

IMPACT REPORT

CINE VIVO 2018

Perth independent
latino film
Festival

WELCOME₃
AT A GLANCE₄
HIGHLIGHTS₆
AUDIENCE₁₁
MARKETING₁₈
MEDIA₁₉
WHO WE ARE₂₀

WELCOME



The annual Perth Independent Latino Film Festival is so much more than a film festival, offering a vibrant mix of contemporary Latin American film, live music, dance, arts and food. Presented by Cine Vivo, the Festival is a celebration of latin stories and communities, inviting audiences to connect with contemporary social issues and experience different cultural perspectives.

Cine Vivo is a not-for-profit incorporated association that aims to create opportunities for cross-cultural arts engagement and education, sharing Latin America's diverse stories with Perth's local communities. We celebrate the discovery of new ideas, different cultures and how our stories can connect us.

OUR PURPOSE

is to share and celebrate Latin American cultures and stories through cinema and the arts;

OUR MISSION

is to provide a platform for Latin American stories told in their native languages that will resonate with local Perth communities. We are committed to supporting and promoting original and unconventional film making and creating dynamic exchanges between Latin American film makers and Western Australian audiences.

The information included in the 2018 Impact Report comes from ticketing information and surveys completed by more than 10% of the audience.

OUR VISION

is to create an immersive festival experience that stimulates conversations on contemporary social issues, human rights and migration experiences;

OUR CORE VALUES

We uplift and celebrate diverse voices and stories;
We showcase independent, original and experimental film;
We explore the best in Latin American cinema;
We support social justice and promote Human Rights;

Festival 2018 AT A GLANCE

33 SCREENINGS

7/33 DOCUMENTARY
6/33 FICTION
13/33 SHORT FILM SHOWCASE
7/33 SHORT FILM COMPETITION

69% Australian Premier
15% Western Australia Premier
More than 16 countries
46% directed by women

5 SPECIAL EVENTS

14 LIVE MUSIC PERFORMANCES

2 INTERNATIONAL VISUAL ART EXHIBITIONS

1 SHORT FILM COMPETITION (entries from more than 20 countries)

1 FAMILY DAY - OUTDOOR FREE EVENT

**46% screenings
directed by women!**



Some highlights from 2018

OUTDOOR FAMILY FESTIVAL

Over 300 people attended the huge outdoor family festival featuring latin dance workshops, live music and a screening of award-winning *La Orquesta de Cateura / Landfill Harmonic* from Paraguay.



JUAN RULFO RETROSPECTIVE

The Festival celebrated the life and work of seminal Mexican writer, screenwriter and photographer Juan Rulfo with the Australian premier exhibition of his photography and a screening of *Imágenes de Rulfo / Images of Rulfo*. The director and Rulfo's son, Juan Carlos Rulfo attended a live Q&A session. The Festival also commissioned a huge altar for Día de los Muertos / Day of the Dead, to showcase the Mexican holiday.



CUBAN FIESTA

The Festival took over the Rooftop Cinema in Northbridge for a wild night of salsa dancing and a screening of the uncompromising drama *Vestido de Novia* / *His Wedding Dress*.



LATIN MUSIC LINEUP

Latin America's infectious, high-energy music, a unique fusion of Spanish, Portuguese, Indigenous and African cultures kept the party going after every screening. Over 50 local and international musicians performed during the Festival and audiences wore their dancing shoes to experience firsthand Tango, Salsa, Cumbia and Samba.

"Participating in Cine Vivo has renewed my energy in music. It has been a pleasure to work with many incredible local musicians to curate the music program."



Exploring Latin America's rich and versatile genres of music with a variety of ensembles has inspired me started composing my own music again."

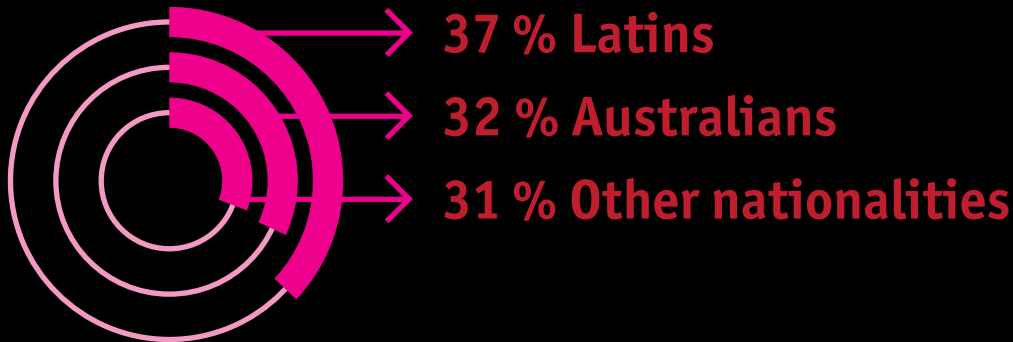
*Festival's Music Director,
Hugo Alvarez*



Cine Vivo's AUDIENCE

15 **NATION
ALITIES
PER
EVENT**

Over the last five years, the festival has engaged a larger diverse audience with an average of 15 nationalities per event. Our audience has shown a consistent growth since 2017, having almost half of our audience coming for the first time. In 2018 we had 1335 patrons in our events. The Festival's un-ticketed family events were hugely successful in reaching new audiences.



