

MEDIA RELEASE

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Audience of 1000, First Year Success for Mission Beach Film Festival

Steering Committee organizers are thrilled at the public response to the inaugural Mission Beach Film Festival.

Committee member Sue Clothier reports “Ticketed screenings at Castaways, C4 and Dunk Island attracted an audience of 656 people with a great mix of locals, backpackers and visitors from Innisfail, the Tablelands, Cairns and Townsville. Our local community events – the Cassowary Coast Short Film Competition and the Peoples Choice Stills Competition had an audience of 353 which brings total attendance for this first festival to just over 1000 people.”

With the over-arching theme of sustainability, the Mission Beach Film Festival programmed films that examined climate, environment, development, wildlife and how individuals and groups can have an impact on the world in which we live.

The Mission Beach Film Festival presented 9 feature-length films at 14 sessions over 4 venues. 104 stills were submitted to the Peoples Choice Stills Exhibition with 254 people casting votes and 19 short films screened including 6 Cassowary Coast Short Film competition entries.

The winner of the Peoples Choice Stills Competition Award was local artist Michelle Blackwell for her image TRANQUILITY, followed closely by Susan Kelly with A DROP.

The Cassowary Coast Short Film Competition was judged by the producers of Sea Patrol and a committee of professional Australian-based documentary filmmakers who nominated the Gold Prize to Julia Summerling for THE HUNGRY TURTLE, the Silver Prize to Peter Matthews for MARCH OF DA FLIES and a Highly Commended Prize awarded to 12 year old Eva Blakemore for her film SUSTAINABILITY.



The red carpet was a huge hit at the Opening Fiesta with the screening of THE AGE OF STUPID which encouraged debate and a wide range of opinion from audience members.

As a not-for-profit community event, Steering Committee members spent considerable time generating the funding required to mount such an ambitious project, made particularly challenging as Mission Beach does not have a venue that is configured for a cinema or exhibition space. Over eight months of applications, meetings and presentations generated \$60,000 in funding from state and local government and local and regional business. Additional capital required to mount the festival was provided by in-kind contributions from local and interstate businesses and supporters and with the priceless contribution of an amazing and committed group of volunteers that donated time, energy, expertise and equipment.

The great news is the success of the first Mission Beach Film Festival has laid a great foundation for a bigger and better festival in 2010.

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