Australian Centre for the Moving Image

Year in Review
2012-13
Cover image: Excerpt from *Hollywood Costume* promotional motion graphics.
We’re in the business of creativity, ideas, innovation and magic. As the truly universal art form, the moving image surrounds us. It captures and shares the moments, milestones and memories that connect us as people and define who we are.

Through a vibrant calendar of film programs, major exhibitions, live events, creative workshops, public and education programs, and resources, we provide audiences with an unsurpassed diversity of ways to engage with the moving image.
Introduction

It’s been a year of milestones and records, not the least being the commemoration of our 10th birthday. There have been moments of reflection on the many achievements of the past decade, while our focus has been equally on the future as we position ourselves strongly for the next ten years and beyond.

Over our first decade, through a rich program of exhibitions, film screenings, live events, creative workshops and educational programming, we’ve cemented our status as a leading international cultural institution.

We are just as proud of our contribution to Melbourne’s international positioning by commissioning and presenting contemporary moving image art and influential popular culture to Australian audiences. We have an unusual and powerful ability to engage a broad diversity of audiences beyond the traditional gallery and museum demographic, and in particular, in attracting new and highly sought after audience segments to our programs.

As we enter our second decade, we do so as the highest attended moving image centre in the world with a record 1.156 million visitors through the doors in 2012/13.

The achievements of 2012/13, and indeed the past ten years, would not have been possible without our many collaborators, partners, members, donors and supporters, particularly the Victorian Government, and the energy, passion and commitment of our Board, staff and volunteers. Our success is your success.

In this publication we share and celebrate our achievements of the past year, reminisce a little on our milestone birthday; recognise how far we’ve come and those whose efforts have made us who we are today.

Just imagine what our next ten years will look like.

—

Tony Sweeney, Director and CEO
The achievements of 2012/13, and indeed the past ten years, would not have been possible without our many collaborators, partners, members, donors and supporters, particularly the Victorian Government, and the energy, passion and commitment of our Board, staff and volunteers. Our success is your success.
Our best year yet

We celebrated our tenth birthday

We delivered two Australian premiere Melbourne Winter Masterpieces exhibitions

We commissioned more contemporary artworks by Australian and international artists than ever before

We screened films in 23 languages from 22 countries

We programmed 18 Australian or Melbourne film premieres

We hosted and supported a record 21 film festival partners

We welcomed more people through our doors than ever before – our highest ever annual attendance with 1.156 million visitors
24% of our audience is from overseas, making ACMI one of Victoria’s most visited arts experiences by tourists.

We welcomed over 23,000 visitors to the Australian Mediatheque.

10,700 hours were contributed by our volunteers.

We received 398 entries in our schools filmmaking competition, Screen It, by 1281 students nationally.

We hosted over 27,000 visitors in 12-hours for the inaugural White Night event.

We saw a 61% increase in our Facebook likes and a 55% increase in our Twitter followers.

Editorial coverage of ACMI was valued at over $27 million and was 99% favourable.
ACMI is —

More than 10 million people through the doors in 10 years

ACMI is —

More than 60 exhibitions from Australia and the world

ACMI is —

6,000 films from more than 100 countries in 78 languages (and thousands more via our film festival partners)

Below: TV50 (2006)

Above: You and I, Horizontal (II) Anthony McCall, in Screen Worlds
Right: Tim Burton Polaroids (2010)
ACMI is —

More than 1,000 digital stories and mini documentaries about community, people and place

ACMI is —

Inspiring more than 350,000 students and teachers

ACMI is —

Home to the nations riches of audio and visual materials

Below: Screen Worlds

Above: Star Voyager Public Program with NASA Astronaut Rex Walheim (2012)
Left: Dreams Come True: The Art of Disney’s Classic Fairy Tales (2011)
“What we encountered at Game Masters was nothing short of astounding…”
— Wired

