

6.2. PORT SHORTS FILM FESTIVAL - RESOURCE AND PERFORMANCE AGREEMENT

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DEPARTMENT	People and Community Services

RECOMMENDATION

That Council

1. Enters into a three-year Resource and Performance Agreement with event organisers of the Port Shorts Film Festival Inc with funding of \$20,000 (ex GST) and \$5,000 In-kind Support per annum, for a period of three years (FY23/24, FY24/25, FY25/26) under the terms set out in the Resource and Performance Agreement.
2. Delegates authority under s 257 of the *Local Government Act 2009* to the Chief Executive Officer to finalise all matters associated with the Agreement.

EXECUTIVE SUMMARY

The organisers of the Port Shorts Film Festival (Port Short Film Festival Inc) wrote to Council requesting a renewal of their previous three-year Resource and Performance Agreement that expired in 2022.

Port Shorts Film Festival is seeking funding of \$20,000 cash (EX GST) and \$5,000 In-kind support per annum, equal to the amount of funding in the festival's previous agreement with Council.

This report proposes Council enter a three-year Resource and Performance Agreement with Port Shorts Film Festival Inc for the continued running and development of the film festival.

BACKGROUND

The Port Shorts Film Festival has become an iconic international film festival for the region and has been presented for over 20 years in various formats. The festival highlights and celebrates local and regional short films and incorporates workshops for upcoming filmmakers across various film disciplines.

Presented during the shoulder season in October, The Port Shorts Film Festival attracts and screens short films from local, regional and international film makers and offers more than \$15,000 in cash and prizes across multiple awards categories.

The films are screened over two nights at Rex Smeal Park with kids' entrants and music videos screening on the Friday night and the main festival screening on Saturday.

Port Shorts Film Festival provides opportunities for local and emerging film makers, actors and support crew to be involved with the film industry, present local content and tell local stories. The festival generates national viewer interest and presents our region as a destination and location for film and television producers to consider.

From 2000 to 2008 the Port Shorts Film Festival was a local-focused event supported by Council through the Regional Arts Development Fund.

In 2015 the organisers were granted \$10,000 through Council's Community Support Program to relaunch the festival with a wider, national focus. In the same year, Council and the organisers entered into a three-year Resource and Performance Agreement of \$8,000 Cash (EX GST) and in-kind support.

In 2019 a further three-year Resource and Performance Agreement of \$15,000 Cash (EX GST) and \$5000 in-kind support was entered into, to assist in developing and producing the event.

The Festival is run by a dedicated group of volunteers who, between them contribute more than 1000 volunteer hours to directing and managing the event, as well as around 20 volunteers working at the event each night of screening. As a registered not for profit organisation, Port Shorts Film Festival Inc is supported by government and tourism agencies with on-going support from Tourism and Events Queensland, Screen Queensland, Festivals Australia, Tourism Tropical North Queensland, and Tourism Port Douglas Daintree. These partnerships have helped The Port Shorts Film Festival attract significant national and local sponsors.

COMMENTS

Council has supported Port Shorts Film Festival since its inception. The festival contributes to the regional events calendar and is viewed as an iconic event for the Douglas Shire. The timing of the event falls in the traditional quiet season, a time when there is an economic development focus on encouraging events that add to the regional tourism offering.

In response to challenges brought on by the pandemic in 2020, Council increased its funding of the festival from \$15,000 to \$20,000. This both enabled the festival to continue to operate as well as to present a free community screening, 'Port Shorts Best of the Fest' as part of a COVID 19 economic and social recovery stimulus package. Due to COVID restrictions only 1000 attendees were permitted, and all available tickets were allocated.

Council also partnered with Tourism Tropical North Queensland and Tourism Port Douglas Daintree to fund a 3-month screening of the 'Best of the Fest' on the digital media platform 10-play. The Port Shorts videos were viewed 7204 times. A fifteen second advertisement promoting the Port Douglas Carnivale as part of Council's investment was viewed 101,127 times.

The 2021 Festival was cancelled due to COVID restrictions and replaced by an on on-line version of the festival viewed 4,392 times between 15 – 23 October.

In 2022 the Port Shorts Film Festival returned to a live event format that saw key industry figures, celebrity ambassadors and the viewing public return to the region for the first time since the pandemic. The Festival generated a total expenditure stimulus for the Douglas Shire of \$86,535, including \$35,086 spent by overnight visitors.

A post event report of the 2022 Port Shorts Film Festival, detailing the positive impacts to tourism and the local economy of the Festival is attached.

PROPOSAL

That Council

1. Enters into a three year Resource and Performance Agreement with event organisers of the Port Shorts Film Festival Inc with funding of \$20,000 (ex GST) and \$5,000 In-kind Support per annum, for a period of three years (FY2023/24, FY2024/25, FY2025/26) under the terms set out in the Resource and Performance Agreement.
2. Delegates authority under s 257 of the *Local Government Act 2009* to the Chief Executive Officer to finalise all matters associated with the Agreement.

The following details the specific information relevant to the Event to be included in the Agreement.

Specific Information

Table 1.

Item No.	Data	Details
Item 3	Funding:	<p>For the 2023 Event - \$20,000 (EX GST) and \$5,000 In-kind support.</p> <p>For the 2024 Event - \$20,000 (EX GST) and \$5,000 In-kind support.</p> <p>For the 2025 Event - \$20,000 (EX GST) and \$5,000 In-kind support.</p> <p>In-kind Support means resources and other support provided by Council to ensure smooth operation of the event or project.</p>
Item 4	Description of the Event or Project to be organised, promoted and delivered by the Recipient:	<p>The Events or Projects are:</p> <ol style="list-style-type: none"> 1. The 2023 Port Shorts Film Festival 2. The 2024 Port Shorts Film festival 3. The 2025 Port Shorts Film festival <p>The Port Shorts Film Festival highlights the best young and emerging filmmakers from around Australia and beyond and encourages film making in Far North Queensland.</p> <p>The Port Shorts Film Festival aims to attract visitors to our shire through marketing the event, participating in workshops and promoting the event's destination.</p>
	Description of how the Assistance will be used:	<ul style="list-style-type: none"> • Event Promotion • Event Planning and Implementation requirements • Event production

Item 5	Performance Indicators or Measures	<p>The event will be measured and evaluated according to;</p> <ul style="list-style-type: none"> • Number of entries • Number of people attending festival from: the Douglas Shire; Far North Queensland; further afield. • Number of participants attending workshops • Audience and participant feedback • Publicity generated for the Shire • Visitor Growth
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FINANCIAL/RESOURCE IMPLICATIONS

Funding for the Port Shorts Film Festival will be allocated in the 2023/2024 Operational Budget and, in the regular annual budgets for the duration of the agreement.

RISK MANAGEMENT IMPLICATIONS

There is a real and immediate risk that the Port Shorts Film Festival will be unable to continue without funding support by Council. Although well supported by sponsors and other funding sources, Council's contribution provides confidence for the organisers, as well as assurances for other organisations and sponsors who engage with and support the festival.

Should the festival fold, there is a risk of negative public perception of the decision and reputational damage to Council.

As this is a public event, there are permit requirements for the Port Shorts Film Festival management to adhere to regarding public safety and the event's delivery. Port Shorts Festival will require a Prescribed Activity Permit for each event and will provide an Event Management Plan that adheres to current compliancy standards and best practice event management.

Clear terms, conditions and reporting requirements will mitigate the inappropriate use of public funds.

SUSTAINABILITY IMPLICATIONS

Economic:

The event provides economic benefits through the attraction of filmmakers and audiences from outside the region. The event regularly attracts over 1000 attendees over the two days and promotes our region as a movie making destination.

The presentation of the festival is during the regions shoulder season and provides economic benefit through room nights and increased activity during a traditionally quieter time of the year.

Port Shorts Film Festival engages local suppliers for staging, food stalls and beverages.

Port Shorts contributes to the regional events calendar and actively promotes the region through various tourism agencies via annual destination marketing activities.

Environmental: Port Shorts Film Festival prides itself on being an environmentally aware event and follows best practice when delivering their events. They have a ban on single use plastic and use biodegradable and recyclable materials.

Social: Port Shorts Film Festival provides opportunities for local and emerging film makers, actors and support crew to get involved with the film industry and to present local content. The festival generates significant viewer interest and presents our region as a destination for film and television producers.

Organisers encourage people to make films, and advocate the benefits of a physically, culturally and socially healthy activity.

The screening events, held in Port Douglas, provide locally run, community events for families to enjoy and exposes local audiences to short films from around the country.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2019-2024 Initiatives:

Theme 1 - Celebrating Our Communities

Douglas Shire Council embraces the diversity of our communities and values the contribution that all people make to the Shire. We recognise that it is a core strength of the region. We acknowledge our past so that it may guide us in the future. We recognise the wrongs done to our Indigenous community and we actively seek to reconcile so that we may all benefit from and enjoy our Shire. We acknowledge early European settlers who forged an agricultural base for our economy and we welcome all new arrivals as part of our broader community.

Goal 4 - We will promote arts and cultural programs and events that bring vibrancy to the community and compliment the tourist experience.

Operational Plan 2022-2023 Actions:

New project arisen during the financial year.

COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

Funder	Council often partly funds services, events or community organisations through grants, donations, subsidies and in-kind support. Council will apply robust governance to ensure that such funding is fair and appropriate.
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CONSULTATION

Internal: Councillor Workshop held 28 February 2023.

External: The funding request was developed with the applicant as well as referencing both previous and current event reports.

COMMUNITY ENGAGEMENT

NIL

ATTACHMENTS

1. DSC Major Event Funding Proposal 2023-2025 [**6.2.1** - 3 pages]
2. Port Shorts Film Festival Report 2022 [**6.2.2** - 27 pages]
3. 2022-2023 Port Shorts Film Festival Review- Preview small [**6.2.3** - 21 pages]



MAJOR EVENT FUNDING PROPOSAL 2023 - 2025





Douglas Shire Council Partnership

Douglas Shire Council's support for the Port Shorts Film Festival **dates back to the early 2000s** when it received funding under Council's Regional Arts Development Fund.

When Port Shorts relaunched as a national festival in 2015, the new Douglas Shire Council provided \$10k in funding to help establish the event and has been a **valued Partner** of the Port Shorts Film Festival every year since.

Port Shorts' three-year Resource & Performance Agreement with Douglas Shire Council - valued at **\$20,000 cash and \$5000 in-kind** per annum to assist with event expenses - expired with the 2022 Port Shorts Film Festival.

Port Shorts Partnerships

Thanks to the **initial and ongoing** support of Douglas Shire Council, Port Shorts has established important Partnerships with major government and tourism agencies including Tourism & Events Queensland, Screen Queensland, Festivals Australia, Tourism Tropical North Queensland and Tourism Port Douglas & Daintree.

These partnerships have helped Port Shorts attract more than **50 national and local sponsors** ranging from Sony, Panasonic and Jetsar to Sheraton Grand Mirage Port Douglas and local resorts, tour operators, retailers and restaurants.

Port Shorts aims to build on these Partnerships in 2023 and beyond **with the support** of Douglas Shire Council.

Port Shorts Volunteers

Port Shorts organisers - Festival Director Alison George, Creative Director/Founder Sammi Gowthorp, Finance & Event Manager/Founder Nicole Szalek, Youth/Music Director Elliot Davidson, Partnerships & Event Coordinator Greg McLean and Technical Director Andrew "AK" Killengray - along with **Festival Ambassadors Stephen Curry, Matt Hearn and Rarriwuy Hick** contribute more than 1000 volunteer hours to Port Shorts each year.

Organisers' **volunteer expertise** for Port Shorts includes video production, graphic and website design, photography, media, finance, education and event management.

Around 20 local volunteers help during the festival with essential **ticketing, bar and event set-up and pack-down duties**.

