructing the myths surrounding the foundation of America while offering a scathing commentary on recent US foreign policy. Using settings that are commonly associated with Westerns, *American Night* gives an alternative view of freedom, one where satire and the unexpected are never far away.





PERMANENT EXHIBITION Free entry

Screen Worlds: The Story of Film, Television and Digital Culture

2010-11 marked the first full year of operation for our permanent free-entry exhibition, *Screen Worlds: The Story of Film, Television and Digital Culture*. The exhibition was conceived as a general public cultural offer with broad appeal that would provide drop-in audiences with an informative, educational and entertaining insight into the history and future of the moving image. The exhibition features three themed sections (*Emergence, Voices, and Sensation*) alongside special interactive and immersive zones, a *Games Lab* and *Kids Space*, and a focus on the Australian contribution to moving image history.



‘Ambitious, original and entertaining, *Screen Worlds* is an unforgettable exhibition that you’ll want to return to again and again to explore in detail the magic and wonder of the moving image’
Australian Film Institute





Above

The video garden

Hell on Wheels

Tim Burton's Stainboy

Video Garden

The Video Garden is a unique external interactive gallery on the Flinders Street perimeter of ACMI presented in a series of striking biomorphic 'pods', which contain touch-screens.

Gooley

Melbourne artists, the Lycette Bros. transformed the Video Garden into a quirky, interactive musical orchestra with this work, featuring playful blob creatures who squeaked, yelped or burped to create harmonic percussive loops.

Tim Burton's Stainboy

The Video Garden pods were transformed during *Tim Burton: The Exhibition* and screened episodes of Burton's *The World of Stainboy* (2000) series, originally produced as a collection of Internet-based episodes and inspired by Burton's book *The Melancholy Death of Oyster Boy and Other Stories* (1997).

I Fell Off My Bike

I Fell Off My Bike is award-winning Melbourne artist Isobel Knowles' animated series of the much feared bicycle crash. Each vignette captures the freedom of cycling eclipsed by momentary misjudgement.

Hell On Wheels

In this work, programmed to complement *Shaun Gladwell: Stereo Sequences*, passers-by enter the wonderful world of balance boards, BMX bikes, skateboards and roller skates through fragmentary cut-ups. Footage was drawn from archival works from the ACMI Collection and newly commissioned skate footage by local filmmaker Tony Woodward.



Film





Clockwise from left
Edward Scissorhands
Blue Beard
Sleeping Beauty
Frankenstein
 Jane Birkin and Serge
 Gainsbourg

Previous page
Top Hat

Focus On

We spotlight auteurs of cinema, legendary actors, genres and themes in these specially curated profile seasons.

Monsters Ghouls and Melancholy Misfits

Programmed for *Tim Burton: The Exhibition* July 2010

From German Expressionism to Grand Guignol, through stop-motion classics, '50s sci-fi, British Hammer, studio-era Hollywood horror films, Vincent Price and Ray Harryhausen, this season, spanned six decades and assembled a constellation of actors, genres and motifs that have informed, inspired and enriched director Tim Burton's wondrous visual aesthetic.

Tim Burton Retrospective

Coinciding with *Tim Burton: The Exhibition*
 July - October 2010

We presented a season comprising Burton's body of work as a feature film director, alongside selected highlights from his early career as an animator and producer. The retrospective kicked off with his break-out hit *Pee-wee's Big Adventure*, with a special introduction by Burton himself.

Je t'aime: The Filmic Lives of Gainsbourg and Birkin

October 2010

For decades, the Birkin - Gainsbourg family has lived music, film and fashion; exploring the taboo and delighting lovers of pop culture. Audiences experienced the cinematic signatures of Serge Gainsbourg, his lover and muse, Jane Birkin, and daughter actress and musician, Charlotte, in a season that brimmed with passion and enduring style.

Charles Perrault: The Godfather of European Fairy Tales

January - April 2011

Written in 1697, Charles Perrault's *Tales of Mother Goose* pre-dated The Brothers Grimm and Hans Christian Andersen by more than a hundred years. His version of the classic fairy tales was seen through the eyes of two acclaimed French filmmakers.