“I just love ACMI”
— Margaret Pomeranz

“I like the way it’s a lot darker in here than it was at MoMA”
— Tim Burton at the ACMI media launch

“Irreplaceable”
— Inpress

“Indispensable”
— The Age

“Iconic”
— FilmInk
“ACMI is one of Melbourne’s great treasures”
— Triple M

“The Guggenheim of Gaming”
— The Age

“World-class”
— Leonard Maltin

“An unparalleled centre for innovation, not just for cinefiles but for punters”
— Cate Blanchett

“Melbourne’s cinematic marvel”
— The West Australian

ACMI is —

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Art, Film, Television, Videogames & Digital Culture

Above: Game On (2008)
Above: Pixar: 20 Years of Animation (2007)
Above: Len Lye (2009)
Above: Tim Burton: The Exhibition (2010)
Above: Mary and Max: The Exhibition (2010)

Above: Eyes, Lies & Illusions (2007)
Exhibitions
—
We create immersive and engaging experiences for Australian and international audiences and present the best exhibitions from around the world.
Screen Worlds: The Story of Film, Television and Digital Culture
Permanent Exhibition
Free Entry

Our popular permanent free-entry exhibition, *Screen Worlds*, continued to attract significant audiences in 2012/13, across interstate and international visitors, Victorian schools and Melbournians alike.

Featuring three distinctly themed sections (Emergence, Voices, and Sensation) and special interactive and immersive zones, *Screen Worlds* is unique in its focus on the Australian contribution to moving image history over more than a century.
Featuring 125+ playable games, *Game Masters* is a world premiere exhibition curated by ACMI that celebrates the imagination and ingenuity of the world’s most influential videogame designers.

Across arcades, consoles, PC and mobile platforms, the exhibition, presented as part of Melbourne Winter Masterpieces 2012, showcased the work of over 30 game designers, alongside a series of public talks and events featuring high profile videogame designers and industry professionals from Australia and the world.

*Game Masters: The Exhibition* toured to New Zealand after its successful Melbourne run, making it the first Melbourne Winter Masterpieces exhibition to tour internationally.

“*You owe it to yourself to check it out, you won’t be disappointed*”

— *New Zealand Herald*
“What we encountered at Game Masters was nothing short of astounding... I came away not only reinvigorated about video games but also with a fresh appetite to expect more from museums”

— Wired

“The exhibition is innovative and demonstrates admirable curatorial rigour in the research and investigation that has gone into its realisation”

— Museums Australia
Candice Breitz: The Character was the first major solo exhibition in Australia by internationally renowned South African artist Candice Breitz.

Through inventively re-edited interviews, fan performances and montaged cinema sequences, Breitz’s work presents a new take on contemporary portraiture by creating compelling narratives to probe and analyse individual experience and the extent to which our lives are constructed by parameters dictated by the media, society, and the moment in time that we are born into.

At the centre of the exhibition was The Woods (2012), a multi-channel trilogy we commissioned in partnership with the Peabody Essex Museum, Massachusetts.

“Acutely intelligent installations”
— Sydney Morning Herald
Presented as part of Melbourne Winter Masterpieces 2013, *Hollywood Costume* explored the central role costume design plays in cinema storytelling, illuminating the costume designer’s creative process from script to screen and revealing the collaborative dialogue behind screen characters.

**Hollywood Costume**

24 April – 18 August 2013
Ticketed
“The exhibition is definitely a blockbuster, combining three elements that stakeholders know attract visitors – celebrity, glamour and artistry”
— Arts Hub

_Hollywood Costume_ brought together the most iconic costumes from a century of filmmaking in films from _The Wizard of Oz_ to _Titanic, Ben-Hur_ to _Casino Royale_. It united classics from the Golden Age of cinema, including Scarlett O’Hara’s green ‘curtain’ dress from _Gone with the Wind_ and the ‘little black dress’ for Holly Golightly in _Breakfast at Tiffany’s_, through to contemporary Hollywood releases including _Titanic, Brokeback Mountain, The Iron Lady, _and _The Dark Knight Rises_.

