



GOWEST MIDSUMMA EVENTS

EVALUATION JUNE 2012

Prepared by Community Development Hobsons Bay City Council

On behalf of Community Development and Arts, Events and Tourism

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Executive Summary

GOWEST is an initiative of Hobsons Bay City Council. It supports, represents and celebrates the Gay, Lesbian, Bisexual, Transgender, Intersex and Queer (GLBTIQ) communities of Melbourne's west.

In 2012, GOWEST hosted activities for the GLBTIQ communities as part of the Midsumma Festival for the third consecutive year. Hobsons Bay City Council also signed a Memorandum of Understanding (MoU) with the Midsumma Festival, and for the first time, was recognized as a major government partner of the festival.

Hobsons Bay City Council is committed to taking a leadership role in supporting a partnership approach to the facilitation of GLBTIQ engagement, dialogue and action across all Councils in the Western Region.

GOWEST is managed by Arts and Culture and Community Development with contribution from the Hobsons Bay Communications, Libraries and Youth Services departments. All events are delivered in collaboration with community partners who delivered twelve events from 15th January to the 25th February in 2012. These incorporated a variety of art forms from exhibitions to boat performances, comedy and cabaret nights to sporting events.

GOWEST and the partnership with Midsumma meets Council's objectives to promote health and well being and to ensure equitable access and a high level of service to meet the varied needs of our community. This objective is further supported through Council's Arts and Culture Plan which prioritises participation and social inclusion, aiming to promote a sense of well being through participation in and access to the arts.

Survey evaluations were conducted at all GOWEST events for the first time in 2012. Approximately 1,170 people attended GOWEST events and just over one-third of evaluation surveys were conducted (346). The community engagement that took place and recording of qualitative data by staff and volunteers on event days indicated the following:

- The predominant age of attendees at GOWEST events were between the age brackets of 31 to 40 (34%), 41 to 50 (22%), 51 to 65 (21%) and 25 to 30 (13%).
- Participants attending GOWEST events were mostly from Hobsons Bay (32%), Maribyrnong (11%), Wyndham (11%), Yarra (5%), Darebin (5%), and Port Phillip (4%) respectively.
- Most people drove (55%) to GOWEST events and or car pooled (21%).
- People found out about events mostly via 'Other' (22%), which included: artist/performers, Hobsons Bay City Council library e-news/website, Facebook, the Midsumma iPhone app, Substation e-news, 3RRR radio, Star Observer, word of mouth, local business in Altona, and Pink Sofa amongst others.

- Participants also found out about events from friends (20%), the Midsumma website (17%), the GOWEST program brochure (13%), Midsumma posters (8%), and GOWEST e-flyers (6%).
- The event satisfaction for all events was very high.
- GOWEST events attracted a new audience, with almost 70% of people reporting that they had not previously attended activities as part of the GOWEST Midsumma program.

Some of the major achievements of GOWEST in 2012 include:

- Increased visibility and an increased sense of safety for GLBTIQ communities in Melbourne's west
- The development and strengthening of partnerships between local community organisations with Council
- An increased profile for GLBTIQ communities in Melbourne's west.

The recommendations for the program are:

1. Members of the GLBTIQ Western Region Councils' Working Group (*Working Group*) are approached to establish a western region agreement to jointly resource, staff and fund ongoing GOWEST events as part of the Midsumma Festival.
2. An agreement is drafted or a Memorandum of Understanding (MoU) is signed with members of the *Working Group* to ensure the sustainability of the GOWEST Midsumma program. The agreement shall state that all *Working Group* members are responsible for their Midsumma registration fees as well as a percentage (based on activity level) of the marketing collateral for events that fall within their municipality.
3. Hobsons Bay City Council develops a small grants or support request process for not-for-profit organizations (within Hobsons Bay) seeking funds to implement their GOWEST initiatives.
4. GOWEST is an annual event held as part of Midsumma however a new branding is to be explored to promote GLBTIQ activities hosted in the west throughout the year, where possible, and are hosted by western region councils to ensure GLBTIQ activities are ongoing.
5. Survey evaluations continue for the GOWEST program in 2013 and all organisations manage this to continue providing a responsive and up-to-date program.

6. Alternative options for promotion are explored, including a GOWEST facebook like page and more online options for advertising and promotion.
7. More events are tailored for young people (12 to 25) and people older than 66 years of age, where possible, to increase the reach for these age brackets.
8. Encourage partners to host events requested from the 2012 program in 2013, including the following requested by a high number of attendees: lawn bowls, bush dance, live music, film nights, local walking tours, more cabaret and 'Midwinter' or ongoing GLBTIQ events as per recommendation number three.
9. Hobsons Bay City Council continues to resource and fund GOWEST as part of the Midsumma Festival and that it remains a permanent initiative of council.
10. The shuttle bus discontinues in 2013 due to low bookings, however a small shuttle bus option be explored to take participants (where there is enough interest) to major Midsumma events such as Pride march.

Background

GOWEST

GOWEST supports, represents and celebrates the Gay, Lesbian, Bisexual, Transgender, Intersex and Queer (GLBTIQ) communities of Melbourne's west. In 2010 the GOWEST logo was initiated by Hobsons Bay City Council as part of a series of events for the Midsumma Festival. These events were extremely successful, heralding the beginning of the branding of GOWEST.

MIDSUMMA Festival

For the third consecutive year Hobsons Bay City Council has been an official government partner of Midsumma, Victoria's premier gay and lesbian arts and cultural festival. The Council hosted a series of events under the banner of GOWEST that attracted visitors from across Melbourne and interstate.

Hobsons Bay City Council became a major government partner of Midsumma, having signed a Memorandum of Understanding at the GOWEST program launch on Thursday 8th December, 2011. The Council is extremely pleased to be a major government partner of Midsumma in 2012 to further grow on the success of the Midsumma Festival over the past two years.

In 2012 GOWEST delivered 12 events incorporating a variety of art forms from exhibitions to boat performances, comedy and cabaret nights to sporting events such as a free sailing day, rock-climbing and croquet. Other events included a family fun day, author talks, a youth wellbeing workshop and a trivia night.

All of these events were hosted by a diverse range of local organisations. Relationships were strengthened with sporting clubs, neighbourhood houses, not-for-profit organisations, local businesses and libraries. Many of these partners have hosted GOWEST events for the three consecutive years since GOWEST's inception and have expressed interest to continue to do so.

The GOWEST program is increasing each year with more organisations, individuals and expressions of interest. It doubled in size from 2011 to 2012 proving to be a successful and sustainable model.

2012 GOWEST Program Launch

The GOWEST program was launched at The Substation in Newport on Thursday 8th December 2011. Hobsons Bay City Council and the Midsumma Festival signed a Memorandum of Understanding prior to the event. The launch was opened by Hobsons Bay City Council Mayor Tony Briffa and Chair of the Midsumma Festival, Lisa Watts. The event also featured a taster of events with entertainment from Wes Snelling, as Tina del Twist.



Photo above: Welcoming speech, Hobsons Bay City Council Mayor Tony Briffa.



Above: Wes Snelling as Tina del Twist.

Right: Photo of Midsumma and some of the Hobsons Bay City Council representatives.



Community Engagement

Survey evaluations were conducted throughout the GOWEST program in 2012 for all events. Hobsons Bay City Council's Diversity Officer, volunteers at events as well as members from Hobsons Bay City Councils' GLBTIQ Advisory Committee assisted in handing out and collecting the surveys. Members from the GLBTIQ Advisory Committee also provided in-depth qualitative feedback to Hobsons Bay City Council based on their conversations and engagement with participants at all events.

Community engagement is key to planning and decision making processes of local government. All of the feedback received assists Council to be better positioned to make informed decisions about issues that affect the local community, particularly the GLBTIQ communities within Hobsons Bay and neighbouring municipalities.

