

2011 Annual Report

Midsumma Festival Inc.
Incorporated Association
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‘The Book of Spells – A Love Story’

In 2011, Midsumma produced this intimate production featuring two female elders from Canada. The show spoke of the women’s life story infused with a selection of Sara Maitland’s ‘Book of Spells’.

The show opened at fortyfive downstairs and was performed in Hobsons Bay and also in the City of Darebin – a near sell out season.

“...the programming of this piece – putting older women up there in the fore, is revolutionary for Midsumma...”

Midsumma Patron.

Purpose and Statement of Objectives

As outlined in the Constitution;

The purpose of Midsumma is to present an annual arts and cultural festival.

2A. Midsumma is committed to presenting an annual arts and cultural festival that, within a safe and healthy environment, celebrates the pride and diversity of Victoria's lesbian, gay and allied communities, and Board of the Midsumma Festival Inc aims to produce an annual arts and cultural festival that:

- a. Is inclusive of and responsive to the lesbian, gay, queer, bisexual, transgendered and pan-sexual sections of the community.
- b. Supports and encourages all community activities it perceives as having cultural relevance within the community.
- c. Promotes opportunities for new artistic talent.
- d. Is diverse and challenging.
- e. Is committed to excellence.
- f. Educates the community to become consumers of lesbian and gay arts and culture.
- g. Promotes lesbian and gay arts and culture in Melbourne, Victoria and Australia.
- h. Is recognised as a principal arts and cultural festival interstate and internationally.
- i. Builds strategic alliances with other marginalised arts and cultural communities including indigenous and multicultural communities.
- j. Maximises access and equity.
- k. Is financially responsible.¹

¹ Rule inserted at AGM 2001 to reflect Aims and Objectives, which were amended by special resolution approved by members at the 1999 AGM.

The Board and Management 2011

The Board

The last year has seen limited change in the Board and Management of Midsumma Festival Inc.

Chair	Lisa Watts*	Elected	June 2008
Treasurer	Dean Hamood*	Elected	June 2008
Secretary	Tim Bateson	Resigned Elected	April 2011 June 2008
Ordinary Members	Aaron Hockly*	Elected	June 2010
	Megan Larnach-Jones*	Elected	June 2010
	Keith Lawrence	Elected	June 2010
		Resigned	May 2011
	Rachel Simpson*	Elected	June 2010
	Eric Lilja	Elected	June 2010
		Resigned	June 2011
	Dale Spencer*	Co-Opted	June 2010

* Current Board and Management of Midsumma Festival Inc.

*** A board member with pecuniary interest, elected in accordance with rule 41A.

Elected refers to Board Member elected at an AGM or SGM

Co-Opted refers to Board Members appointed by the elected members of the board under rule 41(c)

Casual Vacancy refers to Board Members appointed under rule 41(d)

Festival Staff



Festival Producer - Adam Lowe Group (ALG)

Midsumma continued our working relationship with Adam Lowe Group Pty Ltd (ALG) in 2011. ALG, as Festival Producer, oversees the general management and festival artistic direction along with event operations & logistics. ALG is a production house specialising in arts, cultural and community event creation, administration and production. Headed by Adam Lowe a highly sought after and multi talented arts, events and entertainment industry practitioner, whose major arts and cultural events experience expands some 15 years, 2 Olympic Ceremonies events, and extensive performing arts production across Australia and Asia. The ALG team includes;

Associate Producer - Cara Dinley

Cara has enjoyed a broad experience onstage and as a director and choreographer in professional theatre. Her arts background, supplemented by corporate, retail and touring event management practise has been the perfect preparation for her role at Midsumma. Cara has been instrumental in the upgrade and development of Midsumma's online identity and utilisation of the database (CRM) functionality, (enabling a 75% reduction in human resource hours due to the more streamlined background operation) via web-to-lead forms and automated triggers for festival registration. The reporting and record keeping system overall have been advanced substantially over the past couple of years, these changes have also enhanced member and relationship management while providing more pointed Marketing campaigns. Higher quality performing arts programming was Cara's main focus in 2011 and gained critical mainstream coverage. For 2012 Midsumma will partner with La Mama for an annual theatre season and look to Premier Visual Artists to continue the elevation of quality within festival.

Associate Producer - Simon K Patterson - SKP events

In 2011 Simon K Patterson, and SKP Events continued as a subcontractor part time throughout the year and full time leading into and during festival holding responsibilities including assisting in the production of Midsumma's Carnival and providing support to all areas of the Festival. Simon has a major focus on community engagement, including specific projects such as Carnival Stallholders and Carnival Bars. Simon's contribution has been particularly strong in the relationships with The Market Hotel, Sircuit Bar, The Glasshouse and The Greyhound Hotel.

Production - Paul Yarnall

Paul delivered his first Carnival in 2011 Festival at Birrarung Marr – an extraordinary job for such a large, new venue. Paul will continue in his role for the 2012 festival and has already developed better systems; utilising the powerful database to streamline administrative processes between multiple sub-contractors and documentation required for Carnival and the quoting process of such. Paul has also been a driving force in the engagement of interns and assisting to define these position descriptions to enhance the procedure in 2012.

Ticketing – Tom Lambert

Tom continued to provide general administration assistance to the festival team for a portion of the last year and is always a great asset. Tom has performed the role of Ticketing Manager for the past couple of years and will be entirely focused on this role in 2012.

Marketing and Publicity Manager – James Findlay

James Findlay established and implemented all publicity and marketing activities in 2011 that resulted in one of the most visible festivals in years. Starting at Midsumma in 2009 as publicity assistant, James was Marketing Manager and Publicist for 2010 & 2011 festivals. This included the weekly three-hour program on JOY and hosting/executive producer for 2011 A Taste of Midsumma on Ch31. He also handled the relationship with The Cullen, Yarra Trams and Telstra Citizen Reporters while developing relations with NZ journalists executing a successful famil pre-festival 2011. We wish James all the very best for the future in his new job at AKA.

Administration – Monique Thorpe

Monique is our newest staff member appointed in April 2011. In preparation for James' departure it was decided the team required a different resource allocation including the appointment of new professional festival publicist JPPR for a shorter, more concentrated period. Monique volunteered with the festival in 2010/11 and having completed a Bachelor of Business at Victoria University with a double major in Event Management and Music Industry, Monique lives for event management. Monique has great experience and knowledge of the Melbourne arts and entertainment world and has come to Midsumma from the Graduate Student Association at the University of Melbourne where her position included marketing, publication editing, customer relationship management and event management of formal balls of 500+ students to book launches and notably the "Confronting Homophobia in Our Schools" conference of 2010. This experience, supplemented with over five years of hospitality management and her current academic undertaking (Masters of Law, Juris Doctor), provides Monique with a well-rounded skill set.

