



# 2022

## AIFF & FIN PROGRAMS ANNUAL REPORT

**FIN FIN FIN FIN FIN**

ATLANTIC INTERNATIONAL  
FILM FESTIVAL

PARTNERS

KIDS

MAKERS

OUTDOOR

**FIN STREAM**

# TABLE OF CONTENTS



03	LETTER FROM THE CHAIR
04	LETTER FROM THE EXECUTIVE DIRECTOR
05	BOARD OF DIRECTORS & STAFF
08	ATLANTIC INTERNATIONAL FILM FESTIVAL
14	FIN PARTNERS
18	FIN KIDS FESTIVAL TOUR & YOUTH FILM COMPETITION
21	FIN OUTDOOR
23	2022 PROFILE PROJECTS
25	ORGANIZATION HIGHLIGHTS
29	AIFF & FIN PATRONS, PARTNERS AND SPONSORS
31	FINANCIAL STATEMENTS

# LETTER FROM THE CHAIR OF THE BOARD



**CHRISTENA MCISAAC**

Board Chair

*On behalf of the entire Board, thank you all for your continued support. We are looking forward to seeing you in person again later this year.*

I am delighted that we were able to gather together again at the 2022 Atlantic International Film Festival to celebrate world-class programming from Atlantic Canada and beyond. Thanks to the hard work of the AIFF team, the Festival continues to provide an exceptional audience experience, connection with the Atlantic Canadian film industry and an opportunity to see the best content coming out of the region.

FIN Partners and FIN Kids were also back in person in 2022! Welcoming FIN Partners delegates back to Halifax for the first time since 2019 was truly a highlight of 2022.

We were also extremely fortunate to welcome Martha Cooley as FIN's next Executive Director in 2022. Martha's strong connection with the film industry has proven to be an asset to FIN and all of its programs and I am confident the organization will continue to thrive under her leadership.

It was another year full of change and the entire AIFF team adapted and rose to every challenge. The Board is grateful for all of their hard work and dedication to what we do. It is exciting to think about what the next year will bring.

As we look ahead to the 43rd Festival, we are more thankful than ever for the support of our government, corporate and individual community partners. Your commitment to AIFF and all of its programs is what has allowed our organization to navigate a period of change and uncertainty.

On behalf of the entire Board, thank you all for your continued support. We are looking forward to seeing you in person again later this year.

# LETTER FROM THE EXECUTIVE DIRECTOR



**MARTHA COOLEY**

Executive Director

*Thank you to the ongoing commitment from the staff, board and volunteers in ensuring that AIFF continues to fulfill its role as a curator and champion of local and global cutting-edge cinema.*

After two years of online and hybrid events, the 42nd Atlantic International Film Festival was a fully in-person event, including full-capacity screenings, live Q&As, receptions, parties, industry events and panels. FIN Partners, our industry co-production market, also returned to a live event for the first time since 2019, welcoming delegates from around the globe and celebrating its 25th anniversary, with a spotlight on Canadian producers.

I joined the AIFF team as Executive Director in late April of 2022, and received a warm welcome from the Festival's long-term employees, returning contract workers, volunteers and a committed and engaged board. We made the decision in early June to move forward with our full slate of annual activities including: FIN Outdoor with the "Summer of Sarah Polley," the RBC Script Development Program, the FIN Kids Festival Tour and FIN Kids Stream, CBC's Reel East Coast and the FIN Kids Film Competition.

In addition to our in-person programming, we continued to offer FIN Stream at AIFF 2022, providing access to the majority of our Atlantic Canadian content online to audiences throughout Atlantic Canada.

Some new priorities for the 2022 Festival included: creating a Code of Conduct; striking an accessibility committee to address access issues; updating our screening contracts to pay artist fees across the board; and creating a series of professional development panels as part of our Festival events.

The effect of COVID-19 continued to be felt at the Festival itself in terms of staff and audience infections. Attendance and box office revenue were lower than our last in-person year (2019), likely due to multiple factors including COVID hesitancy, viewing habit changes and reductions in content availability. Fortunately, we once again received additional support earmarked for reopening from Telefilm Canada, which allowed us to offer our full slate of in-person events without dipping too far into our accumulated surplus.

Holding a full in-person event was an important restart for AIFF, and it has allowed us to reset our benchmarks and reconnect with audiences, filmmakers and community partners. As we look towards the coming year, we are excited to engage in a number of significant projects that will set us up for future success including a strategic plan, an audience development project and a rebrand.

Thank you to the ongoing commitment from the staff, board and volunteers in ensuring that AIFF continues to fulfill its role as a curator and champion of local and global cutting-edge cinema.



## BOARD OF DIRECTORS

### EXECUTIVE

CHAIR  
Christena McIsaac

VICE-CHAIR  
Marc Reardon

SECRETARY  
Sanjeev Pushkarna

TREASURER  
Brad Olsen

### OFFICERS

Liz Rigney  
Megan Ory  
Kellie Manning  
Shawna Hughes  
Ann Bernier  
Ian Murphy

### LIFETIME EX OFFICIO

Donald McDougall  
Bill Niven

## ATLANTIC FILM FESTIVAL ASSOCIATION EMPLOYEES

### STAFF

Martha Cooley  
Jason Beaudry  
Alex Brundige  
Craig Cameron  
Nadine d'Entremont  
Wade Betts  
Marcin Modzynski  
Danny Morton  
Morgan Salter  
Wayne Carter

### CONTRACT STAFF AND CONSULTANTS

Ryan Blair  
Pat Martin  
Dusty Keleher  
Eric Miller  
Chris Geworsky  
Wendy Phillips  
Shayna Young  
Jacqueline McManus  
Chrissy King  
Allison Basha  
Sean Galway  
Nathan Wisnicki  
Britt Curran  
Matthew McNeill  
Greg Jackson  
Jordan Beuckx  
Andrew Neville  
Brayden Swain  
Keenan Livingstone  
Ratna Dhaliwal  
Dane Richard

# EXECUTIVE SUMMARY

FIN began as a tiny, grassroots operation in St. John's, Newfoundland in 1981, relocating to Halifax the following year. Over four decades later, FIN is firmly established as one of Canada's premier film festivals and is now a year-round celebration of the artistry, education and the industry of independent film.