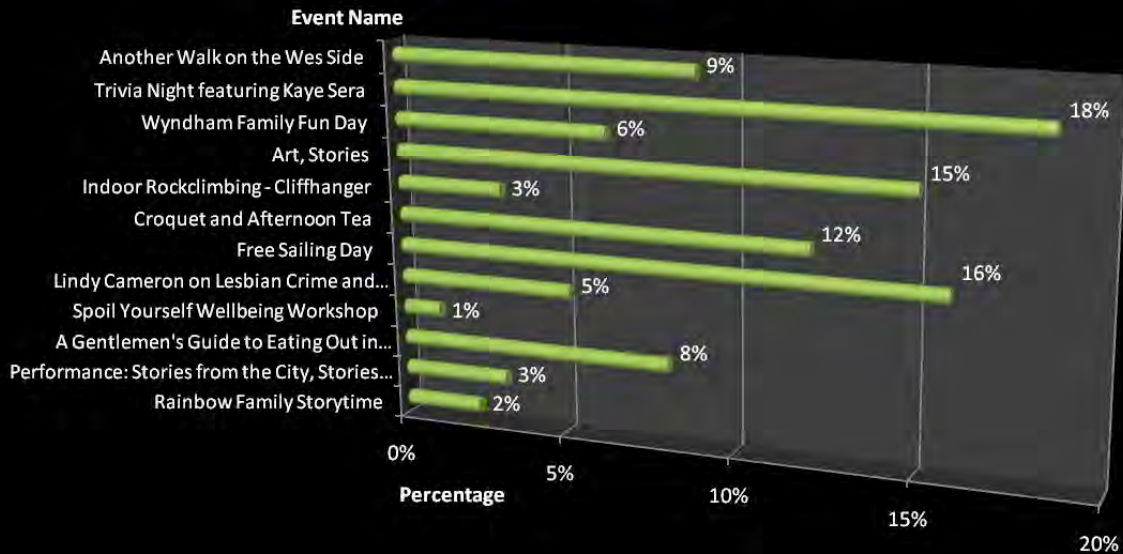
Hobsons Bay City Council commits to ensuring the consultation and engagement that took place for GOWEST Midsumma events in 2012 guide the planning and future direction of the Midsumma Festival activities in 2013 and into the future.

Overview of Events

For the first time in 2012, Hobsons Bay City Council conducted survey evaluations that covered a range of questions, including demographics. This data assists in being able to better understand patrons and to provide a responsive, more enjoyable festival experience.

There were 346 evaluations carried out throughout the duration of the GOWEST Midsumma Festival in 2012. The graph below shows the event breakdown (percentage) of the surveys that were conducted.

Percentage of event evaluations undertaken



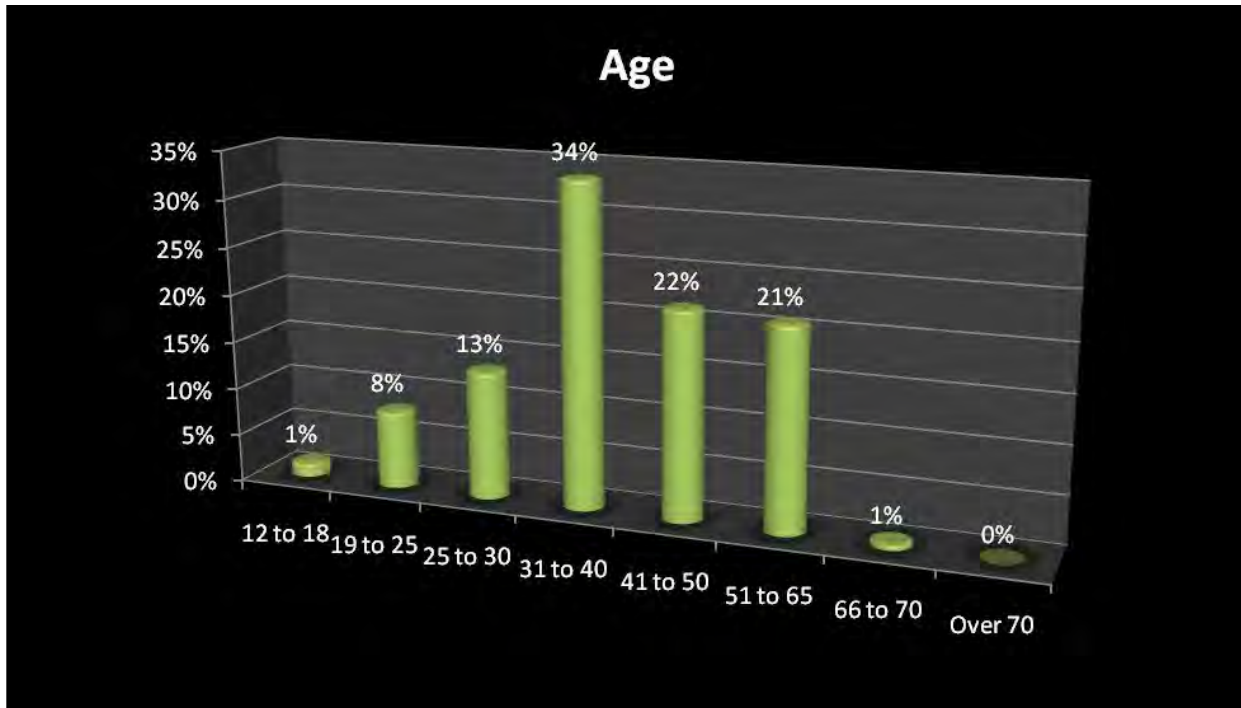
The majority of surveys undertaken took place at the Trivia Night (18%), Free Sailing Day (16%), Art Stories exhibition launch (15%) and the Croquet and Afternoon Tea (12%) events. This was due to the large number of people who attended these events as well as the assistance provided from staff and volunteers in conducting, collecting and returning the surveys for analysis.

The graphs that follow highlight the breakdown of participants who took part in GOWEST events. This information is limited to the number of evaluations received. Results are categorised by:

- Age
- Municipality (Council region)
- How participants travelled to events
- How participants found out about events
- Event satisfaction
- Previous involvement in GOWEST activities

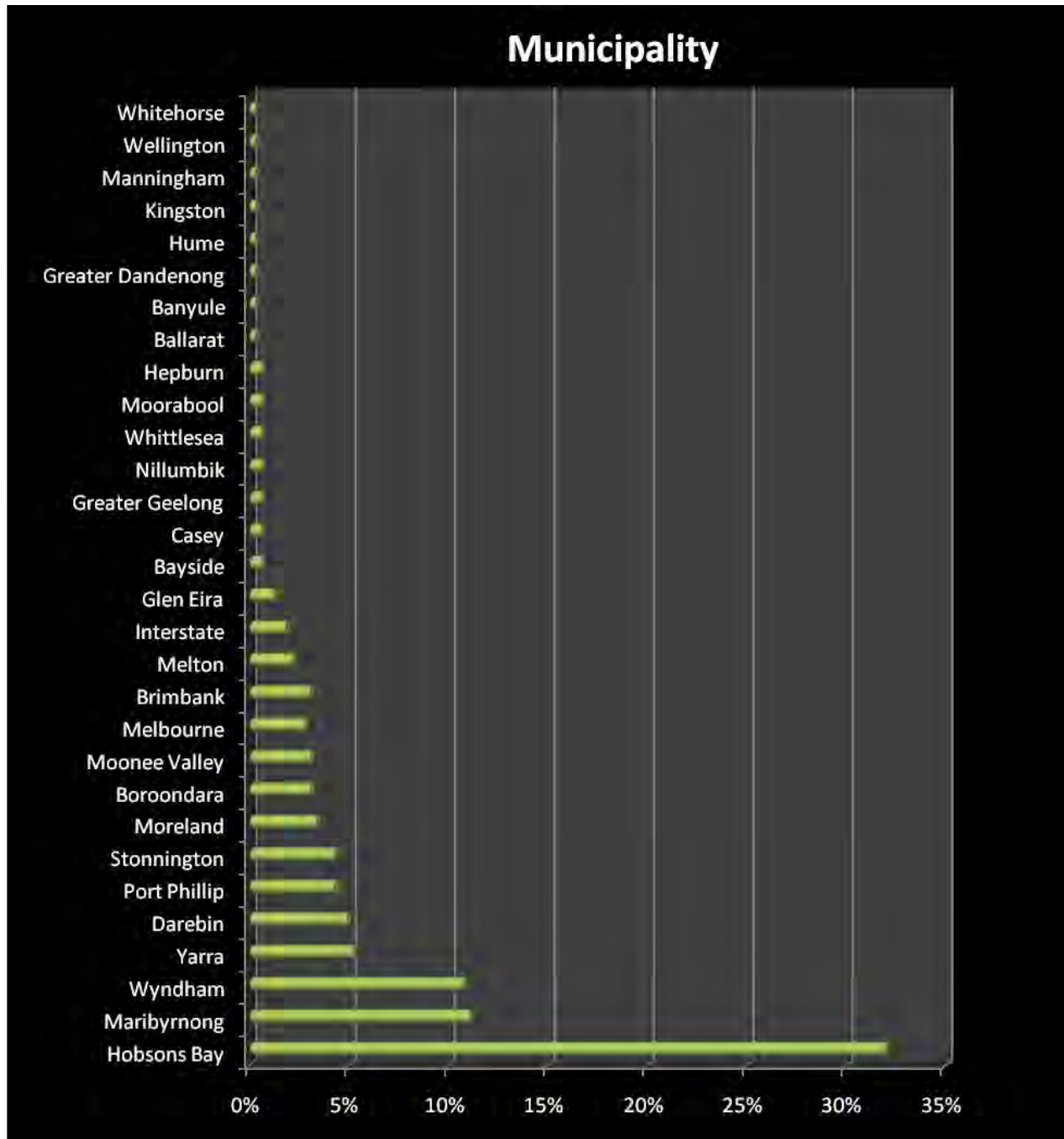
Age

The predominant age of attendees attending GOWEST events were the age brackets 31 to 40 (34%), 41 to 50 (22%), 51 to 65 (21%) and 25 to 30 (13%). This is a great outcome in terms of equal reach. However more events in the future might be tailored for young people under the age of 25 and those older than 66, where needs are identified.



