

i am a girl



Narrative Report of the Theatrical Release of I Am a Girl (IAAG)

7 May 2014

Theatrical Box Office Report

IAAG launched at the Chauvel Cinema, Sydney, on 28th August, to a packed-house of invited guests. The weekend immediately following, the film had four public screenings in the 380-seat cinema, all but selling out each session. The first weekend of September saw *IAAG* launch at the Cinema Nova, Melbourne. The opening night was at capacity with guests, and the public sessions over the weekend were a complete sell-out, with cinema management adding a fifth screening and moving a couple of the sessions into a larger cinema. The launch events and opening weekends were four-walled by our funding and outreach partners, Plan Australia and Intrepid Travel.

Following this fantastic result, Cinema Nova offered to list *IAAG* in general release (eventually running to five consecutive weeks, initially at four screenings per day) and Palace Cinemas picking-up the film for a limited release at the Chauvel, Centro (Fortitude Valley, QLD), Electric (Canberra, ACT), Eastend (Adelaide, SA) and Luna (Perth, WA). *IAAG* had 2380 admissions across the country.

As we had initially promoted the Sydney season for 'one weekend only', we found it difficult to then change the messaging in a short space of time (only a few days) to encourage audiences back to the Chauvel to attend the limited theatrical release, programmed for the following three weeks. Our advice had been to limit the screenings so that we could focus on filling a few houses and get Rebecca to each, for a Q&A session. While this made sense, the lack of lead-time to engage a broader audience through social media advertising meant that we couldn't capitalise on word-of-mouth. We needed to spend money on traditional media, such as print and outdoor advertising, but as we had only a limited budget to spend on print (no outdoor), this was reflected in a slow box office.

Similarly, in Fortitude Valley, where we had no community contacts and no lead-time to build new relationships, we saw low audience numbers and a limited box office return.

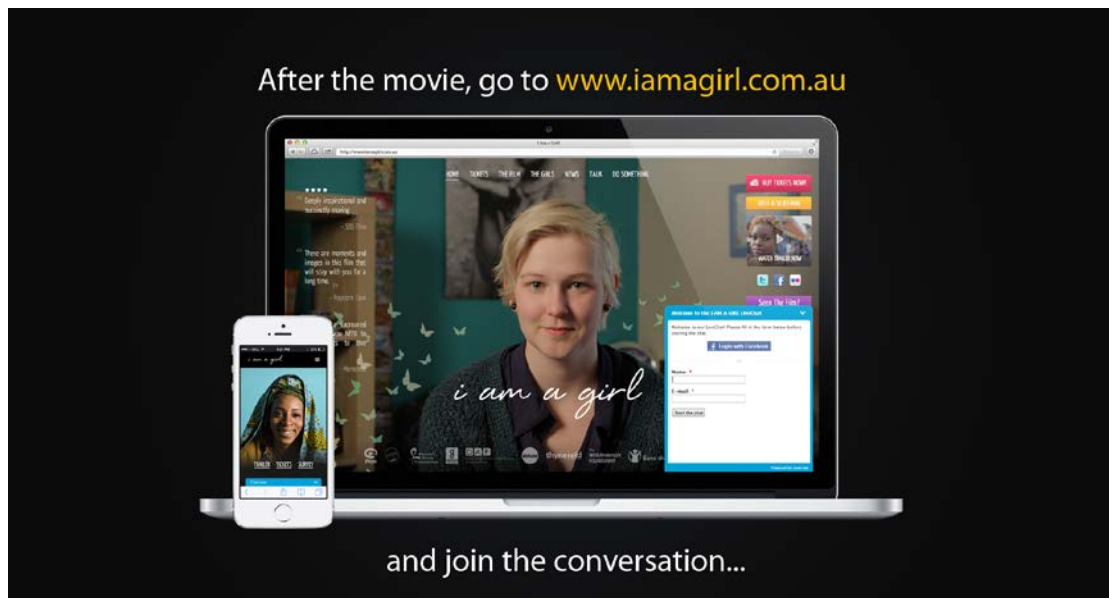
However, in Adelaide and Canberra, where we had established community relationships and two weeks to promote the screenings through social media (topped-up with a small print spend), we found houses to be better and therefore the box office return higher. Similarly in Perth, where we held three

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screenings over a single weekend, we had significant time to prepare and promote the screenings, plus Q&A with Rebecca, so saw a terrific success. Where radio interviews were conducted, they played a large part in raising awareness for the screenings in each state. Radio advertising was particularly effective in Melbourne, contributing largely to the ongoing release at the Cinema Nova.