If 2021 was a stepping stone in a return to normalcy after the pandemic in 2020, then 2022 was the continuation of that with even bigger steps. We were able to return to full capacity, in-person screenings as well as bring back various events such as galas and receptions, and even introduce some new initiatives like the industry panels. FIN Stream returned for its third year, offering a selection of our regional films exclusively to Atlantic Canada, making this our second year in a row as a hybrid film festival.

However the reality was that things weren't back to normal, and in some senses there will never be a full return to the way things were before 2020. Attendance across all FIN programs was reduced, likely due to a number of factors, top of which were people not being ready to return to cinemas and also a shift in people's viewing habits, aka watching content at home via streaming services. Although the immediate danger of the pandemic has essentially passed, many of these impacts remain and will likely continue to do so. Additionally some major internal staffing changes contributed in making 2022 an ongoing year of transition, including the departure of Wayne Carter as Executive Director with Martha Cooley taking on the key role.

The FIN Kids Youth Film Competition had its third year online, while the FIN Kids Festival Tour (renamed FIN Kids Stream for its online version) went hybrid for the first time ever, offering in-person screenings and workshops in select Nova Scotia communities in the fall, and later available streaming online on the dedicated FIN Stream platform.

Both FIN Partners and FIN Outdoor returned to in-person events for the first time since 2019, at The Lord Nelson Hotel and the Halifax Public Gardens respectively. FIN Partners celebrated its 25th anniversary in 2022, with a focus on just bringing together Atlantic Canadian talent and international delegates from the rest of Canada, North America and the world. FIN Outdoor went a different direction with

our Summer of Sarah Polley theme, showcasing films that align more with what we typically show at the main Festival in September as opposed to blockbusters, cult classics and family favourites. While the theme was well-received, the turnout was notably smaller than previous years pre-pandemic, likely a combination of screening lesser-known films and people's ongoing hesitancy to attend public events in groups.



Our cornerstone event, the Atlantic International Film Festival, took place mid-September as always and returned as a full film festival experience for the first time since 2019, with galas, receptions and industry events in addition to full capacity film screenings with special guests in attendance in person, offering on-site introductions and Q&As. All films screened at Cineplex Cinemas Park Lane in Halifax along with select industry events, and other venues for AIFF events included The Lord Nelson Hotel, The Waegwoltic Club, the Light House Arts Centre, Cable Wharf and more. FIN Stream was once again available exclusively in Atlantic

# ABOUT FIN

Canada for the same eight days as the AIFF, featuring a selection of our Atlantic Canadian films.

This marked the second year of a hybrid film festival, and the first full festival since 2019- in essence the largest scope of any AIFF in recent history. An ambitious undertaking in any year, much less in a year that was still feeling the aftereffects of the pandemic, including impacting AIFF staff during the Festival and rendering many unable to work. New leadership brings with it a new vision and new directions, a natural evolution of the Festival, but such transitions take time to be fully realized and that will be seen and felt well into 2023 and beyond. Although 2022 attendance was similar to the limited capacity Festival of 2021 despite there being no screening or event limits, it was an important year in the multi-year effort to build up the AIFF to former levels under new guidance and usher in a new era.

Overall and year to year, the scope of FIN's programs and activities are developed to be expansive in their audience reach; engage and inspire volunteer and community partners; foster interest in film as a creative medium for storytelling, creative expression and career possibilities; celebrate and recognize excellence in filmmaking, and nurture unparalleled opportunities for economic and cultural development in Nova Scotia. **We facilitate opportunities to come together through our year-round range of activities that include:**

## ATLANTIC INTERNATIONAL FILM FESTIVAL

Presentation platform for nearly 200 independent films from Atlantic Canada, Canada, and around the world; the AIFF increases cultural access and is a champion of creativity and innovation. Festival programs include the AIFF Atlantic Awards, RBC Script Development Program, Script Pitch Program, Industry Panels and more, all of which nurture Atlantic Canada's film industry through development and recognition initiatives.

## FIN STREAM

Utilizing streaming platform Eventive, FIN Stream offered 15 screenings of Atlantic Canadian films from the AIFF22 program available online exclusively in Atlantic Canada. Participants could buy single tickets

or passes, with Gala films available for 24 hours and all other offerings available for the full 8 days of the festival to anyone in the region with a streaming-capable internet connection.

## FIN PARTNERS

Canada's top international co-production/co-financing market, focusing on film, television, and digital fiction. FIN Partners strengthens the film industry with a focus on developing Atlantic Canadian content with over 100 top regional, national and international industry players; 1-2-1 meetings, keynotes, and panels.

## FIN OUTDOOR

Free summertime outdoor screenings taking place in Halifax's spectacular Public Gardens and other locations throughout Nova Scotia. After a two-year absence, FIN Outdoor returned with the Summer of Sarah Polley, featuring four films from the Canadian favourite as both actor and director.

## FIN KIDS FESTIVAL TOUR & YOUTH FILM COMPETITION

Strengthening and expanding cultural education for young people across Atlantic Canada, FIN Kids actively promotes equity, cultural and social awareness. The Festival Tour accomplishes this through its touring film program, hands-on media workshops with regional film professionals, while the FIN Kids Youth Film Competition offers any Atlantic Canadian youth aged 18 and under the chance to submit a film five minutes or less for free to be evaluated by a panel of local film industry professionals.