Municipality

Participants attending GOWEST events were mostly from Hobsons Bay (32%), Maribyrnong (11%), Wyndham (11%), Yarra (5%), Darebin (5%), Port Phillip (4%) and Stonnington (4%). Other western regions including Brimbank, Melton, Moonee Valley, and Melbourne each accounted for 3% of total participants. GOWEST events also attracted a small number of people from interstate including Western Australia, New South Wales and South Australia (2%).



Transportation

Hobsons Bay City Council trialed and funded a shuttle bus in 2012 with the aim of taking attendees on a tour of GOWEST events that coincided on specific days. The shuttle bus service was only utilised by a small amount of participants. Feedback received included that it was a positive and worthwhile initiative but it needed to be made into an official event to make it viable, for example, an official tour of Hobsons Bay. An example of the GOWEST shuttle bus flyer developed is located to the right of this page as well as a photo of the bus that was arranged.

Over half of the participants drove to GOWEST events (55%) and others car pooled (21%), caught the train (12%) or walked (7%). For further details see the graph below. These statistics as well as qualitative feedback received on event days indicated that most people plan to drive to events (especially car pooling with friends), particularly during the day, and if there is no adequate public transport available.

GO WEST
CELEBRATING SEVEN DECADES OF MUSIC

AS PART OF MIDSUMMA FESTIVAL 2012
15TH JANUARY TO 5TH FEBRUARY 2012

LEAVE THE CAR AT HOME GET THE GOWEST SHUTTLE BUS
Take part in several GOWEST events and still have to worry about the car? Relax, have a few drinks with your friends and experience it all!

SHUTTLE BUS PICK UP/DROP OFF LOCATIONS:
Newport Train Station, Mason Street, Newport.
Commonwealth Reserve, Nelson Place, Williamstown.

At the end of the day you also have the option to be dropped at Federation Square, CBD.
The shuttle bus will transfer patrons to the following event destinations throughout the day:

SUNDAY, 22ND JANUARY

Learn to Sail	Altona Yacht Club, Seaholme
Croquet and Afternoon Tea	Williamstown Croquet Club
Stories from the City – exhibition	The Substation, Newport
Indoor Rock Climbing	Westgate Entertainment Complex, Altona North

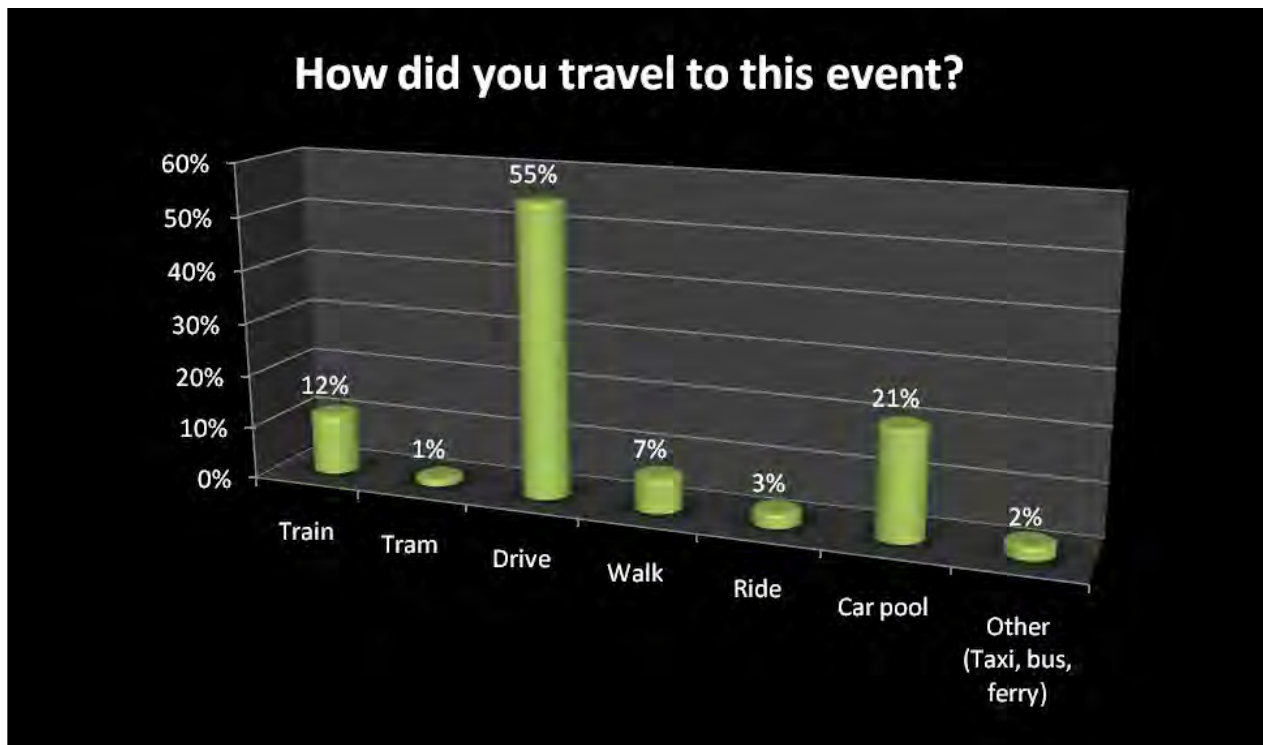
SUNDAY, 28TH JANUARY

Wyndham Family Fun Day	Kelly Park, Werribee
Art Stories – exhibition	Laura Joel Arts and Community Centre, Altona
Stories from the City – exhibition	The Substation, Newport
Trivia Night	Westgate Entertainment Complex, Altona North

Shuttle Bus Cost: \$5 per person per day regardless of pick up or drop off location.
To Book a Seat: www.melbourneonthermove.com.au or 1300 55 86 86.

For more details including timetable, and to book a seat on the GOWEST shuttle bus, visit www.melbourneonthermove.com.au

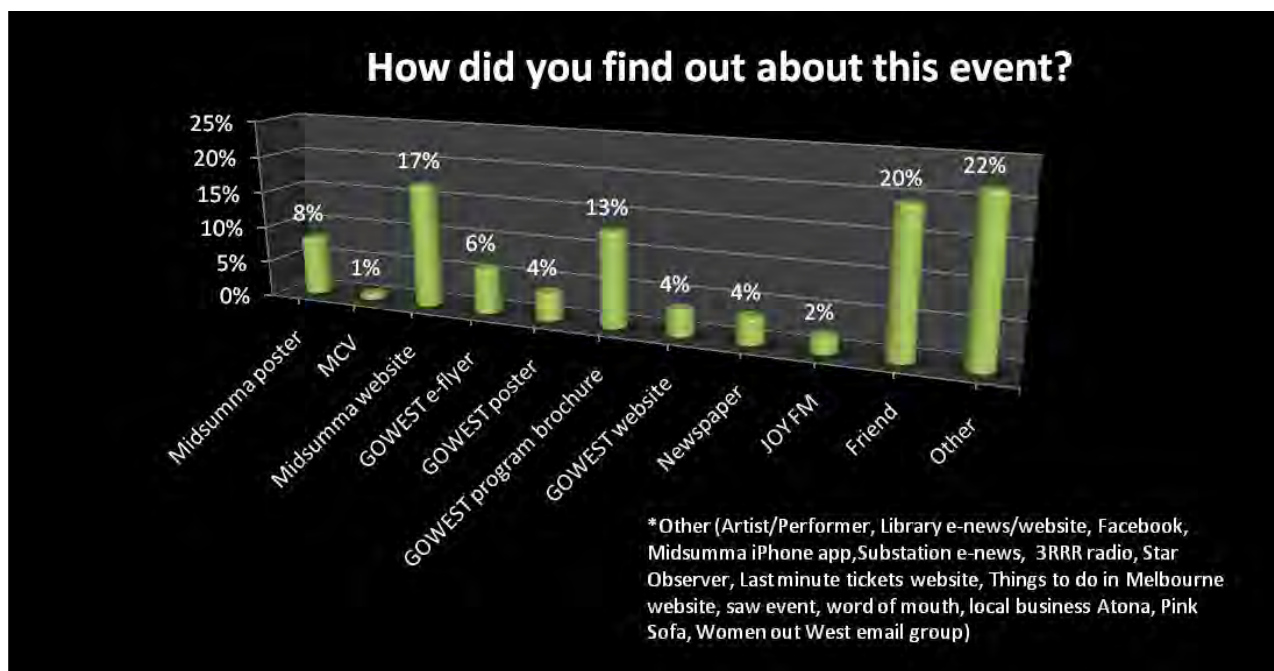
MIDSUMMA COOPERATING CLUBS: CLYDE, HOBSONS BAY



