

AUSTRALIAN CINEMA PIONEERS 2026 SURVEY RESULTS – SUMMARY

The attached charts show the results from the 2026 survey.

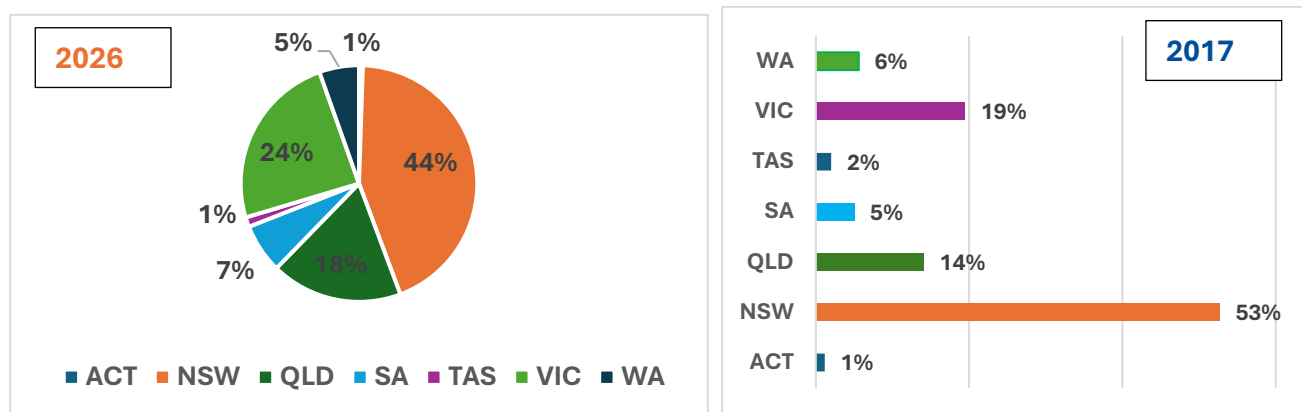
In February-March 2017 the Cinema Pioneers sent a survey, partly by post and partly online, to 2,648 members. **35%** of the members responded.

The February-March 2026 survey - sent entirely via online to 2,800 members - had a **25%** response rate which is statistically valid to provide robust data.

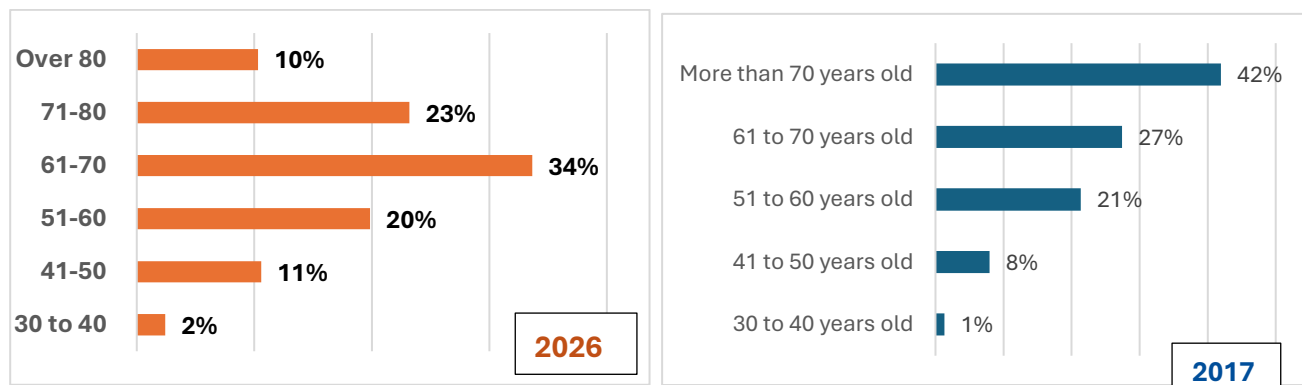
General demographic information about the Cinema Pioneers

Note: This, and the age of members, may have been impacted by the 2026 survey being sent only online, as opposed to the 2017 survey being sent partly by post. It's possible that the survey reached a younger cohort of members.