Port Shorts Funding Proposal 2023-25

Port Shorts Inc would like to **renew** our Resource & Performance Agreement with Douglas Shire Council for **\$20,000 cash and \$5000 in-kind per annum** for the next three years, from 2023-25.

Port Shorts places the **highest value** on our Partnership with **Douglas Shire Council** due to our historical relationship and shared desire to provide a national cultural event that celebrates and promotes our community and local environment in our own backyard.

Port Shorts has provided Council our **2022/23 Festival Review/Preview** and results of a survey conducted on behalf of Tourism Tropical North Queensland to support our funding proposal.

Council funding supports festival growth

Port Shorts has grown as an event every year with the support of Douglas Shire Council and aims to make the festival **more sustainable** with the renewal of our Agreement for 2023-25.

As festival audiences and entries have grown, so have the financial costs and time requirements with the festival now **costing up to \$100k** and significantly more volunteer hours to organise.

Council's proposed \$20,000 cash and \$5000 in-kind investment in the 2023 Port Shorts Film Festival on October 13-14 would cover operational expenses including screen, PA and venue hire, as well as **contribute** to the part-time contract employment of an Event Manager.

Without the financial support of Douglas Shire Council, the Port Shorts Film Festival **would not** be financially viable. Port Shorts aims to grow the festival for the same value Council provides.

Port Shorts Event Manager

Port Shorts is now established as a national short film festival and like most other **major cultural events** requires a paid Event Manager to continue to grow the festival.

The **primary roles** of the proposed part-time contract Event Manager are to build relationships with new and existing Partners and Sponsors, help coordinate media and marketing campaigns, manage administration and coordinate event production.

Port Shorts has budgeted 15 hours p/w from April-October for the Event Manager role in 2023, **partly funded** by Council's renewal of our Agreement.

The support of a paid Event Manager will complement the **1000+ volunteer hours** Port Shorts contribute to produce the festival each year.

Port Shorts Film Festival

RESEARCH FINDINGS

DECEMBER 2022



FOCUSED EVENT THINKING

ATTENDEE PROFILE

ATTENDEE EXPERIENCE

ECONOMIC IMPACTS

Attendee Profile

- To profile event attendees by visitor origins, age, gender, lifecycle stage

Economic and Tourism Impacts

- To determine the overall number of attendees at Port Shorts Film Festival
- To determine the number of unique attendees (individuals)
- To identify the number of intrastate, interstate and overseas visitors who attended Port Shorts Film Festival
- To determine the length of time non-locals stay in the Douglas Shire LGA and Queensland
- To provide an independent estimate of the direct expenditure by non-local event attendees during their stay in the Douglas Shire LGA, and ultimately the contribution that the event makes towards the local and Queensland economy
- To calculate a number of visitor related impacts such as purpose for visit (the events role in attracting visitors to the Douglas Shire LGA and Queensland – both primary purpose and extended stay), daily spend and visitor nights

Experiential

- Satisfaction with the overall event, including: -
 - Minimum standards (event operations)
 - Food and beverage
 - Accessibility
 - Performances
 - Amenities
- Net Promoter Score – likelihood to advocate the event
- Overall satisfaction with experience

The evaluation of Port Shorts Film Festival was conducted to determine the economic impact or benefit of the event to the Douglas Shire and Queensland economies. The evaluation was conducted using the economic assessment models to estimate the overnight visitor expenditure (OVE) as well as the direct and incremental spending attributable to the event.

OVE is the total expenditure in Queensland by, or on behalf of, persons that attend an event and stay at least one night at a place at least 40 kilometres from their normal place of residence. Their stay can be no more than 364 nights continuously.

Direct and incremental spending measures the additional consumption demand created by an event. It is comprised of the estimated economic contribution of the event organiser to Douglas Shire and Queensland as a result of holding the event and the estimated expenditure of all (intrastate for the Douglas Shire economy) interstate and international attendees visiting the Douglas Shire and Queensland specifically for the event or extending their stay because of the event.

In calculating the estimated OVE and direct and incremental spending attributable to the event, the following assumptions have been made:

- An 'attendee' is a person who visits an event, whether they are a resident of Queensland or visiting the State from interstate or overseas.
- Visitors from outside the region of assessment (Douglas Shire or Queensland) who did not come to the specific region (Douglas Shire or Queensland) for the primary purpose of attending the event have been excluded from direct and incremental spending as their expenditure would have been made elsewhere in the region in the absence of the event. In the case of extended stay visitors, only the expenditure for the period that they extended their stay in the region is included in the calculation;
- The calculation of visitor expenditure did not include airfares as it is assumed this expenditure would have occurred outside of the region of assessment;
- Spending made by event motivated and extended stay visitors on other people (including accompanying persons not at the event) has been included in the assessment.

The assessment also measure the overall stimulus – or the spending by all attendees (locals, non-primary purpose visitors and primary purpose visitors).

SAMPLE SIZES

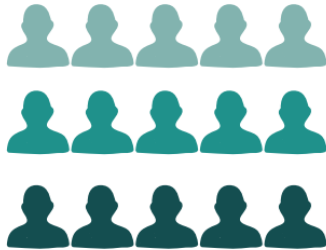
IER used data from emails collected at the event and data from the post event online survey to inform this study.

The following table illustrates sample size for the research project. The sample of 181 produced a confidence interval of 6.4 at a 95% confidence level – demonstrating that the results have a medium degree of accuracy; hence this is likely to be a true reflection of the results of the wider population of attendees at Port Shorts Film Festival.

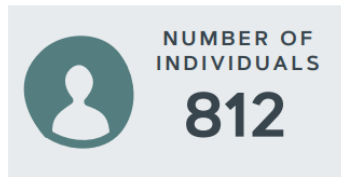
Data Source	Sample Size
Face-to-face Email Collection	135
Online Survey	46

Attendance & Demographics

ATTENDANCES



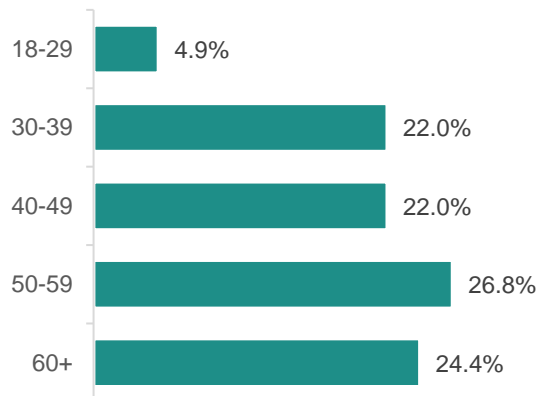
TOTAL
ATTENDANCE
902



TOTAL NUMBER
OF DAYS

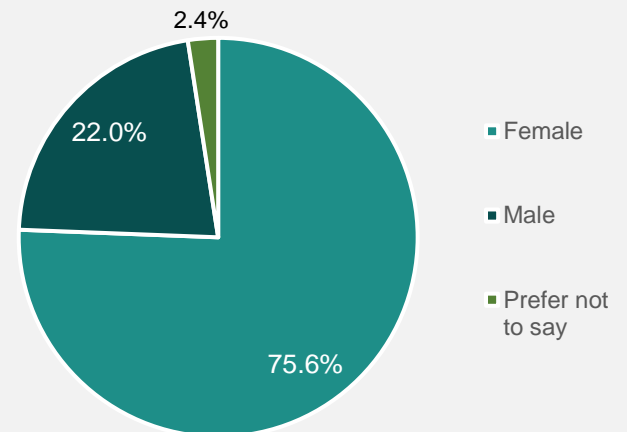


AGE

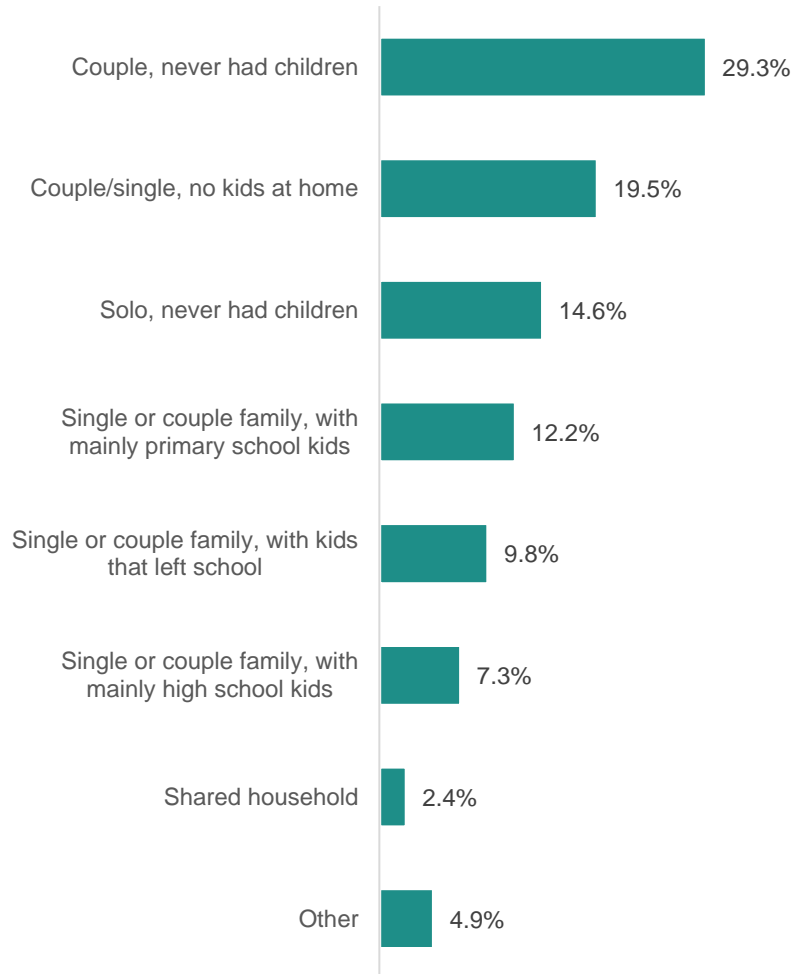


- + Port Shorts Film Festival attracted 812 total individuals.
- + Attendees aged 50-59+ (26.8%) contributed to just over one-quarter of overall attendance, with a further 24% aged 60+.
- + Attendance by *females* made majority of the attendance (75.6%), compared to 22.0% of *males*, with 2.4% *preferring not to say*.

GENDER

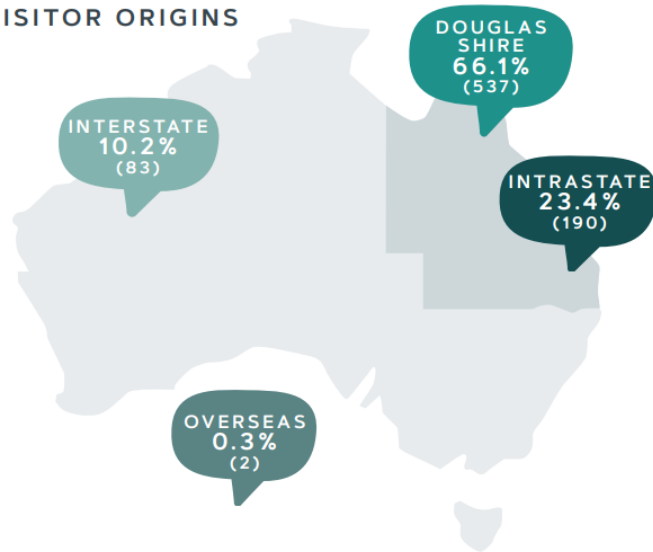


HOUSEHOLD TYPE



+ The type of household that was represented most for attendees was *couple, never had children* (29.3%), followed by *couple/single, no kids at home* (19.5%).

VISITOR ORIGINS



- + Port Shorts Film Festival overall attendance was made up of 66.1% who were locals from the *Douglas Shire*.
- + Approximately 23.4% of attendees were from *other parts of Queensland*.