Promotion

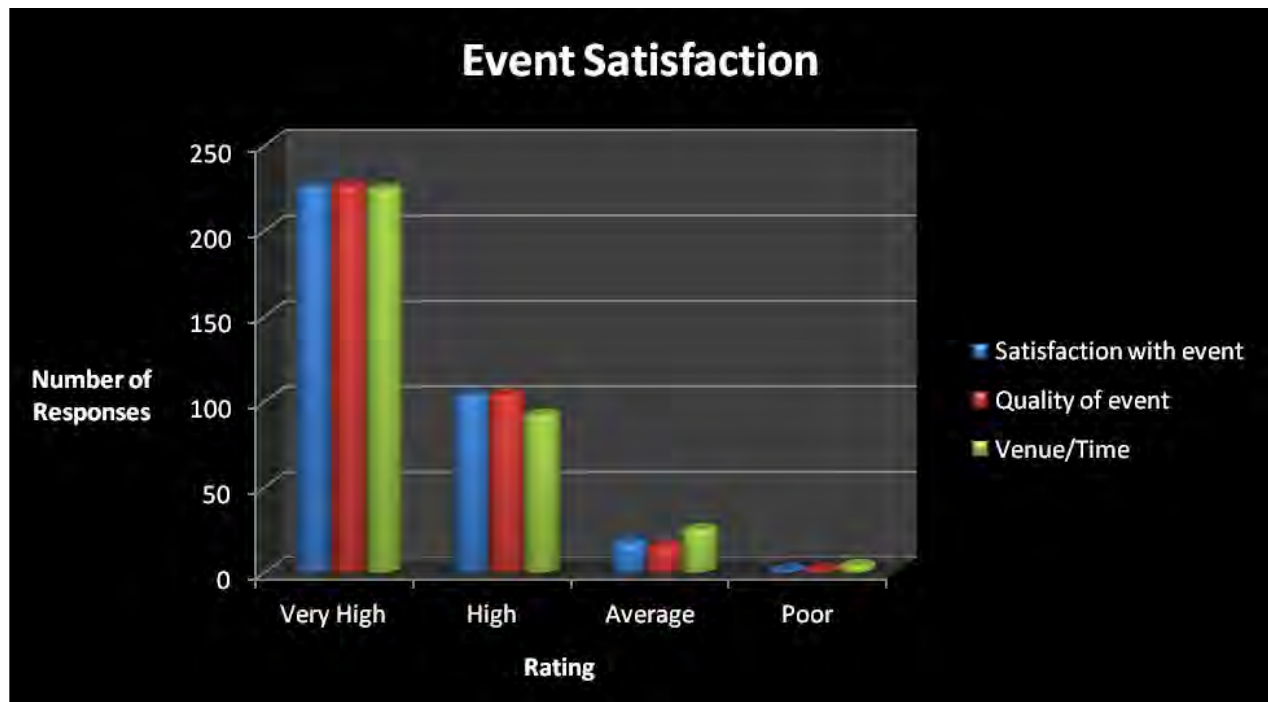
A high number of attendees at GOWEST events found out about events via *Other* (22%). These included artist/performers, Hobsons Bay City Council library e-news/website, Facebook, the Midsumma iPhone app, Substation e-news, 3RRR radio, Star Observer, word of mouth, local business in Altona, and Pink Sofa amongst others.

Participants also found out about events through friends (20%), the Midsumma website (17%), the GOWEST program brochure (13%), Midsumma posters (8%), and GOWEST e-flyers (6%). Only a small percentage of people were informed of events via local newspapers, the GOWEST website and posters (4%), JOY FM (2%) and MCV magazine (1%).



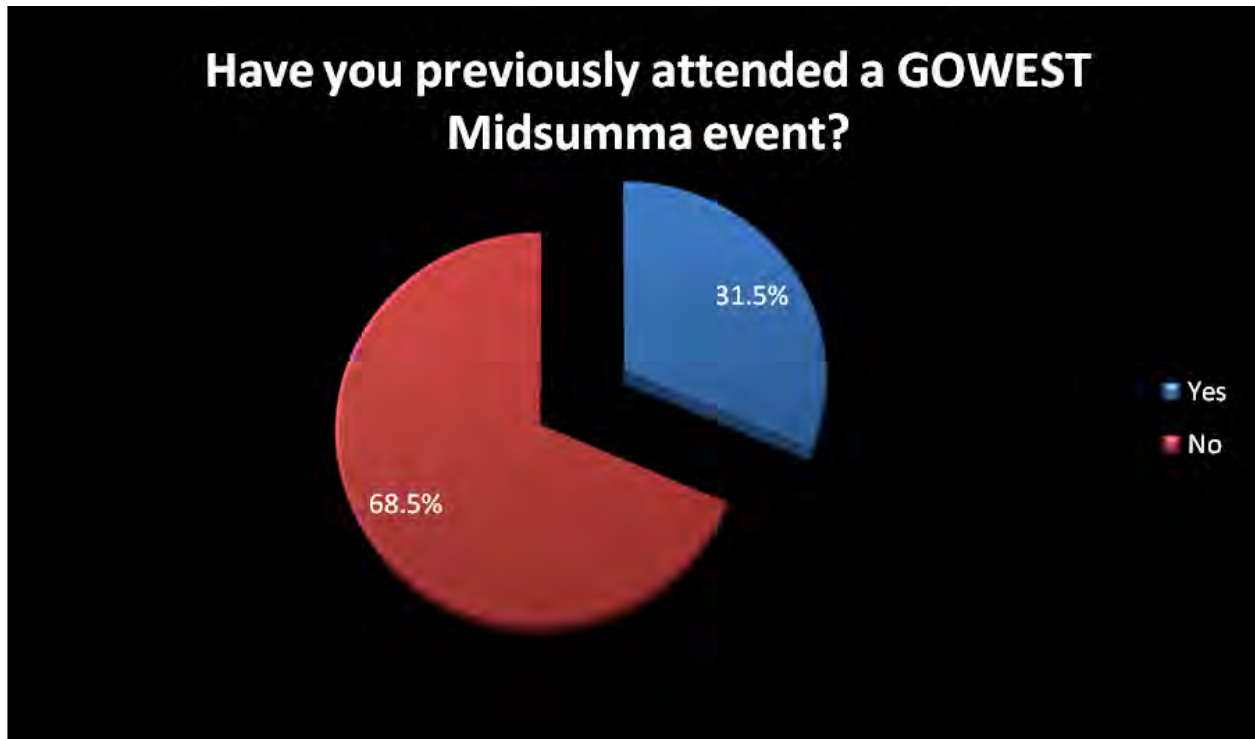
Event Satisfaction

The event satisfaction for all events was very high. For all of the events, the majority of participants rated the overall satisfaction, quality and the venue/time as very high or high.



Previous attendance at GOWEST Midsumma events

Just over 30% of attendees reported previously attending a GOWEST Midsumma event. This means that GOWEST events in 2012 attracted a high number of new participants. Almost 70% of people had previously not attended GOWEST events. This is a positive outcome for the program and Melbourne's western suburbs.



Marketing

In addition to the promotion offered by the Midsumma Festival which included a poster planner and online marketing via their website, the GOWEST marketing collateral in 2012 consisted of:

1. 5,000 copies of a concertina booklet in A5 size, high gloss paper distributed to partner venues, locally around Hobsons Bay and to retail outlets, cafes, bars, universities etc in western and northern suburbs and the CBD.



2. 10 x A3 individual posters for each event for each partner.
3. 100 x A3 bus posters with timetable information distributed in cafes, shops, universities in the western and northern suburbs as well as the CBD, as well as local libraries and community centres.
4. Paid advertising via:
 - Joy FM (Included 20 x 30 second spots over one or two weeks, with 6 to 12 additional spots, which included production)
 - MCV (Two quarter page advertisements)
 - Section within a A4 double sided flyer insert into 5,000 Hobsons Bay and Maribyrnong Leader Newspapers
5. A series of e-flyers:
 - A generic GOWEST e-flyer that promoted the entire festival and directed audiences to the website for further details distributed to networks
 - An e-flyer for each of the registered events that project partners distributed to their target audiences.
6. GOWEST event launch e-flyer invitation (see below).