Production Coordinator - Jack Cipans – SKP Events

In 2011 Jack Cipans once again assisted the production team for the Midsumma Carnival in a part time capacity, particularly in relation to Stallholders and Food Vendors. Jack works closely alongside Associate Producer Simon Patterson to deliver many elements of the Carnival Major Event, including the community engagement elements. Jack's support of all functional areas in the lead up to Carnival has been invaluable for the third year in a row now.

Internships & Volunteer Management



Students on Industry Placement

In 2011 Midsumma was supported through professional work placement for international student Kimberley Vonk who was studying Leisure Management at the NHTV Breda University of Applied Sciences, in her second year from the Netherlands, specialising in Arts & Culture.

The placement offered full-time internship for a period of seven months starting August 2010 providing Midsumma the benefit of a zero cost additional human resource. Kimberley performed the role of Volunteer Coordinator and was a particularly dedicated and passionate player, assisting the team with the extra resource required leading up to festival, throughout and during the 'wrap up', assisting in data entry, confirmation calls, bumping in and out of site while maintaining constant contact and management of our valuable volunteer force. Kimberley was an extremely valuable member of the team.

Saskia Maurer, also completing her Bachelor Degree in International Leisure Management at the NHTV University of Applied Sciences (The Netherlands), but in her third year, used a Social Impact Study on Midsumma as her graduation thesis (internship) from January - May 2011. Saskia researched and created surveys for Midsumma participants and the residents of Melbourne, under the supervision of ALG, to draw sufficient data to produce a comprehensive analysis of the social impact of Midsumma Festival. Saskia also interviewed a variety of stakeholders and participants from contrasting sections of the community while assisting with day-to-day jobs during and post festival, Moomba was a particular focus for Saskia. The product of her internship will be of considerable help to Midsumma when applying for funding and developing sponsorship proposals. It will also be a great measuring stick for future years and evidence of what is 'known' rather than assumed, about community opinion and expectation.

2011-2012 Volunteer Management



Better administrative systems have enabled a faster 'wrap up' of Festival 2011 than in previous years, allowing focus to instead be placed on planning and preparation. In this time the team has debriefed and created position descriptions for the specific roles we have identified requiring between now and 2012 festival. Already the response has been overwhelming. We have engaged two Volunteer Coordinators who will work in tandem 1-2 days per week each, until the end of festival 2012. This is a great feat in itself and we thank Jacqui Moore and Jafar Abdus-samad for taking on these valuable roles. Volunteer Management is truly a two-person job when it comes to festival and in the lead up, even with the additional support and supervision from ALG.

Another important anecdote from 2010-2011 was around the number of volunteers engaged prior to festival. In the past we have engaged as many volunteers as possible to assist in: updating the website with full program details and ensuring the guide was ready for print. These tasks have required relatively complex workflows to be learned and then completed by a number of volunteers. We have now decided to reduce the number of volunteers trained in those lead up tasks as the re-training time that seemed to be occurring due to human resource not being well matched with task resulted in repeated training sessions, taking the time of core staff. To further remedy the situation more specific position descriptions have been published, detailing a 1-2 day commitment Sept-Dec as a pre-requisite. Project specific resource dedicated to particular projects is now our direction for Volunteers (during festival also) and already the path is smoother. Thank you to IBM for your ongoing support of our Volunteer Resource. We have also applied for further Volunteer funding that, if received, will go towards specific RSA, First Aid training and equipment.

Chair's Report

Midsumma 2011 represented a time of significant change for us, mainly as a result of the need to relocate Carnival, the largest signature event in the festival, to a new location at Birrarung Marr. This was a necessary move but was also one that presented many questions and challenges. It was with great pride and some relief, that we ended the day and the festival under the stars at T dance celebrating the biggest outdoor celebration for our community. It was a fantastic festival and the Midsumma board and team are pleased to have been able to deliver on what we set out to do.

I'd like to firstly acknowledge and thank the team of volunteers that made it great. Midsumma, unlike most arts and cultural festivals, is not only reliant on a strong and committed volunteer base, but is created and shaped by volunteers within the queer community. To all the board members that volunteer their time and ideas: sincere thanks and appreciation. To the Midsumma performance hubs and venues –thanks for making Midsumma great and accessible to people Melbourne wide.

To every person who participated in working groups, collected donations, looked after galleries, sold tickets to shows and a thousand other jobs, performed, created, produced and made it happen –you are Midsumma!

Challenges:

A community based volunteer board often faces a range of views on how projects should be managed. We are an effective, supportive group who can usually get things done smoothly, however there were some occasions last year after a board meeting where I felt the dynamic of the board had elements of dysfunction. I'm happy to say that the mix of views moving forward, although diverse, is more aligned and I see a happier future of kinder meetings ahead.

Alcohol! Licensing, running bars, entering into contracts with commercial bar operators, dealing with police to ensure a safe environment –these are all complex and difficult activities. It's interesting that from a revenue perspective it remains a key part of the mix. Get it right and we can deliver a fun, safe celebration and make a profit. Get it wrong and the results are most unwelcome. Fortunately we mostly get it right, but it remains an area of attention for the board and team.

Highlights:

Contract

The services contract with Adam Lowe Group has allowed us to do more with less. This was the third festival delivered under this structure and the level of professionalism and efficiency keeps growing. Cara as Associate Producer was a terrific appointment and allowed Festival to be led with a mind to the future. It also allowed the board to focus more on governance, as the key operational activities were well in hand.

Design and identity

Sweet Design delivered a strong iconic festival image that was sexy, cheeky and had very wide appeal. This meant media; partners and sponsors were very open to using the images and marketing material, creating more awareness that the festival was on. In 2012 the image will be developed, as we are keen to capitalise on its strength.

Yarra trams

The use of the icy-pole image in a campaign with our Sponsor Yarra Trams was brilliant. It was the first time in some years that Midsumma has been able to have an "out of home" presence. Many members of the community raised feedback about the sense of pride the high visibility of the festival gained to the team. Thank you Yarra Trams!

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PR

James, who was involved in many aspects of PR and marketing spent his last year on the team and went out with arguably the most successful festival from an attendance and awareness level. His energy and drive delivered a range of audience development and engagement outcomes: a great example being the series on Channel 31 that showcased many aspects, performers and events of the festival. We remain very grateful for the contribution James made during his time on the team. Acknowledgments also to Dale Spencer who was an excellent mentor to James and facilitated some great deals for us, including cinema advertising across multiple movie theatres around Melbourne.