For its Australian premiere, we worked with prominent filmmakers Jan Chapman, Catherine Martin, and Baz Lurhmann, to feature never before exhibited costumes from _Bright Star_ and _The Great Gatsby_.

Ian Burns
In the Telling

Australian artist Ian Burns brought his inventive sensibility to bear in his ‘meta-cinematic’ exhibition, *In the Telling*.

Featuring a network of close-circuit kinetic sculptures that worked together to create live video footage inside the gallery, the exhibition invited audiences to suspend their disbelief and behold a moment of cinematic cliché and excess.

The centrepiece of the exhibition was the five-part sculpture *anywhere and here* (2012), which was commissioned by ACMI.

*Ian Burns: In the Telling* was presented in partnership with Experimenta Media Arts.

Gallery 2
24 July 2012 – 20 January 2013
Free Entry
Warwick Thornton
Mother Courage

Mother Courage, by acclaimed filmmaker and artist Warwick Thornton, was an immersive film installation that explored cultural displacement and the tensions between contemporary urban and traditional Indigenous lifestyles. Based upon Bertolt Brecht’s play Mother Courage and Her Children, it offered a striking exploration and poetic perspective of Indigenous life in Australia.

Mother Courage was co-commissioned in partnership with dOCUMENTA 13.

Below and right: Warwick Thornton
Mother Courage Exhibition installation view
The inaugural Ian Potter Moving Image Commission, a joint initiative of The Ian Potter Cultural Trust and ACMI, attracted a strong and diverse range of submissions by mid-career artists from across Australia when applications opened in July 2012.

Proposals were assessed by a panel chaired by ACMI Director, Tony Sweeney, and comprising Annette Blonski, freelance script editor; Lucy Guerin, Artistic Director of Melbourne-based dance company Lucy Guerin Inc; Victoria Lynn, Director of Tarrawarra Museum of Art; David Rosetzky, artist; and Katrina Sedgwick, Head of Arts for ABC TV. Lady Potter AC acted as special advisor to the judges.

In December 2012 Australian artist Angelica Mesiti was announced as the inaugural commissioned artist, receiving $100,000 to produce a world premiere multi-channel installation, *The Calling*, which will debut in ACMI’s Gallery 2 in February 2014.

Film

We present the best films from around the world, providing unique cinematic experiences, and we’re home to a huge array of film festivals for diverse audiences.
Clockwise from top: Detropia (2012), Joan Crawford, Archangel (1990), Home (2008), The Divorcee (1930), Mon Oncle (1958), Elevator to the Gallows (1958)
Focus On

In our respected and much-loved flagship film program, we shine a spotlight on the auteurs of cinema, legendary actors, genres and themes. This year we presented four sophisticated compilations of films, each reminiscent of a short film festival.

In Nocturnal Transmissions: The Cinema Of Guy Maddin, we paid tribute to a director whose output celebrates the tactility of the medium, continually delivering inventive and eccentric films that fascinate lovers of cinema.

Honey, I’m Home: Visions Beyond the White Picket Fence explored cinematic representations of home across a range of genres, from comedy and satire, to psychological horror and absurdist fable.

Focus on Jeanne Moreau charted the French actress’ rise to stardom over a single, intense decade.

As a companion to Hollywood Costume, Gowns by Adrian: Dressing MGM’s Leading Ladies showcased one of the most successful costume designers of Hollywood’s Golden Age, Adrian, whose stunning designs adorned Metro-Goldwyn-Mayer’s most glamorous stars including Joan Crawford and Greta Garbo.
First Look

First Look is our celebrated program of exclusive monthly screenings of new films and restored classics.