YOUNG SINKS & DINKS



NO CHILDREN AT HOME

AGED UNDER 35

14.6%

FAMILIES

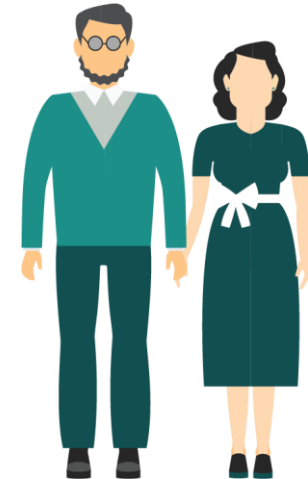


**CHILDREN LIVING AT HOME UNDER
OR OVER 5 YEARS**

AGED 30 - 55

14.6%

EMPTY NESTERS

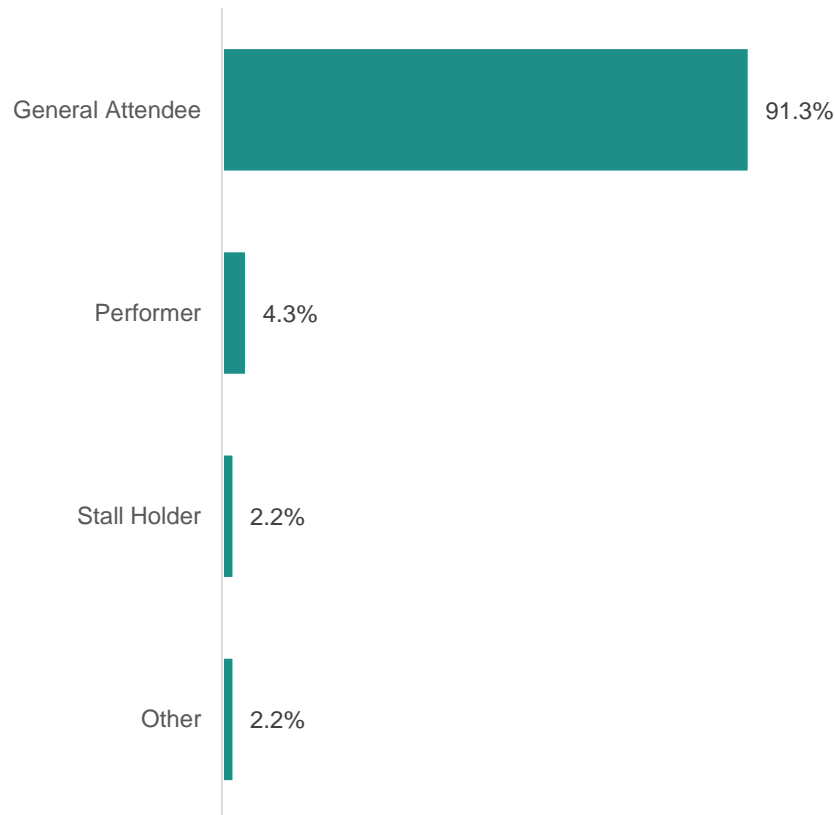


CHILDREN HAVE LEFT HOME

AGED 50+

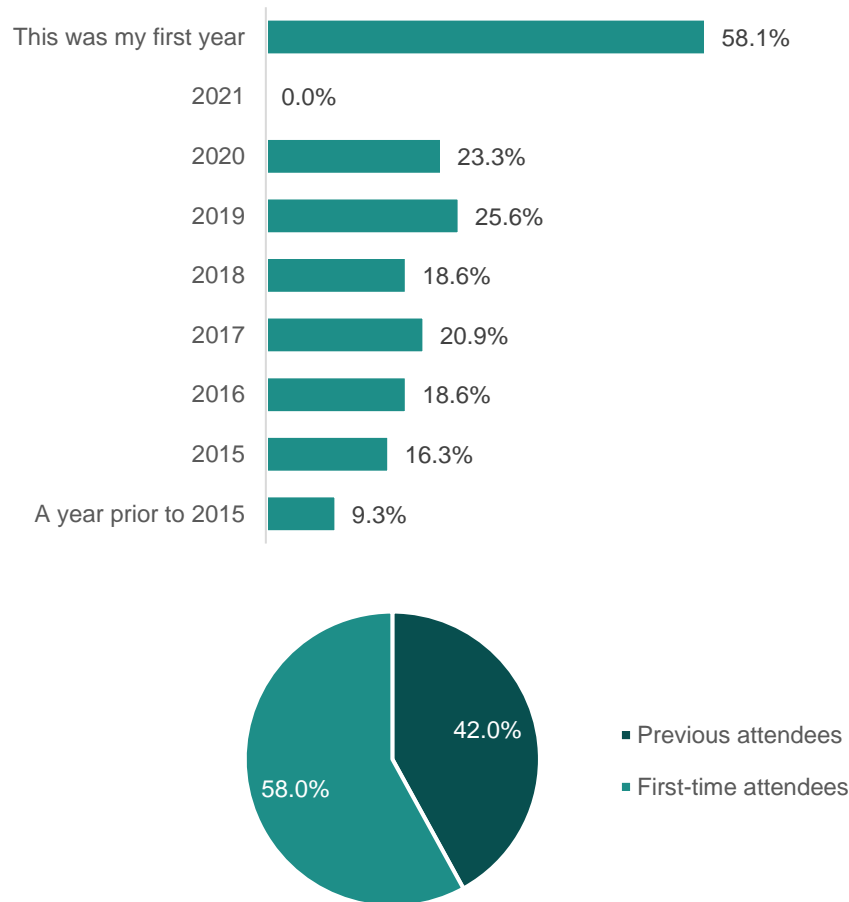
46.3%

TYPE OF INVOLEMENT



- + Over 91% of those who went to Port Shorts Film Festival were *general attendees* to the event.
- + This should come as no surprise as general attendees normally make up a sizeable portion of the attendance.

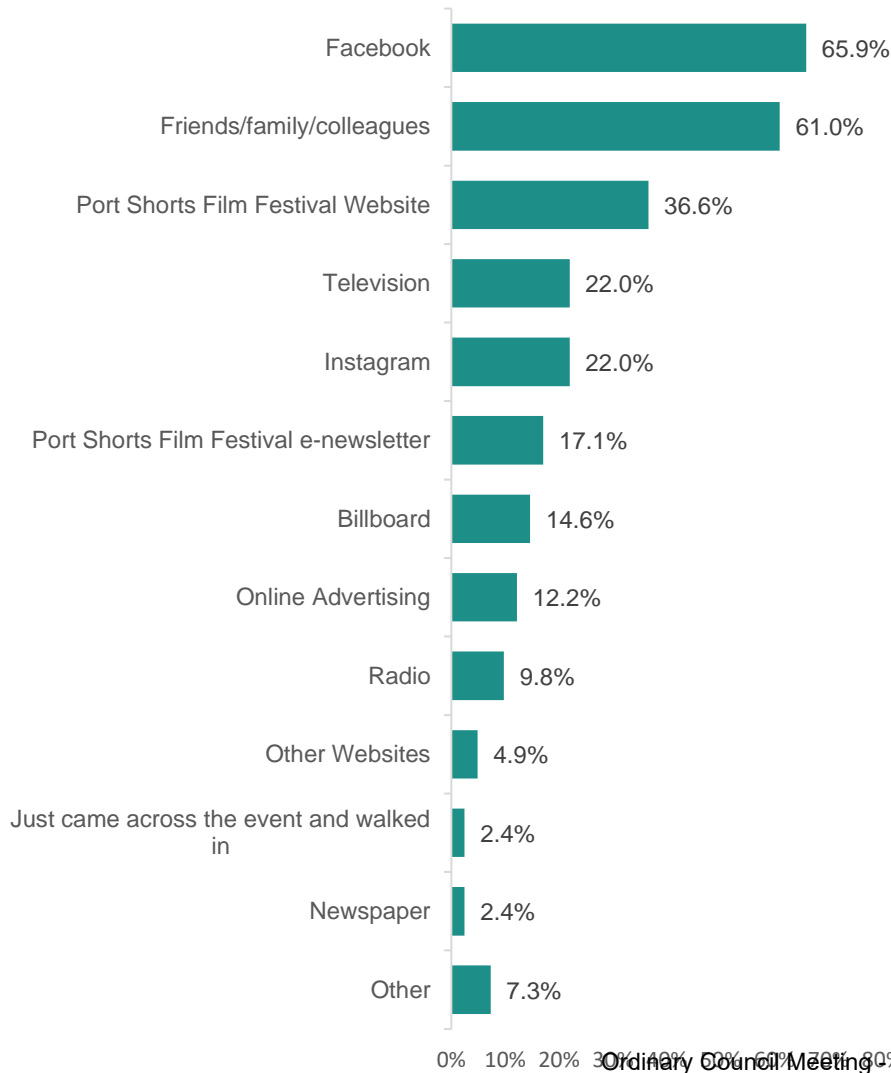
PREVIOUS YEARS ATTENDED



- + Approximately 23.3% had attended Port Shorts Film Festival the last time it was held in 2020, followed by 25.6% having attended the year prior.
- + Combining all of those who *attended previously* this amounted to approximately 42% of the audience whilst *first-time attendees* amounted to just over a half with 58%.

Attendee Experience & Satisfaction

CHANNELS OF AWARENESS



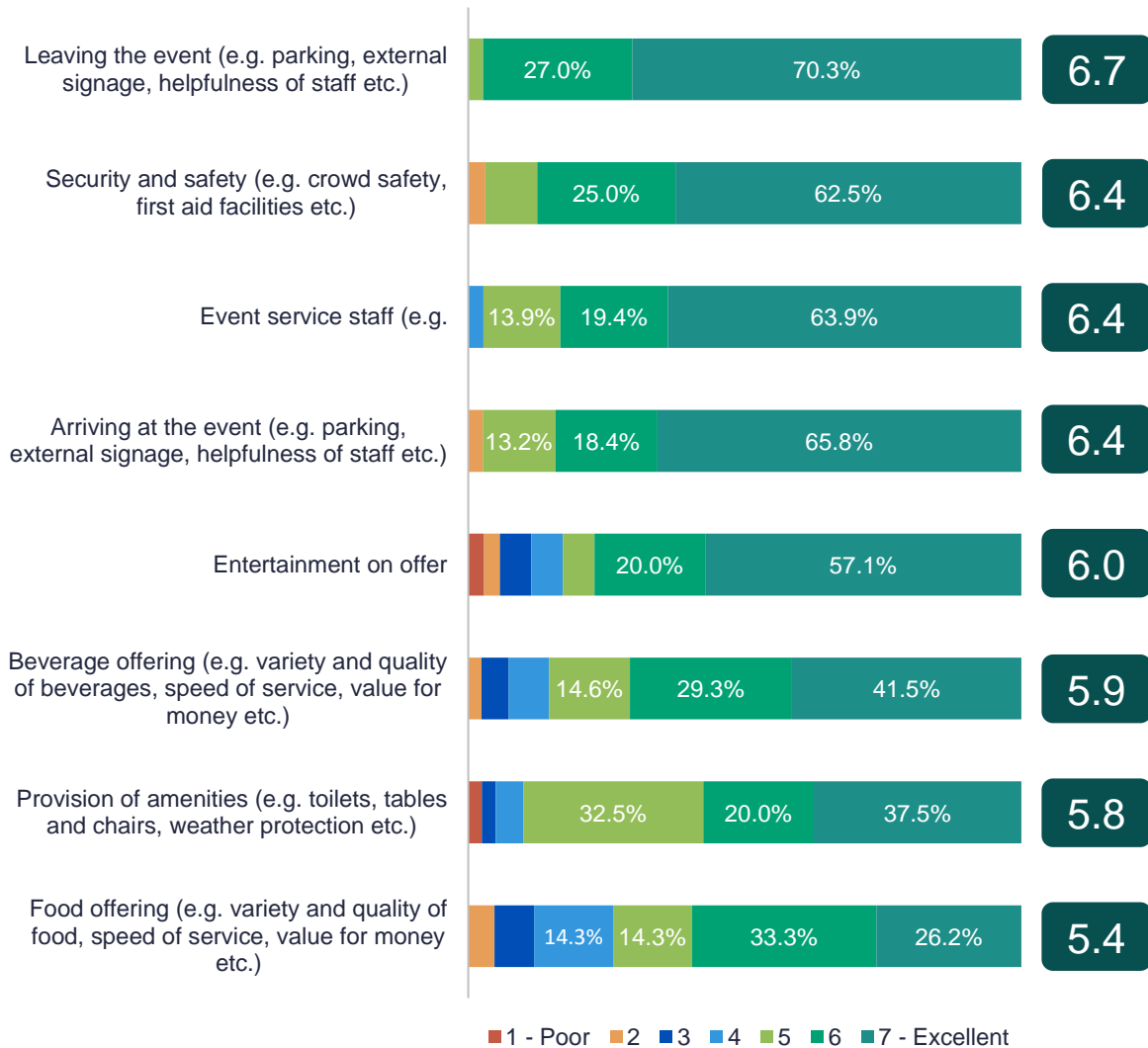
- + Facebook served as the largest platform for attendees to find out about the event with 65.9% having heard or seen information in the lead up.
- + This was followed by 61% having found out through *family/friends/colleagues*.
- + Facebook was rated highly, possibly due to its ease of access to find out information

