

MIDSUMMA FESTIVAL 2017



ANNUAL REPORT

30 Years Celebrating Queer Cultures

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Midsumma acknowledges that Indigenous Australians are the first peoples of these lands. We pay our respects to all Indigenous Australians, past and present, and we recognise their continuing spiritual and cultural connection to the land.

Cover image:
Love is Love - The Seahorses
by Vexta

CHAIR'S REPORT



Midsumma celebrated 30 spectacular years of promoting, developing and championing queer arts and culture in 2017 – and we did it with a bang!

I was delighted to chair the Midsumma board for the second year, and to play a part in this milestone. It was an absolute delight welcoming our new CEO Karen Bryant and the dedicated team she quickly developed who were all instrumental in delivering such a fantastic outcome across 22 jam-packed days.

Throughout the Festival we welcomed 184,459 attendees to 125 events across 70 venues ranging from small boutique events with emerging artists to major productions in some of Melbourne's most iconic arts houses, each as inspiring and important as the other.

A key focus this year was to increase diversity of our audiences and artists, by working to encourage underrepresented groups within the LGBTQIA+ communities to participate more than ever; to ensure that we remain a truly diverse festival well into the future. This annual report describes so many results of that work that will underpin how we move forward on our ambitions for 2018 and beyond.

Highlights include:

1. A deeper engagement with our Indigenous communities and seeing indigenous youth and elders join together to lead Pride March for the very first time.
2. Extending the message of belonging to young people, which saw more than 400 young people loud and proud at near the start of Pride March and in full force at Midsumma Carnival
3. Twenty sold out seasons including The Happy Prince, QueerArse Trivia, Merman Dan, STIGMA and Dolly Diamond's Blankety Bl*inks. A whopping 48% of events were free to attend!
4. For the first year ever, the Midsumma Festival Barre was introduced and supported by Arts Centre Melbourne. The social hub was open every afternoon and evening throughout Festival with talks and entertainment programmed and we look forward to expanding on this successful initiative in 2018 and beyond.

I would like to extend a very big thank-you to our sponsors and supporters, who make the Festival possible each and every year. I am especially thankful to our principal partners NAB, and was also excited to warmly welcome some new partners to the Festival in 2017.

An extra special thank you to our team and especially our generous volunteers who contributed 1,900 hours of their time to support the Midsumma team in the 2017 Festival, including our valuable board members and life members who are integral in upholding this amazing culture.

We are looking forward to continuing our work in providing LGBTQIA+ communities with a positive, safe and inclusive environment for all to share.

John Caldwell
Midsumma Festival Chair

WHAT IS MIDSUMMA FESTIVAL?

Midsumma Festival is Victoria's premier queer cultural festival, for and by communities who live with shared experiences around diverse gender and sexuality (DGS or LGBTQIA+).

We champion queer cultures, conversations and events.

Although the primary festival is held in summer each year, Midsumma works nationally year-round to provide artists, social-changers and culture-makers with support and tools to create, present and promote their work.

WHO ARE WE?

- We are a **cultural connector** and **influencer**.
- We are the **intersection** between people, ideas, stories and experiences.
- We are simultaneously a **thought-leader** and a **learning** organisation.
- We are active and **constantly evolving**. Progression and development lies at our core.
- We are a focal point for **connections and belonging**.
- We are **globally relevant** and connected.
- We value **diversity** and embrace **difference**.

WHAT DO WE DO?

- We promote, develop and celebrate **queer arts and culture**.
- We create **inclusive safe cultural** and social **spaces**.
- We **lead conversations** and **we listen**.
- We **champion collaboration**.
- We provide platforms for **shared experiences**.
- We **increase visibility** in a world that often under-represents us, and **amplify voices** that might otherwise not be seen or heard.
- We imagine **positive futures**. We **challenge, inspire and take risks** in pursuit of these.
- We seek **new perspectives** and paradigms; yet never forget the **value of our past**.
- We offer **time, place and space** for our communities and allies to **engage**.



Photo by Suzanne Balding



Photo by Suzanne Belding

2017— PROGRAM OVERVIEW AND HIGHLIGHTS

The 2017 Midsumma Festival opened on Sunday 15 January and ran for 22 days, finishing on 5 February.

Midsumma is a festival that intrinsically creates safe and inclusive places for communities, with diversity at its very core. As mentioned in the previous section, in 2017 Midsumma engaged more deeply with a range of community groups, from across a wide variety of different identity groupings and genres including arts, social, sports and recreational LGBTQIA+ groups. It is widely understood that when communities feel safe and supported they are able to build stronger connections within their own groups, and then with other groups they interact with.

Further to this, as an arts and culture festival Midsumma is also able to connect people through various art mediums. *Beautiful Women* was a photographic portrait series focused on the contributions LGBTQ women have made to challenging definitions of femininity. In a world where women are so often judged on their appearance and conformity to 'norms' this exhibition showed the many characteristics of beauty, challenging the attitudes which often impact mental health and self-esteem.

Midsumma featured exhibitions such as *DragNation* which celebrate the diversity of drag-culture within Melbourne and which featured many Victorian-based artists; and offset this to *Auto Bio-Queen*, a play performed by a cis-woman, intimately sharing her personal journey to becoming a female drag queen.

With queer parties of all kinds enabling queer communities to come together and celebrate feeling safe in spaces, other events remembered the works of celebrity advocates like Elizabeth Taylor, and took time to feature the less-famous advocacy work of Charlotte von Mahlsdorf, a German transvestite who survived the Nazi and Communist regimes in the 20th century in *I Am My Own Wife*.

More than fabulous parties and camp theatre; Midsumma events are often complex and at times, confronting. By sharing many perspectives through a variety of mediums in the 2017 Festival Midsumma was able to connect with greater audiences and community members than ever before.

MIDSUMMA CURATED EVENTS

MIDSUMMA CARNIVAL

Midsumma Carnival ran from 11am until 10pm in Alexandra Gardens in Melbourne's CBD.

This popular annual event is free to the public and whilst exact attendance numbers are impossible to gauge, stall holders and previous regular attendees repeatedly commented that they felt the event attracted greater numbers than in previous years, evidenced by the people traffic across key sites around the event when compared with previous experiences. Officially attendances have been estimated at over 100,000 people.

Midsumma Carnival is a huge single-day event, with a massive set up and overall coordination required. Whilst essentially we adopted the same site layout as previous years, small adjustments were made to

MIDSUMMA FESTIVAL

improve the flow of patrons in all areas including the stalls area on Palm Lawn. We also used vastly different stage set ups for both the main stage and Palm Stage (previously community stage).

142 community stalls participated in the Midsumma Carnival Village area made up of a myriad of varying community groups, government agencies, liaison units and commercial businesses.

The programming for Midsumma Carnival was focused around performers registered within the Midsumma Program, to provide maximum promotional opportunities for these artists/events; supplemented with guest artists such as the cast of *Kinky Boots* alongside key fun community events specifically devised for the day.