## FIN KIDS STREAM

The 2022 FIN Kids Youth Film Competition took place on the FIN Stream platform, where viewers could watch the finalist videos with an option to vote for the People's Choice. The 2022 FIN Kids Festival Tour utilized the Eventive streaming platform to offer online film screenings and virtual learning experiences to experience the wonderful world of moviemaking over the course of five days in the fall, after the conclusion of the in-person portion of the program.

**FIN'**

**ATLANTIC INTERNATIONAL  
FILM FESTIVAL**

**FIN' STREAM**



The Atlantic International Film Festival returned to its full slate of events in 2022, including parties, panels, and celebrations. Our programming was curated with the understanding that it would likely be a multi-year climb back to pre-pandemic audience levels. While the attendance of Festival events was still diminished by the pandemic, overall audience satisfaction with our activities, as measured through our post-festival survey, was the highest in recent memory. Given this favourable and affirming feedback, it is our hope that the 2022 AIFF program will set the stage for a tiered return of attendance to pre-pandemic levels in 2023 and onward.

The 2022 Atlantic International Film Festival returned to cinemas this year at full capacity. As was the case in 2021, all in-person film screenings for the 2022 Festival took place at Cineplex Cinemas Park Lane, with seating assigned at the time of ticket sale. Unlike in 2021, however, we did not limit attendance or enforce social distancing. Staff, volunteers, and Cineplex employees remained under a mask mandate, but mask-wearing was voluntary for filmmakers and guests based on personal comfort level.

For patrons who were either still not comfortable with in-person events or unable to attend for other reasons, we offered FIN Stream, featuring selected Atlantic Canadian productions geo-blocked to the Atlantic region.

Our Opening Night Gala Presentation on September 15 was *BROTHER*, a profound depiction of the Canadian immigrant experience as well as a timely story about the deep bond between siblings and the resilience of communities. Adapted by acclaimed filmmaker

Clement Virgo from the award-winning novel by David Chariandy, *BROTHER* is regarded as one of the most important Canadian feature films of 2022. Opening Night also saw the eagerly anticipated return of the Festival's Welcome Reception, hosted at the Lord Nelson Hotel, and the time-honoured Opening Night Party, hosted by The Waegwoltic Club. After multiple years of pandemic restrictions, the audience appreciation for the return of these celebratory and community-building events was unmistakable.

Opening Night festivities were attended by Clement Virgo along with producers Damon D'Oliveira and Aeschylus Poulos, who also participated in FIN Partners events during their time as guests of the Festival. Having high-profile guests increases the audience experience at the Festival's events, and in many cases assists in event promotion through enhanced media exposure. Hosting guests for film presentations also provides key support to the Canadian

# PROGRAMMING

film industry. 2022 saw an impressive return to form in terms of filmmaker attendance, with over 50 guests participating in feature film introductions and Q&A sessions, along with over 60 filmmakers participating in the presentation of short film programs. This added considerably to the atmosphere surrounding the Festival, following multiple pandemic restricted years, and further substantiates the unique and interactive nature of the event in terms of value to an audience.

Friday, September 16 marked the first full day of film screenings and events, as has become Festival tradition, anchored by the Atlantic Gala Presentation of **BERNIE LANGILLE WANTS TO KNOW WHAT HAPPENED TO BERNIE LANGILLE**, a documentary about a grandson seeking insight into the death of his military corporal grandfather. The miniature sets used in the film were also on display during the Atlantic Gala Party at the Cable Wharf Kitchen & Patio, to give attendees an extra special sneak peek into the mysterious circumstances surrounding the story.

Friday's full day of screenings and activities also set the model for the remainder of the event, with a broad and diverse range of offerings. Over the weekend, the volume of screenings and activities increased, with strong turnouts for regional, Canadian, and international selections. We once again provided an eagerly anticipated international title, Park Chan-



wook's **DECISION TO LEAVE**, as the Saturday Gala. Weekend activities also saw the presentation of a wide selection of short films, which are both an invaluable opportunity for the development of emerging artists and a window onto the communities that make up a region. We ended the weekend with Sunday's CBC Reel East Coast Shorts Gala, featuring nine regional shorts on a range of topics. To prioritize accessibility, two ASL interpreters signed the Shorts Gala.

2022 also marked the return of industry partner receptions and events. Not only do events such as the WIFT-AT Reception and AFSCOOP's FILM 5 Party add to the lively atmosphere of the Festival, but they help celebrate filmmakers with work in the Festival as well as foster the development of the industry as a whole. Sunday, September 18 also saw the return of two essential activities that develop and celebrate artists. The Directors Guild of Canada's DGC Visionaries event returned in-person for the first time since 2019, featuring over a dozen regional and national filmmakers in conversation on a variety of topics. Following Visionaries was the 2022 RBC Script Pitch, part of the RBC Script Development Program. This year's program saw a summer's worth of workshops and mentorship from story editor Bretten Hannam culminate in five scripts being pitched by their writers for five minutes each to a group of Canadian producers. We also partnered with the National Film Board for an info session and an open house.



The Festival's weekday afternoons featured panels of local, regional and national filmmakers from underrepresented communities discussing important topics. Supported by the RBC Emerging Artist Project and Warner Bros. Discovery Access, these panels included topics such as "Subjects Matter: Ethics in Documentary"; "Content Warning: Challenging Themes in Filmmaking"; and "Punch(ing) Up: Comedy in Filmmaking", among others.

A poignant and important addition to this year's complementary activities was the Festival's hosting of the launch of *Activating the Archive: Margaret Perry's Nova Scotia Promotional Films*, including a screening of five of Perry's works, a reception at the Nova Scotia Archives, and a discussion with Dr. Jennifer VanderBurgh at Halifax Central Library.

Thursday, September 22 began the close of the Festival with the annual Linda Joy and AIFF Awards Ceremony. Co-presented by AFSCOOP, who announced the Linda Joy awards, and hosted by Good Robot, this year's ceremony announced a dozen Festival awards for Atlantic Canadian artists, including multiple prizes for both BERNIE LANGILLE WANTS TO KNOW WHAT HAPPENED TO BERNIE LANGILLE and Ashley McKenzie's QUEENS OF THE QING DYNASTY.