Satisfaction with Event Elements

Attachment 6-22

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EVENT ELEMENTS SATISFACTION



Ordinary Council Meeting - 27 June 2023

- + Attendees to the Port Shorts Film Festival were asked to rate their satisfaction with various elements.
- + The elements that scored the highest for satisfaction was *leaving the event* with an average of 6.7 out of 7. Over 70% rated this as *excellent*.
- + Following on from this, *security and safety* was the next highest rated with a score of 6.4 and more than 62% rating a 7 out of 7.
- + The lowest scoring element was the *food offering*, with only 26% rating this as excellent.

Q14. Thinking about your event experience at Port Shorts Film Festival, how would you rate the following elements? (Where 1 = poor and 7= excellent) n=32-42

▲ Significantly higher than other groups
▼ Significantly lower than other groups

Satisfaction with Event Elements

Attachment 6-2.2

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EVENT ELEMENTS SATISFACTION - SEGMENTS



	YOUNG SINKS AND DINKS	FAMILIES	EMPTY NESTERS
Leaving the event (e.g. parking, external signage, helpfulness of staff etc.)	6.8	6.7	6.7
Security and safety (e.g. crowd safety, first aid facilities etc.)	6.8	6.8	6.5
Event service staff	6.6	7.0	6.3
Arriving at the event (e.g. parking, external signage, helpfulness of staff etc.)	6.0	7.0	6.5
Entertainment on offer	6.8	6.8	5.8
Beverage offering (e.g. variety and quality of beverages, speed of service, value for money etc.)	6.3	5.8	5.9
Provision of amenities (e.g. toilets, tables and chairs, weather protection etc.)	5.7	6.3	5.5
Food offering (e.g. variety and quality of food, speed of service, value for money etc.)	6.3	6.2	5.1

- + For the top rated element on the previous slide, *leaving the event*, *Young Sinks and Dinks* scored this the highest with an average of 6.8 out of 7.
- + *Young Sinks and Dinks* were also most satisfied with the *security and safety* and *entertainment* (6.8).
- + When looking at *event service staff* and *arriving at the event*, a score of 7.0 was recorded for *Families*.

Ordinary Council Meeting - 27 June 2023

Q14. Thinking about your event experience at Port Shorts Film Festival, how would you rate the following elements? (Where 1 = poor and 7= excellent) n=21-30

Satisfaction with Event Elements Feedback

Attachment 6-22

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SOME EXAMPLES OF COMMENTS

FOOD OFFERING (11.9% OF PARTICIPANTS)

"Not enough variety and quality only fair"

"The choice of food was a bit limited and seemed to be queues which is only to be expected. I didn't eat there - last time I remember the queue from hell for the crepes so didn't bother this year."

"Not enough variety and the vendors weren't ready for opening"

"The food and beverage offered"

"Not enough choice"

ENTERTAINMENT ON OFFER (11.4% OF PARTICIPANTS)

"Organisers were simply not present at all. Did not notice when the audio was not working, and at one point played an entire film and noticed at the end, the audio was not synced. I would give organisers and presenters and production team a 0/10. Seriously."

"Not enough local content"

"Films were not great this year/sound issues/please no documentaries"

"It was not value for money"

BEVERAGE OFFERING (7.3% OF PARTICIPANTS)

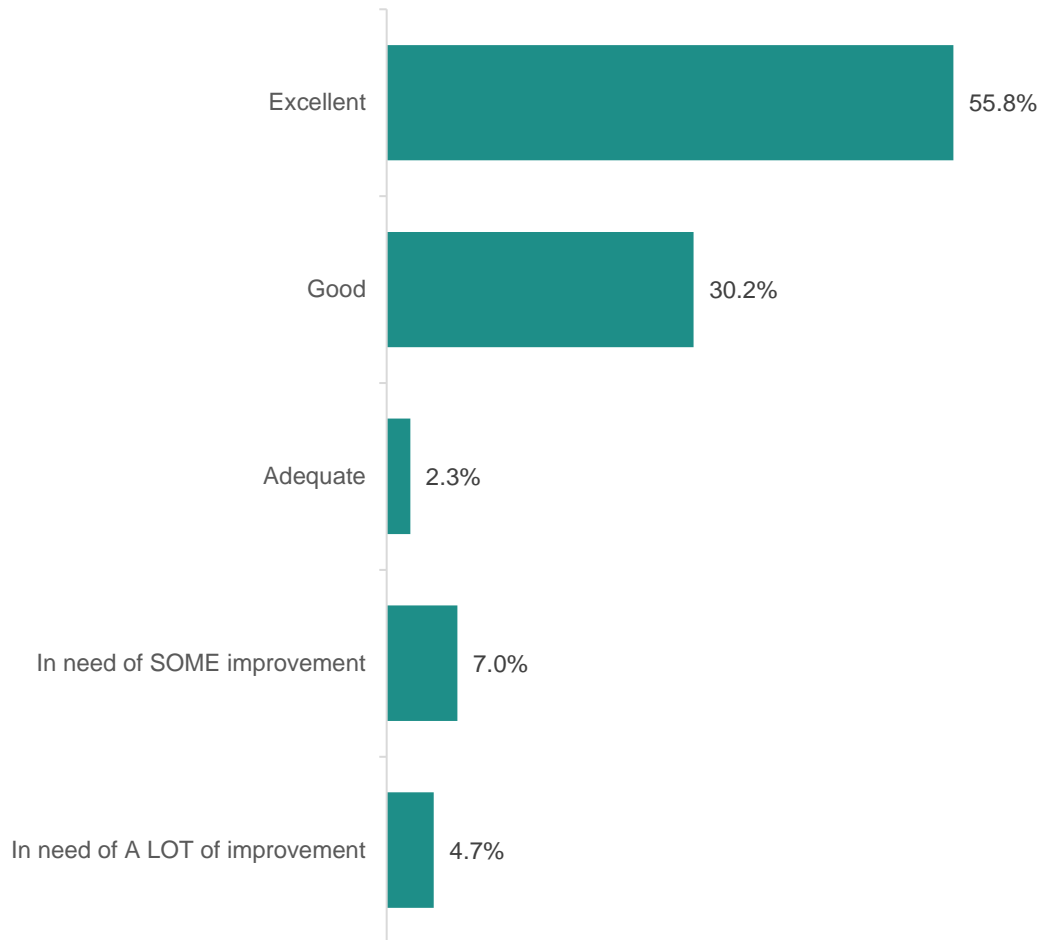
"The drinks were overpriced, and they ran out of mid strength beer too early. Much of the population are moving to lower alcohol beverages. Stock more of that than full strength??"

"We had the Smokey pint Nachos. There was minimal meat on my dish which was otherwise tasty. There were also NO sugar free soft drinks other than soda water. As the Driver and a nondrinker I would have liked to bring in my own soft drink"

"Not enough choice"

Ordinary Council Meeting - 27 June 2023

OVERALL EVENT SATISFACTION



- + Around 86% of attendees indicated that the event was either *excellent* or *good*. Meanwhile, 11.7% of attendees indicated that the event is *in need of some/a lot of improvement*.
- + Attendees who rated high may have seen the event as *good/excellent* due to event organisers being able to deliver on the minimum quality standards of the event. The research suggests that such positive results can be linked to the delivery of these key minimum quality standards such as *leaving the event*. This was reflected with a scores of 6.7 in the satisfaction with elements section.

Ordinary Council Meeting - 27 June 2023

SUGGESTED CHANGES TO IMPROVE EVENT (11.7% OF ATTENDEES)

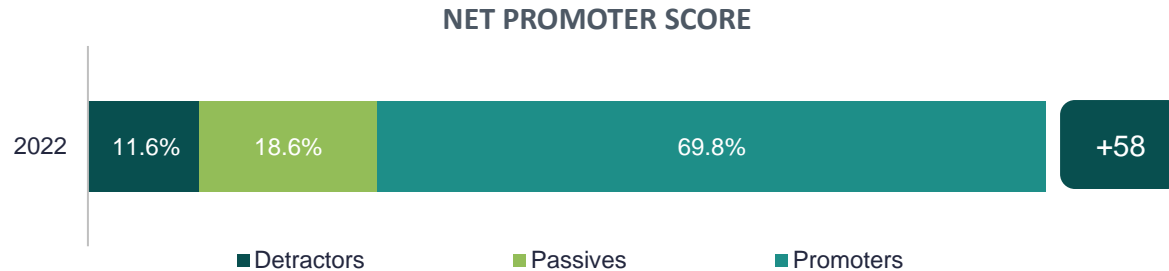
"The sound was awful, sorry... It was so loud it was distorting. You could hear it clearly at the toilet block, the sweet spot seemed to be the gate! I can forgive the technical glitches.. They happen to the best... But the general sound quality was poor. The low budget shorts often already have sound issues, and the lack of mixing control just exacerbated them. The showing of advertisements was out of place, particularly since they were not announced as such. The XM2 entry was a blatant ad."

"There wasn't enough variety in the food trucks and there were a lot of technical difficulties on the night"

"Advertised start time 5.00, actual start time 6.30. Wasn't interested in pre-film chatter."

"For what you got the price was outrageous. \$20 a head would have been enough. The compare was very average. Very unprofessional and bland"

"Some absolutely horrendous content, and appalling production (watching 2 films twice, at least), and some rank horrendous content (especially the Russian doll yawn!). Also, I could not see! The screen is too small. And volume didn't seem to be well-designed. When I asked my partner to go closer to the screen, she said it was too loud. (Should be on the ground seating ONLY in front, so people behind can see). I was in the middle where the first partition is. Lastly, the guy smoking behind me added to my discomfort. I really don't appreciate laws being flouted especially involving the tobacco industry"



- + Attendees at Port Shorts Film Festival recorded a Net Promoter Score of +58.
- + Approximately 69.8% of attendees are classified into the *promoter* category. These people are likely to be positive mouthpieces for the event among their social networks.
- + Meanwhile, 11.6% of attendees can be categorised as *detractors*. These individuals represent a risk for the event as they are most likely to focus on the negative aspects when discussing their experience.

IER measures advocacy through the use of a methodology termed 'Net Promoter Score' (NPS). The NPS allows for the measurement of an event's performance through the eyes of its attendees. It is based on the view that all attendees can be segmented into one of three categories:

- **Promoters** (rating score 9-10) are classified as loyal enthusiasts who will keep attending and refer others, fueling growth.
- **Passives** (score 7-8) are often satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy consumers who can damage brand of Port Shorts Film Festival and hinder growth through negative word-of-mouth.