Official proceedings on the Main stage mid-afternoon included a joint Welcome to Country presented by Uncle Jack Charles - BoonWurrung, and Auntie Dianne Kerr - Wurundjeri. There were speeches by the Lord Mayor, City of Melbourne Robert Doyle, Steve Dimopoulos MP, Representing the Minister for Equality; Housing; Disability & Ageing; Mental Health; and Creative Industries. (who was away on leave on the day), and Stephen Barrow, Executive General Manager Culture & Capability, NAB.

The Main Stage was hosted for the first half of the day by home-grown Melbourne comedy duo, **The Sparrow Men** (Marcus Willis and Andy Balloch) with the second half compered by the iconic and irreverent **Dolly Diamond** (aka Michael Dalton, an esteemed life member of the Festival).

Performances at Carnival included sultry songs from alt-folk singers **Kerryn Fields and Little Wise**, an interactive dance workshop with **All The Queen's Men**, electro-darkwave beats from queer DIY band **Togetherapart**, and a sneak-peek treat performance from internationally renowned cabaret artist **Jonny Woo** who performed as part of the Midsumma Arts Centre Melbourne program of the festival.

On the Palm Stage highlights included the Festival-favourite **Dog Show** (judged by Lady Mayoress Emma Page-Campbell, Ro Allan - Commissioner for Gender Equality and a representative of sponsor My Pet Warehouse) with the usual huge participation this brings, and **Lip synch Limelight**, a brand new 2017 drag competition for queens, kings, bio-queens, new-drag performers, and aficionados. This new initiative proved very popular.

The sports area was once again presented by **Team Melbourne** and for under 18's an Under 18 Zone was run by **Minus 18**.

As the sun went down, Midsumma Carnival turned into **T Dance**, an ostentatious and fun community dance party. This year's focus for T Dance was on ensuring a more diverse line-up of entertainment. Underground Trans DJ **Brooke Powers** opened T Dance with their Garage House and old-school vinyl. Emerging female DJ duo **Miicha** hot off the back of winning Your Shot 2016 was next followed by **TFG**, and one of Melbourne's favourite gay techno scene personalities **DJ Wahe** closed off the night. T Dance included a guest appearance from high-energy and high-camp dance performers **YUMMY**, and was emceed by the host of JOY 94.9's Counter Cultured program, **Dylan Adler**.

Everything on both the main stage and palm stages was Auslan interpreted by Auslan Stage left except for Lip sync Limelight.

For 2017 Midsumma Carnival included a pop-up Midsumma Box Office in the information tent, where attendees could purchase tickets to over 120 events with no transaction fee when purchased from the box office on the day.



MIDSUMMA PRIDE MARCH

The second of our signature events was the **Midsumma Pride March**, conducted for the 22nd year, on **29 January 2017**, in Fitzroy St, St Kilda. This iconic event brought together members of the community from all over Victoria, with almost **6,000** marchers taking to the streets. This was an increase over the 5,000 marchers who participated in 2016. It was estimated by City of Port Phillip and St Kilda Police representatives that **45,000** people lined the streets and balconies along the march route to show their support. Dykes on Bikes preceeded the marching contingent as per tradition. For the first time ever Indigenous queer elders led the Pride March along with the Premier of Victoria Arts and Equality, the Hon. Minister Martin Foley and Leader of the Federal opposition Bill Shorten.

Over 400 young people followed near the front of the march, led by youth advocacy group Minus18. This provided a positive and strong affirmation for LGBTQIA+ youth, often amongst the most vulnerable within our communities.

At the conclusion of the march, attendees were led into **Catani Gardens** for celebrations and entertainment in a community setting until 7pm. Formalities included a Welcome to Country by Arweet Caroline Briggs, the Minister for Creative Industries and Equality, the Hon. Martin Foley and the Mayor of City of Port Phillip Cr Bernadene Voss. Representatives from a range of community groups took to the stage to speak about what pride means to them and then acclaimed indigenous opera singer **Deborah Cheetham AO** provided a special vigil performance. Further performances included singer/songwriter **Jessie Lloyd**, and **DJ Grant Cook**. A full list of the program content is provided within the Appendix of this report.



The inaugural **Midsumma Pride March Awards**, intended to encourage colourful and innovative contributions from march participants, were won by the following groups:

- **Most Fabulous**
Melbourne Frontrunners
- **Most Significant Message**
Joint winners: Aboriginal and Torres Strait Islanders; Minus18
- **Most Innovative**
Victorian Aids Council and their Riff Raff Marching Band

Media coverage for Pride March was very strong, driven predominantly by the Indigenous and Youth components. **Every major commercial free to air TV station covered the event** with extended news segments. Much-loved queer community radio station Joy 94.9 broadcast live from the march precinct all day.

MIDSUMMA HORIZON

The last of the three Midsumma produced signature events was **Midsumma Horizon** on **Saturday 4 February** at Testing Grounds in Southbank from 6pm to 11pm

Co-curated by Program Manager, Daniel Santangeli and external curator, Alison Bennett, this event (framed as an art-party) strategically invited artistic voices absent from previous Midsumma Festivals. There was a particular focus on contemporary artists that identified as Transgender; Culturally and Linguistically Diverse; and People of Colour (PoC). This focus was about ensuring balance of representation for Midsumma Festival.

Running parallel to this event was a residency with Midsumma Horizon visual artist **Lesley Turnbull** who set up studio at Testing Grounds in the six weeks prior to the event and presented a series of photographic portrait paste-ups throughout Testing Grounds for Midsumma Horizon.

Midsumma Horizon was also the locative site for Alison Bennett's **QueerTech.io**, an internet-art project of works from around the globe. **QueerTech.io** attracted 3116 people online during the event.

STATISTICS FOR MIDSUMMA HORIZON

Total live attendance
(in person at the event): **381**

Total attendance (including online): **3,497**

Total number of artists: **33**

Culturally or linguistically diverse
identifying artists: **10**

Trans or gender-diverse identifying artists: **9**

MIDSUMMA AUSTRALIA POST ART PRIZE

In its second year in 2017, Midsumma and Australia Post produced this nation-wide non-acquisitive award open to early-career and established artists working in any medium. A showcase exhibition of the finalists of this year's competition was held at Fort Delta, Capitol Arcade, in Melbourne's CBD, as part of the festival program commencing 20 January with a stunning collection of visual arts by queer artists. The theme for 2017 that artists responded to was: *New World: Everyone has a vision for the future.*

Finalists of the 2017 Midsumma Australia Post Art Prize were: John Brooks | Rochelle Duke | Lauren Dunn | Léuli Eshraghi | Emma Ferguson | Goldie | Brent Harrison | Justin Hinder | Selwyn Hoffmann | Natalie Jeantou | Jessica Johnson | Natasha Madden | Rafaella McDonald | Jimmy Nuttall | Rachel Jessie-Rae O'Connor | Mark Payne | J. Rosenbaum | Dalton Stewart.