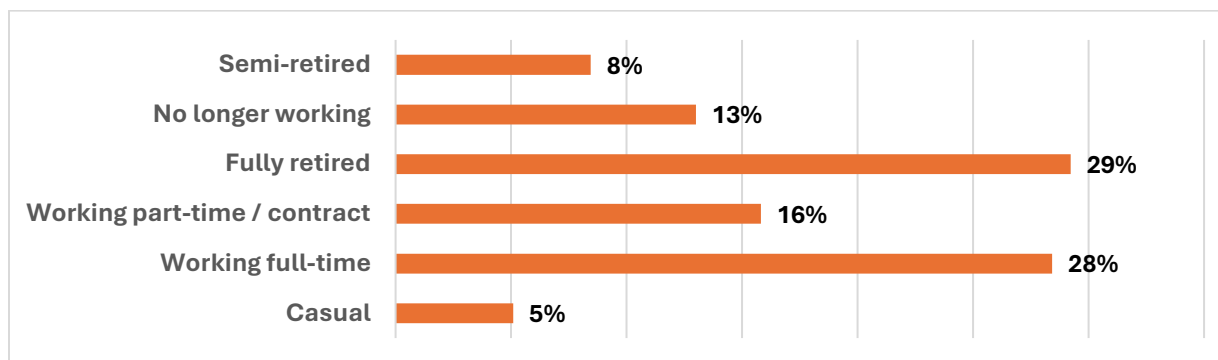
Membership by State: It is no surprise that the majority of members are from NSW, Australia's most populous state.



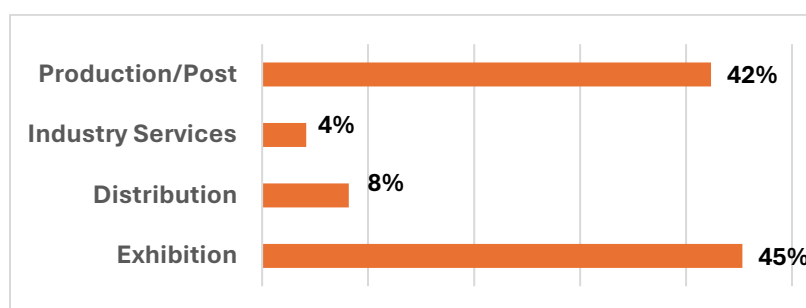
Average age: the average age of members appears to be lower since the 2017 survey, where the largest sector was over 70 years old. In 2026, the largest sector is 61-70 years old (a growth of 7% in the past 9 years). Additionally, the sector of members under 50 years old has grown by almost 4% since 2017.



Working/Retired: There is now a higher proportion of members (48%) still working in the industry in some capacity (either full-time, part-time, casual) compared to 2017 when 39% were working in the industry.



Industry Sectors: Whilst the questions on the two surveys were not exactly the same regarding the primary sector members worked in, the splits appear to be similar with exhibition having the highest proportion, followed closely by production, with distribution relatively small. With the changes in distribution and the rise in streaming services, it will be interesting to see how this split continues to change.



Reasons for being a member of the Cinema Pioneers: the verbatim comments provide the most valuable insights for this question and show the overwhelming reason for people joining was to have their long-standing careers in the industry recognized.

Comments from the survey included:

I feel it's an honour and privilege to be a cinema pioneer- being part-pension, pioneers make movies affordable & it's good to be able to see new films and keep abreast of the times

Happy memories and a passion for the industry

The club. The knowing that we're all in this together. The feeling of community.

It's a validation and recognition of a lifetime achievement in the industry.