The NPS is determined by firstly allocating percentages to the proportion of detractors, passives and promoters (see chart above). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters. The difference between the two is the NPS.

TOP REASONS FOR PROMOTERS (69.8% OF ATTENDEES)



- + When asked why attendees rated the Port Shorts Film Festival a 9 or 10, the most common theme was it was a *great night*, with 75.9% commenting on this aspect. This was followed by comments relating to the event's *location/local event* (48.3%).
- + Attendees described the event using many different adjectives such as, *great, good, nice, excellent and lovely*. This shows attendees all round were quite pleased with the overall event.
- + The majority of the comments from promoters were general praise for the event itself.

RESPONSES

"Great night out and a nice way to experience Port Douglas"

"Its a wonderful night out in the Shire!"

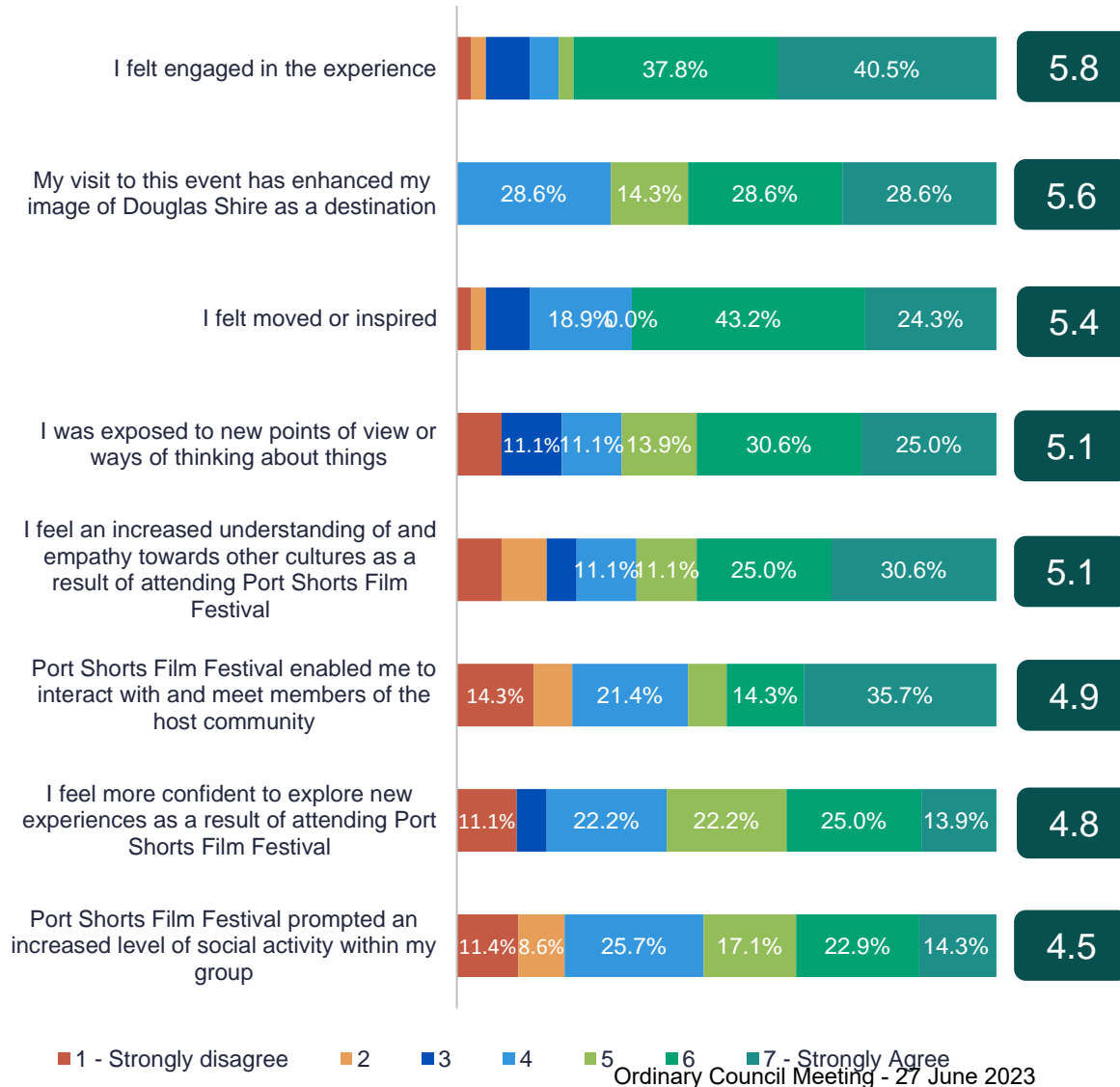
"A wonderful night, not over commercialised, great food vendors and great value for money for the films"

"Enjoyable night, and good to support the arts"

"It was a great evening, beautiful location, great films"

"Absolutely loved the night, great short films. Yummy food and great atmosphere."

SOCIAL IMPACT PERCEPTIONS



- + Attendees were asked to indicate their level of agreement with a list of social impact statements.
- + The statement with the highest level of agreement on average was, *I felt engaged in the experience*. This had an average score of 5.8 out of 7 and over 40% *strongly agreed*.
- + This was followed by *my visit to the event has enhanced my image of the Douglas Shire as a destination*. The average score was 5.6 and 28.6% *strongly agreed*.
- + The statement which achieved the lowest level of agreement on average was, *Port Shorts Film Festival prompted an increased level of social activity within my group* (4.5).

SOCIAL IMPACT PERCEPTIONS - SEGMENTS



	YOUNG SINKS AND DINKS	FAMILIES	EMPTY NESTERS
I felt engaged in the experience	6.6	6.7	5.8
My visit to this event has enhanced my image of Mareeba as a destination	6.0	4.0	5.6
I felt moved or inspired	6.4	6.0	5.2
I was exposed to new points of view or ways of thinking about things	6.2	6.5	4.9
I feel an increased understanding of and empathy towards other cultures as a result of attending Port Shorts Film Festival	5.8	5.8	4.9
Port Shorts Film Festival enabled me to interact with and meet members of the host community	6.3	6.0	3.4
I feel more confident to explore new experiences as a result of attending the Port Shorts Film Festival	5.4	4.5	4.7
Port Shorts Film Festival prompted an increased level of social activity within my group	5.4	5.8	3.9

Ordinary Council Meeting - 27 June 2023

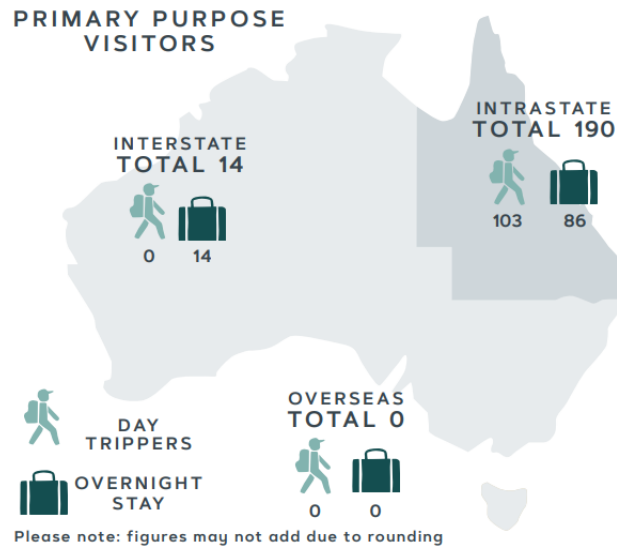
- + For the top statement *Families* scored this the highest with an average of 6.7. *Young Sinks and Dinks* and *Empty Nesters* rated this statement highly (6.6 and 5.8).
- + The statement with the lowest impact was *Port Shorts Film Festival enabled me to interact with and meet members of the host community* with a score of 3.4 from *Empty Nesters*.

Economic Impact

Primary Purpose Visitors

Attachment 6.2.2

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- + Port Shorts Film Festival attracted 812 individuals.
- + Of these individuals, **203** were in-scope visitors to Douglas Shire, with **189** in-scope visitors attending from other parts of Queensland and **14** in-scope visitors attending from interstate.

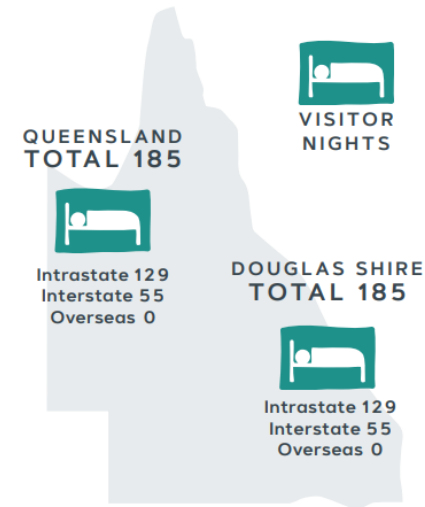
Visitor Origin	Not In Scope	In-Scope Overnight	In-Scope Day Trip	Total
Douglas Shire Residents – Not In Scope	537	-	-	537
Other Queensland - Not In-Scope	0	-	-	0
Interstate – Not In-Scope	69	-	-	69
Overseas – Not In-Scope	2	-	-	2
Total Not In-Scope	608	0	0	608
Other Queensland - In-Scope	-	86	103	190
Interstate – In Scope	-	14	0	14
Overseas – In Scope	-	0	0	0
Total In-Scope	0	100	103	204
Total Individuals	608	100	103	812

Ordinary Council Meeting - 27 June 2023

*Note – Numbers may not add due to rounding

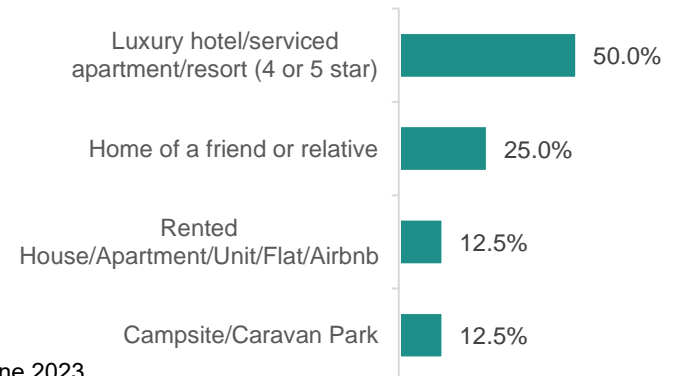
- + Visitor nights are the number of nights spent in commercial and non-commercial accommodation by event motivated or extended stay visitors to the Douglas Shire or Queensland.
- + Port Shorts Film Festival was responsible for generating 185 visitor nights in Queensland. Majority of these nights were generated by Intrastate visitors – 129, followed by Interstate visitors (55).
- + For Douglas Shire, Port Short Film Festival generated the same number of visitor nights as the number of visitor nights generated in Queensland. This indicates that visitors did not stay in other parts of Queensland as part of their trip.
- + The adjacent chart shows that half of all overnight visitors stayed at a *Luxury hotel/serviced apartment/resort* (50.0%) or with a home of a friend or relative (25.0%).

