



## **MEDIA RELEASE**

July 19, 2023

### **REGISTRATION OPENS FOR THE 2023 AUSTRALIAN INTERNATIONAL MOVIE CONVENTION – BACK AT THE STAR GOLD COAST**

#### **NACO Announces New Long-Term Partnership with Asahi Beverages and the Introduction of Global Thought Leadership Presentations from Google and IMAX**

Tickets are now on sale for the 76<sup>th</sup> Australian International Movie Convention (AIMC) at The Star Gold Coast.

The 2023 AIMC will run from Tuesday 31<sup>st</sup> October to Thursday 2<sup>nd</sup> November 2023, returning to The Star Gold Coast - the preferred venue for delegates and members of the National Association of Cinema Operators (NACO).

All five major international studios – Paramount Pictures, Sony Pictures, The Walt Disney Company, Universal Pictures & Warner Bros International – as well as leading Australian distributor Roadshow Films, and the Australian Independent Distributors Association, will present their upcoming slates.

The event has inked a long-term partnership with Asahi Lifestyle Beverages who will showcase their suite of brands, including the Pepsi range, Schweppes, Solo and Red Bull, as well as host the Asahi Lifestyle Beverages Golf Day for convention delegates.

Cameron Mitchell, Executive Director of NACO, which hosts the AIMC, said: “We are delighted to be back at The Star Gold Coast, and have been inundated with interest from industry partners looking to celebrate the local cinema industry. The convention program is looking exceptional, boosted by feedback from an industry-based Steering Committee, and we expect to release the full program in August. We are thrilled to announce that Google will present at the convention, with a session focusing on changing consumer behaviours and the evolution in marketing strategies needed to maximize box office in a post-COVID world. We are confident that delegates will be impressed by the expanded program that will also include keynotes from global industry leaders including IMAX & The Vista Group”.

Damian Keogh AM, President & CEO, The Hoyts Group said: “The AIMC brings together the leaders and emerging talent across the cinema industry to network and hear from studios and experts on the future content and trends in the industry. Hoyts is a proud supporter of the convention and this October we will be back at the Star Casino on the Gold Coast for this unmissable industry event.”

Lori Flekser, Executive Director, Motion Picture Distributors Association of Australia said: “The 2023 AIMC is shaping up to be exceptional, with the MPDAA member companies –

National Association of Cinema Operators

[naco.asn.au](http://naco.asn.au)

ABN 42 009 664 000



Disney, Paramount, Sony, Universal and Warner Bros. - planning presentations that ensure everyone who attends will never miss it again. An unrivalled platform for learning, networking and debate, the convention is where we collaborate to enhance and celebrate the unmatched quality of the cinema experience.”

Sue Maslin AO, Producer said: “The AIMC is one of the most valuable industry events I have attended over the years. High level intel about audiences from the coal face - the exhibitors - has helped inform our decisions about film development and connecting with audiences, something Film Art Media has built its business around. Distributor pitches are a ‘must see’ for any producer.”

Delegates are encouraged to secure their attendance early to take advantage of Early Bird savings. There is also a limited quantity of heavily discounted accommodation packages available for purchase through Stage & Screen on a strictly first-in basis. Bookings can be made at [movieconvention.com.au](https://movieconvention.com.au).

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### **Notes to Editors**

Download AIMC Images, The Star Gold Coast Images and Partner Logos from Dropbox - <https://www.dropbox.com/scl/fo/y5ejfncry0frxij76hd4e/h?dl=0&rlkey=sgkff42p3y5xcd8np330gmmyu>

### **ABOUT THE AUSTRALIAN INTERNATIONAL MOVIE CONVENTION (AIMC)**

The Australian International Movie Convention (AIMC), celebrating 76 years in 2023, is hosted annually by The National Association of Cinema Operators (NACO,) and remains the only event on the Australian film industry calendar to provide opportunities to network with local and international colleagues from Cinema Exhibition, Distribution, Production, and Technology & Cinema Equipment Suppliers under one roof. Attracting delegates from Australia, New Zealand, Asia, the US and Europe, the AIMC provides an invaluable opportunity to preview upcoming product from major and independent studios; learn about local and international trends from guest presenters; discuss latest technologies and cinema fit outs with trade exhibitors; and network with colleagues and senior industry executives. [movieconvention.com.au](https://movieconvention.com.au)



### **ABOUT THE NATIONAL ASSOCIATION OF CINEMA OPERATORS (NACO)**

NACO is the peak body representing cinema operators across Australia and New Zealand, established to act in the interests of all cinema operators. NACO represents cinema operators across Australia, including Event, Village Roadshow, Hoyts, and Reading, as well as many independent and regional cinemas. NACO represents over 2,000 screens in nearly 500 locations. Cinemas are a cultural institution – moviegoing is the number one cultural activity in the region as cinemas are an essential community hub, particularly in regional areas - [naco.asn.au](https://naco.asn.au)

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