Highlights of the past year include the digital restoration of Otto Preminger’s *Bonjour Tristesse* (1958), and the Australian premieres of Bernardo Bertolucci’s latest drama, *Me And You (Io E Te)* (2012), and Michel Gondry’s new documentary, *The We And The I* (2012). We also presented the Australian Premiere of *The Story of Film: An Odyssey* (2011), Mark Cousins’ passionate ode to cinema. This epic fifteen hour, six continent, wild ride from the silent era to the digital age screened in five parts.

Long Play

Through our Long Play seasons we champion new titles by offering audiences extended seasons.

Throughout 2012/13, we exclusively presented eleven exceptional titles:

On Film

Our On Film seasons are mini-focus seasons weaving together features, shorts and documentaries.

This year we programmed; Of Paupers And Gentlemen: Charles Dickens on Film, a season featuring five distinct screen adaptations based on the classic literature of Charles Dickens, coinciding with Melbourne’s winter celebrations of cinema and literature; First Peoples Cinema, tracing the development of Indigenous cinema across continents; Jazz On Film, celebrated the unsung heroes of the musical genre through documentary; Deep in Vogue: Fashion on Film for the cultural program of Melbourne Spring Fashion Week; and Deeper In Vogue: Fashion on Film as part of the L’Oreal Melbourne Fashion Festival.
Special Seasons

Programs which spotlight the oeuvre of established directors.

This year we celebrated the feature films of Asghar Farhadi, who has quickly become recognised as a master filmmaker both internationally and within his native Iran, as well as Italian auteur Marco Bellocchio, one of Italy’s most stylistically inventive and politically attuned filmmakers.
Australian Perspectives

Australian Perspectives frames contemporary Australian filmmaking alongside archival classics and special presentations.

2012/13 highlights included; the Melbourne premiere of Mongolian Bling (2012), a record of the vibrant hip hop scene in Mongolia by Melbourne filmmaker Benj Binks; Kathleen Ferrier (2012), a fascinating documentary shedding new light on the British singer’s remarkable life, directed by Melbournian Diane Perelsztejn; and spotlights on acclaimed Australian director David Hannay, and Australian-born Oscar-winning costume designer Orry-Kelly.
Seniors’ Cinema

Seniors’ Cinema is our hugely popular year-round program of international narrative and documentary cinema for mature tastes.

Highlights of the past year include the Melbourne premiere season of the digitally restored Oscar-winning classic, *The Quiet Man* (1952), the annual Seniors’ Film Festival, and the complementary screening program for *Hollywood Costume*.

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Kids’ Flicks

This ever-popular weekly film program delivered a sensational year of live action films and animations from around the globe, delighting kids and adults alike.

Due to popular demand, this year we added more Kids’ Flicks sessions than ever before. Highlights of the program included the exclusive Australian season of *Kooky* (2010), a mix of live action and puppetry directed by award-winning Czech director, Jan Sverák; French animation *A Monster in Paris* (2011) which screened in 3D; and ‘by request’ we screened animated favourites *Ponyo* (2008), *Spirited Away* (2001), and *The Aristocats* (1970).
In partnership with Melbourne Music Week, we co-presented Playing Under the Influence, exploring the personal impact of film on three musicians, Tex Perkins, Clare Bowditch, and Chris Bailey. We also co-presented Cinemix, live score performances for screenings including the sold-out Suspiria (1977) performed by Goblin and I Am Eleven (2011) performed by Nick Huggins.

As part of Experimenta Speak to Me, we presented Philip Brophy: Kissed (1964-2008), a live score accompaniment to Andy Warhol’s silent film series Kiss (1964), by musician Brophy.

In February 2013, the centre of Melbourne came alive for the inaugural 24-hour White Night festival. Our dusk ‘til dawn program drew a whopping 27,144 visitors through the doors. The program included screenings of 101 Zombie Kills (Cent une tueries de zombies) (2012), Andy Warhol’s 13 Most Beautiful (2001), and The Secret History of Everything, alongside our hugely popular workshop, Classic Screen Tests, allowing visitors to film a scene from one of 12 iconic films and then share it with their family and friends on YouTube.
Public Programs

Our public programs ignite the creativity and curiosity in all of us. From the tactile to the academic, debate to performance, in person and online, we aim to provide experiences that inform, inspire, entertain, and challenge visitors of all ages and abilities.
Desert Island Flicks

Our popular Desert Island Flicks program provides audiences with an incredible array of fascinating ‘castaways’ who reveal the personal stories behind their top five flicks – the only films they could pack if banished to a desert island.