DIRECT VISITOR NIGHTS

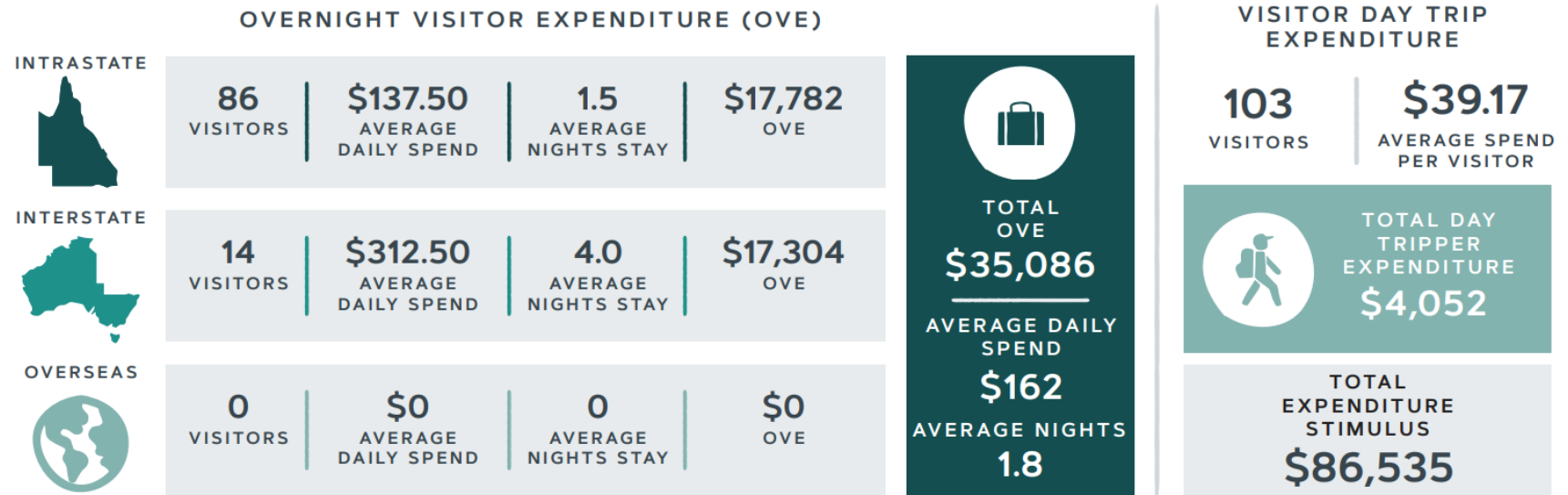


Please note: figures may not add due to rounding

OVERNIGHT ACCOMMODATION TYPE



Overnight and Day Trip Visitor Expenditure and Economic Stimulus

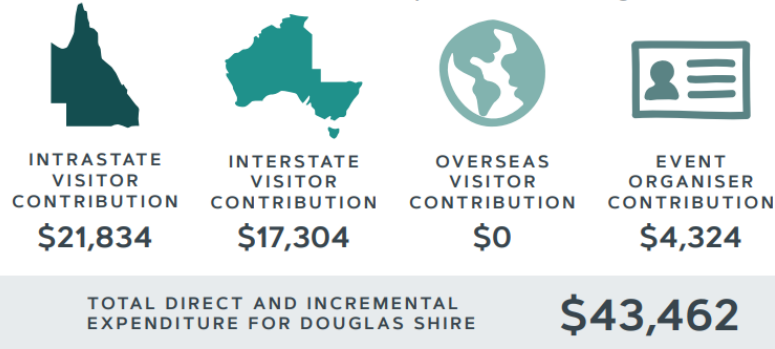


- + In total, \$35,086 was spent by overnight visitors from outside of the Douglas Shire who stayed overnight. The majority of this spending was undertaken by intrastate visitors (\$17,782) and interstate visitors generated \$17,304 in overnight visitor expenditure.
- + The average length of stay was highest for interstate visitors (4.0 nights), and intrastate visitors staying an average of 1.5 nights.

- + There was 103-day trippers to the Douglas Shire who had an average daily spend of \$39.17 (not including tickets to any ticketed events), which contributed to overall \$4,052 in expenditure.
- + In terms of total spend (economic stimulus), Port Shorts Film Festival generated a total spend of \$86,535. This includes spending by local residents, and both primary purpose and non-primary purpose visitors.

ECONOMIC AND TOURISM IMPACTS

Total Direct and Incremental Expenditure for Douglas Shire



- + In total, \$43,462 was spent by visitors to the Douglas Shire and the event organiser because of Port Shorts Film Festival. The majority of this spending was made by intrastate visitors who contributed over \$21K in direct and incremental expenditure.

Total Direct and Incremental Expenditure for Queensland



- + In total, \$18,456 was spent by visitors and the event organiser because of Port Shorts Film Festival. The clear majority of this spending was made by interstate visitors who contributed over \$17K in direct and incremental expenditure.



2022 - 2023 REVIEW PREVIEW

Ordinary Council Meeting - 27 June 2023

We would like to acknowledge the traditional owners and custodians of this beautiful country where the rainforest meets the sea. We pay our respects to the Yirganydji, saltwater Djubaki and Kuku-Yalanji people as the original Nations from these lands. We pay our respects to the elders past, present and emerging.



All of the core crew who have developed and grown this film festival over the years, should be well proud of what you have created. Amazing!

“What a fantastic event for our local community. Thank you Port Shorts for bringing us all together with some brilliant films. :-)”

“Such a great night, amazing films and turn-out! Thanks to everyone involved in putting Port Shorts together.”



“Rex Smeal Park, lined by palm-trees and overlooking the Coral Sea and Daintree Rainforest is the perfect location for a film festival. “

Ordinary Council Meeting - 27 June 2023

2022 EVENT - THE FILMS



The Port Shorts Film Festival is a truly unique event, providing a once in a lifetime experience for visitors to watch shorts films under the stars at the edge of the Coral Sea and the Great Barrier Reef.

The program is a celebration of our modern culture, featuring an eclectic selection of outstanding Australian and international short films - from Mossman to Myanmar and right here, in our own backyard.

We have been told many times that our film festival is a truly unforgettable event and more and more filmmakers are making the pilgrimage each year from the south to attend. We are not like other film festivals, we're a little bit special and the experience for almost 1000 Port Shorts 2022 festival goers this year was nothing short of spectacular.

In total 102 films were entered into Port Shorts 2022 - with Friday evening showcasing the Young Filmmaker Awards, the Music Video Awards and the Port Shorts Primary Challenge and Saturday night featuring the Port Shorts Drone Awards, Local Filmmaker Awards and Open Filmmaker Awards.



What our filmmakers said about Port Shorts 2022

Reviews from our FilmFreeway submission page at filmfreeway.com/portshorts

“What a wonderful organisation, just beautiful people who took the extra steps to chat and and make time for us. Could not recommend this festival more!!!”

“Such a great festival! Thanks for having us Port Shorts!”

“I’m one for “telling it like it is” with festivals, but this one really was very good, great communication and very well planned.”

“A wonderfully Australian outdoor film festival in a stunning location. Communication by organisers was brilliant and they were very welcoming. Grateful to have had our short Happy Anniversary selected.”

Ordinary Council Meeting - 27 June 2023

“Bloody fantastic festival! The location, the people, the host, the standard of films. Everything about Port Shorts is wonderful. I cant wait for next year! Thank you.”



2022 WINNING FILMS



OPEN AWARD

Survivors of Wadjemup
Dr Glenn Stasuk



AUDIENCE CHOICE AWARD

The Man from Mooroolbark
Stig Wemyss



PORT SHORTS JURY AWARD

The Hunted
Actress Catherine Lillian



DRONE AWARD

Perspective
Timothy Hay &
Simon Mulholland



LOCAL AWARD

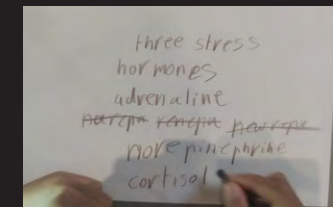
Clones Go Camping
The Clones



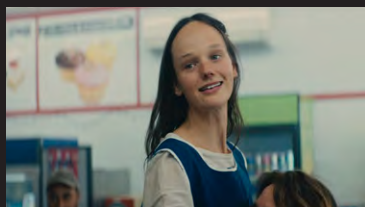
PSYFA YOUNG
FILMMAKER
AWARD
Demonic Daydream
Mason Hannam



PSYFA SHOUT
OUT AWARD
My Friend Ana
Abby Veltheim



JUNIOR FILMMAKER
AWARD
The science of stress
during remote learning
Frank Low



MUSIC VIDEO
AWARD
Emily
W.A.M Bleakley



MUSIC VIDEO
SHOUT OUT
AWARD
Joshou
YAMATO



ATOM QLD
EMERGING ARTIST
AWARD
Banana
Amalia Safonova

2022 PORT SHORTS FILM FESTIVAL AMBASSADORS

Attachment 6.2.3

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In 2022, our long time festival ambassadors actor Stephen Curry and producer Matt Hearn were joined on the judging panel for the first time by Dhalinybuy actor Rarriwuy Hick.

The Team is locked in for the 2023 event.



2022 PORT SHORTS MASTERCLASS PANEL

YOUTH MASTERCLASS EVENT

On the panel at the Clink Theatre, we showcased **Dr Jan Cattoni** (CQ University Australia), **Rarriwuy Hick**, (Redfern Now, Cleverman, Wentworth, True Colours) **Greta Evangelista** (ATOM Queensland) and **Moneth Montemayor** (Essential Screen Skills QLD)

The panel shared their experiences working in the Screen and Media Industry over their many collective years and there were strong themes around the importance of taking up opportunities that exist within our region, making a positive contribution to our communities, remaining curious and inquisitive (always), and continuing to hone one's creative interests.

In the audience were students from Gateway School, Cairns State High School, Mossman State High School and the very talented Matt Hearn (Wolf Creek, Rogue, Hot Glue) who has been a Port Shorts Ambassador and strong advocate for youth participation in our festival for many years.

The Youth Masterclass was living proof that Port Shorts Film Festival is an excellent model of integrating education and creativity into the festival program to ensure that the next generation of filmmakers have opportunities to connect with industry professionals and find the inspiration needed to pave their way for a successful career in the Australian film industry.



"We look forward to continuing this collaboration and contributing to the North QLD and Far North QLD screen industry!"

Moneth Montemeyer

Essential Screen Skills QLD

2023 PORT SHORTS MASTERCLASS EVENTS



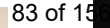
INDUSTRY HEAVYWEIGHTS RETURN FOR FREE MASTERCLASS SERIES

The Port Shorts Masterclass Series featuring renowned industry experts will return to Port Shorts in 2023.

Port Shorts hosted Masterclass Series workshops from 2015-2019 providing Far North Queensland and travelling filmmakers with access to some of the **BIGGEST NAMES IN THE AUSTRALIAN SCREEN INDUSTRY** before COVID-19 impacted.

Organisers are committed to reviving the Masterclass Series as part of the 2023 Port Shorts Film Festival to again provide this opportunity for emerging and aspiring filmmakers to **LEARN FROM SOME OF THE BEST IN THE BUSINESS.**

The hugely successful Youth Masterclass Forum for dozens of regional senior high school film students will also return to the festival line-up in 2023 to continue to **INSPIRE THE NEXT GENERATION OF FILMMAKERS** in our own backyard. their way for a successful career in the Australian film industry.



After a COVID hiatus, the Port Shorts Film Festival returned to Rex Smeal Park in October 2022 with a focus on **PROMOTING THE EVENT TO OUR FAR NORTH QUEENSLAND AUDIENCE.**

Port Shorts Ambassador Stephen Curry once again featured in a **PRIME TIME ADVERTISING CAMPAIGN WITH WIN TV** in Far North Queensland in the weeks leading up to the festival. The event was also heavily promoted with prominent roadside signage around Port Douglas and via social media. More than **2000 EVENT FLYERS WERE ALSO DISTRIBUTED TO 100+ LOCAL RESORTS** to their guests.

Port Shorts also ran a national print and online campaign with **IF MAGAZINE** to its film industry following and provided regular event updates for our **3500 PORT SHORTS MAILING LIST SUBSCRIBERS**. The end result was **102 ENTRIES** and an appreciative **AUDIENCE OF AROUND 1000 PEOPLE** treated to two huge nights of spectacular short films under the stars.