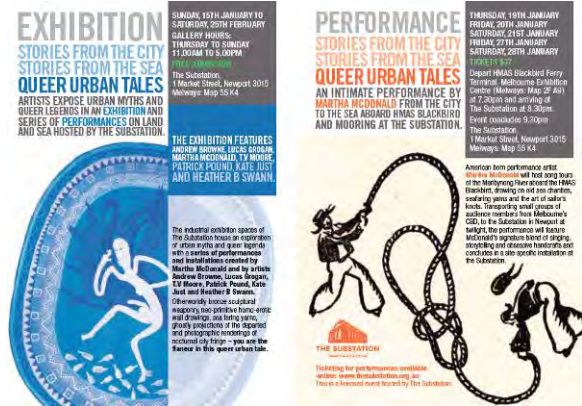


Evaluation Findings

GOWEST Events 2012

STORIES FROM THE CITY, STORIES FROM THE SEA: QUEER URBAN TALES

Approximate number of participants: 150



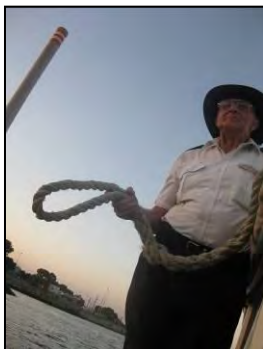
The Substation hosted an exhibition featuring Andrew Browne, Lucas Grogan, Martha McDonald, T.V. Moore, Patrick Pound, KATE Just and Heather B Swann.

In conjunction with this exhibition, a series of boat performances were held aboard the HMAS Blackbird, transporting small groups of audience members from Melbourne's CBD, to The Substation in Newport at twilight. The performance featured McDonald's signature blend of signing and storytelling.

Feedback about the exhibition is limited due to the very few evaluations received. Most of the feedback below pertains to the boat performance:

- "The blackbird boat was an awesome performance space!"
- "A fantastic, engaging concept. Was a wonderful event as well as gallery experience."
- "Lovely idea to be on the river; novel views of ships and containers. Evocative music."

Feedback generally indicated that this event was well executed, a fun and worthwhile experience. To improve this next time, some suggested that the boat engine should have had a muffle blanket to be able to better hear the singing and music. Others felt that this event needed to incorporate a more queer focus and theme, including "queer chanties".



The photos above are from the series of boat performances by Martha McDonald, aboard the HMAS Blackbird.

A GENTLEMEN'S GUIDE TO EATING OUT IN MELBOURNE

Approximate number of participants: 60

Hobsons Bay Libraries hosted an author talk by Dale Campisi and Michael Brady at the Williamstown Mechanics Institute. The authors shared their experience of eating out every night for three months and highlights from their book, *Eating and Drinking Melbourne 2012* – a new guide to the city's dining and drinking scene.

Participants reported that the event was highly enjoyable, very informative and interesting. Some encouraged the event organisers to choose a venue with better air conditioning, and to make the starting time a little later to allow people travelling from the CBD after work to be on time. General feedback included:

- “More of this. Fantastic library staff and great hostesses.”
- “Typical GOWEST event, couldn't be better!”
- “Noise from the audience/venue was a bit loud and a bit distracting. Great event overall though.”
- “Relaxed, good vibe. Beautiful location.”
- “Very engaging. Great ideas about eating out.”
- “The performers maybe needed to be a bit livelier and have a bit more spark and talk about the photos in more detail.”
- “Venue was good. Event organising very good.”



SPOIL YOURSELF WELLBEING WORKSHOP

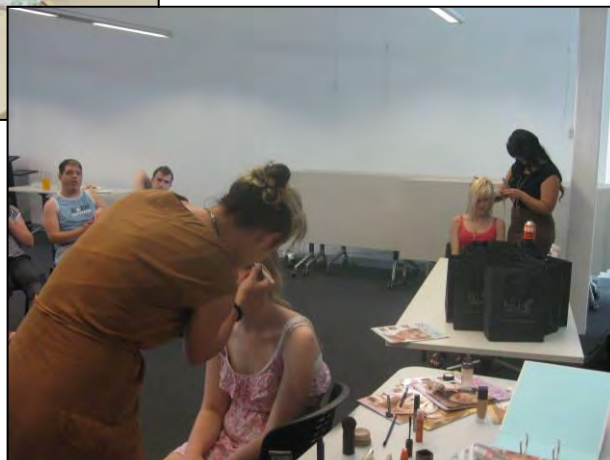
Approximate number of participants: 35

Hobsons Bay Youth Services hosted a day of pampering fun for youth. Workshops were held at Altona Meadows library throughout the day and included art, yoga, meditation, beauty and skincare, and massages.

The feedback for this event included:

- “Fantastic, should be a weekly thing.”
- “Great, very relaxing and highly enjoyable.”
- “Relaxing and enjoyable.”

Event ideas suggested for next time included kite flying, cooking, baking, origami, and parties/social nights.



LINDY CAMERON ON LESBIAN CRIME AND ROMANCE

Approximate number of participants: 25

On Wednesday, 18th January, Hobsons Bay City Council Libraries hosted an author talk by Lindy Cameron. Lindy introduced her latest book, the adventure thriller, *Redback*, as well as her fictional Kit O'Malley lesbian Private Investigator trilogy.

Attendees reported that this was a very enjoyable event and that it was especially nice to have a smaller, more mature group and events for aging lesbians. A summary of the feedback includes:

- “Well organized. Fantastic, thoroughly enjoyed.”
- “A glass of wine on arrival would have been nice.”
- “Love your work Tony and Jo and GLBTIQ Advisory Group. We came to the movie night last year and that was great too. What you are doing is awesome! Love the variety and hope to get to more events. Thank you to libraries also. What a valuable inclusive community space you provide!”
- “Very entertaining speaker. Casual, very welcoming environment. Very impressed with GOWEST and their activity tonight.”
- “A couple of authors would be good.”
- “Inspiring. Good speaker, knowledgeable, friendly.”



LINDY CAMERON
ON LESBIAN CRIME
AND ROMANCE

WEDNESDAY, 18TH JANUARY
7.00PM
FREE ADMISSION
BOOKINGS ESSENTIAL
Altona Library,
123 Queen Street, Altona 3018
Melways: Map 54 H11

Publisher and author, Lindy Cameron is a writer of both crime fiction and fact. She is author of the fictional Kit O'Malley lesbian Private Investigator trilogy – *Blood Gull*, *Bleeding Hearts*, *Thicker Than Water*; and the mystery adventure *Golden Retic*.

Her latest book is the adventure thriller, *Redback*, featuring the kickarse heroine Bryn Gideon. She is also co-author of the true crime collections – *Killer in the Family and Women Who Kill*. Lindy is a founding member and National Co-Convenor of Sisters in Crime Australia, and publisher of Clan Destine Press. Speaking at GOWEST Midsunna for the first time, Lindy will enthrall us with stories of her life and work.

Bookings: 1300 HOB LIB
(1300 462 542) online: www.lindycameron.eventbrite.com



RAINBOW FAMILY STORY TIME

Approximate number of participants: 38 (22 children and 16 parents)

On Thursday, 19th January, Hobsons Bay Libraries hosted a Rainbow Storytime in the Park. This event was hosted by professional storyteller and author Jackie Kerin. It took place at Logan Reserve, Altona.



Feedback was extremely positive including:

- “Jackie’s interaction with the children was great.”
- “The kids loved it.”
- “Very entertaining.”
- “Nice event. The lady was lovely.”



FREE SAILING DAY – ALTONA YACHT CLUB

Approximate number of participants: 230

Altona Yacht Club's free sailing was again one of the most popular GOWEST events drawing just over 200 people on the day. This annual come and try sailing day took place on Sunday, 22nd January 2012. Participants were instructed by an experienced sailor and could relax on the lawn whilst listening to the sounds of duo Barbara Trickey and Roland Kretschmer.

This was a highly successful event and both the high turn out and feedback below is a testament to this:

- "Couldn't have been better. Awesome."
- "Great fun on the water."
- "An awesome experience, thank you."
- "Need to go out again. Wicked."
- "Great volunteers from AYC and GOWEST thank you."
- "Thank you to all the volunteers from Midsumma great event."
- "Fantastic, the club was so helpful and friendly."
- "Very professionally run and a lot of fun."
- "Awesome day out. Best experience ever, thank you."
- "Love the people and environment. Weather helped a lot too."
- "Good activity, great time had."
- "Had a great afternoon. Everyone involved were very friendly and helpful. Barbie and music was a good idea."
- "Great fun, well organized. Hope you will run again."
- "Wickedly awesome. Adrenaline rush."
- "Friendly club, very appreciated. Fantastic initiative."
- "Loved that the boat owners were so happy to donate their time and let us ride their boats. Beautiful people, lots of laughs and smiles and kids."
- "It was a great opportunity to take part in the yacht club and I thoroughly enjoyed myself, highly recommend to all."
- "Great fun. Very wet, very quick!"



CROQUET AND AFTERNOON TEA

Approximate number of participants: 65

Another extremely popular event was the debut Croquet and Afternoon Tea, hosted by the Williamstown Croquet Club. This was held on Sunday, 22nd January 2012 in Williamstown.

