

Moonrise Cinema Final Report

December 2014



PARTNERED BY

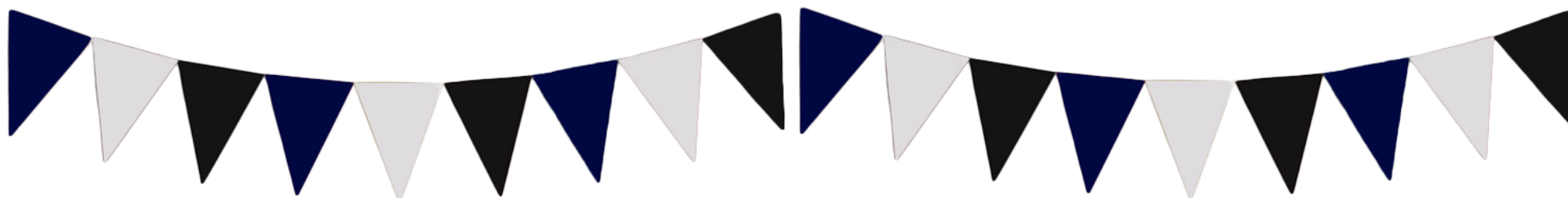
RioTinto

 woodside **Pluto LNG**

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Introduction



The Moonrise Cinema is an outdoor venue screening a variety of new-release movies at the Pilbara Institute Amphitheatre. It makes use of the regions natural environment, categorized by above average temperatures and below average rainfall, and projects onto an outdoor screen with a popular BYO picnic option for patrons.

The use of the outdoor Amphitheatre is a medium term solution to the permanent closure of the Walkington Theatre. In 2012 a brand and method of operation was developed for the cinema to ensure it is easily transferable to a more permanent facility in the future.

Consistent programing has seen the cinema experience an increase in general awareness and attendance throughout 2014. This growth can primarily be attributed to reliability, popularity and accessibility of the Moonrise Cinema—achieved through frequent programing and opening hours that are well known within the community.

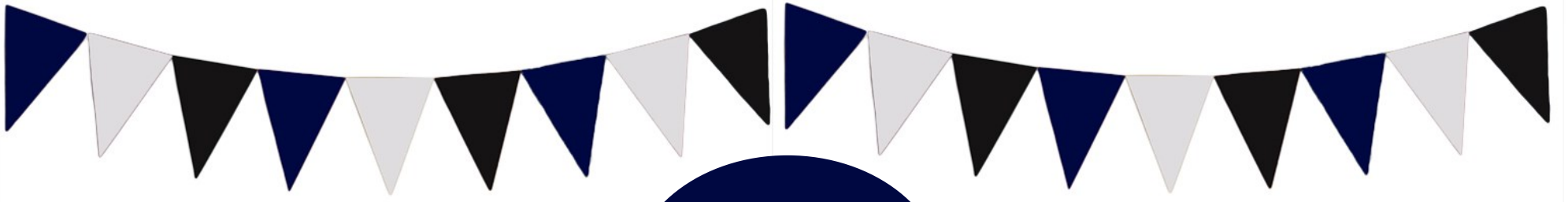
Throughout 2014, the cinema has achieved a recognition within the community as a facility that offers a family friendly atmosphere which delivers a consistent program of kids entertainment as well as a range of films in different genres for everyone to enjoy.

The cinema is operated on a popular BYO food basis making it an affordable entertainment option. BYO was again highlighted by the community in the 2014 survey as the preferred catering option. Throughout 2012 and 2013 the City of Karratha managed the Walkington Amphitheatre for the Pilbara Institute. This structure of management continued throughout 2014 and remained successful.

A dark blue oval containing the text "Moonrise Cinema 2014" in white serif font.

Moonrise
Cinema
2014

Program Overview



The Moonrise Cinema screens a variety of new-release films across two seasons all year round. The dry season operates from March—December with screenings on Friday and Sundays every weekend at 7pm. During the wet season the cinema screens the holiday blockbusters every Saturday night at a later time of 7.30pm to allow for the longer daylight hours.