As per our Marketing and Distribution Strategy, we updated the *IAAG* website to include a 'Talk' and 'Live Chat' functionality, to encourage conversation after screenings of the film, where Rebecca couldn't be there in person to conduct a Q&A. We also built a mobile-optimised version of the website, to enable instant access to the site and chat functionality. During the general release of *IAAG* at the Cinema Nova, we had the following advertisement pop-up at the beginning of each screening:



In updating the *IAAG* website to include a 'Talk' functionality for this period, we were able to speak directly to people browsing the site, direct them to links for screenings, discuss news of *The Girls* and encourage them to spread the word about the film, through their own social networks.

It was understood that cinema is a loss-leader for long-tail sales, so while we were initially frustrated by the lack of audience attendance for the Palace screenings over the limited release, we did see continued engagement through social media and a strong interest in screenings in other parts of the country, which boded well for our Host a Screening strategy.

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Host-a-Screening

Sales

To-date there has been over 60 community screenings of *I Am A Girl*, reaching an audience of over 5,000 people. The Host-a-Screening model has provided *ongoing* financial return to the producer (much greater than the Theatrical release) demonstrates that we made the right decision to invest our Screen Australia P&A funding in promoting the Host a Screening (HAS) model through social media, and sending Rebecca to as many of the screenings as possible.

Promotion of the HAS package has included prominent placement in digital banners on email signatures and Facebook cover images, as well as sponsored FB posts. Any email enquiry about seeing the film is directed to the HAS page on our website and we actively encourage people to work with us



The timing of the ABC2 broadcast, to tie-in with International Women's Day, meant that we didn't have as many community events as anticipated during that period. It is something to consider for future projects, when negotiating with broadcasters.

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Currently, we are working towards our goal of 200 'concurrent' screenings in early October, in celebration of International Day of the Girl. Active promotion via social media and partner networks will commence in early June.

Community Engagement and Outcomes

The high level and ongoing community engagement with *IAAG* through the HAS model has been amazing. We have established relationships with NGOs, volunteer groups, social entrepreneurs, corporate Equity and Diversity representatives, university groups and a wider network of philanthropists.

Community organisations have raised money for:

- Village Library Project in Kenya;
- Project Futures;
- Plan 'Because I am a Girl' campaign;
- Gawharshad Institute of Higher Education in Kabul (sending two girls to university for a year);
- Wagana Aboriginal Dancers;
- Soul Divas self-esteem workshop for eight girls in Adelaide;
- Elsie Women's Refuge;
- WRISC domestic violence outreach;
- Swinburne TAFE sending carpentry students to Phnom Penh to build an arts school for children;
- Twenty10 mental health organization
- *And many others...*

ABC2 Broadcast

IAAG, broadcast on 5th March at 8.30pm, achieved an average audience of **90,000**. The program achieved a total TV share of **1.5%** among total people and **2.5%** among people 25-34. An encore broadcast, on 8th March at 8.30pm, achieved an average audience of **70,000** and a total TV share of **1.4%**. *IAAG* recorded a total of **27,000** plays on iView (all platforms).

Source: OzTAM consolidated data, Webtrends

Rebecca was handed control of the ABC2 Twitter account during the 5th March broadcast, engaging in conversation with viewers.

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RETWEETED BY
 **ABC2** @ABC2 · Mar 5

Director Rebecca Barry (@becbary) will be joining us to live tweet her doco #IAmAGirl. 8.35pm tonight. #womensday #IWD2014

← 10 5 ...

It was clear that the impact of the film was profound.

RETWEETED BY
 **Jen Morris** @Jellyjennie · Mar 5

Watching #iamagirl, it's heartbreaking, compelling viewing. Such incredible women telling the stories of their lives, thanks @ABC2

← 9 4 ...