A VIP opening function for the exhibition opening was held at 6pm on Friday 20 January. Despite this being the day of a horrible Bourke Street incident and the surrounding city streets still being in lock down, the event achieved capacity attendance. On this night, all award winners (except People's Choice Awards) were announced:

MIDSUMMA AUSTRALIA POST AWARD WINNERS:

Midsumma
Australia Post Art Prize (\$2,000)
J. Rosenbaum

Midsumma Art Prize * (\$1,000)
Rafaella McDonald
*(Funded by Minister Foley, Minister for Creative Industries and Equality)

Star Observer Prize (\$500)
Natalie Jeantou

People's Choice Award (\$500)
Dalton Stewart

An artist floor talk was held at 6pm on Thursday 2 February to enable interested patrons to gain deeper understanding about the motivations and implications behind the artists' works.

MIDSUMMA FESTIVAL BARRE AT ARTS CENTRE MELBOURNE

Another new initiative for 2017 was the introduction of the festival bar, a social hub supported by Arts Centre Melbourne. This venue was open from 3pm every afternoon and evening of the Festival and was also home to Monday night *Piano Bar with Dolly Diamond* (packed full every Monday night of the festival) and our Saturday afternoon Midsumma Talks program.

The Barre provided a great place for festival patrons to meet friends before shows or to continue their experience after shows well into the evening. The concept of the bar as a meeting place proved very popular and there are a lot of opportunities to further expand on this initiative for 2018 and beyond.

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TALKS PROGRAM

Another new initiative was the introduction of two talks on selected issues focused on identified priority areas for Midsumma in coming years.

These were produced by Midsumma, at the Midsumma Festival Barre in Arts Centre Melbourne's Theatres Building.

Ramp Up, Camp Up! *Queerness and Disability*

Hosted by

Jax Jacki Brown (writer, disability advocate)

Panellists

Kath Duncan (writer, activist and raconteur)
Erin Kyan (spoken word performer, bisexual, transgender)

Sam Lilit (queer and disability rights activist, non-binary, autistic and ADHD)

The Grand Trans Plan: What trans, gender-diverse people and our families want short and long term, and how to be an ally.

Hosted by

Sally Goldner (Executive Director, Transgender Victoria, bi/pan)

Panellists

Andrew Eklund (from THE Shed),
Dani Weber (genderfluid dragtivist)
Meagan McDonald (parent of TGD child)

Both of these events proved to be deeply powerful, dealing with difficult issues within a supportive environment. A mother, struggling to deal with her daughter's current transition attended *The Grand Trans Plan* as a public attendee and bravely spoke of her difficulties and need for advice and support. One of the panel members who was also a mother of a trans daughter reached out and connected with her in a wonderful and moving way.

MIDSUMMA

OPEN ACCESS PROGRAM

Heading up the Open Access Program was the **Midsumma Premier and Featured Events**. These were selected as events that represented a variety of vital conversations taking place amongst local and interstate queer communities by presenting works by extraordinary artists and culture-makers and showcased to audiences as a great way to start navigating the overall program.

The Midsumma Festival Premier events program for 2017 were:

- ***Beautiful Women*** (Visual Arts) at Incinerator Gallery in Moonee Ponds. Photographer Lisa White, with a new portrait Series. 21 Jan to 12 Feb.
- ***Convergent Pathologies*** (Visual Arts) at Incinerator Gallery. A group exhibition by trans and gender diverse people living with mental illness. 21 Jan to 12 Feb.
- ***#Dragformation*** (Visual Arts) at Chapel off Chapel. A striking photographic exhibition by Aaron Walker representing the visual transformation of Australia's leading drag performers. 20 Jan to 5 Feb.
- ***The Happy Prince*** (Theatre) by Little Ones Theatre, at La Mama Theatre. A new queer take on the *Oscar Wilde parable about inequality and compassion*. 18 Jan to 29 Jan.
- ***HardQueer DeathPony*** (Dance / Contemporary Performance), presented by Phillip Adams BalletLab at Temperance Hall in South Melbourne. 31 Jan to 5 Feb.
- ***Kerryn Fields & Little Wise*** (Contemporary music). Northcote Social Club 21 Jan.
- ***The Sparrow Men*** (Theatre/Comedy) at L1 Studio. Improvised by Melbourne's popular comedy duo. 27 Jan to 4 Feb.
- ***Midsumma Australia Post Arts Prize*** (Visual Arts) Exhibition of the finalists. At Fort Delta in Capitol Arcade, Swanston Street. 21 Jan to 4 Feb.

This year Midsumma had three **Midsumma Venue Hubs**, with Arts Centre Melbourne, Gasworks and Hares and Hyenas each presenting in-depth programs of work for Midsumma almost every night of the 22-day Festival.

- **Midsumma at Arts Centre Melbourne:** included (amongst others) *Ursula Martinez, Ash Flanders, Panti Bliss* and *Dolly Diamond* within their extensive offering.
- **Midsumma at Gasworks:** With their main venues out of action due to renovation work, Gasworks partnered with The Village, to set up an outdoor tent carnival style setting. The program included *Auto Bio Queen, The Desperettes*, a *10-Minute Dance Party Caravan*, an exhibition of Elizabeth Taylor's personal effects and *Playtime Staged Readings*.
- **Midsumma at The Hare Hole:** A long-time supporter of Midsumma and of new and intimate works, Hares and Hyenas again presented a huge body of events across the 22 days of Midsumma Festival. This included the sell out events *Quippings, Queens of Comedy, I Hate Myself for Loving You* and *Queer Arse Trivia* alongside many other well attended shows.

Midsumma once again partnered with Hobson's Bay City Council and other western region council partners Brimbank City Council, Maribyrnong City Council, Melton City Council, Moonee Valley City Council and Wyndham City Council to present a **GOWEST program** for the fourth year. Midsumma was proud to support queer communities in Melbourne's vibrant Western suburbs. With over fifteen events, GOWEST promotes and fosters a diverse and inclusive community in western metropolitan Melbourne.

In total 125 events took place across the Festival this year, with twenty seasons sold out including *VAC Hypothetical, I hate myself for loving you, The Happy Prince, ALGA's (almost) all new history walk, Queer Arse Trivia, The Helendale Nude Footy Calendar, Queens of Comedy, Merman Dan, STIGMA, Quippings* and *Dolly Diamond's Blankety Bl*inks*. A number of other events sold extremely strongly and approached sell out status.

Drag-a-thon at The 86 Cabaret Bar was successful with their world record attempt for the longest continuously running drag show.

MIDWINTA BALL 2016

The annual fundraiser, Midwinta Ball was hosted at Crown Palladium on 29 July 2016, with MC Gretel Killeen. The Midwinta Ball raises funds via auction and raffle prizes to foster the development of new and aspiring talent in arts and events for Midsumma Festival. A sold out event, Melbourne's LGBTQIA+ communities gathered together for a great night of feasting, fine entertainment and fundraising activities.