Focus On Linda Lin Dai

February 2011

Actress Linda Lin Dai was the queen of 1950s and 60s Hong Kong cinema and winner of four Best Actress Asian Film Awards. Her star shone brightest at the legendary Shaw Brothers Studios, where she made a broad range of films from historical epics to beloved folk operas to dazzling musicals.

Magnificent Obsessions: Hollywood Dames from Screwball to Sirk

May 2011

From madcap 1930s and '40s screwball comediennes in pursuit of heady romance to the fated, impassioned lovers of Douglas Sirk's incendiary '50s melodramas, this season celebrated the luminous screen stars and sirens who embodied Hollywood's grand narratives of love.



Focus On Kelly Reichardt

June 2011

Kelly Reichardt is one of the most distinctive voices in cinema today. Her films evoke the vitality of European and New American Cinema of the 1960s and 1970s – from her debut, *River of Grass*, to her masterful genre defying western, *Meek's Cutoff*.

Above, top to bottom

Le Belles

There's Always Tomorrow

Right

Imitation of Life





First Look

Superb new films and restored classics that you won't see anywhere else

Two in the Wave (2009)
Melbourne Premiere

Made in U.S.A (1966)
Australian Premiere
(of restored print)

**Willam S. Burroughs:
A Man Within** (2010)
Australian Premiere

Topper (1937) Australian
Premiere (of restored print)

Arsenic and Old Lace (1942)

Gentlemen Prefer Blondes
(1953) Australian Premiere
(of restored DCP)

The Refuge (2009)
Melbourne Premiere

David Byrne's True Stories
(1986) and **Ride, Rise, Roar**
(2010) Australian Premiere

Smash His Camera (2010)
Melbourne Premiere

**Brian Eno: Another Green
World** (2010) and **Glitterbug**
(1994) Australian Premiere

Five Easy Pieces (1970)
Melbourne Premiere
(of restored print)

**How to Start Your Own
Country** (2010)
Melbourne Premiere

**In the Realms of the Unreal -
The Mystery of Henry Darger**
(2004)



Long Play

A special series of extended run single titles

**When You're Strange: A Film
About the Doors** (2009)

Joan Rivers: A Piece of Work
(2010) Melbourne Premiere

American: The Bill Hicks Story
(2009) Melbourne Premiere

White Material (2009)

**Le quattro volte
(The Four Times)** (2010)
Melbourne Premiere

**Uncle Boonmee Who Can
Recall His Past Lives
(Lung Boonmee raluek chat)**
(2010)

**Heartbeats (Les amours
imaginaires)** (2010)

**I Killed My Mother
(J'ai tué ma mère)** (2010)

'ACMI programming has thoughtfully plugged into screen history – excellent seasons this year were devoted to subjects as varied as *Jazz on Film*, *Australian Perspectives*, *Film Glamour* and *Serge Gainsbourg* – and the extensive slate of *First Look*, *Focus On* and *Long Play* seasons has allowed access to films that might otherwise have passed us by'
Tom Ryan, the Age

Clockwise from left

Made in U.S.A.

White Material

When You're Strange:

A film About the Doors

On Film

Short run mini focus seasons including features, shorts and documentaries

Matthew Barney On Film

July 2010

A program that gave audiences the chance to step into the surreal world of one of the most significant artists of his generation.

Fashion Icons On Film

28 August – 4 September 2010

Presented as part of *Melbourne Spring Fashion Week 2010*, this season of documentaries profiled four pioneering designers whose impact on the fashion industry is undeniable.

Berlin On Film

November 2010

Coinciding with the *Berlin Dayz* cultural festival and marking the 20th anniversary of the reunification of Germany, *Berlin On Film* featured a series of films devoted to the German capital.

Fashion Models On Film

March 2011

Presented as part of the 2011 *L'Oréal Melbourne Fashion Festival*, *Fashion Models On Film* explored the modelling industry from the inner workings of the 80s, the supermodels of the 90s, to today.

Jazz On Film

June 2011

A hugely popular annual program of films and documentaries dedicated to all things jazz. Presented as part of the *Melbourne International Jazz Festival*.