Website & Social media

We had a new website template design delivered which better merchandised the events of the festival. As more of the audience relies on the website and iPhone app to access information and book tickets to events, our mix of resources will continue to shift towards a greater investment online. Core systems like ticketing, web and registration processes continued to work well, although we had some teething problems with our very successful iPhone app.

Telstra blog

2011 was the first year we collaborated with Telstra and the results were a deep engagement by Telstra staff members that were involved in blogging throughout the festival. Stay tuned for more!

ABAF award

With our partners IBM we nominated and were successful in winning the Victoria state award for partnerships. This was a cause for reflection and celebration as the relationship between the two organisations strengthens and deepens. As the sponsor of the volunteer program, IBM make a great contribution to our community while further defining themselves as a business that embraces diversity.

I'd like to acknowledge the on going support of our long term partners, in particular our government partners City of Melbourne, Arts Victoria, Tourism Victoria, and the City of Yarra. We've also been able to receive some very generous donations from patrons that have funded key events that could not happen without their support.

Thanks to everyone who came along in 2011 and we look forward to another great Midsumma celebration of queer culture in 2012.

Lisa Watts, Chair

Treasurer's Report

Firstly, overall the 2011 Festival has performed in a positive way, despite consistent preparedness at Board level for the negative bottom line with the move to Birrarung Marr.

The 2011 audited figures show a loss of \$8445. \$14212.57 relates to expenses of the 2010 Festival but have been carried forward into the 2011 financial year.

This is comprised of:

2010 Festival – Volunteer Program Thank you party catering expenses	\$777.60
Nexus, accommodation for Nexus performers	\$1,936.00
Ticket Sales remittances remaining from 2010	\$1,657.50
Queer City Gallery Hire	\$900.00
Survey Monkey expenses from 2010	\$408.00
Proceeds of Artwork Sales and printing costs for 2010 Festival	\$5,500.00
Expenses incurred throughout 2010 festival (vehicle hire, printing, transport, refreshments and catering)	\$3,033.47

This represents expenses carried forward from 2010 of: \$14,212.57

Thus

Surplus 2009	\$34,177.00
Surplus 2010 less expenses carried forward above	\$9,043.43
Deficit 2011 plus expenses carried forward above	\$5,767.57

Actual Net Position \$48,988.00

Therefore, considering the increased costs in Carnival this year and much of the venue hire expenses is a commendable effort.

The Carnival for 2011 was in a new location for the first time, and I am confident that next year, with the experience gained, we will be in a much better placed position to be able to absorb or at least manage these increased costs. As with every process, with each time performed we gain more insight and experience that better equips us for the next time round. I have always been a firm believer and supporter of Midsumma running their own bar at Carnival and as you can see from our figures 2011 T Dance Bar was a great success and a great cash contribution.

Well done to ALG, the board members and all those amazing bar staff and managers that helped make this particular event such a success. This was the first year that our audit was completed so early and efficiently and thanks goes to the management team of Adam Lowe Group for their efficient record keeping and prompt assistance with any queries that have been presented to them.

- Carnival costs, including security, comfort stations, council charges, fencing, marquees, power, security, sound and turf protection all increased considerably from the previous year,
- donations on the day of Carnival were down by 20% as well as Food Trader Registrations and Sponsorship
- marketing expenses were slightly higher than 2010 with more funds being spent on a much needed website improvement

I am looking forward to the 2012 festival being a more profitable Festival. We are hoping to have more focus on Sponsorships and Patron support to enable us to deliver another amazing Festival and hope that you can all come out and support us again.

Dean Hamood, Treasurer - Midsumma Board.

See separately attached Audited Financial Statements for the period ending 31 March 2011.

Carnival - Festival Opening

The beautiful sunny weather was definitely influential on **Jan 16, 2011** providing a real influx in attendance increasing the crowd to approximately 100,000, in comparison to 30,000 in 2010 at Alexandra Gardens. The weather reached a high of over 30 degrees, at which point the lack of trees and shade became noticeable at the new venue of **Birrarung Marr**. A vibrant queer and mainstream community engaged together, enjoying free entertainment, traders and community and cultural organisations until the early evening. (Midsumma plans to consider further shade options comprehensively before 2012.) The event surpassed our expectations in crowd attendance and logistical success, particularly hosting the event for the first time at Birrarung Marr, as the venue was much larger and more challenging to bump in providing extra strain on our already small core team.

For the third year Midsumma engaged the **Adam Lowe Group** to manage operational and logistical resource throughout Carnival and festival. This included the programming of a promotional platform for events registered within festival on the two stages from 11-6pm. A variety of community conversations, live music, performance and community favourite: Dulcie's Dog Show presented by **Eagle Pack**, was supported by our Media Partner, **Joy 94.9's** broadcast and generous hosts. The opportunity for festival hub partner venues and registered event producers to communicate the broad programming upcoming within festival is an invaluable publicity tool and provides fun, free entertainment for the community. In 2011 there was considerable interest from un-registered known acts to donate their performances, which bodes well for the popularity and standing of Carnival entertainment.

Midsumma was able to provide a safe, family specific space for the Rainbow Families Council at **ArtPlay**, taking advantage of existing workshops available on the day while providing additional storytelling sessions from our Canadian visitors. Carnival would not be possible without the continued assistance from the **City of Melbourne** and **State Government** through arts, tourism and event funding streams. Community sponsors and collaborators from public and private sectors also participate, and contribute. In particular we thank **Sircuit** and **Glasshouse** for their provision of bar services, **The Cullen** for their assistance in accommodation deals and **Douglas Site Services**, who have provided mainstream community support in cleaning and waste management for multiple years running. **IBM** has also been an ongoing advocate of our Volunteer Resource providing reliable support annually.

T Dance

Midsumma produced and programmed **T Dance** in 2011, resulting in a complete sell out (approx 3,000). International DJ **Bimbo Jones**, crowd favourite **Zoe Badwi** plus **Trevor Ashley's 'Liza on an E'** accompanied by select local DJs and dancers proved entertainment success. The **VIP tent** also provided welcome relief to dignitaries and life members throughout the day with priority service throughout the evening: Moroccan style. Midsumma also ran the T Dance bar with the assistance of Bar Manager **Sally Dempster**.