STATISTICS

+ 102 FILMS ENTERED

- INTERNATIONAL FILMS

- AUSTRALIAN FILMS

- LOCAL FILMS

+ 949 FESTIVAL ATTENDEES

+ FESTIVAL CREW & VOLUNTEERS

+ 5.5 k SOCIAL MEDIA FOLLOWERS

+ 3.5k EMAIL DATABASE

PORT SHORTS 2022

AUDIENCE

TOTAL	– 949
PRE-PAID	– 529
GATE PAID	– 270
VIP	– 150

DOUGLAS SHIRE	– 67%
FNQ (OTHER)	– 18%
OTHER QLD	– 3%
NSW	– 3%
VIC	– 7%
WA	– 1%
TAS	– 5
OVERSEAS	– 3

SUSTAINABILITY & TECHNOLOGY

DOUGLAS SHIRE HYDRATION STATION



The reef and rainforest themed portable water re-filling stations and drinking fountains made their debut at Port Shorts - in a bid to reduce single use plastics and urge event goers to reuse their water bottles.

LIVE AUDIENCE INTERACTION



Audience interaction via SMS Text service on the Big Screen. Live feeds, questions and comments published from the crowd for an immersive experience. Also used for our Audience Choice Voting Award

PORT SHORTS APP

We designed the Port Shorts app, so viewers could access the **Festival Program** on their mobile devices and vote in the **Audience Choice Award**.

The app showcases the various film categories, video trailers, film info and links to filmmakers websites and social media channels.

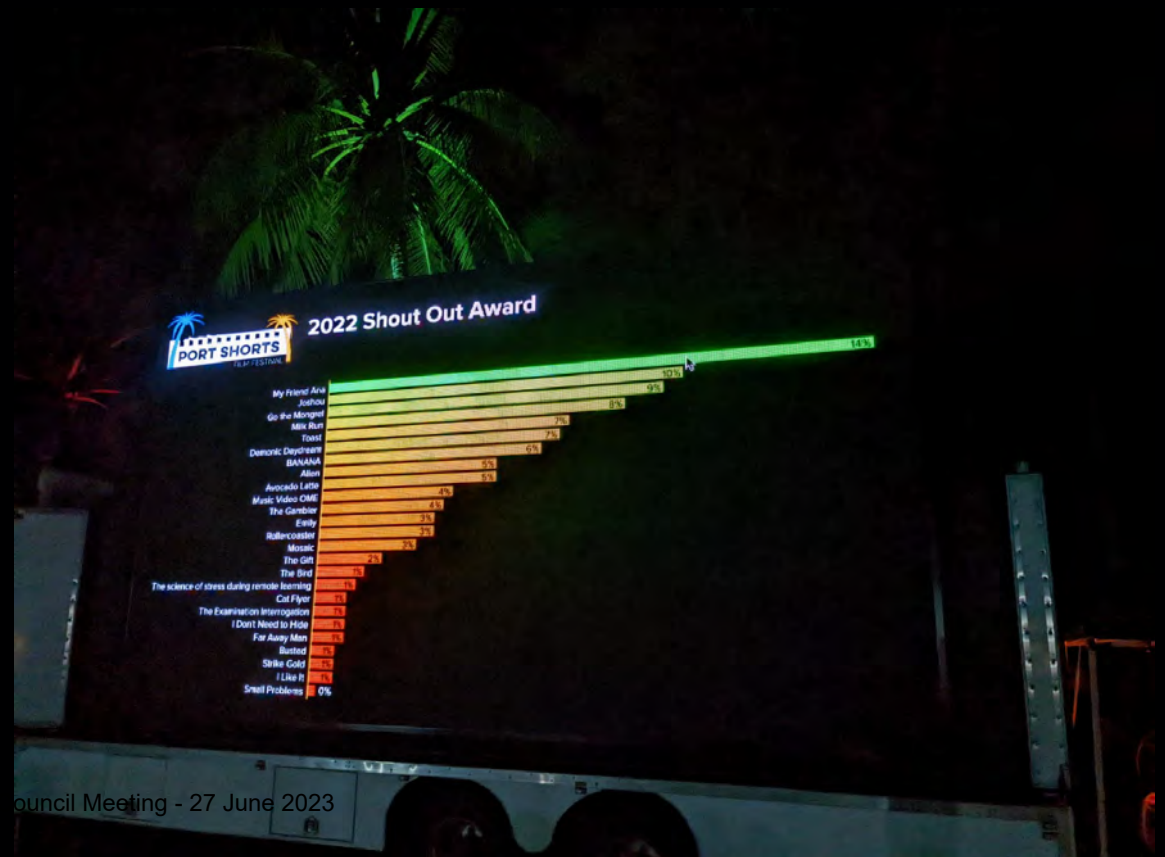
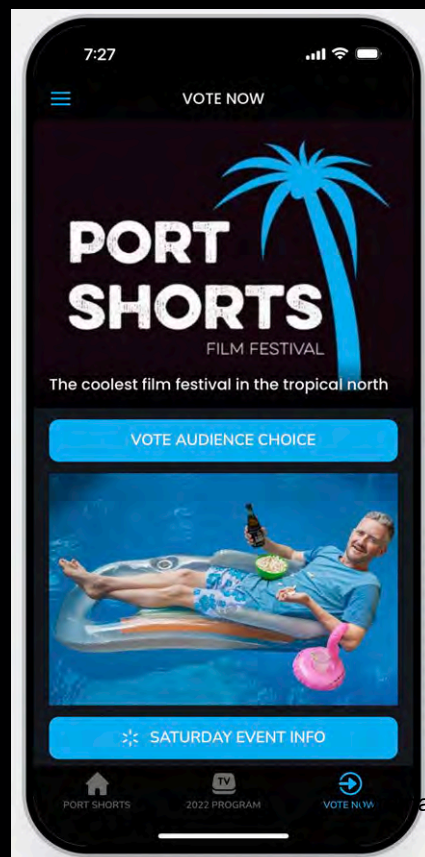
We also added sponsor information with links and video adverts. A direct link to our submission portal at filmfreeway was also included with information to submit for the 2023 Festival.

The app was downloaded 802 times (a 20% increase on last year) during the 2022 Port Shorts Film Festival and was available on IOS, Android and a web browser version.

DOWNLOAD

THE VERY BEST OF PORT SHORTS PROGRAM

portshorts.live



powered by

CineSend

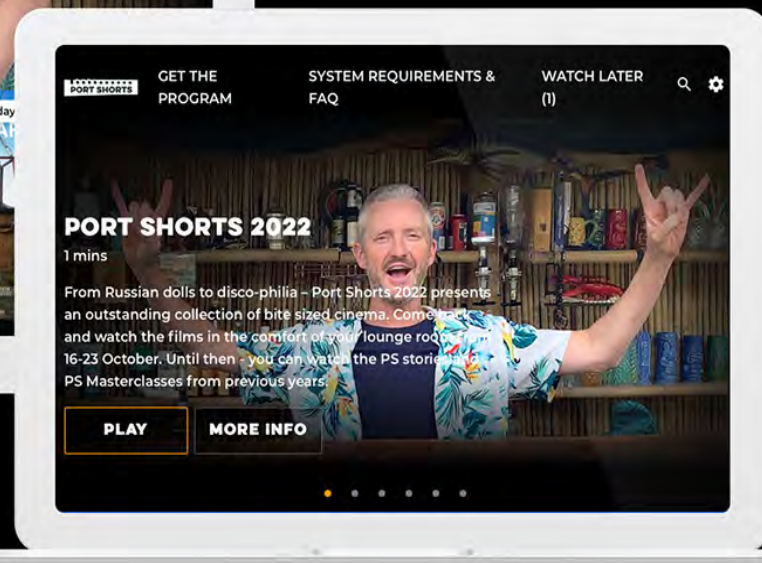
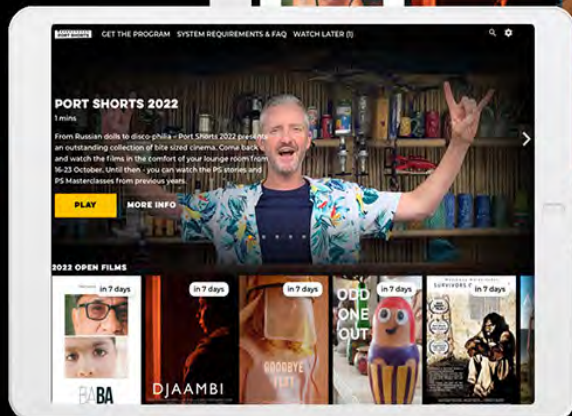
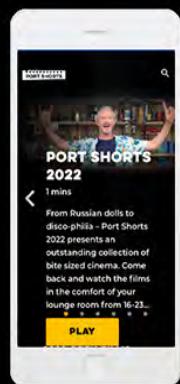
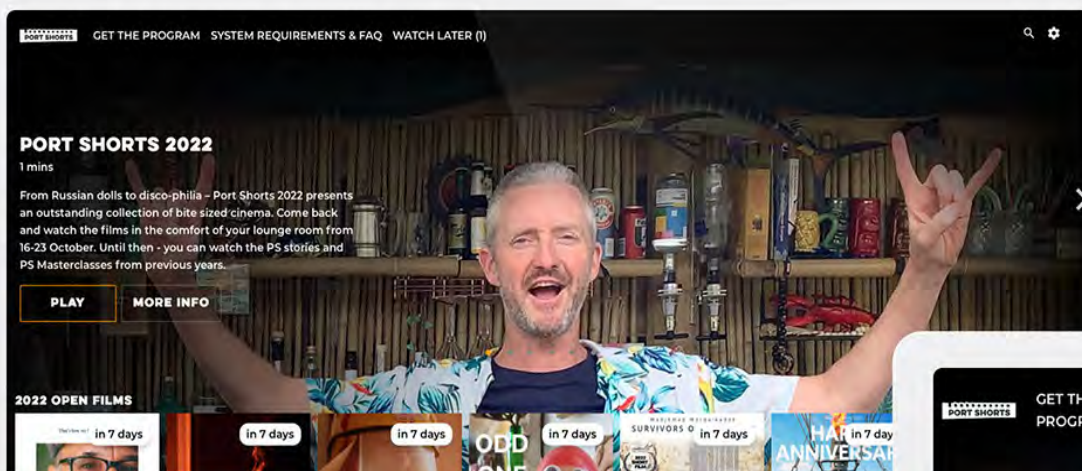
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VIRTUAL FILM FESTIVAL



OCTOBER 16-23

REGISTER
TO WATCH
FOR FREE



Ordinary Council Meeting -

PORT SHORTS VIRTUAL FESTIVAL 2022

Port Shorts partnered with Canadian company Cinesend to bring the 2022 Ports Shorts Film Festival to a national and international audience.

The online Virtual Festival was available for viewing from the 16-23rd October 2022



TOTAL MINUTES WATCHED

13,918

TOTAL HOURS WATCHED

231

TOTAL VIEWERS

2,464

TOTAL AUSTRALIAN VIEWERS

2,053

TOTAL INTERNATIONAL VIEWERS

411



SUPPORTING LOCAL BUSINESSES



Not only did they provide great options for food for our movie-goers, but they also sold out!

Local food trucks are invited to Port Shorts over the two-day event.

Delicious food ranged from the nutritious, goodness-packed bowls from Kefir Queen to the sweet and savoury Captains Crepes and delicious slow-cooked, smokey meat from Smokey Pint. Dessert? We had you covered with the Donut Diner!