POSITIVE WORD OF MOUTH DRIVES CINE VIVO GROWTH

52 %

attendees came to a Cine Vivo event **FOR THE FIRST TIME IN 2018**, demonstrating the capacity of the Festival to reach new audiences (46% of attendees found the festival through a friend).

48 %

have attended **2 OR MORE CINE VIVO EVENTS** since the festival started in 2015.

24 %

returning attendees have come to **5 OR MORE EVENTS!**

60 %

are planning to **TRAVEL TO LATIN AMERICA** in the next 12 months.



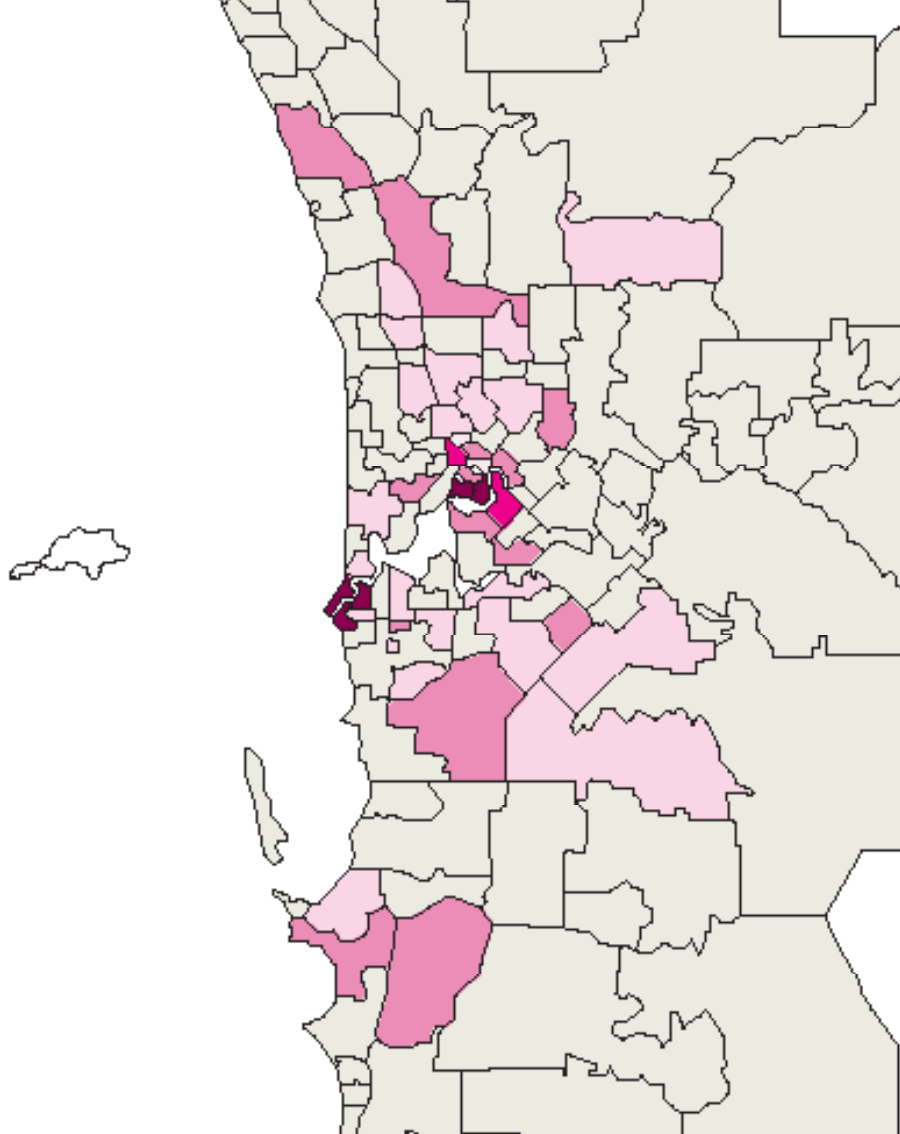
Although most audiences identified their main reason for attending to be the event's feature film screening, over 60% of attendees highlighted the importance of the whole Cine Vivo experience: film, live music, dance, food and art exhibitions.