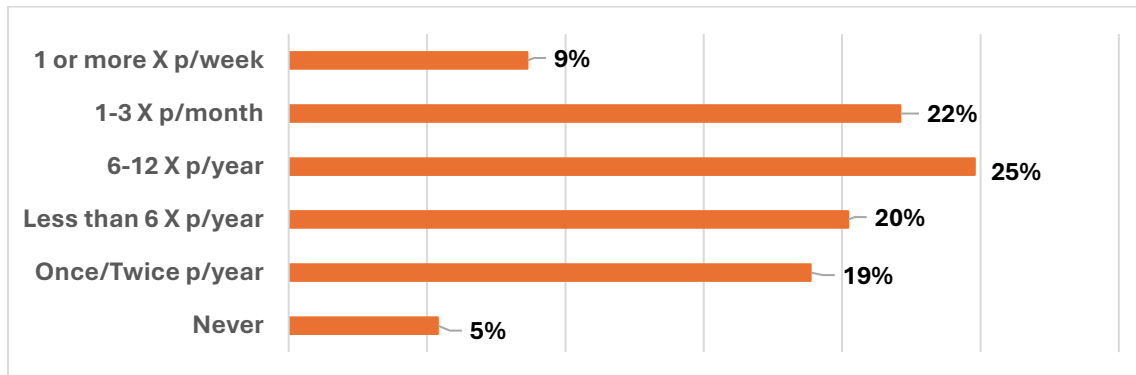
Helping to ensure that the Society remains an important and contributing part of the Australian cinema industry

The Cinema Pioneers Card

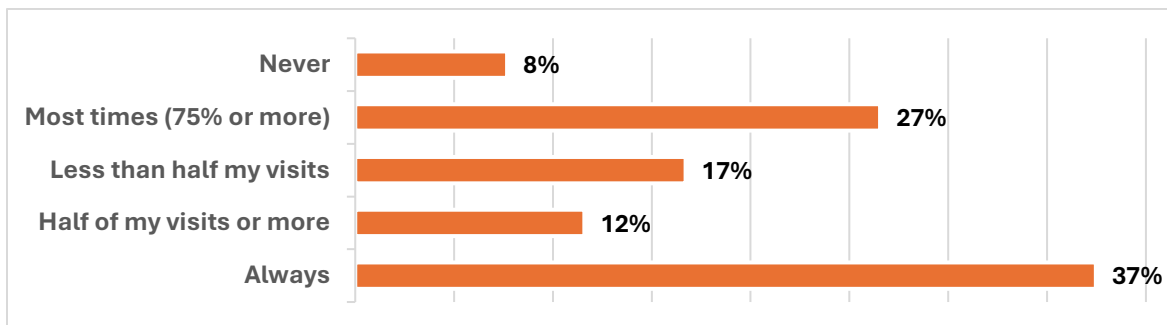
Card usage: In broad terms, today people are using the card less and not taking a guest as regularly.

44% of respondents use their cinema card less than 6 times a year, compared to 27% in the previous survey.

Frequent usage appears to be lower with 22% attending cinema 1-3 times per month – compared to 34% in 2017. Weekly or more visits are static.

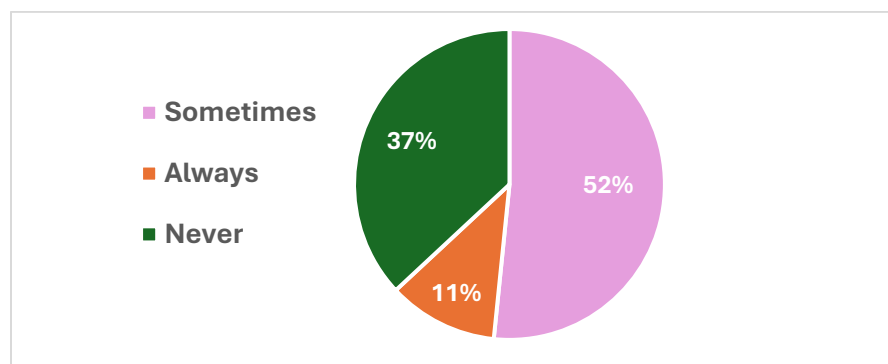


Take a guest: 37% of those using the card always take a guest. In 2017 it was almost 51%.