PRIDE MARCH BAKE OFF 2016

Midsumma Pride March Bake-Off took place at DTs Hotel on Saturday 20 August 2016 to full capacity. All funds raised were directly channelled to support Pride March's 22nd anniversary in 2017.



2017 CELEBRATING QUEER CULTURES FOR 30 YEARS

Held annually, Midsumma Festival is one of Australia's most significant arts and cultural festivals and plays a vital role in the life of the many varied communities with which we regularly engage.

In 2017 Midsumma celebrated **30 years** of championing diversity, cultivating queer perspectives and creating experiences that flip the status quo – all made possible through our annual open access Festival and key Midsumma-curated events.

There were **125 events** included in the **2017 open access program** produced by and for the broad and diverse communities that also make up the core of our audiences. Each year artists, producers and culture-makers register their events for inclusion in the Midsumma Festival program guide and website, plus promotions and to receive artist support services. Events included arts and cultural experiences such as theatre, music, comedy, dance, visual arts, digital arts and film – as well as forums, sporting, family and social events.

Midsumma Festival also presents a series of large curated events to tie the three week program together. The signature and featured events program for 2017 included: **Midsumma Carnival**; **Midsumma Pride March**; new art-party **Midsumma Horizon**; a series of forums and **Midsumma Talks** plus the **Midsumma Australia Post Art Prize**.

With such a rich and successful history, the festival both celebrated its past and at the same time focused on opening up a new chapter in 2017, with a new team at the helm ready to slingshot the festival into a revitalised new future.

Midsumma works hard to make the many diverse queer communities in Victoria more visible and to provide a platform for voices and stories that are often not heard in the broader community.

The Midsumma 2017 program this year sought to connect more people than ever. It included thought-provoking events such as the *Outing Disability Exhibition and Panel Discussion* and *Colouring the Rainbow: Blak Queer and Trans Perspectives* panel discussion to allow safe spaces for discussions on a variety of specific topics. These events were more than an opportunity to educate audiences on different queer experiences; they also afforded opportunities for people outside of these groups to participate and make connections with these communities, in particular the intersectionality of race and disability.

In addition to being more accessible, Midsumma also seeks to promote conversations about health particularly focusing on the issues affecting LGBTIQIA+ communities. We know that mental health in queer communities is at a crisis-point and Midsumma was very proud to host events such as *Courageous Conversations* by Switchboard Victoria – a discussion with Melbourne-based psychotherapist Carol-Ann Allen, focusing on the conversations queer people often struggle to have.



Areas in which community engagement was particularly evident include:

INCREASED FOCUS ON YOUNG PEOPLE

The Midsumma team worked with youth organisation Minus 18 to create a strong presence of more than 400 young people at Midsumma Pride March. Their presence near the start of the march sent a clear message to other young people that 'they are not alone'.

As per previous years there was also a highly successful **Under 18 Alcohol-Free** designated area at Midsumma Carnival, with DJs specific to the group and youth workers available to assist with any issues throughout the day.

SIGNIFICANTLY INCREASED ENGAGEMENT WITH INDIGENOUS COMMUNITIES

In 2017, for the first time, Midsumma engaged an Indigenous Engagement Coordinator, Mark Nannup.

Mark is a young queer Indigenous man who also works across events such as NAIDOC week (including NAIDOC Pride March) and

Melbourne's Indigenous Pride Nights. He is very connected, well-organised and respected across many of Melbourne's Indigenous communities. It was important to Midsumma that we had an Indigenous person organise engagement at events as a core member of the Midsumma programming team, to send a meaningful positive message and build credibility.

Midsumma Festival occurs throughout the Kulin Nations on the lands of Boonwurrung, Daung Wurrung, Dja Dja Wurrung, Wadawurrung and Wurundjeri people and takes place between High Summer and Late Summer according to the Wurundjeri calendar of seasons, on whose land much of this festival took place.

Highlights:

- A joint **Welcome to Country** between Elders Uncle Jack Charles of BoonWurrung, and Auntie Dianne Kerr of Wurundjeri, was undertaken at *Midsumma Carnival* on the main stage, 15 January to open the festival.
- Uncle Jack Charles was also engaged to take part in the City of Port Phillip Midsumma **Flag Raising Ceremony** and VIP function on 19 January.

- Arweet Caroline Briggs undertook a Welcome to Country and led the Midsumma Pride March celebrations into Catani Gardens after Indigenous Elders undertook a powerful and moving **smoking ceremony** throughout the Midsumma Pride March itself, 29 January.

INCREASED ENGAGEMENT WITH DISABILITY CULTURES

At Midsumma, we recognise our responsibility to achieve genuine outcomes beyond written policies and procedures, and legislative requirements. True accessibility and inclusion goes far beyond whether a venue is accessible or not, and we have recently commenced plans to develop and implement a broad range of accessibility initiatives to ensure that all Midsumma events are inclusive of the broadest possible participation. This approach saw significant new developments for the 2017 program.

Highlights:

- Increased number of open access events with content specific to people with disabilities
 - Auslan promotional videos were made of festival events and were included on the Midsumma website : [Auslan](#)
 - *Ramp Up, Camp Up! Queerness and Disability* forum held by Midsumma as part of its new Midsumma Talks program
 - The online version of the Midsumma Program Guide was made Accessible through multiple formats for the first time - including a version able to be read by accessible 'Screen Readers'.
 - Auslan interpretation at 30 events and Auslan videos were made available on Midsumma's website.
- Incentives were provided to encourage producers to consider Auslan interpretation of events and the following Festival events had Auslan interpreted sessions:
 1. **Kerryn Fields and Little Wise**
Northcote Social Club:
Sat 21 Jan 2pm - 4.40pm
 2. **Midsumma Australia Post Art Prize**
Fort Delta:
Auslan interpreted: Opening Fri 20 Jan 6pm - 8pm and Artist Talk Thu 2 Feb 6pm - 7pm
 3. **Midsumma Carnival**
Alexandra Gardens:
Sun 15 Jan 11am - 6pm
Main & Palm Stages Auslan interpreted except for Lip sync Limelight
 4. **Midsumma Horizon**
Testing Grounds: Sat 4 Feb 6pm - 11pm
 5. **Midsumma Pride March**
St Kilda: Sun 29 Jan from 2pm
Portion of Catani Gardens stage events were interpreted
 6. **Park Lounge**
Kelly Park Centre: Sat 4 Feb 4pm - 9pm
 7. **Queer Family Portrait**
Arts House: Sat 4 Feb 2pm - 5pm
 8. **Quippings: Return to Our Roots Show**
Hare Hole: Wed 1 Feb 8pm - 9pm
 9. **Rainbow Rights and Advocacy**
AMES Australia - Multicultural Hub: Fri 27 Jan 10am - 3pm
 10. **The Sparrow Men**
L1 Studios: Auslan interpreted
Fri 3 Feb 7.30pm - 8.30pm
 11. **Ursula Martinez: Free Admission**
Arts Centre Melbourne: Auslan interpreted Sat 4 Feb 3pm - 4pm

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INCREASED ENGAGEMENT WITH THE TRANS COMMUNITY

The Midsumma team received feedback from Transgender Victoria that 2017 was the first time ever that their marching party felt safe and fully supported in its participation in Midsumma Pride March. This was in part due to the fact that there were a larger number of open access events with Trans-focussed content in the festival (eight events in total) and a greater building of trust during *The Grand Trans Plan* forum, part of the new Midsumma Talks program.