RETWEETED BY
 **Kat Bryce** @Katasaurus_ · Mar 5

The #iamagirl doco on @ABC2 tonight is so powerful, I've never been more grateful for the life and family I have growing up in Australia

← 2 6 ...

RETWEETED BY
 **holly ringland** @hollyringland · Mar 5

@ABC2 @becbary @iamagirldoco Thank you for #IAmAGirl - an extraordinary documentary giving a powerful voice to girls around the world.

← 1 1 ...

RETWEETED BY
 **Amy Van Arkels** @AVanArkels · Mar 5

#IAmAGirl I would love to see this amazingly powerful documentary screened in every high school.

← 9 5 ...

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Education

A key part of the outreach and distribution of *IAAG* was our education package, supported by philanthropic funding under the auspices of the Documentary Australia Foundation. With additional finance raised, the *IAAG* team worked with senior teachers from the Professional Teachers Council of NSW, the Society and Culture Association, Family and Community Association and Australian Teachers of Media (ATOM) to produce three study guides, focusing on the respective curriculum areas. We also edited 6 x 10 minute vignette videos, each focusing on a single Girl and the gender equality theme she represents. An additional Education page was built into the *IAAG* website, to enable free downloads of the study guides and offer an example vignette. In consultation with our DVD/ VoD distributor, Titan View, it was decided that the 6 vignettes would be compiled onto a DVD and given to teachers for free, with the purchase of an Education screening license.

In January, Ester Harding attended the University of Tasmania's Global Education Professional Learning conference, in Launceston (an event sponsored by AusAid). Here, Ester hosted a screening of the film and a Q&A, where the focus was heavily on the rights of girls to an education. Relationships with teachers and academics formed at this conference became extremely useful, with one visiting international academic offering the following testimonial:

"This film has great potential for the secondary classroom and for teachers in higher education. The issues it raises touch all young people, both boys and girls, and would provide scope for discussion on the role fathers and husbands can play in supporting girls, as well as the more obvious issues of how girls can be resilient and find their own way in challenging circumstances. The film would provide a powerful starting point for teachers wanting to look at social justice, culture and identity, with a view to engaging students in debate about action for change. It challenges stereotypes at the same time as educating and informing. Whilst distressing at times it is ultimately uplifting, with a message of hope. It deserves a wide audience."

Cathie Holden, Associate Professor, University of Exeter

On Thursday, 27th February, in anticipation of International Women's Day and the ABC2 broadcast of the film, DAF and Testify Media launched the *IAAG Education Package* at the Queen Victoria Women's Centre, Melbourne. We were delighted to have as our keynote speaker, Australia's Ambassador for Women and Girls, Natasha Stott-Despoja AM. In attendance were senior figures from the Australian Education Union, academics, philanthropists, high-school teachers and students, all of who were very excited at the prospect of using the *IAAG* education materials in-classroom.

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To-date, there have been 1020 downloads of the ATOM study guide. Based on an assumption that 50% of these downloads were by teachers (a conservative estimate), then there is an outreach potential of 12,700 students. We've also had a further 380 downloads of the Society & Culture and Community & Family study guides, through our website.

DAF and Testify are currently working with a senior project officer, Health and Physical Education, on another study guide for the national H&PE curriculum. We also hope to produce a 'teach the teachers' webinar series, which goes through the study guides and 'workshops' in-classroom activities.

Testify has also employed the services of a part time Impact Producer who is leading the education outreach component to ensure that teachers are aware of the Education toolkit.