Clockwise from above
Rhythm Is It
In Search of Halston
Picture Me
Dave Brubeck:
In His Own Sweet Way







Kids' Flicks

Smart Films for Smart Kids

This ever-popular weekly film program delivered a sensational year of features, sing-a-longs, animation and documentaries, providing audiences with a mix of free and paid-entry programs from around the globe.

Seniors' Cinema

Fine films for grown up tastes

It was another year of regularly sold-out sessions in this hugely popular and much loved program of Australian and international cinema. Screenings featured well-crafted, character-driven stories, elegant period dramas, quirky comedies and fascinating documentaries.



Clockwise from left

Kids Flicks audience
*Charlie and the
 Chocolate Factory*
Komaneko the Curious Cat
The Young Victoria
The Karate Kid



Australian Perspectives

This program frames contemporary Australian filmmaking against a backdrop of archival classics and special guest presentations. A mix of shorts, documentaries and features by and about Australia and Australians, provides a fascinating and enlightening spotlight into our unique national identity.

Freaky Fridays

This program spotlights the maverick, the oddball, the creepy and kooky from new and classic canons of cult. Special seasons in 2010–11 included a focus on George Kutchar and thematic programs on vampires, zombies and horror.

Left, top to bottom

The Science of Sleep

9

The Club



Public Programs & Education

Desert Island Flicks

Desert Island Flicks has provided many sold out audiences with an incredible diversity of fascinating 'castaways'. The concept is simple, but deeply effective. A group of celebrity 'castaways' reveal the personal stories behind their top five flicks – the *only* films they could pack if banished to a desert island. In doing so, they provide audiences with a rare and often very intimate and personal insight into their lives.

The stellar list of castaways in 2010–11:

Catherine Deveny – Comedian, writer and cultural commentator

Nadia Tass – Award-winning director and producer
(*Malcolm*, *The Big Steal*)

Julian Burnside QC – Barrister and human rights advocate

Zan Rowe – Radio presenter and Hottest 100 compiler

Roy Conli – Disney producer
(*Tangled*, *The Hunchback of Notre Dame*)

Rachel Perkins – Indigenous filmmaker and director
(*Bran Nue Dae*, *Radiance*, *One Night the Moon*)

Poh Ling Yeow – Artist and cooking extraordinaire
(*Masterchef*, *Poh's Kitchen*)

Eddie Perfect – Composer, actor and comedian
(*Shane Warne: The Musical*, *Offspring*)

Iain Mc Caig – Renowned illustrator, artist and filmmaker

Clare Bowditch – Award-winning musician
(*Best Female ARIA*, *Best Female Rolling Stone Award*)

Julia Zemiro – Actor, presenter (*RockWiz*)



Clockwise from above

Roy Conli

Eddie Perfect

Zan Rowe

Poh Ling Yeow

[Previous page](#)

Screen It winners







Live In The Studio

Live in the Studio is an incredibly popular program that celebrates cult television and the fans that are devoted to it. Audiences join a host of industry experts, luminaries, academics, aficionados and pop-culture devotees for a series of entertaining, stimulating, live talks, screenings and performances about television.

Sci-Fi and Spin-Offs

Rage with guest programmer, John Safran

Breaking Bad: Images from the Edge of America

Twin Peaks

Boxcutters do Nineties Nostalgia

Project Runway Australia

Loveable Murderers: The Sequel

Ladies on the Tube

True Blood: Thirsty for More



Screen Events Exhibition Public Programs

For each of our major exhibitions, the Screen Events team devises a complementary program of talks, live events and workshops for audiences of all ages.



Clockwise from left

Masterclass with Tim Burton and Margaret Pomeranz

Tim Burton: The Exhibition and *Dreams Come True: The Arts of Disney's Classic Fairy Tales* workshops

Twin Peaks, Live in the Studio

‘Thought provoking, entertaining and very funny. This was my second *Live in the Studio* and I enjoyed it as much as the first. It is a brilliant program!’