Queer City

In 2011 Midsumma consolidated its Queer City venues and created a Premier Event Hub at **fortyfive downstairs**. Fortyfive showcased the best of the Festival from the visual arts: **'Identity'** exhibition to original Australian music theatre and big band cabaret plus the opening performance of our Canadian master storytellers. **'Construct'** at **Pigment Gallery** was a refreshing new addition to the Queer City visual arts venue list, as was the public space **'Out There'** inside **Yarra Trams**: an unexpected gem that was offered to Midsumma for the first time.



Picture 1 - Catherine Johnston's 'Rainbow Love' fortyfive downstairs



Picture 2 Ryan Davis 'Naked Space'
fortyfive downstairs



Picture 3 'Toy to the World'
fortyfive downstairs

One of the numerous artworks featured within the Queer City exhibitions: **'Toy to the World'** - the brain-child of **PencilNeck Productions – Matt Jowett**, was an inventive inclusion in the *Identity* exhibition at fortyfive downstairs. Matt used his networks with RMIT to bring this three-stage event to fruition. Toy to the World was a collaboration of Melbourne's many graphic artists, street/graffiti artist, designers and illustrators working with vinyl toys to raise funds and awareness for the **Victorian AIDS Council**. The initial stage brought together a diverse group of artists to create individual identities for the small white pvc bears. During the exhibition a silent auction transpired where all funds raised from the sale of works went to the VAC. A competitive auction took place garnering much interest within the community and beyond.



Picture 4 Matt Jowett's 'Toy to the World' fortyfive downstairs

(1-4 photography by Udi Brisker.)

Queer City Theatre Season

In 2010 Midsumma declared an objective to boost the quality of our performing arts stream. Fortyfive downstairs was Midsumma's inner city hub, showcasing seasons of the musical **'Prodigal'** and cabaret **'Bold and Brassy'**. **'Prodigal'** was programmed with the specific intent of presenting a very high quality piece of music theatre and positioning it as a Premier Event with the hope that Midsumma would garner interest from that same calibre of industry professional in future years, as the show gained extensive coverage and was an 'idol' if you like, of Festival. In contrast, **'The Book of Spells – A Love Story'** delivered something very intimate and real while extending our audience beyond the predictable demographic. **'The Book of Spells – A Love Story'**, by Canadian storytellers **Jan Andrews and Jennifer Cayley**, was produced by Midsumma and supported by Canada Council for the Arts. Midsumma chose to elevate this intimate show about the reality of life long partnership for two female elders, to Major Event status, thereby portraying the gravity of this performance to the community. We were successful in this regard, selling out the opening performance at fortyfive downstairs (and most of the further season at Northcote Town Hall and in Hobsons Bay). This programming was remarked as 'revolutionary' by one of our esteemed patrons and expanded audience demographic substantially.

'Prodigal' was no doubt a critical success – completely sold out and extended, created by **Dean Bryant** (Virgins, The Drowsey Chaperone) and **Matthew Frank** (Spelling Bee, Urinetown), featuring a stellar cast, notably Anne Wood and Ed Grey (see attached reviews and background). There was not a dry eye in the house, Jo Porter (Executive Producer Malthouse) described the audience as a 'MTC crowd'.

'**Bold and Brassy**' accompanied by full brass band also near sold out, starring '**Dolly Diamond**' (Michael Dalton, UK) and renowned Melbourne cabaret performer **Luke Gallagher**. This show moved our programming into a later evening set, adding table seating to enhance the cabaret vibe.

Midsumma programmed fortyfive downstairs entirely and produced the visual arts component. Midsumma was able to use City of Melbourne funding and established relationships to reduce venue cost, while supplying staff and equipment resource to support the two very successful theatre seasons and sold out premiere.

High quality, unpredictable, engaging content that extends the audience demographic and audience expectation have become our objectives moving forwards. The way we achieved this calibre of programming in 2011 was not to produce these shows entirely, as Midsumma is not in a financial position to commit in that way. Instead we offered the resources and options we do possess to assist and support such productions with relationships, marketing, publicity, audience, subscriber base, shared equipment and venues. We have already confirmed a Midsumma – La Mama Theatre season for 2012 and look forward to developing that exciting relationship with the assistance of City of Melbourne and Arts Victoria funding.

Yarra Arts

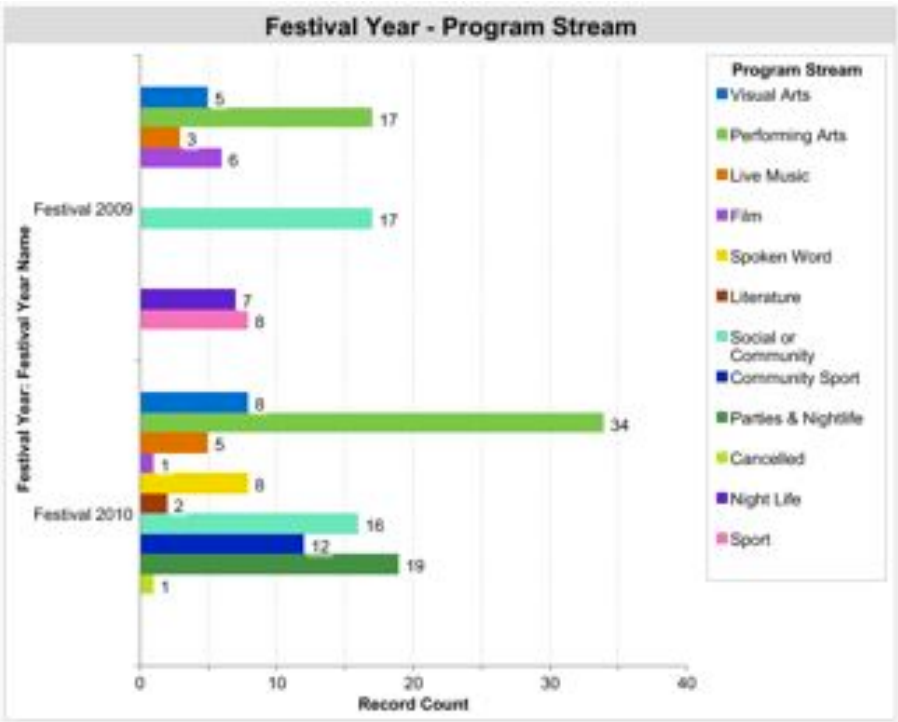
In the City of Yarra Midsumma produced and curated '**Scapes**' at 69 Smith St Gallery, '**Phantasy & Reality**' at Tacit Contemporary Art, the works of **Sonia Speranza** at Glasshouse Hotel and the annual **Men on Men** Competition at The Laird. Midsumma also co-produced '**Homer's Odyssey**', a spoken word performance told by Jan Andrews and Jennifer Cayley of 2 Women Productions (Ontario, Canada), at Hares and Hyenas (Fitzroy).