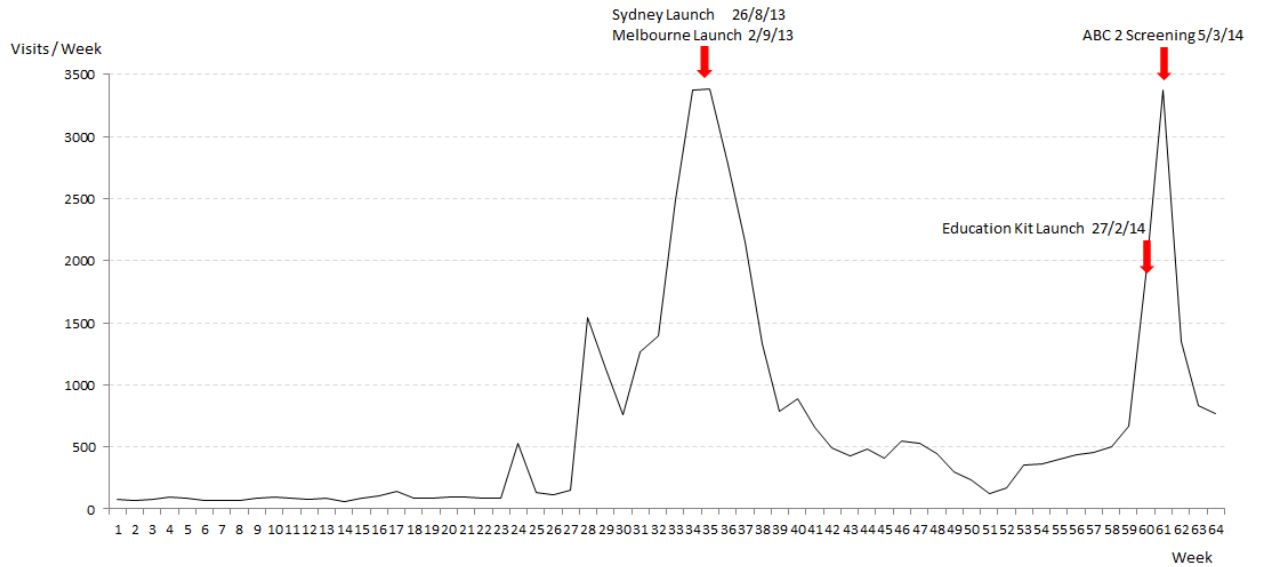
Evaluation

Together with DAF the IAAG team is gathering data to create a longitudinal evaluation to measure the impact and outreach of the film.

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Website Update and Analytics



Audience Overview

Aug 28, 2013 - May 1, 2014

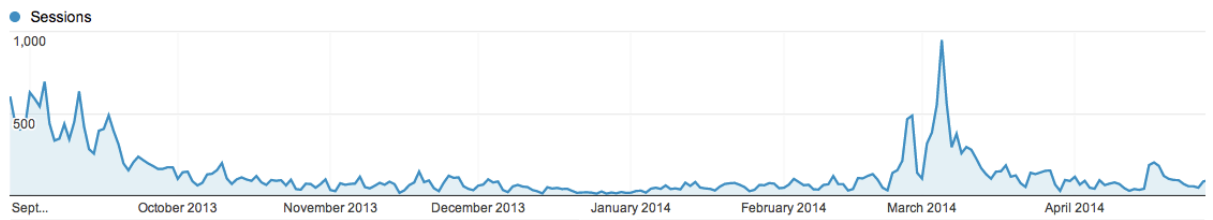
Email Export Add to Dashboard Shortcut

All Sessions 100.00%

Overview

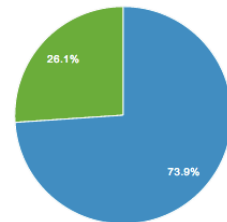
Sessions vs. Select a metric

Hourly Day Week Month



Sessions 32,692	Users 24,737	Pageviews 87,543
Pages / Session 2.68	Avg. Session Duration 00:02:26	Bounce Rate 45.63%

New Visitor Returning Visitor



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Demographics	Country / Territory	Sessions	% Sessions
Language	1. 🇦🇺 Australia	26,311	80.48%
Country / Territory	2. 🇺🇸 United States	2,321	7.10%
City	3. 🇬🇧 United Kingdom	605	1.85%
System	4. 🇨🇦 Canada	341	1.04%
Browser	5. 🇳🇿 New Zealand	234	0.72%
Operating System	6. 🇩🇪 Germany	205	0.63%
Service Provider	7. 🇹🇷 Turkey	187	0.57%
Mobile	8. 🇮🇳 India	146	0.45%
Operating System	9. 🇭🇰 Hong Kong	118	0.36%
Service Provider	10. 🇷🇺 Russia	116	0.35%
Screen Resolution			

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