Live in the Studio fan

Digital Storytelling

In 2010–11, organisations such as *Legacy*, which supports the families of returned and deceased service people, the *Summer Foundation*, an advocacy organisation that aims to resolve the issue of young people living in nursing homes, *Parks Victoria*, the custodian of significant public open space in Victoria and *Western Chances*, a group that provides support and opportunities for young people that live in the West, have all participated in our Digital Storytelling program.

We're also directly involved in an Australian Research Council (ARC) Linkage Research Project as both Industry Partner and as part of the research team. The program explores the role of community arts and media in propagating and coordinating population-wide co-creative practices such as Digital Storytelling. Our internationally recognised role as a leader in the Digital Storytelling field was again acknowledged in 2010–11 when we were invited to attend the Asian Digital Storytelling Congress in Singapore and deliver a number of presentations and workshops to international delegates.

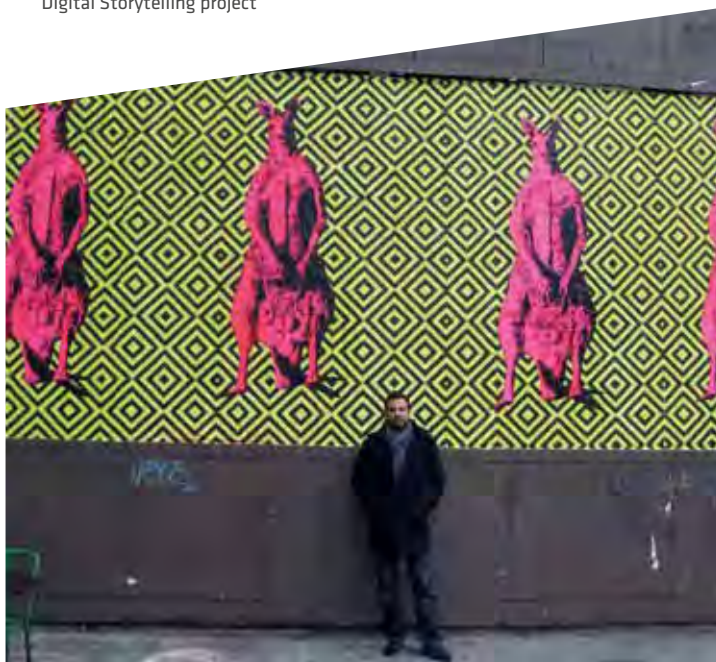


Indigenous Residency Program

Through the Victorian Indigenous Visual Arts Residency program we welcomed Reko Rennie to the organisation in 2010. During this residency, Reko has worked across the creative teams within Exhibitions, Public Programs and Film Programs where he's contributed to the organisation's slate of programming. The residency is made possible through the Australian Government's National Arts and Craft Industry Support program.

Below, left to right

Digital Storytelling workshop
Indigenous artist, Reko Rennie
Victorian War Veterans,
Digital Storytelling project



Community Documentaries

With funding support from Arts Victoria's Major Touring Initiative, we worked with townships across the state on documentary and community archiving projects that celebrate local stories and history. In 2010–11, the project included:

- Moyne Shire: 9 documentaries shot in the townships of Port Fairy, Yambuk and Caramut
- Mt Alexander Shire: 9 documentaries shot in Maldon, Castlemaine and Newstead
- Indigo Shire: The towns of Beechworth, Rutherglen and Yackandandah were featured in 9 short documentary films
- Mansfield Shire: 9 documentaries were produced and premiered, featuring stories from the townships of Mansfield, Tolmie and Jamieson

Regional Digital Storytelling

Digital Storytelling workshops are delivered through a range of community and educational contexts for individuals and groups, and via train the trainer programs for those wishing to take the process back to their communities or workplaces. In 2010–11 we continued a multi-year project to capture the stories of Victorian war veterans and their families and travelled to Morwell, Warrnambool, and St Arnaud to conduct workshops within local communities.



Education

Our education programs exemplify traditional forms of student engagement, via lectures and screenings, while utilising creative practitioner models of learning where students and teachers actively engage in the creation of screen works.