Scones and cake, Pimms/G&T, and Darjeeling tea were some of the deliciousness on offer. Members of the club volunteered their time to help out on the day and many reported that it was a fantastic venue, great fun, welcoming, and a lovely way to spend a Sunday afternoon. Other feedback comprised:

- “Awesome times 7 of us. Good concept, wonderful. Great training.”
- “Fabulous, the more open days the better.”
- “Great idea with drinks, food and tuition at the start of the game.”
- “Amazing, I’ve had such a great time attending GOWEST activities.”
- “The croquet was an excellent social idea.”
- “Great volunteers and well organized.”
- “A slightly later start time, e.g. after lunch would have been better as well as having other food available like a sausage sizzle. I would have stayed later and had a few more drinks if there was more food available.”
- “Loved it, so many helpful points. Great to do something different. Fantastic effort by the club.”
- “Both sailing and croquet very fun. It was also good that you could do both!”
- “Don’t do all the events in the one day GOWEST it’s too much. We want more activaities spread out. Shuttle bus needed.”
- “Will try to return another time. Great day! Invited our friends to have a joint birthday celebration, we had a fantastic day.”
- “Very enjoyable and friendly atmosphere. We attended the sailing as well, also very high.”



Other feedback indicated that the event was generally well received:

- “Great stories, art and catering.”
- “Art exhibition could have had more queer artists.”
- “Very nice wine.”
- “Great venue and location.”
- “Wonderful to see so many queer events in the west.”
- “Excellent, but not enough artist profiles and information on the section.”
- “Great diversity of works, magnificent jewelry, appreciated reading the stories enormously.”
- “Keep it going as lovely to have a variety of events in the west. Great art, nice speeches.”
- “Great to be in Altona at a quality GLBTIQ event.”
- “More artists needed.”
- “Fabulous, great turn out.”
- “There seemed to be more items for sale last year. Good crowd, great food. I would have invited more friends to enjoy the exhibition next year. Thanks to the organizers, great job.”
- “More activities or entertainment needed.”
- “Venue and curating of art was fabulous.”
- “A wonderful, diverse exhibition of amazing queer artists. I particularly like Sue’s antique mirror series.”



WYNDHAM FAMILY FUN DAY

Approximate number of participants: 40

Wyndham City Council hosted its inaugural GOWEST event as part of the Midsumma Festival in 2012 with a highly successful Family Fun Day. This took place at Kelly Park in Werribee and featured a sausage sizzle, face painting for children, circus workshops and entertainment for the whole family.

The event also received some positive media coverage including letters to the editor in the local paper (Wyndham Leader) acknowledging the commitment of Wyndham City Council to host events that include diverse communities. The letter also stated:

“There are plenty of gay, lesbian, bisexual, transgender and intersex people living here in the western suburbs, including many of us with children... It made us feel a sense of belonging in a part of Melbourne where we have, in the past, sometimes felt invisible. My family and friends look forward to many more Midsumma events here in our own neighbourhood.”

Many participants on the day commented about how inclusive the day was. The day also resulted in a new community group being formed, the Wyndham Rainbow Neighbours, who have subsequently led local GLBTIQ events within Wyndham and Melbourne’s western suburbs. This group also has a facebook page with just over 100 members.

Other feedback about the day included:

- “Great to see some support in local area. Good set up, BBQ excellent, needed more publicity.”
- “More please! Great venue, great music. Fantastic atmosphere.”
- “Great to see it happening here. Would love to be part of a Wyndham GLBTIQ Advisory Committee.”
- “Loved the circus workshop.”
- “Great to see such an event in the area, helps awareness.”
- “Loved it. Look forward to more events. Great for the community. Continue every year please.”
- “It’s really powerful to have an inclusive event for Midsumma here in Werribee. Congratulations Wyndham.”
- “Great day, kids loved it. Maybe some rides for next time.”
- “Very good for children, more seating would be better.”
- “Great idea. Nice to see Midsumma events in the outer-west.”



TRIVIA NIGHT FEATURING KAYE SERA

Approximate number of participants: 85

The Westside Indoor Sports Centre hosted events for this first time as part of the GOWEST Midsumma events in 2012. They hosted the rock climbing as well as a trivia night featuring Kaye Sera as the quiz MC. This event completely sold out and included a range of great prizes.

The feedback about the entertainment provided was extremely positive, however many reported that the venue needed better air-conditioning and that the layout of the room was a little disjointed. In summary, feedback entailed:

- “Excellent host, venue and wonderful staff. Hot night.”
- “Questions were a little bit biased towards an older crowd.”
- “Limited scope of questions (lesbian oriented).”
- “More sporting events.”
- “Kaye Sera is fabulous. Great atmosphere and nice crew.”
- “Fun. Do it next year please.”
- “The temperature inside was a bit too hot. Needs better AC, but event itself great.”
- “Very enjoyable. Platter was great, but not enough. It was difficult to locate where the bar was within the complex.”
- “Food for sale would have been good, other than chips. Easy to find complex but not the Crusier Bar.”
- “Great to have something social in the west. Will take part next year.”
- “Interesting venue. Very welcoming, bar staff also accommodating and pleasant.”
- “Toilets are disgraceful. Started late. Increase the price and have half time and or more nibbles/food available.”
- “Good event but toilets dirty”
- “Came at the request of my sister, wasn’t aware it was a gay event, have had a great time though. Would attend again.”
- “Event really needed to start on time.”
- “Great value for money. Great host, great council and diversity officer.”
- “Fun questions, moved along nicely and quickly; Kaye lovely as always.”
- “Kaye Sera is fabulous and thanks Hobsons Bay.”
- “A very pleasant and friendly evening.”





- “I would have used the shuttle bus if I didn’t already have a designated driver. Great MC. Thanks for the free champers and platters, nice touch. Venue needs more AC.”
- “Fun lost.”
- “The night ran very well, but the venue was not well laid out for the event and very hot and stuffy. Venue was a bit awkward and divided, should be at a different venue.”
- “Kaye Sera is always fabulous. Well organized, nice food, good price, more trivia nights.”
- “Questions were too hard.”
- “Interesting and fun. Thank you for giving the gay community a voice.”

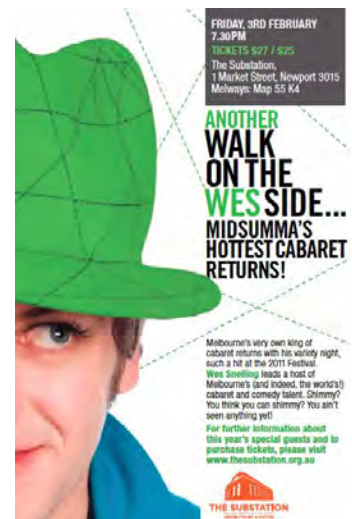
ANOTHER WALK ON THE WES SIDE CABARET

Approximate number of participants: 220

The Substation hosted yet another fantastic variety night on 3rd February 2012. The event featured Wes Snelling, Melbourne’s king of cabaret, who hosted the night of music and comedy with performers including Josh Thomas, Hannah Gadsby, Dash and D’Bree, Benn Bennett, Rebecca Barnard and the ‘Talking Poofy’ Trio.

Feedback about this event was generally positive, including that the performances were funny and entertaining. Many requested that food needed to be available, either to buy or included with the ticket price. Other feedback reflected the below:

- “Great show in a vibrant venue. Great space and laugh.”
- “Great show but food available was needed. Please also sort out the AC.”
- “Well done. Fantastic night, great variety. Terrific, well done Hobsons Bay.”



- “Wes is excellent. Food needs to be available with service of drinks, not as good as last year. Performances less funny and exciting.”
- “Please make the door opening time earlier as it was 7pm and we could not get in to the theatre until 7.45pm.”
- “More comedy. Fantastic, diverse and talented.”

Suggested events for GOWEST 2013

All of the feedback evaluation forms provided a space for participants to suggest a range of events to include as part of the GOWEST series of events for Midsumma in 2013.