We closed out the Atlantic International Film Festival with Closing Night Gala WOMEN TALKING by Sarah Polley. Arrangements were made for Polley to attend the Festival; however, with an impending hurricane, Polley had to regretfully change her plans. Hurricane concerns, along with staff shortages due to illness, also subsequently led to the cancellation of the Closing Night Party. The silver lining to this cloud is that WOMEN TALKING screened as the Festival's Closing Night Gala Presentation to a sold-out audience, with Polley providing a pre-recorded introduction welcoming the audience to her "favourite festival". WOMEN TALKING lived up to the hype, with many audience members expressing its impact upon leaving the cinema and others continuing to sing its praises on social media.

## 2022 ATLANTIC INTERNATIONAL FILM FESTIVAL HIGHLIGHTS BY THE NUMBERS

# 15,662

total attendance for all film screenings, panels, receptions and events

# 110

screenings presented, featuring a total of 177 films (84 Atlantic films)

# 95

in-theatre screenings

# 15

online screenings

# 53%

of work by filmmakers who identify as female

# over 50

guests participating in feature film introductions and Q&A sessions

# over 60

filmmakers participating in short film program introductions

## FILM PROGRAM CATEGORIES

Gala Presentations  
Special Presentations  
Restored  
Feature Program  
Documentary Program  
Atlantic Short Film Programs & NextGen  
The Works of Margaret Perry  
Shorts: Canada and the World

## PANELS / INDUSTRY EVENTS / RECEPTIONS

Atlantic International Film Festival Welcome Reception  
Atlantic International Film Festival Opening Night Celebration  
Atlantic Gala Party  
WIFT-AT Reception  
DGC Visionaries  
RBC Script Development Program & Script Pitch  
Subjects Matter: Ethics in Documentary  
Public Archives of Nova Scotia Margaret Perry Reception  
AFSCOOP FILM 5 Party  
National Film Board of Canada Info Session  
Content Warning: Challenging Themes in Filmmaking  
National Film Board of Canada Open House

## Q&A SESSIONS WITH FEATURE FILM PRESENTATIONS

\*Atlantic Canadian Content

**BROTHER** - *Opening Gala Presentation*  
Featuring Clement Virgo (Director/Writer/Producer), Damon D'Oliveira (Producer), Aeschylus Paoulos (Producer)

**REVIVAL69: THE CONCERT THAT ROCKED THE WORLD** - *Documentary*  
Q&A featuring Ron Chapman (Director), Phyllis Ellis (Writer), Trish Dolman (Producer)

**BERNIE LANGILLE WANTS TO KNOW WHAT HAPPENED TO BERNIE LANGILLE\*** -  
*Friday Night Gala*  
Q&A featuring Jackie Torrens (Director) and Jessica Brown (Producer)

**BEFORE I CHANGE MY MIND**  
Q&A featuring Trevor Anderson (Director/Writer)

**SISTER DOROTHY MOORE: A LIFE OF COURAGE, DETERMINATION, AND LOVE\***  
// Screening with **THE INCREDIBLE VANISHING SISTERS IN THE DEATH OF THE GARDEN OF EDEN\***  
Q&A featuring Mary Jane Harkins (SISTER Director) and Sister Dorothy Moore (Subject)

**CATEGORY: WOMAN**  
Q&A featuring Phyllis Ellis (Director/Writer)

**THE YOUNG ARSONISTS**  
Q&A featuring Measha Brueggergosman-Lee (Cast/Musical Artist)

**BLACK ICE**  
Q&A featuring Hubert Davis (Director) and Mark Connors (Subject)

## THE SWEARING JAR

Q&A featuring Lindsay MacKay (Director), Tony Wosk (Producer), Jane Loughman (Producer)

## AND STILL I SING

Q&A featuring Fazila Amiri (Director/Writer)

## COMPULSUS\*

Q&A featuring Tara Thorne (Director/Writer) and Nicole Steeves (Producer)

## NTOLIWIS NIL WOLASTOQ (MY NAME IS WOLASTOQ)\* // screening with WHO WILL SING FOR ME?\*

Q&A featuring Nate Gaffney (WOLASTOQ Director)

## ALL THAT BREATHES

Q&A featuring Nicole Tomasic and James Gunvaldsen Klaassen (both from Ecojustice)

## ADULT ADOPTION

Q&A featuring Ellie Moon (Writer/Performer) and Kristina Esposito (Producer)

## THE ICE WALK\*

Q&A featuring Eliza Knockwood (Director)

## ROSIE

Q&A featuring Gail Maurice (Director/Writer) and Melanie Bray (Performer and Co-Producer)

## BONES OF CROWS

Q&A featuring Marie Clements (Director/Writer) and Trish Dolman (Producer)

## STAY THE NIGHT

Q&A featuring Glenn Cockburn (Producer)

## THE WORKS OF MARGARET PERRY\*

Q&A featuring a representatives from the Activating the Archive project

## RICEBOY SLEEPS

Q&A featuring Anthony Shim (Director/Writer/Performer), Choi Seung-yoon (Performer), Rebecca Steele (Producer) and Bryan Denmore (Producer)

## STELLAR

Q&A featuring Darlene Naponse (Director/Writer/Producer)

## THE WORK\*

Q&A featuring Daniel MacIvor (Director)

## QUEENS OF THE QING DYNASTY\*

Q&A featuring Ashley McKenzie (Director/Writer) and Sarah Walker (Performer)

## YOU CAN CALL ME ROGER\*

Q&A featuring Jon Mann (Director/Writer) and Chief Roger Augustine (Subject)

## DEAR AUDREY

Q&A featuring Jeremiah Hayes (Director/Writer) and Martin Duckworth (Subject)