Hares and Hyenas serves as Midsumma's only 'walk in' box office and has been performing that function for many years. As a result of this close partnership (dating back over the life of festival), Midsumma supports the multiple and varied events held at Hares and Hyenas by eliminating registration fees and elevating the venue as a festival hub. Midsumma looks forward to celebrating Hares and Hyena's 20th Anniversary in Festival 2012. Thanks and Congratulations as always to **Crusader Hillis** and **Rowland Thomson**

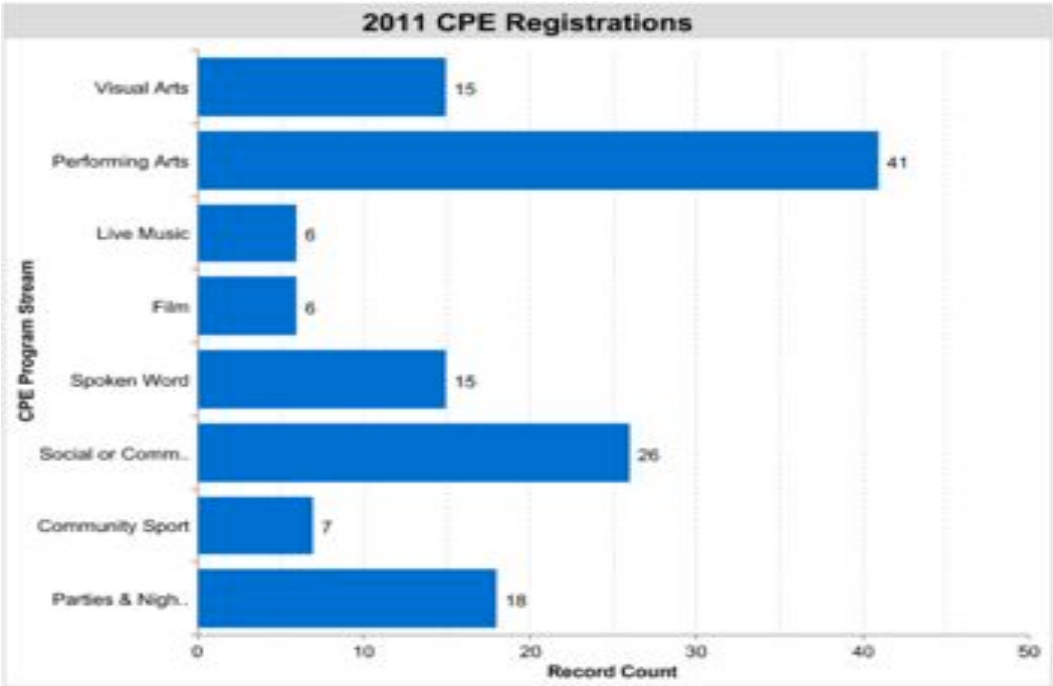
Open Access Arts and Cultural Program

In 2011 Midsumma's vast program again spread all over Melbourne CBD and metropolitan areas utilising Hub venues: The **Butterfly Club**, **Gas Works Arts Park**, **Northcote Town Hall**, **Hares and Hyenas** and **The Glasshouse** plus a host of other new locations, of particular note was **Hobsons Bay's** fantastic **Go West** program of events.

The number of Community Produced Events, as can be seen in the graphs below, increased by 50% from 2009 to 2010 and by 22% in 2011. Most streams increased or stayed somewhat the same. Performing Arts more than doubled from 2009 to 2010 and increasing by a further 17% in 2011. Melbourne's audience capacity appears to strengthen each year with event producers more savvy as far as marketing and publicity is concerned, enabling a higher level of success for all.



Total Registered events: 2009 – 63, 2010 - 105



Total Registered Events: 2011 – 134

(Please note: Recording methods changed from 2010 to 2011, resulting in the slightly different graphic representation.)

Hub venue highlights would be: **'Grease 2'** at Gas Works Arts Park with some beautiful visual arts throughout festival – not to mention newcomer success with **'Fag/Hag'** by budding comedian Nathan Valvo.

Midsumma annually supports Anthony Menchetti's **'The LOL Big Gay Comedy Nights'** at The Glasshouse and it is now a well-established winner, as was **'The Best of Fest'** in it's third year at The Butterfly Club alongside Sydney-sider **Candy Royale** with her contemporary brand of spoken theatre evidently pushing boundaries.

Darebin Council granted Midsumma venue subsidy for the use of the visual arts exhibition spaces and theatre space at Northcote Town Hall, enabling performing arts, visual arts, workshops and the wonderful **Rainbow Artisans Market** for the second time in the historic town hall. Midsumma curated the foyer space and upstairs gallery with the assistance of Andrea Van Steen and Sam Salvidge and also presented a short season of our Canadian storytellers **'The Book of Spells - A Love Story'**.

Hares and Hyena's festival program boasted a wonderful array of visual arts, comedy, literature, spoken word, theatre and the launch of numerous books. This establishment is the forefather of queer arts in the City of Yarra and each year continues to develop the depths of queer culture. Highlights: **De Profundis** and **Word is Out Poetry Slam**.

Kaye Sera's Bizarre was a new establishment to join our hub team and produced a string of fantastic events. A wonderful addition for south-siders, Kaye was also honoured by receiving a Green Room Award for "Contribution to Cabaret". Highlights: **Funky Fraulein** and **Jade Leonard: Sings for the Ladies**.

Hobsons Bay hosted a diverse selection of events, from spoken word to sailing & everything in between. It was great to see the annual Rainbow Families Picnic supported by the West and Wes Snelling's a **Walk on the Wes Side** provided an impressive list of raw talent at the atmospheric Substation.

Ticketing analysis 2009-2011

Since 2008 years Midsumma has used an online ticketing system. Implementing any new system 20 years into a festival needs an education process, and time to become successful. Our community now understands that they can purchase tickets tom Midsumma events online, 24 hours a day, 7 days a week. Each year, more events are being ticketed. The total number of tickets available varies but the percentage of tickets sold increases each year.

Every year sales have been getting stronger as a whole with the biggest jump in sales between the 2009 (22.12% of tickets available online sold) to 2010 festivals (32.1% of tickets available online sold). 2011 saw the highest percentage of tickets sold at 42.49% of the total 26,319 available for sale.