Pop, Rock and Persuasion

This new student lecture program supports students in Years 9 and 10 and their teachers to explore texts via music video from *Pink Floyd* to *Nirvana*, *Gondry* to *Gaga*. With a focus on representations, production styles and contextual influences, students are invited to consider ways in which music videos reflect, shape and influence the values, attitudes and opinions of mainstream audiences.

Muso Madness

Students compose their own music track using electronic instruments and produce a music video clip using chroma-key technology. They experiment with lyric writing, and examine the power of storytelling through song, while taking on production roles such as sound editor, director, choreographer, designer and floor manager.



Teacher Professional Learning

Our *Teacher Workshops* highlight the centrality of story and build the knowledge and skills required to enhance the quality of the content and process of moving image storytelling.

Education Week and Children's Week

In October 2010, we worked with the Royal Children's Hospital to provide a very successful intensive one-day animation workshop for a small number of primary and secondary students who were patients of the hospital.



'This workshop was ideal. My ten year old and three year old both enjoyed it and they could have stayed all day!'

Kids in the Studio fan



Screen Worlds Tours and Lectures

Screen Worlds: The Story of Film, Television and Digital Culture offers a unique teaching resource to develop stimulating experiential programs supporting all three strands of the Victorian Essential Learning Standards (VELS), including VCE, VET and VCAL. *Screen Worlds* programs give students the opportunity to think critically about the moving image, to understand its past, present and future contributions to our culture, and the integral role the moving image plays in our lives. The educator-led tour *Exploring Videogames in Screen Worlds*, which provides students and teachers with the background knowledge to explore related themes within the gallery, generated high interest from both primary and secondary markets.

ACMI Generator

Generator is a virtual creative studio space where teachers and students can explore exemplary works by industry professionals and their peers. In 2011 *Generator* took out two international awards at the *Best of the Web Awards* in the United States – which recognise the best online work produced by international cultural agencies. *Generator* was awarded:

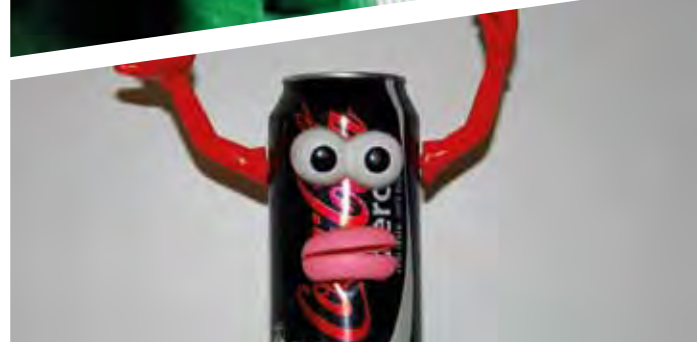
- Best Education Website
- Best Overall Website

Left
Screen Education workshops

Right
Screen It entries

Screen It

Screen It remains Australia's largest national film, animation and videogame making competition for primary and secondary students. Designed to encourage imagination and inventiveness, *Screen It* fosters a new generation of young media makers and provides rich education outcomes for participants, including comprehensive education packs to assist in the production process. In 2010–11 we received competition entries from every Australian state and territory.







‘When will the rest of Australia be so lucky?’ Screen Hub

Clockwise from left

Bran Nue Dae

Australian Mediatheque
viewing booths

Breaker Morant

Australian Mediatheque
specialist staff

Australian Mediatheque

The Australian Mediatheque is an onsite national screen culture resource centre developed in collaboration with the National Film and Sound Archive (NFSA). The creation of the Australian Mediatheque has significantly expanded opportunities for broad general public engagement with a major repository of digital and analogue screen culture resources. It also serves the research and education sectors, a service enhanced by our collaboration with the NFSA and our content providers, including commercial and public broadcasters, film schools and universities.

Australian Mediatheque highlights in 2010–11:

- 30,000 people visited the centre
- 10,000 hours of digital content was viewed
- 45,000 individual titles were viewed
- More than 120 hours of new content was added to the view-on-demand digital delivery interface
- An independent survey returned a 99% satisfaction rate from visitors
- 19% of Mediatheque visitors were using the resource for education or research
- 2,600 hours of analogue content was viewed
- The most popular on-demand titles are television advertisements, historic films, television program and home movies

ACMI Collection

The ACMI Collection comprises a wealth of moving image works, objects and reference materials, which provides a rich diversity of Australian and international screen culture for learning, research and entertainment. During 2010–11 loaned materials from the Collection to film societies, schools and peer institutions were seen by over 140,000 viewers.

