

Measuring Performance Tools

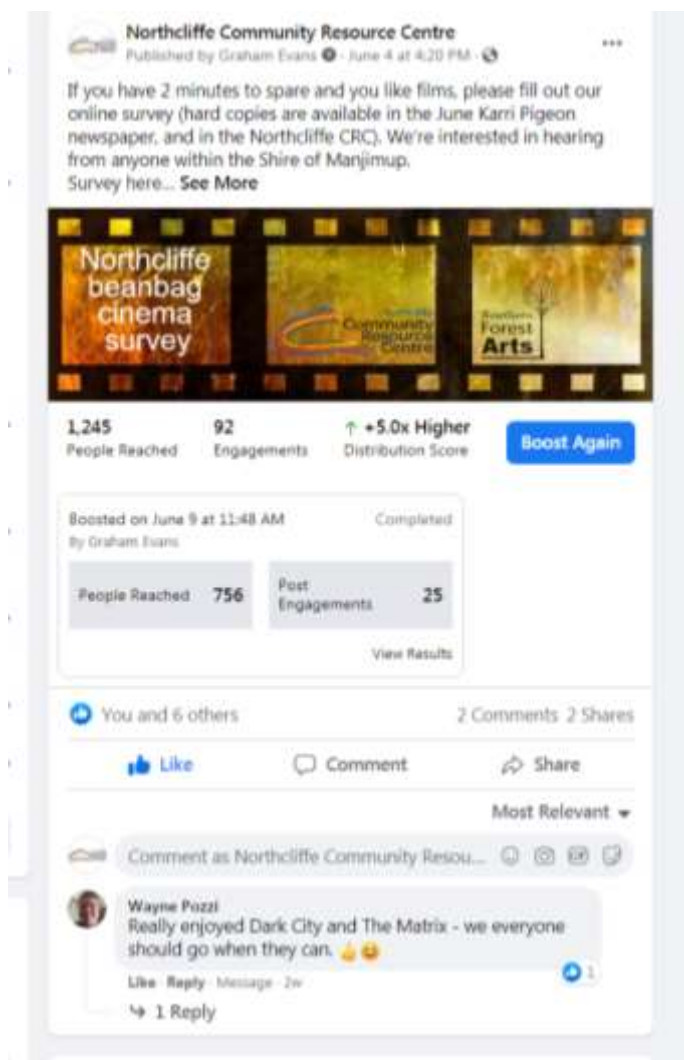
1. We collected names and numbers of attendees for all films screened.
2. We conducted a survey

In collaboration with Southern Forest Arts we designed, published and promoted a survey with both online and physical copies. The survey was designed to collect the data we needed, and also act as a 'suggestive survey' (ie. as a promotion for the film club).

We included survey forms in the local newspaper (distribution 150 copies). We used a Facebook sponsored post to promote the online version of the survey. We managed to gather 34 responses.

Below: Screenshots of online version of the survey

Left: the Facebook promoted post we used to increase our survey reach.

A screenshot of the online survey form titled 'BEAN BAG CINEMA'. The survey asks 'What films should we screen?' and 'What sort of films would you like us to screen in the future?'. It includes three sections for rating interest on a scale of 1 (Not so interested) to 5 (Very interested): 'Australian Films?', 'Old films (eg pre 1980s)?', and 'Classic "modern" films (eg. 1980's onward) which I would like to see again.'. There is also a section for 'Animated family films?'.

Printed version of survey page 1

If you love movies (or at least like them), please fill out this survey...

Since November 2020, Northcliffe has a truly awesome beanbag cinema complete with a foyer with tea and coffee, a popcorn machine, handy toilets and quality sound and vision.

In partnership with Southern Forest Arts, we have screened 5 films since opening our doors in November 2020

It would be a big help to us if the Northcliffe community can tell us what films, or any other changes they would like to see in the future.

Backstory

During 2020 Northcliffe CRC fitted out Northcliffe's old library space as a multi-purpose community meeting venue and beanbag cinema.

Community groups, yoga classes, businesses and individuals can now hire 'The Meeting Space' at very cheap rates.