## I LIKE MOVIES

Q&A featuring Chandler Levack (Director/Writer)

## BYSTANDERS\*

Q&A featuring Koumbie (Director/Writer), Taylor Olsen (Writer/Performer), Marlee Samson (Performer), Cavell Holland (Performer), Deborah Castrilli (Performer) and Amy Mielke (Editing)

## LEMON SQUEEZY\*

Q&A featuring Kevin Hartford (Director/Writer)

**FIN'**

**PARTNERS**



Returning to its in-person format in 2022, FIN Partners continued to focus on dramatic feature film, television and digital fiction series, featuring projects in all stages of development looking for essential partnerships and financing. FIN Partners presented a best-in-class roster of officially selected projects from top regional, national and international industry players at the annual market, held September 15-17, 2022. To support the success of these projects, FIN Partners invited and hosted a senior level delegation of resource delegates, including financiers, broadcasters, distributors, sales agents and funding agencies looking to invest.

## FIN PARTNERS 2022 INCLUDED

**124**

senior-level film and television producers and executives from 9 companies

**984**

pre-scheduled meetings between delegates

**3**

case study panel presentations

**4**

emerging “producer observers”

**28**

buzz sessions hosted by 15 companies



To inspire delegates and provide insight into industry opportunities, FIN Partners presented three case study panels featuring expert producers and industry leaders. This year's programming aligned with Atlantic International Film Festival gala presentations and explored how the most revered Canadian productions of the year centered on authentic storytelling and representation.

After kicking off the market with the Atlantic International Film Festival's opening night presentation of *BROTHER*, FIN Partners presented a highly-anticipated spotlight conversation with celebrated writer/director Clement Virgo, and producers Damon D'Oliveira (Conquering Lion Pictures) and Aeschylus Poulos (Hawkeye Pictures). Moderated by acclaimed author and journalist Evelyn C. White, the filmmakers got personal about their inspiration, and shared illuminating insight into the film's development and creative production.

An afternoon case study dove deep into *BONES OF CROWS*, with producer/director/writer Marie Clements (Marie Clements Media), producer Trish Dolman (Screen Siren Pictures), and Mehernaz Lentin (Telefilm Canada) joining host Jan Miller, international consultant, to explore this feature film and concurrent television series. The panel investigated the financing and development of this unique model, as well as the

creative vision and Indigenous protocols behind *BONES OF CROWS*, the largest Indigenous-led production in Canadian history.

In partnership with The Black Screen Office, conference programming culminated on Saturday with a 'Being Seen' Case Study of the CBC series *Coroner*. 'Being Seen' has been developed to help creators create more authentic content. Before 'Being Seen' was released the *Coroner* writing room was already implementing the principles that became the directives. The case study brought together executive producers and members of that writing room with the 'Being Seen' team to talk about the challenges and opportunities that come with creating authentic content. The session included an engaging Q&A, with FIN Partners delegates relating the 'Being Seen' mandate to their projects in development.

Our voluntary delegate exit survey validated our efforts, with **97%** of respondents rating FIN Partners "good-excellent overall"; **97%** plan to attend FIN Partners again in the future. **97%** of delegates reported that through 1-2-1 meetings, buzz sessions, and the Partner Atlas, the number of industry contacts met or exceeded their expectations. In 2022 it was reported that **36 projects** benefited from participating in FIN Partners, contributing to a projected total Canadian spend of more than **\$190 million by 2024**.



“We enjoyed our experience at the market and festival and we really felt that the organizers treated us with care, particularly as compared to other festivals. We made new connections & met up with colleagues we hadn’t seen in years. Really worthwhile!”

– **Trish Dolman, Producer, Screen Siren Pictures**

“I loved FIN. Thank you so much for having me, it was such a pleasure to participate in the market, which proved extremely productive. The market was so well-organized and operated. I very much look forward to attending in the future.”

– **Matt Orenstein, Vice President, Acquisitions and Strategy Vortex Media**

“It is so worthwhile to access in person delegates and players from around the world without the added expense of traveling.”

– **Nancy Urich, Producer, CUT/OFF/TAIL Pictures**

“FIN Partners continues to deliver a well-curated and intimate event that allows for deep relationship building. The ability to have multiple conversations over the weekend means you come away with meaningful, real connections to help achieve your business goals, not to mention new friendships!”

– **James Weyman, Producer, Barn 12**

“This was by far the best networking event I have ever attended. It was so well organized and was filled to the brim with exceptional film industry leaders. All in attendance were friendly and inviting and I’m super grateful that the collaboration between me and the individuals I spoke with made me feel like a valued participant.”

– **Dawn Bird, Producer, DBD Productions**

“Continues to be my favourite conference of the year. Well organized, practical and the best place to meet the industry in Canada.”

– **Tony Wosk, Producer, Middle Child Films**

“FIN Partners allowed us to get quick feedback on our slate and helped confirm upcoming market needs that will help motivate our business decisions this year. I love that FIN Partners event feels like a community, and opens the door for deeper connections in both formal and social settings.”

– **James van der Woerd, Wango Films**

“We absolutely love coming to FIN. It’s a great atmosphere in a great location and with great participants.”

– **Jane Loughman, Producer, Monkeys & Parrots**

“This was my 3rd FIN Partners and my best yet! The calibre of professionals from around the world is terrific. The scheduled meetings are well structured and being in the host hotel makes the event relaxing, while efficient and productive. I look forward to coming back!”

– **Adria Budd Johnson, Producer, Process Entertainment**

“As a sales agent, the schedule of meetings and events was an efficient and enjoyable way to make new connections with producers and consolidate existing ones.”

– **Amy George, Sales Agent, Celsius Entertainment, UK**

“We had an amazing experience and hope to be back! The staff were so incredibly helpful, the hotel, meals, etc. were all great. It would be very difficult NOT to get business done - the matchmaking and scheduled 1-on-1 meetings takes away a huge amount of work to prepare. I was impressed top to bottom!”