Percentage of tickets available online that were sold:

2009	22.12%
2010	32.10%
2011	42.49%

- Performing arts is consistently strong, and has around the same amount of events ticketed through Midsumma each year.
- Interestingly, spoken word events are selling more tickets every year.
- Social and community events sell the least tickets out of all the categories from year to year.

There are certain events that happen each year the 2 highest selling events are *Blonde on the Bay* and *The Queer History Walk*. (2010 saw *The Queer History Walk* as a free event.) Midsumma's *T Dance* has stayed consistent at just under 60% with a 2% increase in sales from 2009 to 2011. *Foam a Sexual* had a huge jump in sales between 2009 and 2010 from 6% to 70%. Due to an increase in the allocation of tickets available for sale online, the

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percentage dropped in 2011 but sold more than any other year.

2011 saw huge success in sales, with *Blonde on the Bay*, *Dangerous Curves Ahead* and *Queer History Walk* all selling out. *Fag/Hag* was the 4th highest selling event at 90% selling. *Prodigal* and *Circus Oz's* event were the next highest selling events. Performing arts in 2011 is the highest selling category behind Premier Events. 21 events sold over 50% of their allocated capacity. 2011 had the most event times selling out, *Prodigal* and *Circus Oz: The Blue Show* had the most sell out event times. The busiest day for sell out events was Saturday 22 January.

The 3 highest selling events in 2010 were *R + J*, *Real Men* and *Blonde on the Bay*, selling 100% of the allocated capacity. Performing arts and live music feature heavily in the top 10 best sellers. *Pink Shorts* sits at top 7th selling at 85% the capacity. 25 events sold at 50% or more of the allocated capacity. Saturday 30 January had the most sold out events, all being in the performing arts category.

2009 saw both *Pink Shorts* and *T Dance* in the top 10 best sellers. Gay stand up comedy event *Laugh Out Loud* was the highest selling non-sell out event in the festival, selling at 75% of the capacity. Only 9 events sold more than 50% of the capacity. Parties sold more tickets than any other category; T Dance being in this category may have caused this. Friday 6 February had the most sell out events.

Administration and Operations Performance Report 2010

Administration

New online registration methods that streamlined administrative processes via web-to-lead forms for Event registration for the 2011 festival, will now be utilised for Stallholder registrations and Premier Event proposals in 2012. Midsumma's advances in database integration, has seen a marked improvement in Member management, the production of detailed reports, and communication workflows. Marketing campaigns are now easier to generate, as is specifying the exact demographic for such communications. These new workflows continue to reduce data entry labour and automatically remove the possibility of human error. We have now developed ways to record more useful data that is increasingly required by our funding bodies and sponsors.

Funding & Sponsorship

Since the completion of the 2011 festival Midsumma has completed acquittals for:

- The City of Melbourne Triennial Funding Agreement,
- The City of Melbourne Late Night Initiative Funding Agreement,
- The City of Yarra Funding Agreement and
- Arts Victoria Triennial Funding Agreement.

Midsumma has applied for the City of Melbourne Events Triennial Funding and will complete an application to Arts Victoria's Annual Operations Triennial Funding and the City of Maribyrnong by the end of July.

Telstra and Yarra Trams, new sponsors in 2010, are interested in continuing into 2012 under similar circumstances, these relationships are currently in discussion as is the appointment of a non-exclusive Media Partner. Midsumma has also applied for additional Volunteer funding that if received will go towards IT equipment and specific RSA or First Aid training.

Social Impact Study

Saskia Maurer's graduate thesis provided an analysis of the Social Impact Midsumma is having on our participants and the residents of Melbourne. The extensive document provides Midsumma with a great deal of substantiative evidence to base future decision-making on. The community consultation involved in this project and supervision from ALG throughout, has created more robust planning documentation than ever before, in the form of a strategic plan, business plan and marketing plan for the three years ahead.

Online presence

Midsumma's website was upgraded in 2010 ready for the 2011 festival. This included unifying the design with the branding of the rest of the festival, as well as introducing the calendar functionality. We are very happy to now finally have all aspects of our online web of platforms: YouTube Channel, Blog, Facebook and Twiter linked and available from the central point of www.midsumma.org.au

Midsumma, IBM and the Volunteer Program in 2011 and Beyond

Over time, since the relationship began the Volunteer Program has developed, and has grown into one of the festivals strongest and most solid functional areas. The support from IBM has enabled the laying of these foundations.

Our Volunteers can be categorised in three ways.

a. Year Round

b. Event Support

c. Event Participant

Year Round Volunteers

The year round volunteers fulfil a number of functions at Midsumma Festival.

- The Board
- Visual Arts Advisory Group
- Website, Weekly Email Newsletter and Volunteer Resource Management

Our year round volunteers from 2010-2011 have been:

A B Tim Bateson, **C D** Alan Drummond, **E F G** George Groves **H** Dean Hamood, Aaron Hockly, **I J K L** Megan Larnach-Jones, Keith Lawrence, Eric Lilja, Jason Lingard, **M** Saskia Maurer, Jacqui Moore **N O P Q R S** Rachael 'Rat' Simpson, Dale Spencer **T U V** Kimberley Vonk Andrea Van Steen **W** Lisa Watts, **X Y Z**

Event Support Volunteers

Our Event Support Volunteers commence work in the busy lead up, during and some post production elements of delivering the Midsumma produced aspects of the 3 week festival.

To date the support from IBM has enabled us to provide for event volunteers on event days such as Carnival and T Dance through provision of catering, accreditation and uniform T-shirt, briefing and induction, Certificate of Participation and Thank-you event.

In 2011 the following people were event volunteers, in addition to our volunteer board and working group members:

Adam Winsor	Claire Rimmer	Fei Mok	Jules Gurrieri	Merina Farida	Rose Muller
Adrienne Ng	Clare McAleer	Feigy Grosman	Julian Funari	Michael Mahilum	Sarah Bennett
Adrienne Ng	Craig Hewgill	Fiona DiBerardino	Kate Barber	Michelle Jaski	Saskia Maurer
Alan Drummond	Craig Hewgill	Francis Hadid	Kathleen Hards	Mina Tausan	Sean Knight
Alexis Townsend	Damian Fung	Garry Oliver	Kayla Blackmore	Minami Fujii	Sean Mulcahy
Alicia Grant	Daniel Bese	Gill Qiu	Kellie Wallis	Monique Thorpe	Selina Sma
Allison Harper	Daniel Taylor	Helen Matthews	Kenneth Keith	Nat Bradshaw	Sim Marsh
Avilyn Tan	Danielle Carver	Helen Papadomanolakis	Kevin Tierney	Nathan Warren	Simon Gibbs
Boyoung Lee	Darren Reid	Jackie Bernardi	Kim Perkins	Nathan Wenger	Simon Tsao
Caitlin Chessell	Dave Puckering	Jackson Martin	Kimberley Vonk	Rebecca Poulter	Simone de Zeeuw
Cara Pflueger	David Cannon	Jacqui Moore	Lisa Tran	Rhiannon Munro	Stefan Spaans
Carolina Bodin	Einar Hansen	Jaemin Lee	Luke Taylor	Ricky Chaplin	Stephen Moylan
Christian Rantzau	Ele Cockerill	Jayson Ralston	Mark Kukanesan	Robert McGuinness	Stuart Richards
Christina Tat	Elisha Pelletier	Jeff Chuah	Megan Burke	Robyn Munro	Sue Harrison
Chun Ju Chang	Fajar Pradipta	Jonathan Carter	Merina Farida	Rohan Gladman	Tara Baker
					Udi Brisker
					Valerie Archain
					Vivian Torres

Executive Summary – Marketing 2011

Celebrating the festival's 23rd year, Midsumma managed to develop a multi-platform marketing strategy that brought the festival to more people than ever before. Developed and implemented by Marketing and Publicity Manager, James Findlay with the support of the Midsumma team, this year's marketing campaign resulted in record attendances, record box office sales, and more media coverage and discussion than seen in years.

The festival program guide was again a major aspect of the 2011 marketing plan, produced through our print media sponsor, *Evolution Publishing*, and distributed nationally by a professional distribution company, *Step Right Up*. The partnership with *Evolution Publishing* included advertising in publications in all major capital cities as well as heavy media coverage.

The Midsumma website in conjunction with social networking sites *Facebook*, *Twitter*, the development of the Midsumma Citizen Reporter Blog with new partner *Telstra* and introduction of an iPhone application by *eFirst*, were strong components of the 2011 marketing plan. The website contained all programming information, as well as the ability for people to purchase tickets, where social networking sites gave participants the ability to connect to Midsumma and each other instantly and directly, in turn, making them part of the festival community.

The Cullen Hotel gave Midsumma the opportunity to increase marketing opportunities to New Zealand through a journalist famil, as well as assisting the interstate marketing to raise awareness of the festival to interstate queer communities. This proved very successful with increased interstate visitors to *The Cullen* as well as a strong interstate representation at Midsumma events.

A new television partnership with Channel 31 saw the production of the festival's own television program, *A Taste of Midsumma*, which gave a preview of what was happening during the festival as well as a number of community service announcements (CSAs). The radio partnership with *JOY 94.9* provided CSAs throughout the year, an outside broadcast from Midsumma Carnival, and a weekly program showcasing interviews with participants in the festival, such as performers, event producers, artists and community leaders.

New partnerships with *Yarra Trams* and *Val Morgan* gave Midsumma the largest exposure to Melbourne's mainstream audience in the festival's history. The *Yarra Trams* campaign included banners on the front and back of 50 trams on a variety of Melbourne's tramlines, as well as a campaign inside the trams with posters and brochures promoting the Midsumma Hubs.

Midsumma managed to achieve great exposure in not only queer media, but mainstream media as well. Midsumma enjoyed mainstream media coverage on *The 7PM Project*, *The Age*, *Herald Sun*, *ABC774*, *Mix101.1*, *Nova100* and many more.

With the increased focus on marketing and publicity for the 2011 festival, Midsumma Carnival doubled, visual arts exhibition opening nights drew record crowds, and ticket sales also doubled in turn over from the Midsumma website.

A continued focus on marketing and publicity of Midsumma, in conjunction with *Tourism Victoria*, and growing partnerships with *Telstra* and *Yarra Trams* will allow the festival to grow as well as proving to Australia our city is indeed, Australia's queer arts and cultural capital.

2011 Life Membership

Rule 3c requires that a Life Member must be unanimously determined by the Board, as a result of their outstanding service to the Statement of Purposes of Midsumma. At its final meeting before the AGM, the Board of Midsumma Festival Inc considered whether the Life Memberships that could be awarded, the result of their deliberations is to award Luke Gallagher and Daren Pope with Life Membership in 2011.

Daren Pope (aka Kaye Sera)

Daren Pope has been an exuberant force within the Melbourne Queer community performing multiple Midsumma shows - one a year for the past decade – not to mention hosting multiple community events generously donating time and energy again and again.

Daren's alter ego: KAYE SERA is a much loved singer, writer and media personality based in Melbourne. Kaye Sera's cabaret act was launched at the 2001 Midsumma Festival and has been an annual feature ever since. Drag for Kaye " has always been far more than a stack of acrylic hair and a tonne of makeup... Kaye strives to create an act that, while rooted in the GLBTI community has also sought a connection with the broader arts scene. "

As one of Australia's few drag acts to sing live, Kaye has a strong following for her cabaret and other stage work. Her quirky cabarets have enjoyed a continual presence in Melbourne's Festival lineup. The shows include Funky Fraulein (2011), Ladies First (2010), Camping Out (2009), The Full Lube Job (2008), Kabaresque (2006), Pussy Bow Cabaret (2005), Beyond the Buggery Belt (2004), The Naked Drag Queen (2001).

Kaye has also performed with Luke Gallagher and Adrian Kirk - their shows are Harder, Longer, Faster (2006), Grass Roots Tour (2005) and Share and Cher Alike (2003).

Kaye is a recipient of a Pride Award for "Entertainer of the Year" (2001) and a Rainbow Award for "Outstanding Media Achievement" (2004). She is a 2001 Green Room Award nominee for "Best Cabaret Performer" and this year (2011) has been honored with a Green Room Award for "Contribution to Cabaret".

There are many festival highlights, in particular: Kaye and Luke Gallagher hosting the main stage for the Mass Commitment ceremony was one of the most memorable.

Luke Gallagher

Luke Gallagher works extensively as a performer, director, producer and MC within Melbourne's GLBTIQ community, as well as in the Australian cabaret scene and live event circuit. Luke is proud to have worked on 13 of the last 15 Midsumma Festivals in a variety of roles and duties.