1. Have you heard about our film screenings?

Whether or not you attended, please let us know if you heard about our film screenings and tick any of these which apply:

- | | |
|---|--|
| <input type="checkbox"/> From The Karri Pigeon | <input type="checkbox"/> From Facebook |
| <input type="checkbox"/> From posters around town | <input type="checkbox"/> Via word of mouth |
| | <input type="checkbox"/> Other _____ |

2. What films , if any, have you seen at Northcliffe CRC?

Have you, your partner, or your children, attended any film screenings at Northcliffe CRC? (YES / NO) - circle one.

Tick which screenings you remember attending ...

- | | |
|---|---|
| <input type="checkbox"/> Zootopia (2016) | <input type="checkbox"/> The Maker Film Festival (2020) |
| <input type="checkbox"/> Long Way North (2018) | <input type="checkbox"/> Shaun the Sheep (2021) |
| <input type="checkbox"/> Lego Batman (2018) | <input type="checkbox"/> Shaun the Sheep - Farmageddon (2021) |
| <input type="checkbox"/> Operation Jeedara documentary (2018) | <input type="checkbox"/> Dark City (2021) |
| <input type="checkbox"/> Kubo and the Two Strings (2018) | <input type="checkbox"/> The Matrix (2021) |
| <input type="checkbox"/> Isle of Dogs (2020) | |

3. Dress-up themes are awesome / silly / only good for kids....

Our kids film screenings have had dress-up themes and activities. Please tick all statements you agree with...

- | | |
|--|---|
| <input type="checkbox"/> I/my partner/kids love dressing up and activities | <input type="checkbox"/> I/we hate dress-up themes and activities. Films only please! |
| <input type="checkbox"/> Dressing up and having activities is ok | <input type="checkbox"/> Keep these for kids movies only, please |
| <input type="checkbox"/> I/my partner/kids don't bother dressing up | |

4. Northcliffe's new bean-bag cinema....

....needs more beanbags ? (YES / NO) - circle one if you know the answer.

If you are able to comment, please rate Northcliffe's new beanbag cinema (in the old library):

- | | |
|---------------------------------|--|
| Ease of use/ facilities | (Worst 1* 2* 3* 4* 5* Best) ←circle a number |
| Comfort (seating, heating etc.) | (Worst 1* 2* 3* 4* 5* Best) ←circle a number |
| Picture Quality | (Worst 1* 2* 3* 4* 5* Best) ←circle a number |
| Sound quality | (Worst 1* 2* 3* 4* 5* Best) ←circle a number |
| Popcorn/ catering | (Worst 1* 2* 3* 4* 5* Best) ←circle a number |
| Comments? | _____ |

Turn the page over to complete this survey...

Printed version of survey page 2

Northcliffe cinema survey page 2



5. Why I love going to the movies....

To me, the best things about Northcliffe movie screenings are: (please answer for all statements)



- | | | |
|--|-------------------------------|-------------|
| Pure enjoyment of films | (AGREE / UNSURE / DISAGREE) | ←circle one |
| Seeing what is going on in the wider world | (AGREE / UNSURE / DISAGREE) | ←circle one |
| Learning about other cultures and ideas | (AGREE / UNSURE / DISAGREE) | ←circle one |
| Finding other people who love films | (AGREE / UNSURE / DISAGREE) | ←circle one |
| Getting out of the house and spending time with other locals | (AGREE / UNSURE / DISAGREE) | ←circle one |
| Getting a trip to the movies without driving to Bunbury or Perth | (AGREE / UNSURE / DISAGREE) | ←circle one |

Is there one of the above statements which you agree with the most? Please put a circle around that statement.

6. What films should we screen?

Number from 1 (most favourite) to 9 (least favourite) what sort of films you would like us to screen in the future:

- ☐ Australian Films
- ☐ Old Films
- ☐ Classic "modern" films (eg. 1980's onward) which I would like to see again
- ☐ Animated family films
- ☐ New release films
- ☐ Arthouse and foreign films
- ☐ Theme film nights—double features (eg. Science fiction, Romance, Western, Kung-fu, etc)
Theme: _____
- ☐ Documentary and political films, or local issue films
- ☐ Other.: _____

List the titles of any specific films you think would be good to screen in Northcliffe:

7. Would you like to be emailed next time there is a cinema event in Northcliffe?

If you would like to be contacted about future screenings write down your email address:

Please return this survey form by 6pm, Friday 18th June.