Port Shorts Film Festival

14-15 OCTOBER 2022

Attachment 6.2.3

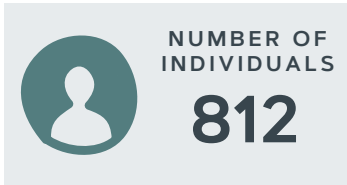
90 of 156



ATTENDANCES



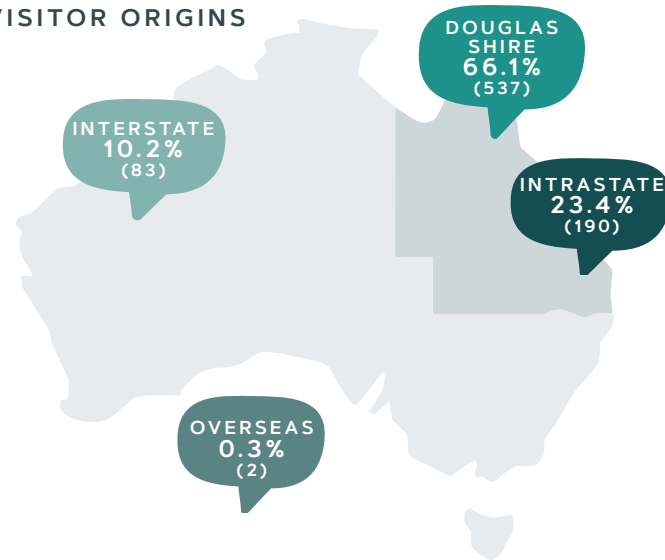
**TOTAL
ATTENDANCE**
902



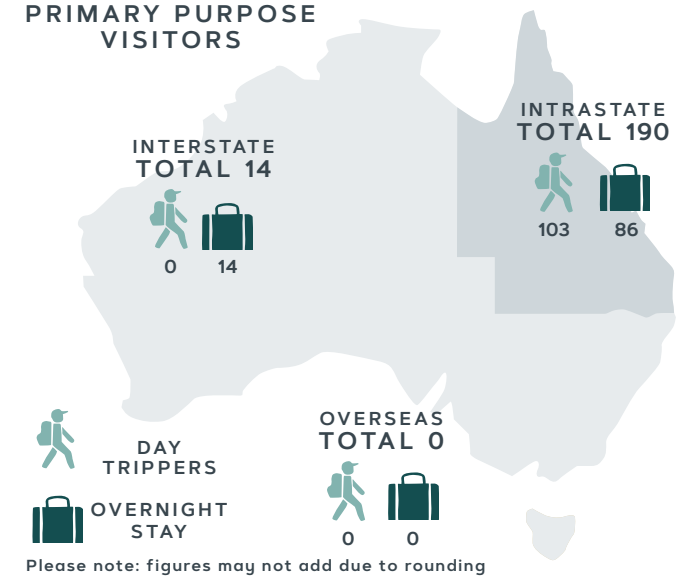
**TOTAL NUMBER
OF DAYS**



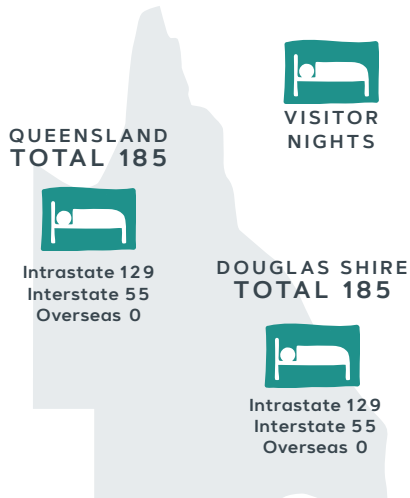
VISITOR ORIGINS



PRIMARY PURPOSE VISITORS



DIRECT VISITOR NIGHTS



INTRASTATE



**VISITOR
NIGHTS**

INTERSTATE



OVERSEAS




OVERNIGHT VISITOR EXPENDITURE (OVE)

86 VISITORS	\$137.50 AVERAGE DAILY SPEND	1.5 AVERAGE NIGHTS STAY	\$17,782 OVE
14 VISITORS	\$312.50 AVERAGE DAILY SPEND	4.0 AVERAGE NIGHTS STAY	\$17,304 OVE
0 VISITORS	\$0 AVERAGE DAILY SPEND	0 AVERAGE NIGHTS STAY	\$0 OVE

TOTAL OVE \$35,086
AVERAGE DAILY SPEND \$162
AVERAGE NIGHTS 1.8

VISITOR DAY TRIP EXPENDITURE

103 VISITORS	\$39.17 AVERAGE SPEND PER VISITOR
	TOTAL DAY TRIPPER EXPENDITURE \$4,052
TOTAL EXPENDITURE STIMULUS \$86,535	

Please note: figures may not add due to rounding

Ordinary Council Meeting - 27 June 2023

ORGANISER DIRECT AND INCREMENTAL EXPENDITURE

Attachment 6.2.3

ORGANISER CONTRIBUTION (DOUGLAS SHIRE)

GROSS EXPENDITURE - EXPENDITURE MADE OUTSIDE DOUGLAS SHIRE

\$15,478

ESTIMATED % OF INCOME MADE OUTSIDE DOUGLAS SHIRE

27.9%

TOTAL MADE OUTSIDE DOUGLAS SHIRE

\$4,324

ORGANISER CONTRIBUTION (QUEENSLAND)

GROSS EXPENDITURE - EXPENDITURE MADE OUTSIDE QUEENSLAND

\$33,196

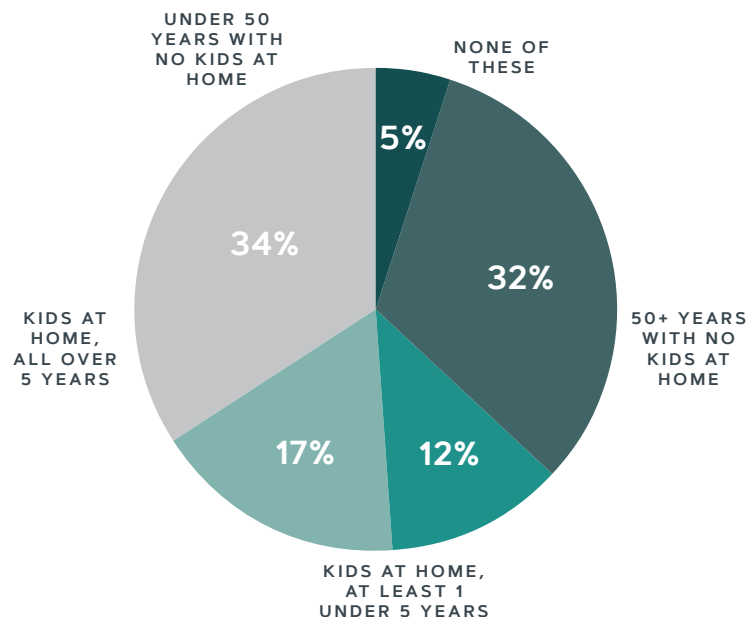
ESTIMATED % OF INCOME OBTAINED OUTSIDE QUEENSLAND

3.5%

TOTAL OBTAINED OUTSIDE QUEENSLAND

\$1,152

DEMOGRAPHIC PROFILE



ECONOMIC AND TOURISM IMPACTS

Total Direct and Incremental Expenditure for Douglas Shire
91 of 156



INTRASTATE VISITOR CONTRIBUTION

\$21,834



INTERSTATE VISITOR CONTRIBUTION

\$17,304



OVERSEAS VISITOR CONTRIBUTION

\$0



EVENT ORGANISER CONTRIBUTION

\$4,324

TOTAL DIRECT AND INCREMENTAL EXPENDITURE FOR DOUGLAS SHIRE

\$43,462

Total Direct and Incremental Expenditure for Queensland



INTERSTATE VISITOR CONTRIBUTION

\$17,304



OVERSEAS VISITOR CONTRIBUTION

\$0



EVENT ORGANISER CONTRIBUTION

\$1,152

TOTAL DIRECT AND INCREMENTAL EXPENDITURE FOR QUEENSLAND

\$18,456

COMMUNITY PRIDE

I feel an increased understanding of and empathy towards other cultures as a result of attending the event



I feel more confident to explore new experiences as a result of attending the event



The Port Shorts Film Festival prompted an increased level of social activity within my group



The Port Shorts Film Festival enabled me to interact with and meet members of the host community



My visit to this event has enhanced my image of Douglas Shire as a destination



I felt moved or inspired



I felt engaged in the experience



I was exposed to new points of view or ways of thinking about things



1-Strongly Disagree 2 3 4 5 6 7-Strongly Agree

NET PROMOTER SCORE



Ordinary Council Meeting - 27 June 2023

Detractor Passive Promoter

AT A GLANCE

+ Across the two days the Port Shorts Film Festival attracted 812 individuals who attended the event.

+ The Port Shorts Film Festival generated direct and incremental expenditure of \$43,462 attributable to the Douglas Shire economy and \$18,456 attributable to the Queensland economy.

+ The Port Shorts Film Festival was responsible for generating 185 visitor nights to the Douglas Shire. The majority of these nights were generated by intrastate visitors (129).

+ In total, \$35,086 was spent by overnight visitors who stayed more than 40km from their normal place of residence. The majority of this spending was undertaken by intrastate visitors (\$17,782).

+ When assessing 'community pride', The Port Shorts Film Festival rates moderately to high on the majority of indicators. The highest level of agreement was recorded for the statements 'I felt engaged in the experience' (5.8/7) and 'My visit to this event has enhanced my image of Douglas Shire as a destination' (5.6/7).

2022 SPONSORS

PARTNERS



GOLD



SILVER



BRONZE



SUPPORTERS



2023 Port Shorts Film Festival Sponsorship

PLATINUM SPONSOR - \$10,000

[YOUR LOGO HERE]

- **Port Shorts Open Film Festival Category Naming Rights** featured on marketing materials and festival programs
- **Logo** featured on all promotional materials
- **30-second ad** featured on both nights of live Port Shorts Film Festival
- **Full-page ad** on Live Event program
- **Exclusive signage** at Festival
- **20 x tickets** to Festival + **10 Picnic Packs**
- **Multiple screenings of ad** on big screen located at end of Macrossan St in lead-up to Festival
- **3 x promotional posts** on our Facebook page
- **Logo** on Port Shorts website
- **Access to all Port Shorts promotional material** to promote festival through your own channels

GOLD SPONSOR - \$5,000

[YOUR LOGO HERE]

- **Logo** featured on all promotional materials
- **30-second ad** featured on both nights of live Port Shorts Film Festival
- **Full-page ad** on Live Event program.
- **Signage** at Festival
- **10 x tickets** to Festival + **5 Picnic Packs**
- **Multiple screenings of ad** on big screen located at end of Macrossan St in lead-up to Festival
- **3 x promotional posts** on our Facebook page
- **Logo on Port Shorts website**
- **Access to all Port Shorts promotional material** to promote festival through your own channels

2023 Port Shorts Film Festival Sponsorship

SILVER SPONSOR - \$1,500

[YOUR LOGO HERE]

- **15-second ad** featured on both nights of live Port Shorts Film Festival
- **Logo** on Live Event program
- **Signage** at Festival
- **4 x tickets to Festival**
- **Multiple screenings of ad** on big screen located at end of Macrossan St in lead-up to Festival
- **Logo** on Port Shorts website
- **Access to all Port Shorts promotional material** to promote support of festival through your own channels

BRONZE SPONSOR - \$500

[YOUR LOGO HERE]

- **Logo** featured on both nights of live Port Shorts Film Festival
- **Logo** featured on Port Shorts Website
- **Logo** on Live Event program
- **2 x tickets to Festival**
- **Multiple screenings of logo** on big screen located at end of Macrossan St in lead-up to Festival
- **Logo** on Port Shorts website

CONTACT DETAILS & CHANNELS

Port Shorts Crew

- Partnerships & Media Coordinator - Greg McLean
greg@portshorts.com ph 0448 900 066
- Festival Director - Alison George
ali@portshorts.com ph 0427 254 228
- Creative Director - Sammi Gowthorp
sammi@portshorts.com
- Finance Manager - Nic Szalek
nicole@portshorts.com
- Youth/Music Director - Elliot Davidson
elliott@portshorts.com
- Technical Director - Andrew 'AK' Killengray
ak@portshorts.com

2022 Port Shorts Film Festival campaign reached an audience of 511,863 Facebook and Instagram users, generating 11,642 link clicks to our website



website - www.portshorts.com