Members



Our Member program was launched in 2010-11 offering an extensive range of benefits, discounts and offers, including exclusive private screenings, talks, previews and openings. In its first year, almost 2000 members signed on from Melbourne, intrastate, interstate and across the world. As well as enjoying discounted purchasing in the ACMI Store and Lounge, members were treated to exclusive preview screenings, exhibition private viewings, discounted ticketing and prize give-aways via the weekly e-news.

Our Corporate Membership program was also launched in August 2010, providing two streams of membership for small and medium entities. Corporate Membership provides generous discounts on venue hire, exclusive invitations to VIP exhibition openings, a host of ongoing benefits including staff Courtesy cards and privilege packs as well as complimentary cinema and exhibition passes.

Corporate Members 2010-11:

- Marks Henderson Pty Ltd
- BMF Pty Ltd
- Holding Redlich Lawyers
- Maddocks
- Quayclean Australia Pty Ltd
- Integrity Governance
- Viewgrow Capital Pty Ltd
- Global Specialised Services



Visitor Services

Our Visitor Services team is the first point of contact for our visitors. First impressions are paramount so our Visitor Services team, including our dedicated Volunteers, are committed to ensuring visitors receive a warm welcome and have a positive and rewarding experience.

In addition to the exceptional service delivered during our gallery exhibitions, the Visitor Services team provides an exceptional standard of service to visitors across film, public and education programming, talks, live events, and during delivery of our 16 partner film festivals.

The high standard of customer service delivered by the team was recognised when two of our VSOs, Mel Page and Elin Soderlund, received Federation Square Customer Service Excellence Awards.

The ACMI Volunteer Program has also celebrated many milestones in 2010–11 with a record 11,000 volunteer hours delivered by the team. Paul Fuller was awarded a Volunteer Certificate of Appreciation at the Arts Portfolio Leadership Awards, while Bill Woodward, Vin Pilkington, Clarry Answerth and Murray Bragge became members of an elite group of volunteers who chalked up between 10 and 15 years service at ACMI.





ACMI Store

It was a record breaking year for the ACMI Store in 2010–11. Exhibition specific product and merchandise for blockbusters including *Tim Burton: The Exhibition* and *Dreams Come True: The Art of Disney's Classic Fairy Tales* contributed significantly to the overall result, while the Store continues to offer products which are uniquely distinctive to the moving image and pop culture.

In-store book signings with Tim Burton (*Art of Burton*); David Suzuki (*The Legacy*); Jeff Lindsay (*Darkly Dreaming Dexter*) and Anthony Roberts (*Reel Locations*) proved popular as did specialist merchandise developed for our film festival partners.

Our product range has been further extended in 2011 through collaboration with Craft Victoria, whose artists have designed unique and exclusive jewellery and ceramics which connect to our *Screen Worlds* exhibition.



ACMI Lounge

The ACMI Lounge is an integral part of the visitor experience and has been enjoyed by cinema goers, tourists, special events guests and visitors alike throughout 2010–11. It also continues to provide excellent in-house catering for launches, festival clubs, corporate hirers and functions.



ACMI Events

For launches, conferences, cocktail parties, openings and celebrations the ACMI Events team provides a number of specialised services to assist clients in achieving an exceptional outcome, including event management, hospitality and catering, technical, AV and customer support, and ticketing.

With menu choices ranging from elegant conference breakfasts and morning teas, sit-down lunches and buffets, to spectacular opening night events, the team can even create meal packs filled with a delicious selection to be enjoyed inside our cinemas.

Our 10 individual event spaces across the building are the ideal backdrop for seminars, forums, launches and special events.