You can return your form in person to Northcliffe CRC or Northcliffe Visitor Centre, or take a photograph of your form and text it 0455 438 890, or email it to ncrc@northcliffe.org.au You could also post it to NCRC, PO Box 133, Northcliffe WA

Survey Results Summary

Key Outcomes

We asked people to choose from possible reasons 'Why I love Going to Movies, specifically in regard to Northcliffe movie screenings...' and rated the responses from the most supported to the least supported statement. Percentages represent the degree to which people would support each statement. Note that the least supported statement still drew 69% support.

Pure Enjoyment of Films	98%
Getting a trip to the movies without driving to Bunbury or Perth	95%
Insight into other cultures and ideas	74%
Finding other people who love films	71%
Connection with others	69%

Responded place clear importance on our film activities alleviating the disadvantages they experience, living at such remote distances from cinemas.

Ignoring, the remote area issues, the hierarchy of needs met our Film activities was: Enjoyment > Insight > Connection. Intuitively, we suspect people are not very good at understanding their own motives, and that connection is more important than people suspect. Also, it is worth bearing in mind that while connection was lowest rated, 70% of people still agreed with its importance.

Reach of Activity

41% of respondents have never been to a film screening at the NCRC. The following reasons were given:

1 I forget about it!, 2 mostly child films, 3 Haven't seen anything I don't already have or already seen or like enough to see multiple times, 4 Hadn't heard of it, 5 Well, I went to the live screening of Summer of the Seventeenth doll, but you didn't list that :) I haven't been too interested in the children's movies (yet, as my kid is too young) and the adult movies have been on too late for me! (I'm a nana, in bed by 9), 6 Didn't know about it, 7 Haven't been interested on the screenings, 8 Not keen on US films, 9 Not been here when they were screened, 10 would rather stay home and veg, 11 I wanted to go to the Matrix but the rating was too high for the kids, 12 Hasn't fitted into my schedule. hopefully in the future, 13 Choice of films, 14 I've had no time and too short notice to fit in.

This spread of reasons suggests no obvious way to improve participation, other than to ensure we embrace variety in screening times, film choice and film ratings.

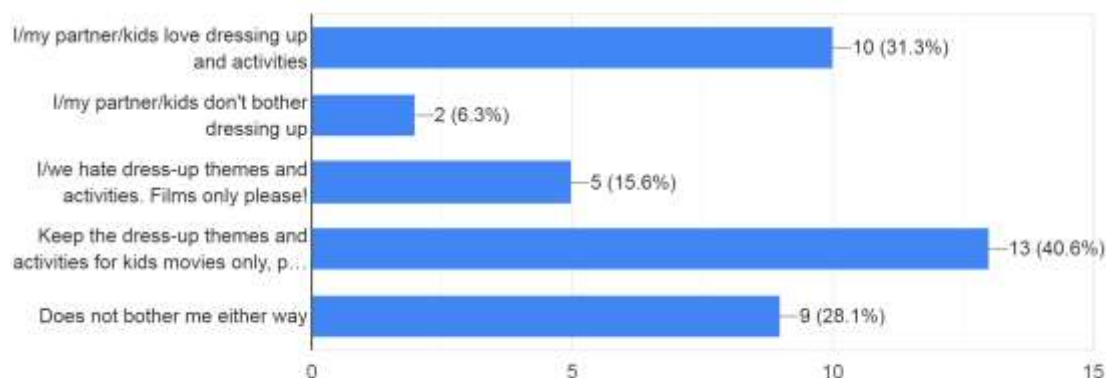
Film Associated Activities

Reporting on Outcomes – NORTHCLIFFE CRC

72% of respondents supported dress-up activities associated with films although dress-up activities for adults were not as universally supported...

4. Dress-up themes are awesome/silly/only good for kids... Our kids film screenings have had dress-up themes and activities. Please select all the statements you agree with...

32 responses



Facilities/ Catering

We asked participants who were able to answer, how they rated our facilities. These are the averaged responses (not that sample sizes are quite small).

<i>Facility Ease of use</i>	<i>73%</i>
<i>Comfort</i>	<i>69%</i>
<i>Picture Quality</i>	<i>76%</i>
<i>Sound Quality</i>	<i>73%</i>
<i>Popcorn/ catering</i>	<i>69%</i>

We then asked how we could improve the facilities. Responses were very useful!