Continuing to screen during summer has proved popular in feedback with 90% of patrons surveyed indicating they would continue to go over this season. The weather and heat was the prominent factor for the 9.9%, unlikely to see a movie over that time.

59%
attendance at
family films

49%
attendance at
comedy films

23%
attendance at
crime/thriller films

The animation family films continue to represent a high percentage of overall attendance figures. Of the nine films that sold out this year five of them were from this genre. Feedback shows that these films should be screening only on Friday nights or on other nights only during the school holidays.

Although the lowest figures as shown at less mainstream movies there is still a large amount of people who appreciate us showing them. The 2014 season showed several less mainstream films which included *Australiana*, *Film Festival Finalists* and *true stories*. The programming did not include foreign films as this was seen as the least popular in previous seasons.

**figures based on sell-out performance of 400 people.*

Attendance

Genre	Total Attendance	Average	Total Films
Animation Family	5100	221	23
Adventure Action	3723	186	20
Comedy	2747	196	14
Crime Thriller	277	92	3
Drama	1255	114	11
Romance	247	82	3
Alternative	491	61	8

9

Sold out screen-
ings reaching
over 400

809

Tickets sold to
two screenings of
The Lego Movie

423

Tickets sold to the
highest attended film:
Teenage Mutant Ninja
Turtles

172

Tickets sold on
average in 2014

Attendance



Month	Total Attendance	No. of Screenings	Average	2013 Average
January	1219	4	304.75	235.5
February	1042	5	208.4	308.75
March	873	9	97	96.4
April	1502	9	167	66.5
May	1413	8	201.8	141.4
June	1438	9	159.8	64.7
July	2417	8	268.6	300.8
August	1393	10	139.3	164.7
September	510	4	127.5	200.6
October	1431	10	143.1	169.1
November	797	7	114	137.2
December	TBC	TBC	TBC	174

6417

Tickets sold to
Friday films

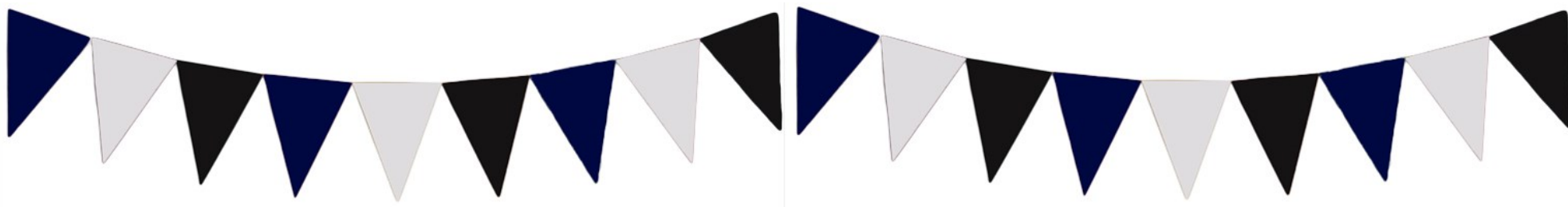
4129

Tickets sold to
Sunday films

1407

Tickets sold to
Wednesday school
holiday screenings

Community Engagement



During 2014 over 10 community groups have hosted fundraising BBQ's at the Moonrise Cinema. For many, the cinema serves as a recurring opportunity to raise funds for school camps, concerts, sporting activities or charity. Synergy Dance Company was the most reliable group holding eight fundraisers this year. BBQ's are well received by the community with 66.6% of feedback indicating a preference for this catering option in conjunction with BYO.

The cinema has also been used as a venue for external groups including Synergy Dance Company's end of year show, graduation night for Millar's Well Primary School, a private movie screening for Karratha Soccer Association and a venue for the annual NAIDOC Festival.