Our 2012/13 castaways were:

Dan Sultan - Award-winning musician (Male Artist of the Year, ARIA Awards)

David McAllister AM - Artistic Director of The Australian Ballet

Neville Page - Award-winning designer, illustrator and creature designer (Avatar, Prometheus, Star Trek)

Paul Capsis – Award-winning Australian singer, actor and cabaret star
Live in the Studio

Live in the Studio celebrates the cult of television for audiences of passionate and fanatical devotees. We present industry experts, commentators, and aficionados for a series of entertaining and stimulating live talks, screenings and performances all about television and those who create it.

In 2012/13, the program covered:

- Game Of Thrones – Let The Games Begin
- Boxcutters present: When TV Goes Wrong
- ‘It’ Girls
- Not-So-Live in the Studio: Examining The Walking Dead
- Queering the Small Screen Pt II
Intermix

Intermix is a dynamic program of events aimed at engaging 15-20 year olds. Through workshops and interactive talks, Intermix connects young people with practicing artists, cultural thinkers and media makers, to create a space to contemplate, experiment, and create moving image culture in an intimate and supportive environment.

In 2012/13, Intermix presented a diverse range of events, engaging young people with multiple disciplines of creative practice including; visual effects, cinematography, lighting, film criticism, independent film and event production.

Proudly supported by the Ian Potter Foundation.
ACMI Hothouse — Tall Poppies Grow Here

Funded by the Victorian Government, ACMI Hothouse develops the creative talents of promising Victorian students in years 10 to 12, providing invaluable hands-on experience, industry contact and lifelong career inspiration.

In 2012/13 the Hothouse theme was Narrative Filmmaking, designed to coincide with the Hollywood Costume exhibition.

Working with real actors, producers, directors, and other industry professionals, the group produced two high-quality short films across the week long intensive workshop, culminating in a screening event.

Here’s what participants had to say:

“A lot of fun, wish I could do it every day”

“It was a really intense challenging week but it gave a real feel for what it is really like to work under pressure in filmmaking”

“I would do it again in a heartbeat!”
Education

Our education team aims to inspire, intrigue, excite and challenge students, teachers and parents through deeply engaging and relevant programming. We achieve this through a combination of on-site and online programs, delivering unique, curriculum-focused programs for students and teachers, including film screenings, discussions, lectures, workshops, and exhibition tours.

Screenings, Lectures and Seminars

Our screening, lecture and seminar programs focus on selecting, exploring and analysing moving image content that enriches the learning experience for teachers and students from pre-school to tertiary. This increases recognition of screen-based and digital media texts in the development of contemporary literacy skills, from texts for VCE students to genre focused programs for students in primary and lower secondary school. This year we offered more than 100 film and talk programs in our cinemas, adapted to the new Australian Curriculum.
Screen It

Screen It is Australia’s largest national film, animation and videogame making competition for primary and secondary students. Designed to encourage imagination and inventiveness, Screen It fosters a new generation of young media makers.

The 2012 competition received 398 entries, engaging 1281 students nationwide, across the categories live-action films, computer games and animations. Students are required to incorporate the annual theme, which in 2012 was ‘belonging’. Special prizes were offered for those who also addressed the issue of bullying.

“I found some talents in the kids that probably wouldn’t have been discovered if they hadn’t had this opportunity. They also learnt a lot about themselves because your themes really get them thinking about important issues.”