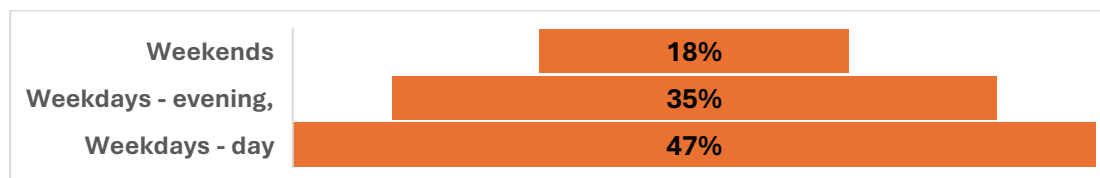


Cinema Pioneers Events

Attend events: The numbers of those who always attended Cinema Pioneers events has dropped by 5% (from 16% in 2017 to 11% in 2026); and those who never attend events has increased by 11% (from 26% in 2017 to 37% in 2026).



Preferred event times: The majority of respondents still prefers daytime events (on weekdays).



That said, the reason 70% of respondents don't attend events is the times they are held or at locations that are not convenient.

Held at times I can't attend	44%
Held at locations I can't get to	26%
Don't know people	20%
Kinds of events don't interest me	6%

Comments from the survey about why people don't attend events included:

It's a combination of timing, location and my availability.

Difficult to get a table together

I didn't know there were any...

I don't live in a capital city

I'm not sure how many people I would know

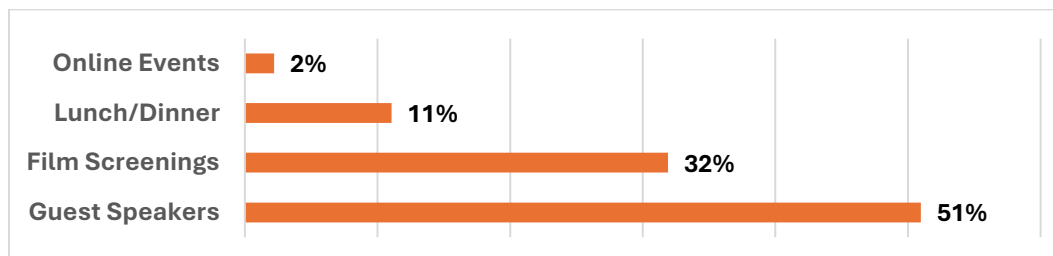
Mainly due to poor health / No longer able to because of mobility and transport difficulties

Most of the people I knew are no longer with us.

The events are too expensive

Seems to skew old

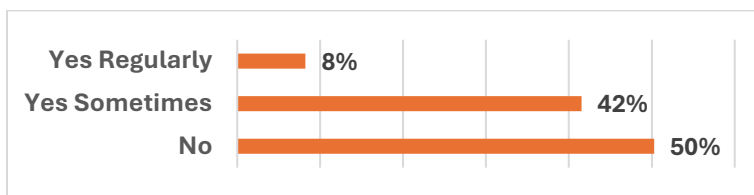
The largest preference for the types of events members would attend is now a significant 51% for guest speakers (this was 29% in 2017), with film screenings next, sitting at 32% (similar to the 34% in 2017).



Social Media Engagement

In 2017, there were no Cinema Pioneers social media channels, but that survey indicated that 38% would engage with Cinema Pioneers social media accounts if they existed.

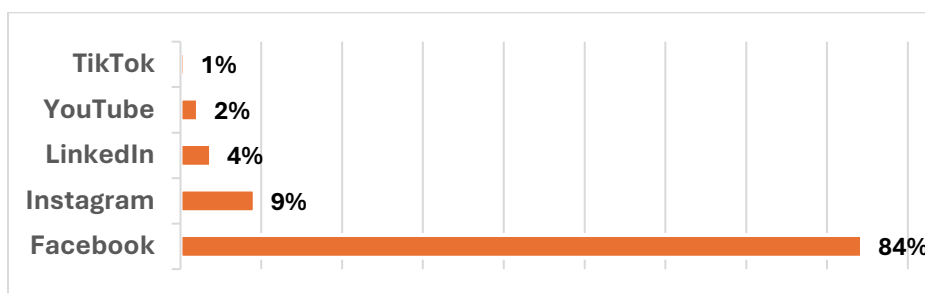
Regular engagement with Cinema Pioneers social media: In 2026, the question was whether members engaged with Cinema Pioneers social media pages and only 7% said they did regularly, with 42% saying they sometimes engaged.