GETTING DOWN AND BRASSY (Performer – with Dolly Diamond, 2011), THE D&G EXPERIENCE (Performer – with Dolly Diamond, 2010), ZANNA DON'T! (Director, 2009), 1st ASIA PACIFIC OUTGAMES (Marketing Director, 2008), HARDER, LONGER, FASTER (Performer – with Kaye Sera and Adrian Kirk, 2004), THE GRASS ROOTS TOUR (Performer – with Kaye Sera and Adrian Kirk, 2005), HEY FANCY-PANTS (Festival Club Host – with Kaye Sera and Adrian Kirk, 2004), SHARE AND CHER ALIKE (Performer – with Kaye Sera and Adrian Kirk, 2003), NAUGHTY LITTLE SHOWTUNES (Performer – with Kaye Sera and Peter Hurley, 2002), THE NAKED DRAG QUEEN (Director, 2001), CLING (Performer – with Nigel Ubrihien, 2000), ONLY HEAVEN KNOWS (Performer, 1998) and THE LAST BLUE ANGEL (Performer, 1997).

Luke has had many roles with Melbourne GLBTIQ community groups including working as Promotions Manager for the ALSO Foundation on dance parties from 1999-2001, Sponsorship Manager of the Melbourne Queer Film Festival (MQFF)

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for three years, producing the MQFF Opening Night party event for 11 years, and his work as an arts segment consultant – Up Your Arts - on JOY94.9 for over ten years. Luke has worked on numerous events with the Melbourne Gay and Lesbian Chorus and has hosted the Carols By Queerlight event in Prahran for over six years. He is regularly involved with Midsumma producing and presenting numerous shows and hosting at many events over the last twelve years. In 2007/8 Luke also worked as Marketing Director and was on the Board of the 1st Asia Pacific Outgames here in Melbourne. He also programmed the Cabaret Stage as part of the Midsumma Festival Carnival Day at some point in the last decade, but can't remember the year! He is currently on the board of Oz Showbiz Cares/Equity Fights AIDS.

In his professional life, Luke worked as Marketing and PR Manager for the Walt Disney Special Events Group (2003-04) and Brand Marketing Executive for The Age from 2000-03. Today Luke is Executive Producer for Life Like Touring, part of the Entertainment Store Group of companies, producing major live touring shows around Australasia.

2011 Government Partners

Principle Partner



City of Melbourne 2009 – 2011 Triennial Funding Agreement Contract is valid for 1/1/2009 – 31/12/2011 to the cash value of, \$72,100 and \$194,000 of in kind support (site fees) under Event Partnerships Program. Midsumma also received additional funding for a Late Night Initiative that was delivered in Festival 2011. Thanks in particular to Lord Mayor Robert Doyle, Cr. Jennifer Kanis and the Councillors and staff at City of Melbourne who looked after our relationship throughout 2010-2011.

State Government Partners



Arts Victoria – 2011 Annual Operations

- \$40,000 Grant + GST for Calendar year 2011
- Contract valid 1/1/2011 – 31/12/2011

The 2011 calendar year Arts Vic Annual Operations funding requires a Mid Year Report to be submitted on June 30 2011, and final acquittal in March 2012 60 days after the festival. Thanks to Rohini Sharma and Tania Grant for their assistance and support in this funding stream.

This is the final year of agreed funding, and a new application needs to be made in July 2011 for 2012-2014 Triennial.



Tourism Victoria – Cooperative Marketing Agreement. Midsumma entered into a Cooperative Marketing Agreement with Tourism Victoria for the 2011 Festival. Valid between December 2010 – May 2011, the value of this agreement was \$15,000. This has been acquitted. Thanks to Brendan Downey and team for their continued support of Midsumma.

Local Government Partners



City of Yarra Community Partnership Grants 2010-11. Cash value of \$16,883.16+ GST 2011. Many thanks to Mayor Amanda Stone, Councillor Dale Smedley Sandra Margulius (Arts and Cultural Development Officer) for her support and assistance with this agreement.



Hobsons Bay City Council increased their support of Midsumma directly in 2011, sponsoring six local events in the festival program as well as hosting Midsumma Premier Canadian Storytellers.

Midsumma looks forward to the changes at local government enabling the development of this partnership. Many thanks to Eliza Carey and Deputy Mayor Tony Briffa.

2011 Corporate Partners and Sponsors

PRODUCING PARTNERS



IBM Provide yearly assistance to Midsumma, specifically surrounding the volunteer program. In 2011, the value of the cash support provided by IBM was \$10,000

Midsumma Festival is proud to be continuing our relationship with IBM. Special thanks to Mark Latchford, and Robyn Sumner for their ongoing support. We are sad to hear we are losing Robyn, but wish her well.

MEDIA PARTNERS



Evolution Publishing, publishers of MCV, Cherrie, SX, AXN, fellow traveller, Queensland Pride and Blaze provided in kind advertising value of \$50,000 during the 2011 Festival. Their contribution to the Festival Guide led to a zero cost guide production for Midsumma.



Media sponsor JOY 94.9 played Community Service Announcements throughout the year. The CSAs began playing in April 2010 with different announcements scheduled until mid-February 2011. The sponsorship also included the outside broadcast from Carnival, and the weekly Midsumma radio program. Midsumma participants were also interviewed on many programs across the program grid.

MULTIMEDIA PARTNERS



We thank eFirst for providing our Midsumma11 iPhone application. The in-kind sponsorship was an incredibly valuable asset throughout festival and allowed Midsumma to lead other pride festivals in this area nationally.



Thanks to Melbourne based film and production services 'At the Tea Party' for creating a wonderful, exciting video campaign and supporting Midsumma with in-kind sponsorship for these services.

GRAPHIC DESIGN & PROGRAM DISTRIBUTION



A huge thanks to SWEET for creating such an unforgettable theme for 2011. We really appreciate the in-kind sponsorship that enabled your high quality service to be affordable for a not for profit.



For the second year in a row distribution has been effective and timely. We thank-you for your capacity to provide a portion of your services in-kind to maintain budget.

SUPPORTING PARTNERS

The Cullen
Adam Lowe Group
Flexicar
Wine Box Warehouse
Hares & Hyenas
SKP Events
Douglas Site Services
Eagle Pack
Lipton / Streets
Appichar
Preshafruit
Telstra
Splitrock
Manhunt
Advanced Audio

VENUE PARTNERS

The Butterfly Club
The Glasshouse
Gasworks Arts Park
fortyfive downstairs
Northcote Town Hall
Pigment Gallery
69 Smith Street
Loop
Tacit Contemporary Art
Sircuit
La Mama

COMMUNITY PARTNERS

Also
VGLRL
Gay and Lesbian Switchboard
Australian Gay and Lesbian Archives
Pride March Victoria
VAC
QSAM
ChillOut Festival
New Mardi Gras
Feast Festival