INCREASED ENGAGEMENT WITH CULTURALLY AND LINGUISTICALLY DIVERSE ARTISTS

Over one-third of artists programmed by Midsumma Festival for its three signature events identified as culturally and linguistically diverse.

MENTORING INITIATIVE LAUNCHED WITH ARTISTS AND CULTURE-MAKERS THROUGH MIDSUMMA FUTURES

Midsumma Futures is an eight-month mentoring program designed for queer early-career artists and future community leaders – in the first 10 years of their practice – to advance their vocation, deepen their practice, gain exposure and lead the future of queer culture.

Midsumma Futures, will bring together a diverse range of artists from across disciplines as well as producers, socially engaged practitioners, community leaders, creative thinkers and culture-makers. Once connections are made between early-career and established practitioners, participants will attend a series of five group workshops as well as their one-on-one sessions with a mentor. All will receive VIP passes to attend the following Midsumma Festival, with increased support for those who may also register an open access event.

Midsumma Futures launched during the 2017 Festival with Expressions of Interest open until the end of May. The response and quality of applications received was higher than expected and final selection has been set at 12 participants rather than 10 as first planned. At 30 June 2017, Midsumma is in the process of matching the following mentorees with mentors: Adolfo Aranjuez, Alisha Abate, Archie Barry, Christopher Fieldus, Jack Fitzgerald, Justin Nott, Kate Lefoe, Mick Klepner Roe, Parisa, Raina Peterson, Yvette Turnbull and Zoe Brinnand.



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2017 MARKETING AND MEDIA

Internationally regarded street artist, **Vexta**, breathed new life into a queer symbol, Seahorses, in her vibrant new artwork chosen as the poster artwork for Midsumma Festival 2017. Featured on the front cover of the Festival Guide and posters was *Love is Love - The Seahorses* created on board using acrylic and spray paint.

“Seahorses are known for their mating dance: a celebration of love and connection,” says Vexta discussing the iconography in *Love is Love*. *“With their unique beauty and unparalleled gender fluidity in the animal kingdom they represent free love in a complicated world.”*

Known by her quintessential use of fluorescent colours and painterly use of stencils, Vexta utilises colourful geometric pieces representative of the sub-atomic particles that make up all matter. In *Love is Love*, this technique not only speaks to the globally recognised Pride flag but also serves to highlight how we are all made of the same parts.

Vexta is a self-taught artist from Sydney based in New York. Recently named by The Guardian as one of the important women redefining street art, Vexta has exhibited across Australia, Europe and North America.

Vexta’s work was reproduced on the official printed and digital Program Guide; across stage signage at our large events; in advertising; social media; staff and volunteer t-shirts and venue signage.

MARKETING CAMPAIGN

As an open access Festival all artists and participants within the 2017 program were included in Midsumma’s official program guide and website. The Midsumma team focused on the overarching Festival promotion and key signature events via advertising with key media partners - JOY 94.9, Star Observer and MCV (both print and digital opportunities) and mainstream media KIIS FM. Midsumma’s social media platforms were highly active, and Midsumma eNews frequency was increased. Program Guide and poster distribution was key to the campaign.

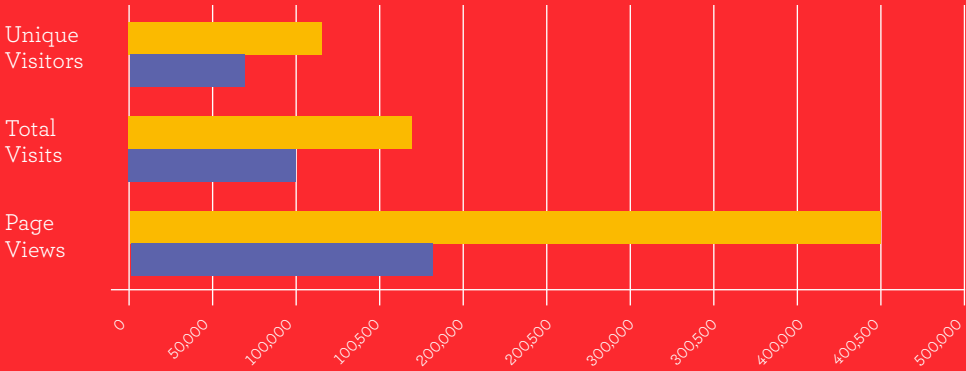
COLLATERAL

- **35,000 Program Guides** were printed and distributed in Sydney, Brisbane, Adelaide and Canberra with the lion’s share to Melbourne.
- **500 x A2 posters** were distributed around Melbourne by Mr Moto.
- **74 x digital screens** were utilised as part of an agreement with Mr Moto distributors.
- **2500 x postcards** were printed and distributed by Avant Card
- **Elevator screens** in offices around Melbourne CBD owned by Ooh! Media were also utilised.
- **Yarra Trams Tram Face** advertising on 40 trams across the eight network routes plus on board posters and an animated ad on the TramTracker app.

MIDSUMMA FESTIVAL

DIGITAL PRESENCE

WEBSITE VISITS: 2016 vs 2017



400,500

Midsumma website page views

5000

Midsumma eNews subscribers

SOCIAL MEDIA

By the last day of the
2017 Midsumma Festival

- f 21,000+** Facebook followers
- t 6700+** Twitter followers
- @ 4200+** Instagram followers

PUBLICITY AND MEDIA

For 2017, the Festival's publicity was managed by Midsumma's Marketing Manager, however this was largely to promote the Festival brand and overarching program, plus Midsumma's curated Signature events. There was also increased support for the program's Premier Events. All open access event producers are responsible for promotion of their individual events.