A high number of attendees requested the following:

- Lawn bowls
- Bush dance
- Live music
- Film nights
- Cabaret and more of Tina del Twiste
- Midwinter GOWEST events

Other suggestions included:

- Art and exhibitions
- More trivia nights
- Sports day
- Movies at the Sun Theatre
- Tennis
- More croquet
- Short story competition about the wonder for the west
- Maribyrnong cruise
- Publishing lesbian writing
- Puppetry
- Picnic evening in the west (e.g. outdoor film)

- A workshop on older GLBTIQ or an older GLBTIQ forum
- Kite flying, cooking, baking, origami
- Parties
- Roller derby
- Evening drinks and canapés for the GLBTIQ community
- Skating, gays on wheels
- Dance or social night
- Show for the kids, singing and dancing, jumping castle, giveaways for the kids
- Drag queens
- Local parade
- Family friendly events are good
- More gay bloke stuff, not enough gay blokes at the events
- Caving
- Multi-sports, e.g. tug-of-war, croquet, bowling, obstacle courses
- More sporting activities, e.g. soccer and volleyball
- More youth events
- Bus tour around gay locations around Melbourne
- A bus to pride march or carnival
- Car rally
- Life drawing, painting classes
- Hobsons Bay history tour (walking bus)
- More water sports, e.g. paddle boarding, jet-ski, kite surfing, sea kayaking
- Trans events
- Picnic of volleyball on the beach
- Poetry event
- Fundraising dinner (e.g. for the Melbourne Queer Film Festival and or Vic Aids Council)

Carnival

GOWEST participated in Carnival for the first time in 2012. This day was an enormous success as it drew crowds of up to 120,000 people on the day. Volunteers from the Western Region Councils' Working Group (Brimbank and Wyndham City Councils), Hobsons Bay Libraries and Youth Services assisted in the heat on the day. Over 1,500

GOWEST brochures were handed out and over 100 people signed up to the GOWEST-email network to stay informed about GLBTIQ events in Melbourne's west. This e-network is coordinated by Hobsons Bay's Diversity Officer.



Pride March

Approximately 25 people proudly participated in Melbourne's annual Pride March on Sunday, 5th February 2012.

Hobsons Bay City Council's Mayor Tony Briffa led the march for the first time in his mayoral robes.

Please see the next page for more photos.



Pride March 2012 Photos



Partners Feedback

Council undertook individual debriefing sessions with partners who hosted events as part of GOWEST Midsumma in 2012. Questions were asked as per the headings below and organizations also received feedback about their events, as per the evaluation survey key findings above. All partners expressed a keen interest in being part of GOWEST again for Midsumma in 2013.

The feedback from the partners is provided below. Some feedback has been left as anonymous, to respect the privacy of the organization providing information.

Were you satisfied with how your event(s) went, why/why not?

- Sensational outcome, Midsumma did a wonderful job with the website. The ticket system worked better via Midsumma. **(Williamstown Croquet Club)**
- Yes we were. Being the first event for Wyndham City Council we were very happy with the turn out and feedback we received on the day. We can definitely see this event growing and getting bigger and better each year!

The day had a very positive vibe to it and participants were excited for Wyndham to finally acknowledge its GLBTIQ community. They also expressed their interest in future GLBTIQ events in Wyndham. **(Wyndham City Council)**
- Yes happy with exhibition, the numbers were bigger than 2011. We had 354 people in the first year, which was the biggest. We sold some art/jewelry this year, although the sales were not huge. Perhaps this is due to art being a luxury and or the impact of the GFC. **(Loui Joel Arts and Community Centre)**
- Yes the day was very successful. We had a lot of people through with a lot of positive feedback. We also drew a few people to do a sailing training session with us so hopefully this will lead to an increase in members for the club. The event brought in crowds from the area and other parts of Melbourne, which is fantastic to increase exposure to Hobsons Bay. **(Altona Yacht Club)**
- Very satisfied with the trivia night, it was booked out. The attendance for the rock climbing could have been better, but it was probably due to other sporting events clashing in Hobsons Bay on the same day. Also there was another rock climbing event offered via the Midsumma Festival so perhaps we were all competing for the same audience. **(Westside Indoor Sports Centre)**
- We were satisfied with the event we organised, the workshop facilitators were of a high quality and gave great presentations, treatments and workshops. We attracted our target group of young people, however were a little disappointed with the low numbers that attended our event, as we had invested quite a bit of time and money. **(Hobsons Bay Youth Services)**
- The exhibition was good but could have been busier. Think this was due to the timing of the year (holiday period) – it would be easier to get more people during February/March, so perhaps we need to extend or open our gallery earlier. We had a lot of press which was great and good numbers for both the boat performances and cabaret/variety comedy night. **(The Substation)**
- Great numbers at all events (Gentleman’s Guide to Eating Out, Lindy and the Rainbow picnic). Great feedback and lots of thinking to do around providing ongoing activities for the GLBTIQ communities throughout the year, not just for Midsumma. **(Hobsons Bay Libraries)**

What worked well?

- All seemed to work well, although with the verbal (phone) bookings, 30% of them were no shows. Hence it might be better next year to go with the Midsumma ticketing option entirely.

(Williamstown Croquet Club)

- Offering a day for families seemed to be very well received. Also we received comments on how inclusive the day was, as everyone felt welcomed. Having a fun and casual approach to the day and its activities worked well and was non-threatening for all that attended.

(Wyndham City Council)

- The number of events on offer for GOWEST was good. The advertising in the local paper as well as booklet were great. The advertising via the Midsumma website was also good. Nice to have free entry to our event and others.

We had a lot of art volunteers who assisted with gallery sitting. We labeled some wine for fundraising which was a good outcome.

The variety of events for GOWEST was good, for example the children rainbow picnic to other arts and cultural events. Fantastic that a lot of events were free and that council got behind the event (managers and councilors). It would be good to have ongoing GOWEST events.

(Loui Joel Arts and Community Centre)

- The event coordination by Hobsons Bay City Council and the yacht club. The publicity/advertising from GOWEST and Midsumma was also great.

(Altona Yacht Club)

- The events were well publicized and the marketing worked well (from both GOWEST and Midsumma). The updates and reminders from Jo were good and very clear.

(Westside Indoor Sports Centre)

- Involving the young people in the event as volunteers. Having the support of youth services team, libraries and Hobsons Bay's Diversity Officer. The venue worked well and was very appropriate and comfortable for what we needed. Having our event included in the Midsumma guide was also a bonus.

(Hobsons Bay Youth Services)

- We had a really high turnout for our events. High sales for both Wes/variety night and the boat performances. The Midsumma volunteers were great, one has become a permanent volunteer of the Substation, which is a fantastic outcome. A lot of the volunteers were young art students which worked well for us.

Bus idea was good in theory, but we need to have the bus linked to a series of events or an actual event in itself.

Good to have access to ticketing via Midsumma. The GOWEST brochure was great. Good feedback about the program in general, e.g. good variety, sports/author talks etc. Having the radio promotion via Triple R was useful.

(The Substation)

What could be done better next time? (ANONYMOUS)

- We would like to draw on more volunteers from Midsumma in 2013 as our volunteers were quite tired as it was such a busy day. Our organization needs to manage the volunteers a little better as well to ensure they aren't overwhelmed by the event.
- We need to improve the signage on the day to our event and get more local promotion. We'd also like to work with our GLBTIQ community prior to the event to see what they'd like for Midsumma and tailor an event meet this need. Finally, having an MC or speeches on the day would be a good addition for next year.
- Given there is so many events as part of the Midsumma festival, it would be good to know what major/premier events are taking place prior to nominating dates for our events to minimize clashes. This might be difficult to know however. It just wasn't good to have our launch clash with other major events.
- Many reported that the cabaret/variety night wasn't as good as last year. Some people had no seating so this as well as the food, little wine could be improved for next year. This event is normally very good.
- We need to build the event promotion a lot more in the local papers, liaise with communications team at Hobsons Bay a bit more to get more exposure for the club. Also need to improve our RSVP system better so we can prepare for the numbers on the day and know what to expect.
- Need to improve the signage to the event, some people found it hard to find and work out public transport options for our venue. The bus idea didn't really work; there was no take up despite all of the promotion. Would be good to target youth for more events in 2013.
- The ticketing via Midsumma was a little complicated, i.e. trying to work out bookings could only take place by selecting one month worth of data at a time so it was hard to collate. This option is a great feature as well as the Midsumma iPhone app. The Midsumma calendar was a little difficult to navigate and the GOWEST website wasn't great.
- There was some negative reports about the cabaret night, that it wasn't as well put together and a little inappropriate at times, need to address this for next year.

Is there any other feedback you would like to provide to Hobsons Bay City Council and or to the Midsumma Festival? (ANONYMOUS)

- Good partnership, events well promoted (website), events ran smoothly, lots of opportunities for media/promotion and great diversity of events.
- Great working with Jo, really appreciated the support and knowledge she shared. She made it easy for us to be a part of GOWEST since it was our first time being involved in GOWEST and Midsumma. Having the booklets and flyers produced by Hobsons Bay was a great help and was really appreciated. Just having someone to co-ordinate everything was very much appreciated.
- The bus idea was good but didn't work, the booking was difficult. There needs to be a tour or structured event for people to book into.
- All the events were good, the croquet club is wonderful. Yachting over 200 people again, consistently good, fantastic event. More people attended most events than last year.
- The Midsumma volunteers were fantastic, we couldn't have done it without them. They enjoyed doing it which was great, they worked and it wasn't easy, so it is appreciated. The day allowed us to fundraise a few hundred dollars. The bus has a lot of scope as the program has a range of diverse things to see and do but it needs to be sold as an event in itself.
- We endorse the philosophy of the council – good work to create opportunities for GLBTIQ communities. We want to plan more ongoing GOWEST events in 2012. There is a need and a demand for it.
- The GOWEST logo isn't great, too corporate and it doesn't encapsulate the arts and cultural part of the festival. The branding of the GOWEST logo does not complement other art logos.
- The media was great we had a few articles in local papers and two in the Melbourne magazine. We worked well to do our own marketing campaign.
- Might be good to tap into universities in 2013 to reach students (via student union).
- It would be good to invite businesses from Hobsons Bay in 2013 and to seek sponsorship from them. This could be a networking opportunity. There needs to be more media at the launch.