— Teacher of Screen It winning entry
“Entering the Screen It competition was a fantastic buzz. We made the film for ourselves but being able to share it with a wider audience was very satisfying. Having our hard work acknowledged by ACMI was like the icing on the cake.”

— Teacher of Screen It winning entry
Digital Storytelling

Our internationally recognised Digital Storytelling program delivers a variety of workshops offering opportunities for communities to produce meaningful first-person stories in a simple yet creative way.

Participants create personally narrated autobiographical ‘mini-movies’ using computers, cameras, scanners and photos to produce a short film that can be shared with family and friends.

This year, we collaborated with the Country Fire Authority (CFA), through the Attorney General’s Department, to produce digital stories capturing the personal and collective experiences of the fire fighters who battled the Black Saturday fires. These films formed part of a national education kit supporting teachers in engaging their students in natural disaster reflection and readiness.

We also worked with Parks Victoria to capture important stories about protected marine parks.

As an extension of our previous collaboration with the Attorney General’s Department, we created a film-based education resource kit for teachers to use in preparing students for dealing with natural disasters.

2012 saw the conclusion of a four-year Digital Storytelling project in association with the Victorian Government, Shrine of Remembrance and the Returned Services League (RSL) to capture the personal stories of Victorian Veterans of War.

“This workshop proved what our organisation is all about: true friendships, character building, and the ability to help our community in time of need, and historically it will also become a great wealth of knowledge in years to come.

I must compliment ACMI for the very professional and efficient manner in which they carried out their duties. Nothing was too much trouble and their guidance and advice was of the highest standard.”

— Country Fire Authority (CFA) Digital Storytelling Project Participant
ACMI in the Regions

We regularly partner with organisations and individuals in regional Victoria, with the support of Arts Victoria’s Touring Victoria program, to develop mini-video portraits featuring local people which contribute to a collective archive of community memory through the moving image.

In 2012/13 18 films were created for the regional centres of East Gippsland and Wangaratta in total involving 95 individuals and 13 community groups.

Premiere screenings in the region drew almost 500 locals, and films are made available for public viewing on our website and in the Australian Mediatheque.
The Australian Mediatheque serves as the on-site access point to the wealth of content in the ACMI Collection, and the collections of the National Film and Sound Archive and our content partners, which include commercial and public broadcasters, film schools and universities.

This year, our specially curated View On-demand packages included rich content to accompany our exhibition programs, ACMI in the Regions mini-documentaries, spotlights on Melbourne filmmakers, and a series of seven titles from the Australian War Memorial celebrating the Centenary of Canberra, among others.

**Australian Mediatheque Highlights 2012/13:**

- 24,300 people visited the centre
- 8,500 hours of digital content was viewed
- 39,250 individual titles were viewed
- The average time a visitor spent viewing material was 44 minutes
- 95% visitor satisfaction
Membership

A refreshed membership offer was launched in 2013 featuring benefits such as free and discounted tickets, exclusive invitations to events, previews and screenings, and discounts on parking, film festival screenings, parking, at the ACMI Store and Optic Kitchen & Bar, and special offers from our program partners.

Our Corporate Member program offers generous discounts on venue hire, inter-changeable courtesy cards and privilege packs for staff, exclusive invitations, and complimentary cinema and exhibition passes.

Diversity

Every year, we engage broad audiences through a myriad of culturally diverse programming. This allows our visitors to enrich their view of, and connection to, other cultures and societies from across the world, while celebrating what is unique about the Australian identity.

We do this through screening Australian and international moving image content in our film programs and those of our festival partners, and through our public and education programming, including talks, forums and workshops.

We empower people through partnership projects that allow women, Indigenous and young people to share and archive personal and community stories in our Digital Storytelling program, and we advance the role of women as moving image practitioners through our film, public and education programs.