A dedicated page of links to reviews and articles was updated daily throughout the festival on the Midsumma website:

Media coverage highlights include:

Pride March coverage

30 Jan | Star Observer - Matthew Wade: Premier Andrews Calls For Marriage Equality In 2017 At Pride March

29 Jan | ABC News: Thousands turn out for this year's Pride March

29 Jan | CH 10 News: Annual pride march spills onto Melbourne's streets

29 Jan | CH 9 News: VIDEO: Thousands take part in Melbourne's annual Pride March

29 Jan | CH 7 News: Thousands celebrate pride parade in St Kilda

29 Jan | SBS and NITV: Indigenous, out and proud in Melbourne

20 Jan | Star Observer - Matthew Wade: Rainbow Flags Raised In St Kilda Ahead Of Pride March



18 Jan | Star Observer - Matthew Wade: Aboriginal LGBTI Community To Lead Melbourne's Pride March For The First Time

Premier Event: The Happy Prince:

23 Jan | The Age - Cameron Woodhead: The Happy Prince review: a 'flawless little jewel' of theatre

20 Jan | Arts Review: The Happy Prince

17 Jan | MCV - Stephen A. Russell: Little Ones Theatre on transforming Oscar Wilde's The Happy Prince

Premier Event: #Dragformation

30 Jan | Broadly - Sammi Taylor: Mesmerizing Before and After Photos of Drag Transformations

15 Jan | The Age - Annabel Ross: From Dan the Man to Dandrogyny: Midsumma exhibition captures drag transformation

A Night at the Musicals

19 Jan | Australian Stage - Nikki Spunde: A Night at the Musicals | Strut & Fret

18 Jan | The Age - Cameron Woodhead: Midsumma review: A Night At The Musicals a fun and frivolous drag cabaret

18 Jan | Star Observer - Matthew Wade: Le Gateau Chocolat: In Drag I Get To Distract People From The 'taboo'

Finucane & Smith's Glory Box: Lucky 13:

30 Jan | Arts Hub - Raphael Solarsh: Glory Box: Lucky 13

26 Jan | The Age - Jordan Beth Vincent: Finucane and Smith super-charged cabaret challenging, powerful and a little bit shocking

18 Jan | TimeOut Melbourne: Two daring feminist performances at Midsumma Festival

A full list of available media releases were showcased for media on the Midsumma website, midsumma.org.au

Midsumma has identified that we can provide additional training and support for producers with additional marketing and publicity resources available in 2018 to assist in their own publicity efforts.



OUR PEOPLE

2017 MIDSUMMA

FESTIVAL BOARD

John Caldwell
Chair

Andrea Pearman
Deputy Chair

Aaron O'Shannessy
Secretary

Jamal Hakim
Treasurer

Meg Edwards
Ordinary Board Member

Rhys Cranney
(from 15 Oct 2016)
Ordinary Board Member

Kiara De Vere
Ordinary Board Member

Anthony McDonough
(until 15 Jan 2017)
Ordinary Board Member

Stephen Hanlon
(from 2 Feb 2017)
Ordinary Board Member

The Midsumma Festival
AGM was held on 13
September 2016

KEY STAFF

AND VOLUNTEERS

Karen Bryant
Chief Executive

Daniel Santangeli
Program Manager

Gavin Faull
Production Manager

Tania Owen
Marketing Manager

Irene Swensen
Administrative Officer

Alexina Coad
Ticketing Manager

**Alan Drummond -
Volunteer**
Communications & Website

Ara Dolatian
Volunteers Coordinator
& Visual Arts Coordinator

Daniel Chia - Volunteer
Social Media Coordinator

Cameron Hull - Volunteer
Administrative & IT
Assistant

Bill Coleby & Bianca Eden
Risk & Emergency
Management Consultants

**Suzanna Zivanovic, Lager
Sisters**
Bar Management

Mathieu Reysset - Volunteer
Website Technician

Adrian Joannou
Consultant
(until Aug 2016)

DESIGNERS

Program Guide and Annual
Report design by
Forde + Nicol

Maps design by Copy Boy

Advertising by Pixel City
Design



VOLUNTEERS

While the Festival enjoys the fantastic assistance of volunteers in the Midsumma office at various times throughout the year, for the 22 days of the Festival proper, our team swells enormously with a core team of volunteers.

For this year's festival **265 volunteers** contributed almost **1,900 volunteer hours** to assist with the delivery of events over the 22 days.

VOLUNTEER AGE'S:

18-29:	45%
30-39:	20%
40-49:	10%
49-59:	10%
60+:	20%

VOLUNTEER

TOP OCCUPATIONS:

Student:	45%
Retired:	19%
Working:	36%

LIFE MEMBERS

Ray Arthur
Angela Bailey
Tim Bateson
Claire Beckwith
Dean Bryant
Scott Campbell
Glyn Cryer
John Cummins
Sasha Cunningham
Michael Dalton
Kris Darmody
Alan Drummond
Jeff Dycer
Peter Edmonds
Sue Fletcher
Luke Gallagher
Brenton Geyer
Ian V. Gould
Jeffrey Grad
Ian Greer
Nigel Higgins
Crusader Hillis
Leigh Johns
Geraldine Kirby
Matto Lucas
Lee Matthews
David Micallief
Letizia Mondello
David Owen
Kaye Sera
Rohan Sheam

Ron Thiele
Rowland Thomson
Danny Vadasz
Tracey Wall
Will Walton
Lisa Watts
Roxy B. Wilde

2017 MIDSUMMA FESTIVAL PATRONS

DIAMOND
(\$5,000 or more)

Stephen Fleming
Andrew Staite
Lachlan Pettit-Young
Stephen Barrow
& Lawrence Yu
Anonymous donor

GOLD
(\$2,000 to \$4,999)

Ben Fleming
Kiara De Vere
Malcolm Farfor
Evelyn (surname withheld)
Daniel McCluskey
Emelia Rusciano

SILVER
(\$1,000 to \$1,999)

John Caldwell
Jess Morden
James Bonwick

RAINBOW (\$500 to \$999)

Aaron O'Shannessy
Jamal Hakim
Meg Edwards
Mark Grogan

MIDSUMMA MEMBERS AND DONORS

To recognise the support of members and donors, **VIP Passes** were supplied to all current financial members, life members and 2017 Patrons (Donors). All artists and producers for the 2017 festival were also provided with the same credentials. These passes provided access to the VIP bar at Carnival, 15% discounts on food and drink at the Midsumma BARRE throughout the festival and access to free 'at the door' tickets for festival shows where producers had made these available for non sold out performances and events.

2017 MIDSUMMA FESTIVAL STATISTICS

OUR AUDIENCES

184,459

Attended

Midsumma Festival 2017

100,000

Midsumma Carnival

Estimated attendance

45,000

Midsumma Pride March

Estimated attendance

6,000

Marchers

At Midsumma Pride March 2017

3-5

Events per person

Average number of events attended
by each festival attendee

78%

Had previously attended

Midsumma Festival in other years

80%

Highly likely to recommend

Or extremely likely to recommend
Midsumma Festival to others

OUR PROGRAM

125
Events

70
Venues

20

SOLD-OUT
SEASONS

47%

Free events

Of the total Midsumma Festival 2017
programmed events

\$25

Average ticket price

Of the non-free events

30

**Auslan-interpreted
events**

**OUR COMMUNITIES'
COMMITMENT**

265

Volunteers

1,900

Volunteer hours

Over 22 days of the festival

WHO ARE OUR AUDIENCES?