– **Erin Dean, CEO, Creative Saskatchewan**

**FIN'**

**KIDS**



FIN Kids is a youth and educational initiative that's reached nearly 100,000 students, educators, and families since 2001. Beyond fostering an appreciation for film and filmmaking, FIN Kids also promotes awareness of Atlantic Canadian talent, introducing the next generation of regional filmmakers to career opportunities within our provinces. Above all, FIN Kids uses the potent medium of film to expose youth to powerful stories and knowledge, providing a broader perspective on our world.

## FIN KIDS YOUTH FILM COMPETITION

*(February to June)*

The FIN Kids Film Competition connects youth with the film industry. The competition gives youth the opportunity to showcase their work in a public forum and have it evaluated by a panel of industry professionals.

Once again in 2022, the Youth Film Competition was held virtually through the FIN Stream platform. Films were presented online from June 6 to 12, and a People's Choice prize was awarded after online voting.

## FIN KIDS FESTIVAL TOUR

*(October and November)*

This year's FIN Kids Festival Tour program presentations were approved and assigned grade range

recommendations through the assistance of the FIN Kids Teachers Advisory Committee (TAC)—a board of five educators who viewed preselected material. Where necessary, we noted any instances of mature subject matter, coarse language, nudity and/or violence. Paired with our Program Guide were activity plans—prompts, questions, and exercises—for educators to use alongside screenings to help initiate discussions and spark engagement. As in previous years, these lesson plans assisted in complementing both pre-screening and post-screening conversations involving Media Studies, Language Arts, History, etc.

In 2022, we were able to return for limited, in-person screenings at three Cineplex locations for four events: Cineplex Cinemas Dartmouth Crossing (one English Day + one French Day), Cineplex Cinemas New Glasgow, and Cineplex Cinemas Yarmouth. In all locations, we screened *PIL'S ADVENTURES/LES AVENTURES DE PIL*.

For our English screenings, we hosted three workshops:

1. Acting
2. Directing
3. Screenwriting

For our French screenings, we offered one workshop, Acting. Both the film and workshops were received with great excitement and student participation.

## 2022 FIN KIDS STREAM

(December)

From December 5-9, 2022, we hosted FIN Kids Stream via the Eventive platform and presented just shy of 60 films. As in previous years, FIN Kids Stream offered the same high quality, free programming of English and French language short film programs from local, national, and international filmmakers. A total of 13 schools across Nova Scotia submitted forms for 28 individual registrations.

We also offered two online workshops: Screenwriting with Katerina Bakolias (via Zoom) and Cinematography with Kevin Fraser (pre-recorded and uploaded to Eventive).

“Thank you so much for the opportunity to participate in the FIN Kids Stream Festival. It was a wonderful experience, and the films sparked some great discussion... around diversity, culture, family, and preservation. These films were great starting points to dive into some very relevant topics for today’s climate. I had approximately 50 students view these films and all of them gave very positive reviews. They voted on their favourite films... and the feature film was an absolute favourite, and the students gave an unprompted standing ovation when it was finished. What a great experience this has been.”

– **Maple Grove Education Centre Teacher**

“Thank you so much! The kids were SO excited and are still talking about the trip! It was a great experience. They all LOVED the film. Lots of laughter from all. I look forward to participating in any future FIN events!”

– **Joseph Howe Elementary Teacher**

---

## FIN KIDS - BY THE NUMBERS

# 800

students from 15 schools across three school boards (FIN Kids Festival Tour)

# 10

in-person film screenings and five in-person workshops

# over 1100

students across 13 schools within Nova Scotia (FIN Kids Stream)

# 13

online activities, including a feature film, shorts programs, and filmmaking presentations

**FIN'**

**OUTDOOR**



Over the month of July, we hosted our outdoor movie series for the first time since 2019, presenting the “Summer of Sarah Polley” to celebrate Canadian author, actor and director Sarah Polley. FIN Outdoor screenings were held on Friday nights in July at the Halifax Public Gardens with the following lineup:

**July 8:** MY LIFE WITHOUT ME

**July 15:** AWAY FROM HER

**July 22:** TAKE THIS WALTZ

**July 29:** STORIES WE TELL

Although FIN Outdoor was a free event, we required our guests to reserve tickets in advance to ensure a spot, as capacity was limited.

### Highlights from FIN Outdoor included:

1. A shoutout from Sarah Polley on social media, promoting the event.
2. A steady uptick in attendance, from 203 viewers on week 1, to 230 viewers on week 2 and almost 300 viewers for week 3. (Note: the final screening was cancelled due to rain.)



AWAY FROM HER



TAKE THIS WALTZ

# 2022 PROFILE PROJECTS



## REEL EAST COAST (REC)

In 2022, FIN continued its partnership with the CBC in Atlantic Canada to produce REEL EAST COAST (REC), a showcase of some of the best Atlantic Canadian short films that have screened at the Atlantic International Film Festival. Over four episodes, audiences receive a warm and welcoming East Coast invitation to an incredible range of film and filmmakers. Down-home hospitality combined with dedicated talent, this is what REEL EAST COAST is all about.

Hosted by Atlantic Canadian actor and radio host, Jeff Douglas (CBC's Mainstreet), the series' seventh season ran in January 2023 on CBC TV (Atlantic Region). Viewers were also able to see REEL EAST COAST online through CBC Gem.



## RBC SCRIPT DEVELOPMENT PROGRAM

Presented by the RBC Emerging Artists Project & Telefilm Canada, this program offers a unique opportunity for Atlantic Canadian writers to develop their feature film ideas from outline into a treatment and finally into a first draft through three intensive screenwriting workshops under the guidance of AIFF alum Bretten Hannam. The 2022 participants included Nikki Martin (THE SPACE BETWEEN), Britney Canzi (FINDING MY LIGHT), Gwydion Morris (DEADSTICK), Luc Trottier (IN MY HEART) and John R. Sylliboy (KINAP: A MI'KMAW WARRIOR). The first draft scripts were then presented to a jury, with writers pitching their projects to a panel of producers during the 2022 Atlantic International Film Festival. It is during this Script Pitch Event that the writers vied for a \$10,000 development prize, awarded to Nikki Martin for THE SPACE BETWEEN.