AND OUR AUDIENCE COMES
**FROM MANY
DIFFERENT PLACES!**

- Fremantle
- Perth
- East Perth
- Victoria Park
- West Leederville
- Subiaco
- South Perth
- Warnbro



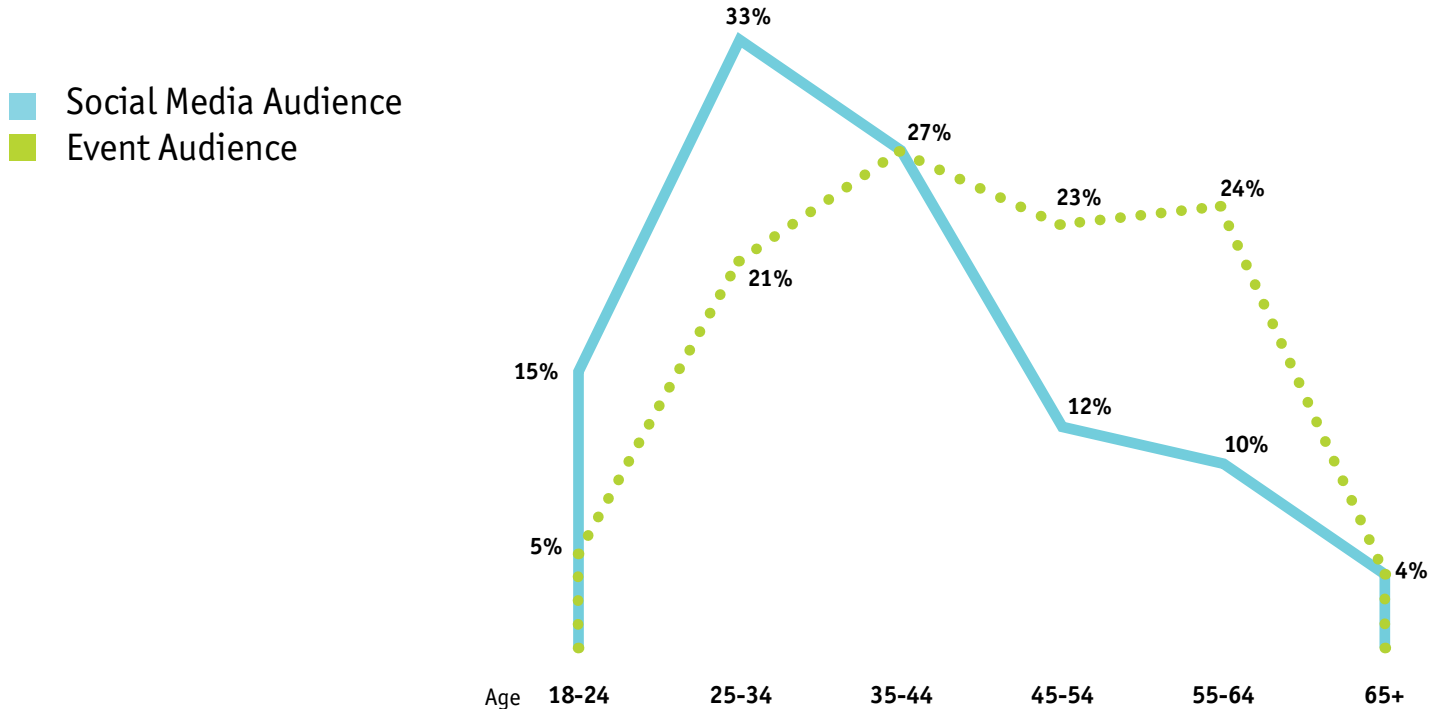
WE'VE BEEN INSPIRED TO BRING THE FESTIVAL TO NEW NEIGHBOURHOODS,

MEETING NEW FRIENDS, NEW AUDIENCES AND NEW PARTNERS AROUND PERTH METROPOLITAN AREA. WE LOOK FOWARD TO KEEP DELIVERING OUR FREE OUTDOOR FAMILY EVENTS ALL AROUND!



- 1_ 97, William Street CBD Perth (corner with Murray St.)
- 2_ 22 Kalinda Drive, City Beach 6015, Western Australia
- 3_ Telethon Community Cinemas Burswood, Burswood Parklands.
- 4_ Rooftop Movies, 68 Roe Street, 6003 Perth

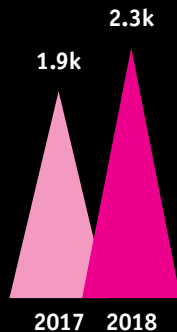
CINE VIVO HAS A STRONG PENETRATION IN MOST AGE GROUPS!