Make sure oldies have a chair

more beanbags please, more beanbags, more catering options, I don't think beanbags work for old people or me!, Softdrink vending machine would be nice, A few more comfy chairs for those who find bean bags too hard to get out of

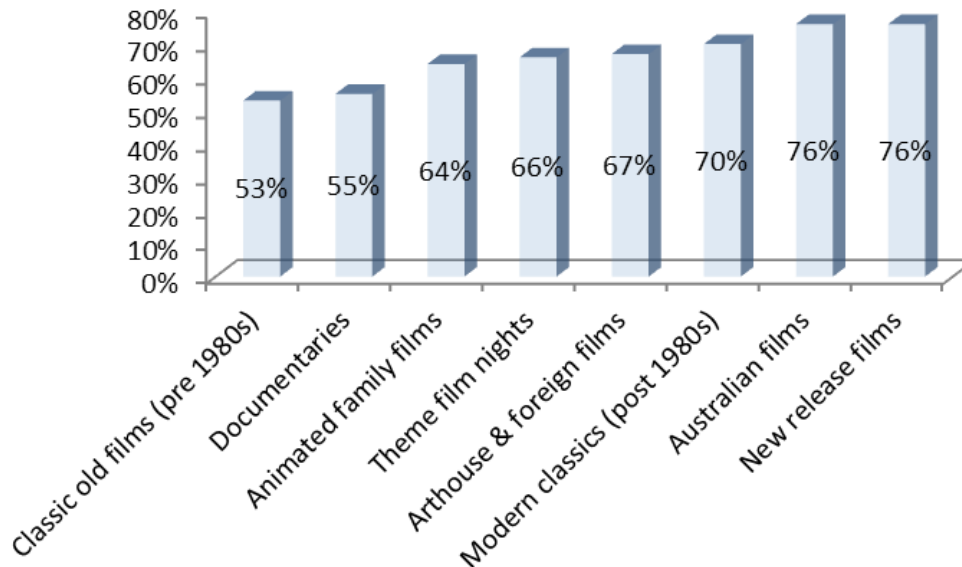
Limited answers as I haven't been to a proper film screening. Perhaps offer community groups to cater fancier options? Soup in a cup or sandwiches might not be too messy. Also please screen more musicals lol

Related to previous question, we hate dress ups but like the kids activities

Not so comfy for oldies, bit cold, want to bring a hot water bottle, popcorn is awesome

In a related question specifically about beanbags, 63% of those who had an opinion said we needed more beanbags.

Choice of films



While there was only limited variation in responses although, a preference for Australian and New Release films was clear and against documentaries and old films. The popularity of the Animated Feature Films (which have consistently been full houses) compared to New Release Films undermines the apparent results in this survey item. Perhaps we should not give it too much importance in planning our movie program.

Film areas which respondents thought we might have missed were:

Anything deep and meaningful, Silent movies, M.U.S.I.C.A.L.S, Movies for teenagers, Comedy/Feel good, French Films especially Romantic Comedies (subtitles are okay), Action, Anything Cult.

Some great ideas were presented for Theme nights:

Sci Fi/Fantasy, Girls night!!!, Fantasy, Misc., Rom com, Sci fi Fantasy, Bollywood, Bollywood, Sci-fi, Dystopian Future, Fantasy & sci fi