In 2017, 38% said they would not engage, but the reality in 2026 is that 51% do not engage. So there was an expectation that if the Cinema Pioneers had social media accounts, there would be greater engagement, and that has not proven to be the case.

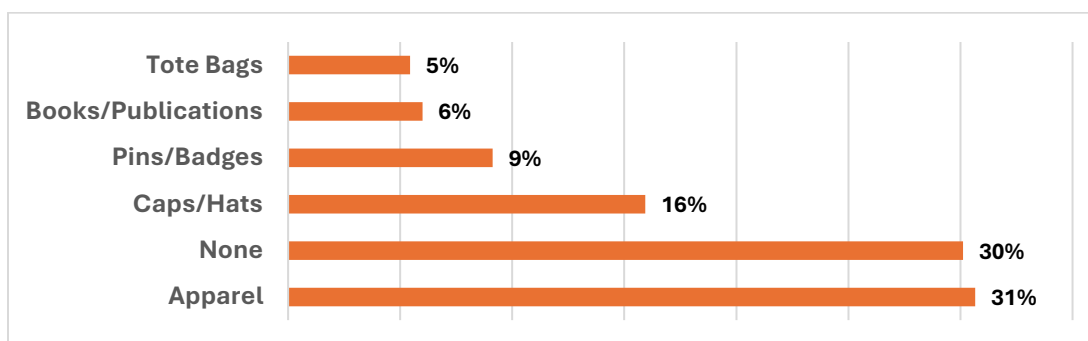
Efforts are currently underway to provide more regular updates on the social media pages (including general cinema information such as box office results and new theatrical releases) to boost more regular visits to socials and encourage a stronger interaction.

Popular social media channels: Facebook is by far the most popular site for engagement.



Merchandise

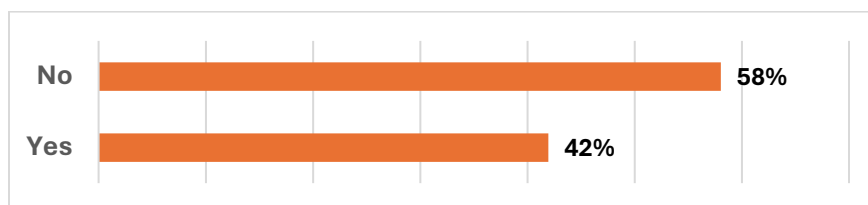
30% of respondents are not interested in purchasing any merchandise while 31% indicated that they would buy apparel (eg T-shirts).



This will now be considered, as there are opportunities with suppliers to produce as required in different sizes, alleviating the need for the Cinema Pioneers to purchase in bulk in multiples sizes (which can lead to stock that sits in storage and may never be used).

Cinema Pioneers Eligibility

A major question asked in the 2026 survey was whether there should be a review of 20 year membership eligibility. The majority (58%) felt that it should not be reviewed and that 20 years represented a commitment to the industry that fully justified the reward of becoming a member.



Those that supported a reduced time frame (maybe 10-15 years) recognized that we need to move with the times as careers have changed, the industry is shrinking and for the Cinema Pioneers to continue we will need 'new blood'.

Comments from the survey included:

10-15 is more likely to capture potential members who take time off for parental leave/responsibilities

10-15 years should be considered as it's difficult to retain staff.

15 years is an achievable and significant milestone for exhibition

15 years would seem to be more applicable in the modern world

20 + years shows true commitment to the industry. Otherwise, it undermines the commitments of all those who have become members.

20 years in the industry is a reward for commitment to a position in the industry.

20 years is a good timeframe, but I know a lot of my colleagues I work with are not eligible after 20 years due to having a few years of TV production in their catalogue, which currently does not count.

20 years is amazing service especially these days. It should be rewarded. My Pioneer card is my favourite possession. I greatly appreciate it and use it all the time.

20 years is reasonable, but employment area criteria may need review. Eg What is cinema today? Is a feature film editor different from a streaming episodic drama series editor?

20 years is such a significant period to be in one industry. It's always what members mention when we talk about the Cinema Pioneers so I think it would be a pity to dilute it.