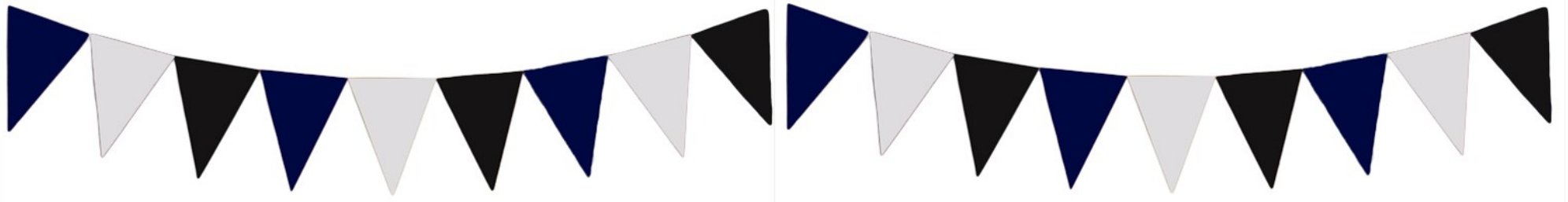
Community Group	Role	Frequency during 2014
Karratha Adult Riding School	Fundraiser	1
Baynton West Primary School	Fundraiser	6
Reckers Netball Club	Sporting Group	2
Panthers Netball Club	Sporting Group	5
Thunderbolts Netball Club	Sporting Group	1
Synergy Dance Company	Dance Group	8
Dampier Falcons Softball Club	Sporting Group	1
Karratha Senior High School	Fundraiser	4
Telethon	Fundraiser	6
Karratha Enviro Group	Community Group	1
Dampier Primary School	Fundraiser	2



“We love going to Moonrise and try going as often as we can. Wonderful atmosphere and setting. The kids love it and so do we when we can go without the kids. Keep up the great work.

Anonymous, feedback from the survey.

Feedback



Overall the response to the Moonrise Cinema was very positive. The best attended films were unsurprisingly the children's and family genres.

In order to gain a better understanding of the feedback for 2014 an online survey was distributed to more than 2000 cinema attendees of which 320 responded. Feedback largely indicated a positive response to aspects of the cinema including staff service, online ticketing, marketing and the Moonrise Cinema website.

One of the key performance measures of the Moonrise Cinema is delivery of a minimum of 64 film screenings per year. For this reporting year 90 films from multiple genres were screened.

93%

Found purchasing tickets via the online system easy.

85%

Were satisfied with the variety of films available.

79%

Would support special features including movie marathons and golden oldies.

70%

Found the customer service of staff at the movies excellent.

90%

Said they would continue coming over the summer months.

77%

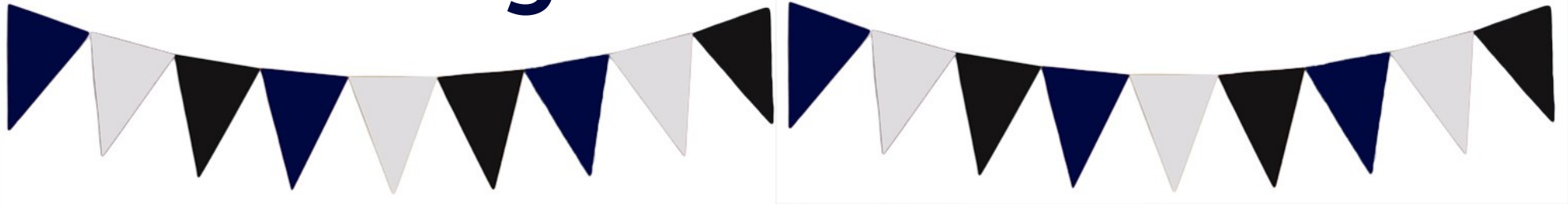
Would love a Saturday night screening option.