- Appreciative of support from Hobsons Bay City Council. However we required more funds for programming, e.g. the visual arts installation and artist fees which are expensive. It would therefore be good to have an application process to apply for funds. This would assist in being able to cover more high profile artists etc.
- At times the communication between Hobsons Bay and Midsumma was complicated. It would be good to liaise with Midsumma a bit more. If we are to expand the program would that mean for GOWEST, would we still sit under the GOWEST banner and or separate?
- The partners meetings were a good way to get people together, to network. Have two meetings maximum.
- Not all partners at the meetings. Would be good to grow the percentage of people who weren't directly involved with the council. And have more business/restaurants/b+b's involved as a package of events to increase tourism. Perhaps some corporate sponsorship for events.
- Don't think we could have hoped for a more professional contribution to Midsumma.
- Partners meetings were helpful to hear about what others are planning and to work out days to hold events.

Reflections on GOWEST

Hobsons Bay City Council GLBTIQ Advisory Committee Member's Feedback

The feedback below is from some of the members of the Hobsons Bay GLBTIQ Advisory Committee. Advisory Committee members attended events and where possible had conversations with attendees, local people and friends at events. The feedback is divided into the subheadings below:

Overall program

- It has been great to have a program that offers real variety and reflects our lifestyles – i.e. not all performing arts and dance parties. More family events, more opportunities to participate in local community activities.
- People from across Melbourne have noticed that GOWEST has taken a lead on visibility in the suburbs and I have heard of council officers from other places wanting to follow that lead.

Carnival

- Carnival was magnificent; I have never seen so many people. The GOWEST stand looked great, bright, and colourful with lots of information and was really well staffed by Kylie and Joanna who looked really cool in their sunnies and GOWEST t-shirts.

- Comment was passed that Midsumma is very much about community and our stand gave our municipality a good public profile with two strong representatives.
- I heard the Deputy Mayor’s speech and it was well written and enthusiastically and warmly delivered. I never thought I would see the day when Hobsons Bay City Council is a major partner of Midsumma.

Family Fun Day

- A lovely, friendly event and well organised. Nice to meet other families.
- Loved the “discrimination-free zone” signs and the inclusive nature of the event. This reflects our lifestyles in the suburbs - we don’t need “gay ghetto” events so much as inclusive events like this. There is still a place for GLBTIQ-only events, but family events in the suburbs are better being inclusive.
- Liked seeing queer people of all types, not just gay and lesbian parents with their kids.
- Impressed by how many council staff participated, and good to see a Councillor show up.

Trivia Night

- A nice, low-key event. Nice to have an event that gets people talking to each other.
- Kay Sera very entertaining.
- Venue is a difficult one because it’s so isolated and people aren’t familiar with it, but the shuttle bus was an option to address this.

Pride March

- Felt very proud to march with GOWEST and I think people really appreciated the leadership shown by Hobsons Bay and Tony as Mayor.
- I was also very heartened to see staff and Councillors from across the western suburbs councils take part, including Wyndham and Brimbank.



The picture above includes members from the Hobsons Bay GLBTIQ Advisory Committee at Pride march. From left to right: Joanna Nevill (Diversity Officer, Hobsons Bay City Council), Adrian Masterman-Smith, Ellis Hughes, Tony Briffa (Mayor of Hobsons Bay), and Gai Mooney.

Shuttle Bus

- As one of the few passengers on the shuttle bus, I had a think about how this service might be more useful. I think most people would go to just one event, rather than several in a day. Plus, in the western suburbs we do tend to drive as it can be quicker than getting a train so this might be why people didn’t use it so much.
- I would have loved to have a \$5 bus to and from Pride March and possibly Carnival Day. Perhaps a couple of pick-up/drop-off points (Werribee, Altona, Newport?). This would make it much easier to get to Pride March without driving (takes a long time by train and tram from over here). It could also be a bit of fun, travelling there with a group.
- Well done to Joanna for all of her work, and well done to Tony for being the proud public face of GOWEST.

Key Achievements

The GOWEST program is increasing each year with more organisations, individuals and expressions of interest. It doubled in size from 2011 to 2012 and will continue to grow in 2013. GOWEST events reached approximately 1,100 people in 2012.

Hobsons Bay City Council is proud to be leading the effort within the western metropolitan region to support and promote the GLBTIQ communities. Accordingly, Hobsons Bay has led the establishment of a Western Region Councils' Working Group, a community GLBTIQ Advisory Committee and appointed a Diversity Officer to facilitate the participation and engagement of the GLBTIQ communities within Hobsons Bay. Hobson's Bay's contribution to the Midsumma Festival forms a major part of this work.

As noted in this report, feedback about the GOWEST Midsumma events has been overwhelming positive and some of the achievements of the program include:

- Increased visibility and an increased sense of safety for GLBTIQ communities in Melbourne's west
- The development and strengthening of partnerships between local community organisations with Council
- An increased profile for GLBTIQ communities in Melbourne's west.

Sustainability

As the GOWEST Midsumma program continues to gain momentum and grow in 2013 and beyond there is a need to increase and share the resourcing and staffing amongst the western region councils to sustain activities.

If GOWEST is to expand throughout the western region it is recommended that members of the GLBTIQ Western Region Councils' Working Group contribute to the GOWEST program as it grows and increases in size to be able to manage and fund its expansion. Hobsons Bay City Council has an ongoing commitment to host events as part of GOWEST for the Midsumma Festival program and will continue to honour and value its partnership with Midsumma.

Recommendations

1. Members of the GLBTIQ Western Region Councils' Working Group (*Working Group*) are approached to establish a western region agreement to jointly resource, staff and fund ongoing GOWEST events as part of the Midsumma Festival.
2. An agreement is drafted or a Memorandum of Understanding (MoU) is signed with members of the *Working Group* to ensure the sustainability of the GOWEST Midsumma program. The agreement shall state that all *Working Group* members are responsible for their Midsumma registration fees as well as a percentage (based on activity level) of the marketing collateral for events that fall within their municipality.
3. Hobsons Bay City Council develops a small grants or supports a request process for not-for-profit organizations (within Hobsons Bay) seeking funds to implement their GOWEST initiatives.
4. GOWEST is an annual event held as part of Midsumma however a new branding is to be explored to promote GLBTIQ activities hosted in the west throughout the year, where possible, and are hosted by western region councils to ensure GLBTIQ activities are ongoing.
5. Survey evaluations continue for the GOWEST program in 2013 and all organisations manage this to continue providing a responsive and up-to-date program.
6. Alternative options for promotion are explored, including a GOWEST facebook like page and more online options for advertising and promotion.
7. More events are tailored for young people (12 to 25) and people older than 66 years of age, where possible, to increase the reach for these age brackets.
8. Encourage partners to host events requested from the 2012 program in 2013, including the following requested by a high number of attendees: lawn bowls, bush dance, live music, film nights, local walking tours, more cabaret and 'Midwinter' or ongoing GLBTIQ events as per recommendation number three.
9. Hobsons Bay City Council continues to resource and fund GOWEST as part of the Midsumma Festival and that it remains a permanent initiative of council.
10. The shuttle bus discontinues in 2013 due to low bookings, however a small shuttle bus option be explored to take participants (where there is enough interest) to major Midsumma events such as Pride march.

Acknowledgements

Hobsons Bay City Council would like to acknowledge and thank:

GOWEST partner organisations for hosting events as part of the Midsumma Festival for 2012.

- Altona Yacht Club
- Hobsons Bay Libraries
- Hobsons Bay Youth Services
- Louis Joel Arts and Community Centre
- The Substation
- Westside Indoor Sports Centre
- Williamstown Croquet Club
- Wyndham City Council

Hobsons Bay City Council departments, which have made a significant contribution and provided support to GOWEST:

- Arts, Events and Tourism
- Communications
- Community Development
- Libraries
- Youth Services

An enormous thank you also to the many volunteers who assisted on the day at all of the events, from both the Midsumma Festival and members of the Hobsons Bay City Council Gay, Lesbian, Bisexual, Transgender, Intersex and Queer (GLBTIQ) Advisory Committee.

A special mention goes out to the members of the GLBTIQ Western Region Councils' Working Group for their contributions to Carnival and Pride march, namely: Brimbank, Maribyrnong, Melbourne, Melton, Mooney Valley and Wyndham.