In 2012/13, we programmed 64 foreign titles in 23 languages from 22 countries. Through both our programming and our marketing and communications activities, we connect deeply with Culturally and Linguistically Diverse (CALD) communities across Australia and the world.
Partners and Supporters

As a Victorian public institution, our base funding allows us to deliver on our core role and responsibilities. We also rely on the generous support of our donors, corporate partners and philanthropic trusts and foundations to ensure the continued delivery of our public offers and augment our capacity to introduce new programs.

We would like to take this opportunity to thank all of our partners and donors for their generous support over the past year – without it, our year of record achievement would not have been possible.

Our Partners

Partners provide us with much-needed additional financial and in-kind support for the delivery of our major exhibitions and associated public programs. Partners help offset the significant costs of staging our exhibitions and they extend the frequency and reach of our marketing and communications campaigns. They also offer us access to their own audiences, employees, and networks, which assists us in driving audience attendance.

Fundraising

In 2012/13, our Development team focussed on fostering a culture of giving amongst our visitors and supporters, specifically linked to our 10th Birthday. This year, we introduced fundraising through a range of online channels and active appeals including the installation of a donations box in Screen Worlds, the production and distribution of the Support ACMI brochure, and the provision of an online donations facility.
ACMI-wide Partners

In 2012/13, our ACMI-wide partners were:

- Mitsubishi Electric Australia
- ACCOR (Ibis) and Sofitel Melbourne on Collins
- TarraWarra Estate
- Braithwaite, Steiner, Pretty

Exhibitions Partners

Ian Burns: In The Telling
Experimenta

Warwick Thornton: Mother Courage
City of Melbourne
Sidney Myer Fund

Candice Breitz: The Character
Accor
Melbourne Airport
Sofitel Melbourne on Collins

Candice Breitz Program Partner
Naomi Milgrom AO

Hollywood Costume

Official Partners
City of Melbourne
Melbourne Airport
Tourism Victoria
Virgin Australia
V/Line
Warner Bros
Westfield Shopping Centres (Doncaster, Fountain Gate, Southland and Geelong)
Yarra Trams

Accommodation Partners
ACCOR
Sofitel Melbourne on Collins

Supporting Partners
Rose Chong Costumiers

Media Partners
774ABC
APN Outdoor
Avant Card
The Age

Hollywood Costume Program Partners
Naomi Milgrom AO
United States Consulate General Melbourne

Game Masters: The Exhibition

Principal Partners
Alienware
AIE
BigWorld
Mitsubishi Electric Australia

Official Partners
City of Melbourne
Melbourne Airport
Sony PlayStation
Tourism Victoria
Yarra Trams

Accommodation Partners
ACCOR
Sofitel Melbourne on Collins

Media Partners
AvantCard
Gamespot AU
Herald Sun

Digital Program Partners
ABC
Creative Innovation

Game Masters Public Program Partners
Film Victoria
Ian Potter Foundation
Japan Foundation

Program Support

This year we received invaluable support towards the development and delivery of a wide range of programs, strengthening our relationships with trusts and foundations, consuls and embassies, government and individual donors.

In 2012/13, we would like to acknowledge the following:

The Ian Potter Foundation for:
- A 10-year commitment through the The Ian Potter Moving Image Commissions with ACMI
- A 2-year commitment to Intermix, our public program for young creatives

The Victorian Government’s Department of Business and Innovation for its four year commitment to ACMI’s Hothouse program

Screen It! 2012
Department of Education and Early Childhood Development
Bullying, No Way!
Mitsubishi Electric Australia
Madman Entertainment

Screen It! 2013
6A Foundation
Bullying, No Way!
Madman Entertainment
Mitsubishi Electric Australia
Sony Playstation
SYN Media

Content Partners

- Australian Mediatheque
- ABC Television
- Australian Children’s Television Foundation
- Australian Film Institute (AFI)
- Australian Film, Television and Radio School (AFTRS)
- Australian War Memorial
- Channel 7
- Channel Nine
- Film Victoria
- Foxtela
- Melbourne University Faculty of the VCA and Music
- National Film and Sound Archive (NFSA)
- Network Ten
- RMIT University
- SBS Television
- Screen Australia