# **2022 ORGANIZATIONAL HIGHLIGHTS**

# VOLUNTEERS AT FIN



## VOLUNTEERS

Putting on our full slate of events for the first time since 2019 required a full slate of helping hands for screenings, parties, panels, and meetings. Atlantic International Film Festival volunteers contributed their time behind the scenes (and behind the wheel) across all festival areas, including:

### THEATRE FRONT OF HOUSE:

front of house crew, theatre manager, shorts program quality review, greeter

### FIN PARTNERS:

command centre, registration, front of house

### TRANSPORTATION:

driver

The bulk of our volunteer needs were in theatre at Cineplex Cinemas Park Lane, where volunteers helped ensure that things ran smoothly by greeting filmgoers, scanning tickets, and acting as the in-theatre contact for projection staff.

We kicked off our volunteer campaign in July, recruiting new volunteers through a social media campaign and partnerships with community organizations like Volunteer Nova Scotia, the Atlantic Filmmakers Cooperative

### SPECIAL EVENTS:

production assistant

### OFFICE:

reception support

### MARKETING:

social media, photography

(AFSCOOP), Women in Film and Television - Atlantic (WIFT-AT), and local universities. We attracted numerous new volunteers through the volunteer program at the Immigrant Services Association of Nova Scotia (ISANS), providing many newcomers with Canadian experience to add to their résumés. The volunteer team also reached out to previous Atlantic International Film Festival volunteers who had stopped volunteering as a result of COVID-19 restrictions in the past few years.

# VOLUNTEERS AT FIN

Over the course of the eight days of the 2022 Atlantic International Film Festival, volunteers contributed 1,559 hours to our events. **This was equivalent to:**

**110** volunteers

**14.2** average hours per volunteer

**850** more volunteer hours than in 2021

Volunteers were eager and helpful, and their comments to the volunteer team reflected their enthusiasm:

“Just wanted to let you know that I thoroughly enjoyed my time volunteering with the festival this year. I found the process from initial sign up right through to task assignments during my shifts to be extremely organized and well thought out.”

“I want to thank you for allowing me the opportunity to be involved with FIN. Your patience and energy made my time most enjoyable. I look forward to next year and hope I may help in whatever ways I can.”

“THANK YOU! It was a joy to volunteer with the FIN Atlantic International Film Festival... Please pass on my thanks to the team, you all contributed to a very welcoming, fun and enjoyable environment, and experience, with the festival. Big appreciative applause!”

Our 2022 volunteer efforts should provide us with a healthy volunteer team as a starting point for next year’s program.





As noted above, despite returning to our full slate of in-person programming in 2022, revenues did not return to pre-pandemic levels. Box office income was lower than budgeted, and considerably lower than our last in-person year prior to COVID-19.

As referenced in the 2021 report, corporate participation in the festival was greatly impacted by the pandemic. While the festival had hoped to rebuild our corporate revenue stream in 2022, we continued to experience challenges in that area. Turn-over in sponsorship staff (and leadership) and an altered sponsorship landscape affected our ability to make head-way in raising significant funds. On the positive side, we were able to bring a number of returning or former sponsors and community partners back to the table for the first time since 2019.

While most COVID emergency funding ended in 2021, Telefilm Canada continued to offer another year of significant financial support under a rebuilding

stream. This extra support cushioned against a reduction in government support from the Atlantic Canada Opportunities Agency. Our ACOA funding was reduced during the pandemic and remained at the lower level in 2022.

Overall, the festival ran a deficit this year in order to present all our regular activities. This deficit was offset by several years of accumulated surplus from government wage subsidies and other federal and provincial programs. Our shift to paying screening fees to all artists means that we are now eligible to apply to Canada Council for the Arts for operational support, and we have already received new funding from CCA for the 2023 festival.

Guided by a new strategic plan, in 2023 we will be well placed to set new benchmarks for revenue and expenses and to begin the multi-year process rebuilding our corporate portfolio, reconnecting with audiences and further developing our government funding.

# FIN PATRONS, PARTNERS AND SPONSORS

## FIN ATLANTIC INTERNATIONAL FILM FESTIVAL

### PUBLIC FUNDERS

Atlantic Canada Opportunities Agency  
Halifax Regional Municipality  
Nova Scotia Communities, Culture, Tourism & Heritage  
Telefilm Canada

### PARTNERS

902 Post  
Academy of Cinema and Television  
ACTRA Maritimes  
Advocate  
AFCOOP  
Alliance Française  
Artifactory Content Company  
Atlantic Lottery  
BeechWood Productions  
Bell Fund  
Black Screen Office  
Canada Media Fund  
Canadian Media Producers Association  
CBC  
Cineplex  
CTV  
Dalhousie University  
Directors Guild of Canada  
DSM Telecom  
Ecojustice  
Encore  
French Consulate  
Geworsky Imaging  
Global News  
Good Robot Brewing Company  
Halifax Partnership  
IATSE 849  
Independent Production Fund  
Java Blend  
Move 100  
Newfoundland & Labrador Film Development Corporation  
NSCAD University  
Phillips PR  
Purple Cow Internet  
RBC  
Relish Media  
SaltWire  
Screen Nova Scotia  
SimplyCast  
Star Power  
Stewart McKelvey  
The Workshop Creative Studio  
TIANS  
Universal Realty Group  
Village Sound  
Warner Bros Access Media  
William F. White International Inc.