Only 1% indicated they did not like the choice of films available whilst 14% provided suggestions of other genres. Suggestions included more non-mainstream genres such as horrors, 'golden oldies', foreign films, art-house, short film festivals and Japanese Animation.

Throughout the year, there was a concerted effort to play a minimum of five of the current top ten box-office films each month. There were also often social media requests for movies that were all played.

The majority of patrons did not need to make an enquiry to the city. Of those who made an enquiry the vast majority were satisfied. As a way of reducing the number of unsatisfied responses, an the events phone line will have up-to-date information about cancellations, sold-out screenings and what's coming up.

Marketing & Communications



The main avenue for advertising the Moonrise Cinema is through the Pilbara News. Three posters are also produced monthly that are used to advertise upcoming movies. These are displayed at the cinema and the Visitors Centre. The Moonrise Cinema Facebook Page has several posts each week with what's coming up as well as polls on what should be shown in coming weeks.

Survey results show that people are turning to the internet for information about Moonrise Cinema with the Moonrise Cinema website being the most popular marketing tool.

Ad hoc advertising

Opportunities often arise to advertise the Moonrise Cinema as a whole and to direct people to the website. During 2014 advertising was placed in the Karratha Visitors Centre Holiday Planner, the KDDCI Directory and the AiPol Police Journal.

The Pilbara News

A "Whats on" 20 x 3 advert is placed in the Pilbara News each week. The average monthly spend for 2014 was \$1756.80.

Website

The Moonrise Cinema website is the main communications portal for up-to-date information about what is playing and upcoming movies at Moonrise Cinema.

Social Media

The Moonrise Cinema Facebook page is a good source of up-to-date information about upcoming movies and fundraising BBQ's and to reach people when a movie sells out. As a result of weekly updates the page has increased to over 2,490 likes. Sponsored posts would help to increase this further.

Where do you find out about upcoming movies?

Response	Count	
Moonrise Cinema Website	224 68.3%	
Moonrise Cinema Facebook Page	80 24.4%	
City of Karratha website	55 16.8%	
Pilbara News	122 37.2%	
Flyers/Posters	9 2.7%	
Another Facebook page	7 2.1%	
Word of mouth	100 30.5%	
Other, please specify	8 2.4%	

Total: 328

Marketing & Communications



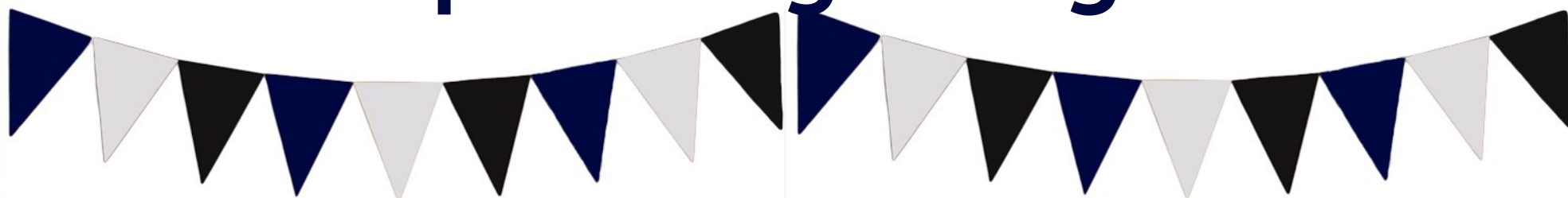
The newspaper and the Facebook page are important information channels for the community. The Facebook page is a great resource to provide up to date information and should continue to be used on a regular basis.

Of those who selected 'other' the large majority noted other Facebook Pages such as Karratha Buy, Swap and Sell and the radio as their key information channels. As predicted in last year's report—the most popular source for finding information is the Moonrise Cinema website.

Where do you go to find out additional information about the Moonrise Cinema?