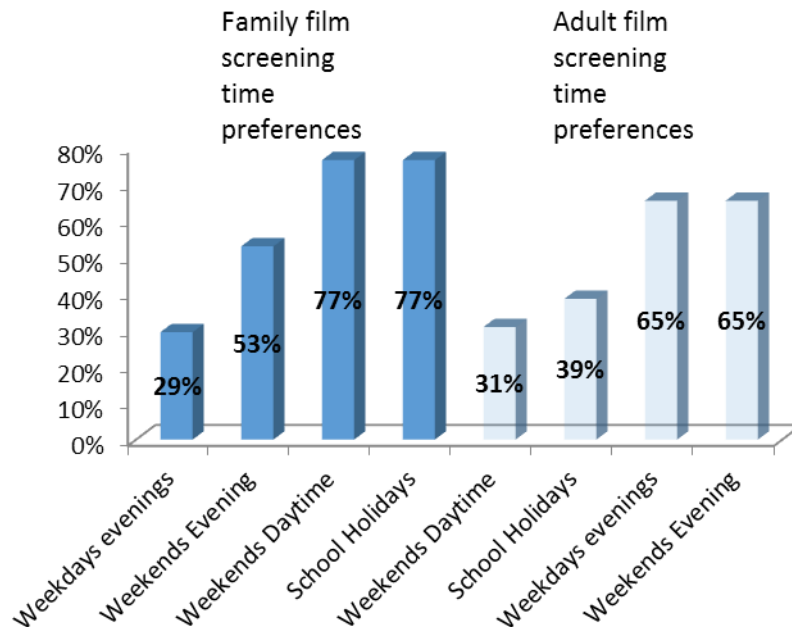
Kinda... but depends how late I can stay up 😊 I get in specific actor moods so like a Bruce Willis double feature, or a Meryl Streep classic and newbie... or musical nights... or good sci-fi psychological thriller... or comedy... okay I haven't really been helpful here

Specific film titles respondents suggested for screenings were:

Waking Ned Devine, Original 12 Angry Men, Blast from the past, Original Lady Vanishes, Original Murder on the Orient Express, Free to Air live sports if possible, Drift, Jasper Jones, Rams-Australian version, Wings (1927), Citizen

Kane, Birth of a Nation (1916), Dr Jekyll and Mr Hyde (1931), Hamilton, The Labyrinth, Rent, Gattaca, Al, the tunnel (awesome sci-fi short film, 16 minutes), passengers, A Quiet Place, Marvel Series In Order :), When Harry met Sally, Vertigo, Music and Lyrics, Notting Hill, Crouching Tiger Hidden Dragon, My Fave film is City of lost Children, would drop everything to see it.

Screening Time Preferences



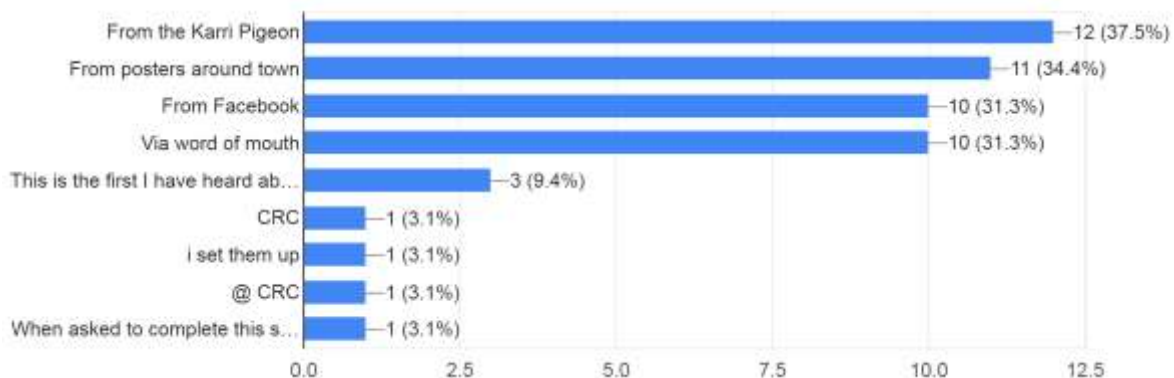
For family films the preference was school holidays and matinees on weekends. For adult films, weekday and weekend evenings were preferred.

Marketing Effectiveness

Of the survey returns, 31 were from Northcliffe, 1 from Manjimup, 2 from Pemberton.

1. How have you heard about our film screenings? Whether or not you attended, please let us know if you heard about our film screenings and select any of these which apply:

32 responses



Note that our marketing efforts reach over 90% of survey respondents. There is a sampling bias in the result here as the surveys were provided in the Karri Pigeon and promoted in Facebook. Therefore this result is likely to underestimate posters-around-town and word-of-mouth, as vehicles for film promotion.

Future Marketing

Survey respondents who said ‘This is the first I have heard about it...’ in regard to our film activities, means around survey was 10% effective as a suggestive survey (that is, with the survey acting as a promotional vehicle for our film club activities).

Another marketing outcome was that 20 survey participants volunteered their email addresses to be notified about future film events.