SEXUAL DIVERSITY

Lesbian	17%
Gay	50%
Bisexual	12%
Heterosexual	13%
Asexual	1%
Queer	6%

GENDER DIVERSITY

Transgender	1.5%
Male	54%
Female	34%
Non-binary	2.5%
Intersex	1%
Prefer not to say	1%
Other	6%

DIVERSITY (other than sexuality or gender)

19% of those surveyed also answered the following questions. Of them:

6%

identified as
Aboriginal or
Torres Strait Islander

64%

come from
a non-English
speaking
background

36%

identify as a
person with
disability

AGE

43%

25-35 year olds

20%

36-45 year olds

17%

18-24 year olds

11%

46-54 year olds

HOUSEHOLD STRUCTURE

27%

Single

25%

Share house

26%

Couple

20%

Family

INCOME (per annum)

33%

Under
\$40,000

36%

\$40,000 –
\$60,000

24%

\$80,000+

RESIDENCE

83%

Melbourne

11%

Regional Victoria

5%

Interstate

1%

International

2017 PARTNERS AND SUPPORTERS

THANK YOU

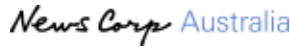
Principle Partners



Gold Partners



Technology Partner



Silver Partners



Presenting Partners



FINANCIAL REPORT



MIDSUMMA FESTIVAL

TREASURER's REPORT

Midsumma turned 30 this year and the party went off with a bang! Thank you for all those who took part and made it a year to remember. In 2016-17, we've also matured as an organisation and made a decision to recruit and appoint Midsumma's first CEO. As an organisation that has always run on the smell of an oily rag and the countless hours of community volunteers and artists, we made the decision that it was time to step it up and put in place the framework to allow Midsumma to deliver even more. This is not possible without more funding, and part of the challenge is to increase our income and funding to match the level of minimum resources needed to run the festival sustainably. This has always been a challenge with Midsumma and it has survived as a result of sheer persistence by a small number of individuals and countless volunteer hours and goodwill.

Despite the challenges and a few (or a lot!) of extra hours from Karen, the team and the entire Board, I'm very proud of what our new CEO Karen and her amazing team have achieved this year within a short period of time. Most of all, I'm proud of the Futures program, a mentorship program for young & talented LGBTQ+ artists that we launched in 2017. It's something I wanted to see materialise and congratulate John and Karen on making it happen. #proud

On the Financials - The financials for the financial year 2016-17 are presented below in addition to the auditor's notes. Income was up from prior year predominately thanks to increased corporate sponsorship, private patrons, increased festival income and funding grant income. These additional revenues were necessary to meet the minimum resources required to operate Midsumma and set a new level of income we will set to meet each year. Donations during the Festival and Pride March continue to be well below expectations but were on par with 2015-16. Those who donated, donated generously so thank you! Those who spent money with Midsumma and our partners, thank you too! Total net surplus was \$3,779, down from a net surplus of \$8,070 in 2015-16.

Underpinning the delivery of the festival is the support of the community, both financially and non-financially. The number of patrons continues to grow, and the board renewed their declaration in 2016-17 to make a financial commitment to the festival above their in-kind donations and board commitments. I urge all past board members who are able to contribute, to join us as annual patrons.

This will be my final full year with Midsumma and I will be handing over the Treasury in 2017-18 once a new Treasurer is appointed, and looking forward to stepping back as a patron and enjoying the show! I'd like to extend thanks to our fabulous chair, John Caldwell. His tenacity and no bull nature has allowed Midsumma to continue to break new ground. A special thank you to Aaron O'Shannessey, our Board Secretary who has served five years on the Midsumma Board and has been a constant companion through the tough times and the great.

Finally, thank you to the entire Board for their significant contribution in 2016-17. It's often a thankless task but you are part of the legacy that is Midsumma. Huge thanks (from the bottom of my heart, and our bank account!) to our loyal sponsors and government funders, partners, patrons, producers and talent because without you, none of this would be possible. You should be proud! Finally, thank you to the community and everyone who has come along and enjoyed the festivities.

As always, Happy Midsumma! And Thank You.

Jamal Hakim

Income & Expenditure Statement
Midsumma Festival Inc
For the 12 months ended 30 June 2017

	Jun-17	Jun-16
Income		
Public funding	\$405,000	\$204,200
Corporate funding & Sponsorships	\$284,998	\$234,169
Donations, Patron support & Membership	\$64,495	\$45,859
Festival Income	\$464,353	\$406,525
Non-operating income	\$38,127	\$36,866
Total Income	\$1,256,972	\$927,619
<hr/>		
Less Expenditure		
Administration Expenses	\$235,196	\$199,755
Festival Expenses	\$1,017,997	\$719,794
Total Expenditure	\$1,253,193	\$919,549
<hr/>		
Net Surplus/ (Deficit)	\$3,779	\$8,070
<hr/>		

Notes:

In-Kind revenue and expenses have not been recognised in the above statement.

This statement is to be read in conjunction with the Notes to the Financial Statements and the accompanying Compilation Report.

Balance Sheet
Midsumma Festival Inc
As at 30 June 2017

	Note	30 Jun 2017	30 Jun 2016
Assets			
Current Assets			
Cash Assets	2	\$338,820	\$197,976
Accounts Receivable	3	\$91,451	\$42,535
Prepayments	4	\$39,634	\$46,519
Total Current Assets		\$469,905	\$287,031
Non-Current Assets			
Plant & Equipment		\$16,643	\$16,643
Less Accumulated Depreciation		(\$16,643)	(\$16,643)
Total Non-Current Assets		\$0	\$0
Total Assets		\$ 469,905	\$ 287,031
Liabilities			
Current Liabilities			
Payables		\$121,758	\$7,535
Current tax liabilities		\$59,566	\$6,822
Provisions		\$25,115	\$9,753
Other current liabilities	5	\$130,606	\$133,839
Total Current Liabilities		\$337,044	\$157,949
Total Liabilities		\$337,044	\$157,949
Net Assets		\$132,861	\$129,082
Equity			
Current Year Earnings		\$3,779	\$8,070
Retained Earnings		\$129,082	\$121,012
Total Equity		\$132,861	\$129,082

This statement is to be read in conjunction with the Notes to the Financial Statements and the accompanying Compilation Report.

2017 ANNUAL REPORT

Statement of Cash Flows Midsumma Festival Inc For the 12 months ended 30 June 2017

	30 Jun 2017	30 Jun 2016
Cash flow from Operating Activities		
Receipts from Customers	\$1,208,557	\$976,621
Payment to Suppliers and Employees	(\$1,067,713)	(\$964,705)
Net cash - Operating Activities	\$140,844	\$11,916
Net increase (decrease) in cash held	\$140,844	\$11,916
Cash at the beginning of the year	\$197,976	\$186,060
Cash at the end of the year	\$338,820	\$197,976

This statement is to be read in conjunction with the Notes to the Financial Statements and the accompanying Compilation Report.

Midsumma Festival Inc.
ABN 50 783 159 198
Notes to the Financial Statements
For the year ended 30 June 2017

Note 1: Summary of Significant Accounting Policies

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporations Act of Victoria. The committee has determined that the association is not a reporting entity.

The financial report has been prepared on an accruals basis and is based on historical costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

(a) Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits have been measured at the amounts expected to be paid when the liability is settled.

(b) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

(c) Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

All revenue is stated net of the amount of goods and services tax (GST).