### FRIENDS

Canadian Cinema Editors  
Dimensions Entertainment  
DOC Atlantic  
Halifax Stanfield International Airport  
Pattison Outdoor Advertising  
Sky Talent Group Ltd.  
The Waegwoltic  
WIFT-AT

# FIN PATRONS, PARTNERS AND SPONSORS

## FIN PARTNERS

Bell Fund  
Canada Media Fund  
Canadian Media Producers Association (CMPA)  
Consulate General of France  
Geworsky Imaging  
Government of Canada  
Government of Nova Scotia  
Independent Production Fund (IPF)  
MADE

Newfoundland and Labrador Film Development Corporation (NLFDC)  
Nova Scotia Business Inc (NSBI)  
NSCCH  
Ontario Creates  
RBC  
Screen Nova Scotia  
Telefilm Canada

## FIN KIDS

Telefilm Canada  
Nova Scotia Department of Education and Early Childhood Development  
Government of Nova Scotia  
Government of Canada  
CBC  
Cineplex

NSCAD  
Alliance Française  
BeechWood Productions  
Phillips Public Relations  
SimplyCast  
The Workshop Creative Studio  
Geworsky Imaging

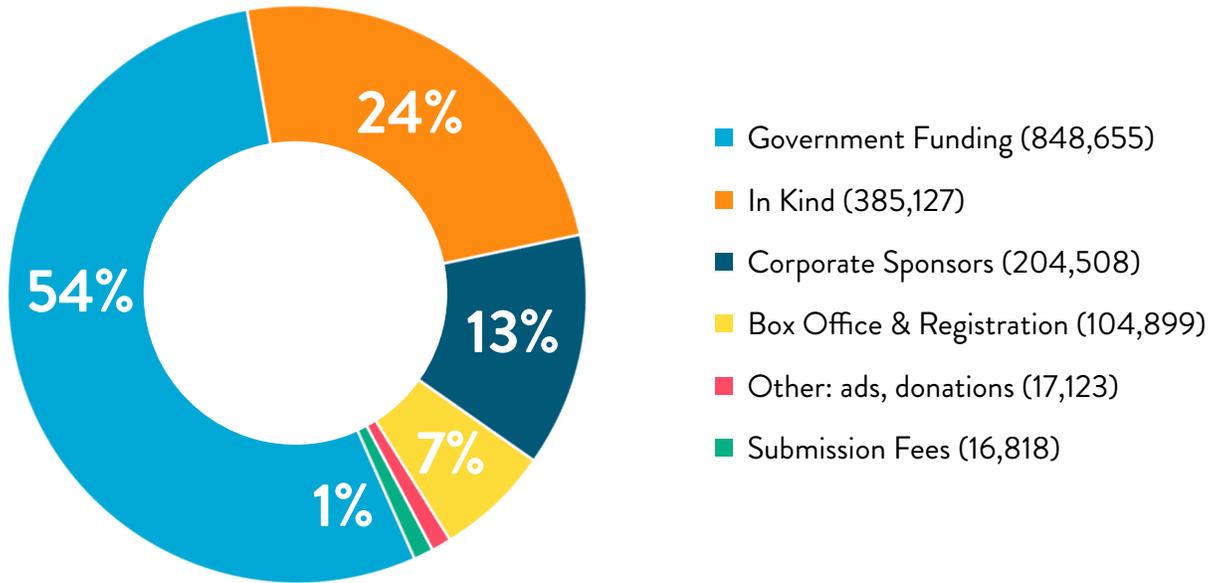
## FIN MAKERS

Government of Nova Scotia  
RBC Emerging Artists Project  
Telefilm Canada

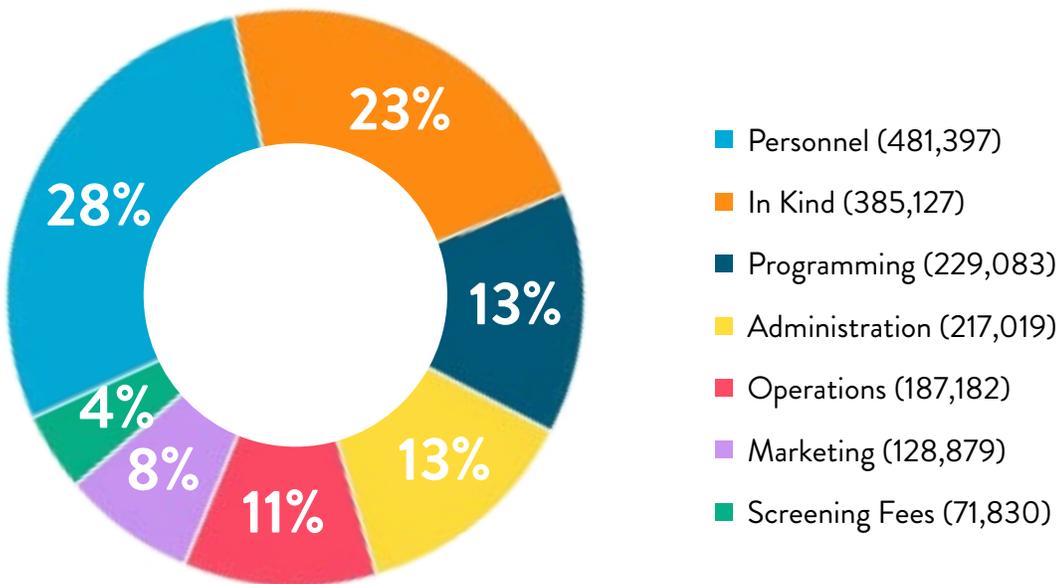
# FINANCIAL STATEMENTS

# FINANCIAL STATEMENTS

## 2022 REVENUE



## 2022 EXPENSES





**FIN**

1888 Brunswick St. Suite 800,  
Halifax, Nova Scotia  
Canada B3J 3J8

Tel: (902) 422-3456  
[finfestival.ca](http://finfestival.ca)