

From: Sandra Cook
Sent: Friday, 21 March 2014 4:07 PM
To: Feedback
Subject: Case study - The Ride

Hi,

I attended the AIDC and the panel mentioned they were looking for case study's of documentaries with alternate funding models/ social impact projects.

This would relate to the question: Could a requirement for marketplace commitment be met in ways other than a broadcaster presale?

I produced and directed a documentary called The Ride www.theridemovie.org

THE RIDE follows the story of four men who ditch their wheelchairs for a quad bike adventure, traversing the rugged terrain of their tragic past.

THE RIDE documentary was completed in December 2012.

THE RIDE was financed from philanthropy and corporate sponsorship and \$12k from the SAFC. It took years to raise the 180k budget. We approached broadcasters, Screen Oz but no one was interested. Ultimately the way it was financed meant that we retained the rights, creative control and any revenue raised from the film. We didn't have to pay anyone back.

Since we finished the film we have grossed over 200k in finance from crowd funding (44k), tour sponsorship, screening licenses, ticket, merchandise and DVD sales.

We have screened THE RIDE in 65 towns (mainly SA and WA) in a grass roots community screening campaign to an estimated audience of more than 5000 people in regional Australia. We have averaged about 80 people per screening which is impressive as some of the towns had populations of 200!! Please see our WA tour route (you may need to zoom out): <http://theridemoviescreeningtour.org/the-ride-wa-screening-tour-map>

The screenings followed by a Q and A have been a personal and intimate way to connect audiences with the film and raise awareness about disability and the effects of road trauma. A survey taken at screenings reveals that 73% of the audience reports a positive change in their understanding of disability after watching the film. Many of those who did not gather a change in understanding note that they work with people with a disability or know people with a disability.

Other achievements:

- We have self distributed over 3000 DVDs at screenings and via THE RIDE website
- THE RIDE has its TV premiere on Foxtel in December last year on the International Day of the Disabled Person.
- THE RIDE won best feature film at the 2013 SA Screen Awards
- Our editor, Tim Woodhouse, was nominated for best editing in documentary at the 2013 Australian Editors Guild awards
- THE RIDE is currently screening on Qantas
- In February 2013, the film was showcased on channel seven's SUNDAY NIGHT program which meant that 1 in 20 Australians now knew about our modest low budget film.
- Our endeavours have attracted the attention of media outlets and in 2013 THE RIDE has been featured in more than 30 newspaper articles.

In regards to the question: Could a requirement for marketplace commitment be met in ways other than a broadcaster presale? The answer is yes. This film has achieved so much and if I have the energy it will keep doing so. We could tour each state in Australia and draw audiences. This film has been so unsupported by the 'industry' yet in the 'real world' where the audience is, it has received much support. If this is what we have achieved with next to no support, imagine what I, as a producer could have done with support? Not a dig!!! Just saying!!

It's great to know that a social impact project can reach audiences and make money.

Regards,
Sandra