More about us

Our audiences and how we reach them

Our marketing, communications and design strategies support our overall organisational objective of engaging diverse audiences in our extensive and varied programming, both in and out of the building, via multiple channels and outputs. Our ongoing strategic focus is on maintaining current and loyal audiences, entering new market segments, attracting first-time visitors, increasing frequency of attendance and continuing to enhance our brand awareness.

Marketing and Communications highlights 2010–11

- E-news subscriber numbers: 117,448
- 6424 facebook fans – a 126% increase
- 5073 followers on Twitter – 457% growth
- Most substantial increase in ACMI's brand awareness since 2007; a 15% increase in unprompted awareness
- Victorian Government Arts Portfolio Leadership Award for Marketing and Audience Development for *Tim Burton: The Exhibition*
- 66% of Melbournians surveyed were aware of *Tim Burton: The Exhibition* when surveyed by the Herald Sun newspaper
- The marketing and media campaigns delivered throughout 2010–11 contributed to ACMI achieving over 1.1 million visitors during the reporting period, which saw us ranked as 40th most attended art gallery/museum in the world (*The Art Newspaper*, April 2011)
- The Bronze award in the 2010 Australian Direct Marketing Association Awards: Out of Home category and a Gold Medal at the John Caples International Awards for *Tim Burton: The Exhibition* headless horseman and pie-bags marketing promotion, with creative agency DDB
- Achieved 38% interstate visitation for *Tim Burton: The Exhibition*, the highest percentage for ACMI to date
- Achieved 14% visitation from regional Victoria for *Tim Burton: The Exhibition*, the highest percentage for ACMI to date
- We held top position on Google Australia for a search on Tim Burton for the duration *Tim Burton: The Exhibition* and reached the top ten for Google International
- Achieved 31% interstate visitation for *Dreams Come True*; second only to *Tim Burton: The Exhibition*
- 12% visitation from regional Victoria for *Dreams Come True*; second only to *Tim Burton: The Exhibition*
- An average 40 posts per week on facebook and Twitter
- ACMI blog launched

Diversity

Every year, we reach broad audiences through a myriad of culturally diverse programming. This allows our visitors to enrich their view of, and connection to, other cultures and societies from across the world, while celebrating what is unique about the Australian identity.

We do this through screening Australian and international moving image content in our film programs and those of our festival partners, and through our public and education programming, including talks, forums and workshops. We empower people through partnership projects that allow women, Indigenous and young people to share and archive personal and community stories through our Digital Storytelling program, and we advance the role of women as moving image practitioners through our Film, Public and Education Programs.

Throughout the year, Film Programs has presented a range of works produced by women filmmakers. Women also strongly featured in our Public Programming as contributors and key panellists in *Desert Island Flicks* and *Live in the Studio*, as well as through our Digital Storytelling program, which also reached into youth audiences and Indigenous communities.

Through both our programming and our marketing and communications activities, we reach deeply into Culturally and Linguistically Diverse (CALD) communities. In 2010-11, we programmed foreign film titles in languages from 28 countries.

Sustainability

Our commitment is to reduce the environmental impact of our energy needs through innovative management and by adopting best practice wherever possible.

A two-fold strategy drives our environmental commitment.

- Reduce our Greenhouse Gas (GHG) emissions – Lower wastage, review and improve operations and reduce energy use, including power and water.
- Mitigate our GHG emissions – Purchase additional Green Power and Carbon Credits to reduce our footprint.

Improvements Made

Resources and Operations:

- Maintaining appropriate temperature and humidity levels in our galleries is a key driver of our energy consumption. Under a strict testing regime, we've varied and monitored temperature and humidity levels in our largest gallery, which will lead to a reduction in energy use
- We purchase 25% green power
- Energy efficient lighting operates in office, gallery and programming spaces
- Working with Sustainability Victoria we have introduced water saving technology in our toilets and world class LED lighting
- Cleaning products are environmentally friendly

- Food and organic waste recycling has been implemented
- We now measure air conditioning systems power usage in all spaces
- We collaborate with Federation Square on the Greener Building Program

With Arts Victoria we are developing a Greening the Arts program, which will identify and implement cross Arts sector and ACMI specific sustainability initiatives

Technology:

- Powered technology in our exhibition spaces is programmed for automatic shut down where possible
- Virtualisation Technology is used extensively to reduce the number of physical servers required
- Computer replacements are Energy Star 5.0 Compliant with 90% efficiency power supplies and low toxicity screens.
- Computers and mobile phones are recycled

Paper and Printing:

- Use of 100% recycled office paper
- Major printing is supplied through Finsbury Green, which boasts world's best Environmental Management System Accreditation
- Monthly we hold a Print Free Day to focus staff on reducing print volumes

Organisational Engagement

Sustainability Steering Group – representing a cross section of senior staff, this group's core focus and responsibility is to establish strategic objectives for the organisation on sustainable business practice. Through a coordinated strategy the Group identifies aims and objectives and establishes measures for performance and achievement to achieve a reduction in our GHG emissions.

The Green Team – made up of employees who are passionate about environmental issues. The team regularly undertakes staff engagement activities including Print Free Day, Business Clean Up Day, Mobile Phone Recycling and DVD, Book and Clothing exchange programs.

Partners and Supporters

Through donations, funding from trusts and foundations, government grants, corporate sponsorships and collaborations, our partnership and relationship activities enhance our capacity to deliver world-leading cultural and learning experiences for Victorians and visitors alike.

2010–11, partners, supporters and collaborators:

Adelaide International Film Festival
Anna Schwartz Gallery
Arts Victoria
Asia Pacific Screen Awards
Astor Theatre Melbourne
Australia Council for the Arts
Australian Literacy Educators' Association (ALEA)
Austrian Embassy, Canberra
Brisbane Powerhouse
British Council
Chauvel Cinema
City of Melbourne
DB Schenker
Department of Employment, Education and Childhood Development (DEECD)
Digital Pictures
Element Rigging
Evan Evans
Film Art Media
Geelong Gallery
Gippsland Art Gallery
Goethe Institute
GOMA - Gallery of Modern Art Brisbane
Indigo Shire
Inside Out Productions
Japan Foundation
JCDecaux
Kaldor Arts Projects
Light in Winter Festival
L'Oreal Fashion Festival
Mt Alexander Shire
Mansfield Shire
Megafun
Melbourne Airport
Melbourne Spring Fashion Week

Melbourne Music Week
Melbourne University
Melbourne's Child
Melodrama Pictures
Mitsubishi Electric
Monash University
Moyné Shire
MRC Adelaide
Museum of Modern Art (MoMA)
National Film and Sound Archive Canberra / Arc Cinema
Nets Victoria
Orion Division | Hachette Australia
Parks Victoria
Qantas
Revelation Perth International Film Festival
Royal Botanic Gardens, Melbourne
RTR Productions
Queensland University of Technology
Seven Network
Shrine of Remembrance
Sidney Myer Fund
Sofitel Melbourne
SoundCorp
Stage and Screen
Sydney International Film Festival
Sydney Opera House
Summer Foundation
Swinburne University
The Age newspaper
The Herald Sun newspaper
The Senior
THREETHOUSAND.COM.AU
Triple RRR
Tourism Victoria
US Embassy
Vice Magazine
Victorian Government Veterans Affairs Unit
Victorian Major Events Company (VMEC)
Warrnambool Art Gallery
Western Chances
Yarra Trams

Film Festival Partners

Cinematheque
Red Hot Shorts
Filmoteca
Melbourne Queer Film Festival
La Mirada
Human Rights Arts and Film Festival
Little Big Shots
Melb International Animation Festival
Melb International Film Festival
Indonesian Film Festival
Melbourne Writers Festival
Korean Film Festival
IF
Hola Mexico Film Festival
Festival of Jewish Cinema
Japanese Film Festival

Content Partners, Australian Mediatheque

ABC Television
Australian Children's Television Foundation
Australian Film Institute (AFI)
Australian Film, Television and Radio School (AFTRS)
Channel 7
Channel Nine
Film Victoria
Foxtel
Melbourne University Faculty of the VCA and Music
National Film and Sound Archive (NFSA)
Network Ten
RMIT University
SBS Television
Screen Australia



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