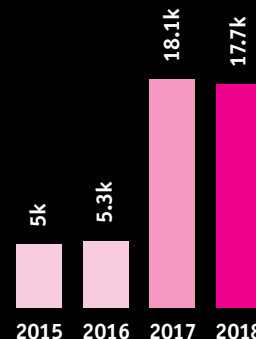
MARKETING

Cine Vivo's
Email subscribers

1.3k + 10k
Partners Mailing list



2.3k Facebook fans
22% Growth since 2017



17.7k Cine
Vivo's Website visits

CINE VIVO'S MAGAZINE **96** pages + **3k** printed copies + **15k** digital distribution

YAGAN SQUARE DIGITAL SCREEN **10k** estimated viewers

POSTERS AND FLYERS **50** print posters + **6k** digital posters + **6.5k** digital flyers

FESTIVAL POCKET PROGRAM **5k** printed copies + **12k** digital distribution

MEDIA

The Festival attracts a number of editorials in print and digital newspapers, as well as important radios. We have been featured in and hope to still be!:

FILMINK

The West
Australian

RTR
FM 92.1

screenwest

yelp

Rooftop
MOVIES

æallevvents.in

YAGAN
SQUARE

Community
newspaper group

meetup

DESTINATION
Perth

RADIO FREMANTLE
107.9 FM

PERTH
HAPPENINGS

Buggybuddys
No.1 Guide for families in Perth

CURTIN RADIO
A Lifetime of Music

WEEKEND IDEAS

FILMFESTIVALS.COM

INDEPENDENT
MAGAZINE

X-PRESS
MAG.COM.AU

ONWILLIAM.
COM.AU

OUTinPerth
SOMETHING DIFFERENT

eventfinda



Western
Australia
Multicultural
Association Inc.



Department of Local Government,
Sport and Cultural Industries
Office of Multicultural Interests



REVELATION[®]
PERTH INTERNATIONAL
FILM FESTIVAL
WWW.REVELATIONFILMFEST.COM | 9-19 JULY 2018

ENJOY
PERTH

Weekend
NOTES

nabo

SBS
Radio

WHO WE ARE

OUR PEOPLE_

The Perth Independent Latino Film Festival is a not-for-profit organisation, run by a passionate and dedicated team of people.

OUR BOARD MEMBERS_

President:

Rafael Baro

Vice President:

Ana Dávalos

Treasurer:

Mariela Zingoni

Secretary:

Manuel Campos

Cultural Secretary:

Matteo Lacapra

OUR VOLUNTEERS & COLLABORATORS_

We would like to give a big thanks to our team of friends and collaborators who have offered us their time, their ideas and their valuable opinions and insights on all aspects of the festival.

OUR TEAM_

Festival Director:

Rafael Baro

Programmers:

Rafael Baro, Ana Dávalos,

Matteo Lacapra

Production Managers:

Ana Dávalos, Rafael Baro

Festival Design and Graphic Concept:

El Fantasma de Heredia

Festival Magazine Design:

El Fantasma de Heredia

Marketing & Sponsorship:

Valeria Fernández

Short Film Competition Coordinator:

Matteo Lacapra

Social Media Coordinator:

Nancy Aguilar

Publicist:

Suzanne Worner - Brain Salad

Music and Performance Coordinator:

Hugo Álvarez

Catering Coordinator:

Nancy Aguilar

Logistics:

Rubén Abello

Web Development:

Soledad Tordini

Copywriting/Journalism:

Joanna Josephs & Jimena Tena Dávalos

Photographer:

Evelyn Vargas

Festival Trailer and Videomaker:

Lincoln Mackinnon & Behnaz Abbasi

Drome Footage:

Johnny Bombardieri







THANK YOU TO OUR 2018 PARTNERS

GOLD SPONSORS



PRINCIPAL SPONSORS



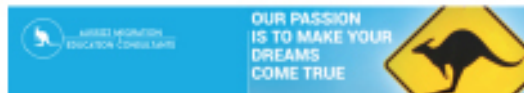
TOWN OF
VICTORIA PARK



INTERNATIONAL SCHOOL
OF WESTERN AUSTRALIA



AUSSIIE MIGRATION
EDUCATION CONSULTANTS



INTERNATIONAL SCHOOL
OF WESTERN AUSTRALIA

**ISWA GRADUATES FLOURISH
ON A GLOBAL SCALE**

By studying at ISWA, your child will become an active global citizen.



*Because no one takes photos
of moments they want to forget*