Response	Count	
Moonrise Cinema Website	245 74.7%	
Moonrise Cinema Facebook Page	50 15.2%	
City of Karratha website	79 24.1%	
Checked the weekly newspaper	45 13.7%	
Called the City	6 1.8%	
Asked a friend	27 8.2%	
<u>Other, please specify</u>	1 0.3%	
I didn't require further info	17 5.2%	
Total: 328		

Operating Budget



The average cost of each screening is \$2,871.70 representing a need to sell approx. 170 full priced adults tickets per movie to break-even.

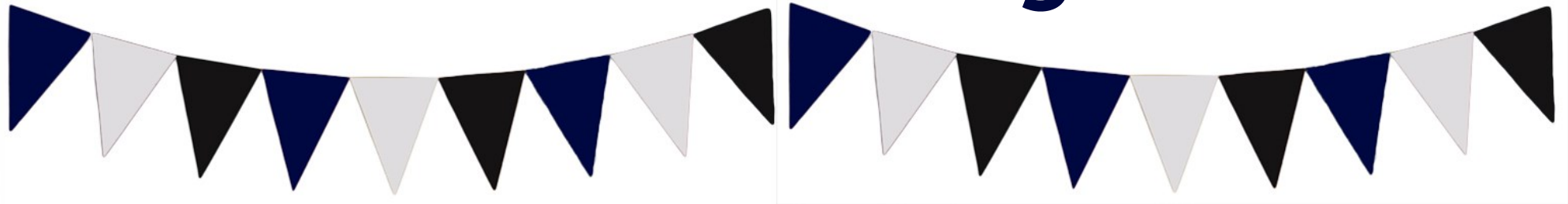
The cinema throughout 2014 has reached a level of efficiency with experienced staff and a consistent operation and marketing expenditure.

Of the total 2014 expenses, \$141,437.16 was spent with local businesses. Key local businesses who benefit from the consistence income generated by the cinema are Signature Music and Pilbara Institute. Other businesses include JG Graphix, Karratha Contracting and Pilbara News.

Additional expenses were spent in 2014 due to the change from a Shire to a City. New banners, bunting and signs were created to represent this.

Category	Inc GST
Film Licenses	\$ 70,859.73
Venue Hire	\$ 45,917.26
Technical	\$ 33,880.00
Staff	\$ 55,000.00
Newspaper Advertising	\$ 29,547.25
Poster Print	\$ 1,275.00
Additional Marketing	\$ 5,884.02
Freight	\$ 3,000.00
Seat Advisor	\$ 10,051.15
Misc	\$ 3,039.90
Secure Pay	\$ 14,99.52
TOTAL	\$ 258,454.31

Revenue Budget

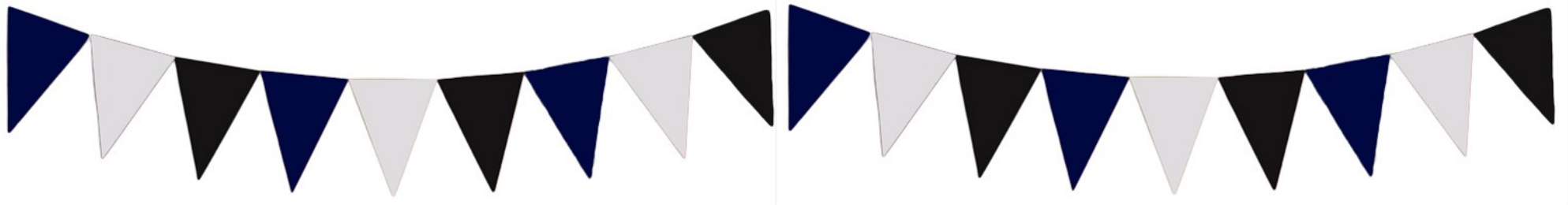


The average ticketing income per screening is \$2,116.10. In 2014, July was the most profitable month. This can largely be associated with above average attendance during the school holidays. The large majority of all tickets are purchased online.