Film Festival Partners

- Blak Nite Cinema
- Friday on My Mind
- Golden Koala Chinese Film Festival
- Hola Mexico Film Festival
- Human Rights Arts and Film Festival
- Indian Film Festival Melbourne
- Indonesian Film Festival
- Japanese Film festival
- Korean Film Festival In Australia
- La Mirada Film Festival
- Little Big Shots
- Melbourne Cinematheque
- Melbourne Festival
- Melbourne Filmoteca
- Melbourne International Animation Festival
- Melbourne International Film Festival
- Melbourne Queer Film Festival
- Melbourne Writers Festival
- Red Hot Shorts
- Top Screen
- VCA Graduate Screenings
Visitor Services

First impressions are paramount to the visitor experience at ACMI and our Visitor Services and Volunteer team has this front of mind when providing excellent customer service to everyone who walks in the front door, picks up the phone, or drops us an email.

The team is committed to ensuring visitors receive a warm welcome on arrival and that they leave us having had a fantastic and rewarding cultural experience.

The consistent high standard of customer service delivered by the team was recognised when two of our long-term Visitor Services Officers, Egmont Contreras and Katy Gillies, each received Federation Square Customer Service Excellence Awards.

“The biggest, biggest, biggest thank you. Your staff were utterly wonderful and amazing, kind, caring and considerate.”

— Visitor to Hollywood Costume
Volunteers

In 2012/13, almost 10,700 volunteer hours were delivered by our team of over 100 volunteers – an enormous contribution that extends and enhances our program delivery and enriches the visitor experience. Our volunteers bring enthusiasm, life experience, skills, and knowledge to their role and to the teams in which they support.

Federation Square Customer Service Excellence Awards were this year awarded to two of our Volunteers; Noeline Mitchell and Katrina Liat, who has received this award twice.

Volunteers recognised for their individual contributions over the course of this year include Les Burlock, the recipient of an Arts Victoria Volunteer Certificate of Appreciation. Long time volunteers Connie Gale, Lauren McLeish and Shirley Mutimer, all reached their 1500 hour milestone and Paul Fuller marked 800 hours of service.

“I’ve been with ACMI for ten years now and love my work. When I retired from teaching, and deciding what to do with the rest of my life in order to keep active and intellectually involved, I decided that volunteering was exactly my sort of challenge.”

— Wendy McNabb, Volunteer since day one
ACMI Store

The ACMI Store continued to build a reputation for offering exclusive products related to the moving image and pop culture, with a concentration on Australian made and based suppliers.

ACMI Events

The ACMI Events team provides specialised services to assist internal stakeholder events and external hire clients with launches, conferences, cocktail parties, and opening nights. The team presides over ten diverse and flexible spaces available for corporate and private hire, screen culture events (including major festivals) and other functions.
Optic Kitchen & Bar

Optic Kitchen & Bar provides visitors with a range of dining experiences with a seasonal, contemporary menu featuring the best quality local produce and a selection of charcuterie. It also features as a private function space for special events.

Sustainability

We have a strong commitment to reducing our environmental impact through innovative management of our business operation and by adopting best practice wherever possible. A two-fold strategy drives our commitment:

— Reduce our Greenhouse Gas (GHG) emissions – lower wastage, review and improve operations and reduce energy use, including power and water

— Mitigate our GHG emissions – by purchasing Green Power

We take detailed measures to ensure we are as sustainable as possible in particular in the areas of resources consumption, operations, technology and transport. Our initiatives aim to reduce, control, and measure consumption across our operations.

We continue to work with Arts Victoria on Greening the Arts, which is identifying and implementing cross Arts sector and ACMI specific sustainability initiatives, and we collaborate with Federation Square as part of the Greener Building Program.
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Bambra Press
Serious about print. Seriously.

K.W.Doggett Fine Paper

Longbottom Digital Papers

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