Income is derived from sponsorship from Rio Tinto as part of the Arts and Culture program and Woodside. Income from ticket sales cannot be relied on as the sole source of income yet. However the gap continues to close.

Ticket	Number	Value
Adult	7838	\$ 125,976.00
Child	2336	\$ 23472.00
Family4	3148	\$ 33054.00
Concession	518	\$ 6734.00
Complimentary	147	\$ Free
Group10	84	\$ 1209.00
Total online sales	79.4%	\$ 151,212.10
Total box office sales	20.6%	\$ 39,233.50

2013-2014 Goals Achieved



2013 = Reduce the number of movies with attendance below 50 people from 20 screenings to 10 screenings.

2014 = 12 screenings of below 50 people.

2013 = Increase the average yearly attendance by 5%.

2014 = Average 169.1, a 9% increase from the 2013 average of 155.3.

2013 = Review the economic feasibility of re-screening non-family films

2014 = In the 2014 program, only box-office smash hits were repeated to ensure a greater range of movies were played throughout the season.

2013 = Introduce a mid week movie in the family genre during the school holidays.

2014 = Mid-week school holiday screenings have proved to be extremely successful in 2014 with an average attendance of 351 over 4 screenings.

2013 = Use social media polls to encourage patron buy in to the programming.

2014 = Social media questions were asked every second month for programming assistance.

2013 = Increase conversation on social media sites with the goal of providing up to date information about sold out sessions, changes in programming and the availability of BBQ's.

2014 = All sold out sessions and changes in programming are notified on Facebook. BBQs are also promoted.

2013 = Continue to engage with community groups.

2014 = A large amount of community groups fundraised throughout the year with June, July and August having a BBQ at almost every screening. BBQs drop off at the end of the year as not as many people are fundraising.

2013 = Have a voice message on the events phone explaining where to find information for people who call over the weekend.

2014 = A voice message noting to come down to the cinema or check the website has been put in place.

2013 = Explore the option of themed nights e.g. ladies night at the movies.

2014 = This was explored and will be promoted more so in the 2015 season.

Objectives for 2015

‘I really hope the Moonrise Cinema is a long lasting part of this community.’

- Anonymous, 2014 survey

- ⇒ Reduce the number of movies with attendance below 50 people from 12 screenings to below 10 screenings.
- ⇒ Increase the average yearly attendance by 5%.
- ⇒ Introduce a special feature night once a month - movie marathons or golden oldies.
- ⇒ Continue using social media polls to encourage patron buy in to the programming.
- ⇒ Increase the number of movies with sold-out screenings of 400 people from 10 to 15.
- ⇒ To not play a movie the night of the FeNA-CLING fireworks as this was the least attended movie with only 16 patrons.
- ⇒ Increase conversation on social media sites with the goal of providing up to date information about sold out sessions, changes in programming and the availability of BBQ's.
- ⇒ Continue to engage with community groups.
- ⇒ Explore the option of changing Sunday night screenings to Saturday night screenings or having three screenings each weekend.

Conclusion

Overall 2014 has been a successful year for the Moonrise Cinema categorized by providing a range of new release options, great customer service and easy ticketing.

The average attendance has increased as has the number of screenings, the professionalism of delivery and the consistency of programming.

The cinema now has a sound operational structure and brand that can be easily transferable to future locations.

The media and marketing campaign is working and consistent advertising should continue.

The online ticketing system works well for the cinema and the community has now developed an understanding of the print at home system.

A small number of people still question this system based on their limited access to a printer however we will continue to communicate the ability for box office staff to check patrons at the door.

The structure and variety of films available has been a huge success for 2014. As a way of maintaining this positive variety, feedback will be sought via Facebook polls regarding upcoming film choices.

The cinema will continue to offer stable programming which is key to audience development and looks forward to another successful year in 2015.

‘I love going to the movies. Great location and such a lovely night out in the Pilbara.’

- Anonymous, 2014 survey