(d) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Tax Office. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the assets and liabilities statement are shown inclusive of GST.

(e) Trade and Other Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period, which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

(f) Currency

All values are recognised in AUD.

(g) Rounding

Figures presented in the financial report have been rounded accordingly.

Midsumma Festival Inc.
ABN 50 783 159 198
Notes to the Financial Statements
For the year ended 30 June 2017

	2017 \$	2016 \$
Note 2: Cash assets		
Cash at bank	336,297	195,454
Debit card	1,906	0
Paypal primary	617	2,522
	338,820	197,976
Note 3: Receivables		
Current		
Trade debtors	104,451	69,252
Less: Provision doubtful debts	(13,000)	(13,000)
Event producers (Tickets)	0	(15,217)
	91,451	41,035
Note 4: Other Assets		
Current		
Prepayments	39,634	46,519
	39,634	46,519
Note 5: Other Liabilities		
Current		
Deferred income – 2017/18	71,165	132,567
Government grants – 2017/18	59,441	0
Advance payments	130,606	132,567
Note 6: Government Funding (Excluding GST)		
City of Melbourne	90,000	90,000
City of Port Phillip	65,000	50,000
Creative Victoria	50,000	50,000
Department of Premier and Cabinet	200,000	0
Others	0	14,200
	405,000	204,200
Note 7: In-kind Contribution		

We note that significant in-kind contribution have been made by various organisations, including but not limited to the City of Melbourne, Yarra Tram, Creative Victoria and City of Port Phillip.

MIDSUMMA FESTIVAL

Midsumma Festival Inc.
ABN 50 783 159 198
Notes to the Financial Statements
For the year ended 30 June 2017

	2017 \$	2016 \$
Note 8: Reconciliation Of Net Cash Provided By/Used In Operating Activities To Net Profit		
Operating profit (loss) after tax	3,779	8,070
Changes in assets and liabilities net of effects of purchases and disposals of controlled entities:		
(Increase) decrease in trade and term debtors	(50,416)	49,002
(Increase) decrease in prepayments	6,885	(23,169)
Increase (decrease) in trade creditors and accruals	29,736	59
Increase (decrease) in other creditors	82,526	(8,503)
Increase (decrease) in employee entitlements	15,362	1,598
Increase (decrease) in sundry provisions	52,971	(15,141)
Net cash provided by operating activities	140,844	11,916

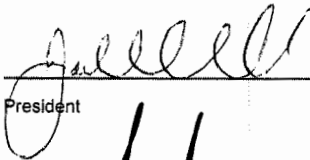
**Midsumma Festival Inc.
ABN 50 783 159 198
Statement by Members of the Committee
For the year ended 30 June 2017**

The Committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

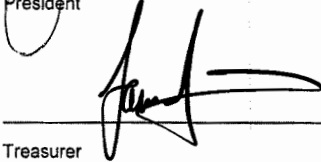
In the opinion of the Committee the Income and Expenditure Statement, Statement of Financial Position, and Notes to the Financial Statements:

1. Presents fairly the financial position of Midsumma Festival Inc. as at 30 June 2017 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that the association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:



President



Treasurer

Midsumma Festival Inc.
ABN 50 783 159 198
Independent Auditor's Report to the Members

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Midsumma Festival Inc. (the association), which comprises the Statement by Members of the Committee, Income and Expenditure Statement, Balance Sheet as at 30 June 2017, a summary of significant accounting policies and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of the association as at 30 June 2017 and [of] its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the requirements of the Associations Incorporation Reform Act 2012.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the association to meet the requirements of Associations Incorporation Reform Act 2012. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of the Committee for the Financial Report

The committee is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the Associations Incorporation Reform Act 2012 and for such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the committee is responsible for assessing the association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the committee either intends to liquidate the association or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

**Midsumma Festival Inc.
ABN 50 783 159 198
Independent Auditor's Report to the Members**

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the committee.
- Conclude on the appropriateness of the committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Signed on :



Dated : 01 September 2017

Appendix 1

MIDSUMMA CARNIVAL STALLS

2017 – SUMMARY

CARNIVAL STALL TYPE	NO. OF REGISTRATIONS (In total)
Commercial Group	18
Small Community	53
Large Community	35
Team Melbourne	18
Sponsors	18
TOTAL	142

MIDSUMMA CARNIVAL STALLHOLDERS

Aged Care Assessment Service Victoria	Cirque Du Soleil KOOZA (Mollison Communications)
AGL	City of Melbourne
Australian Education Union	City of Port Phillip
Australia Post	City of Stonnington
Alpha Travel	Coles
Animals Australia	Collins Street Psychology
Australian Hearing	Dan Murphy's
Australian Lesbian and Gay Archives	Defence Force Recruitment
Australian Marriage Equality	Diversity Group Shepparton
Australian Sex Party	Dykes on Bikes Melbourne
Berry Street	EACH
Burnet Institute	Equal Love
Carers Victoria	Fiona Patten MLC
Chillout Festival Daylesford	G-Code
Christalignment	

STALLHOLDERS (CONT'D)

Gamblers Help (Bentleigh Bayside Community Health)

Gay & Lesbian Immigration Task Force

Gay & Lesbian Foundation Australia

Gay & Lesbian Mardi Gras

Gay & Lesbian Foundation of Australia

Gay and Lesbian Tourism Australia

Gay Ski Week QT

Gillian Barclay Celebrations

Glamourhead Sharks

GLOBE

GM Holden

GoGet

GV Pride Shepparton & OutinTheOpen Festival

Hobsons Bay City Council

J Honchy (Crafts)

Jetstar Airways

JOY 94.9

Kara House Family Violence Service

Keshet Australia

Key Assets - The Children's Services Provider

KIIS 101.1

La Trobe University

LGBTIQ Amnesty International

LGBT Boxing and Fitness

Liferview Residential Care

Lord Coconut

LowRez Melbourne Male Choir

Matrix Guild

MCV

Mechanism Landscape Design

Melbourne 69ers Tenpin Bowling

Melbourne Chargers

Melbourne Dragons Martial Arts

Melbourne Frontrunners

Melbourne Gay & Lesbian Chorus

Melbourne Inclusive Church

Melbourne Metropolitan Community Church

Melbourne Motorcycle Tourers

Melbourne Period Project

Melbourne Queer Film Festival

Melbourne Rainbow Band

Melbourne Rovers Soccer Club

Melbourne Smashers Badminton Club

Melbourne Spikers Volleyball Club

Melbourne Surge Water Polo Club

Melbourne Wranglers Wrestling Club

Liberal Party of Victoria

Merri Health

Mind Australia

MOIRA Disability & Youth Services

Motafrenz Car Club

My Pet Warehouse

Neami National

Northern Metro Councils
(Banyule, Darebin, Moreland, and Yarra)

NAB

Northside Clinic

Oscar's Law

Out for Australia

MIDSUMMA FESTIVAL

STALLHOLDERS (CONT'D)

Parkville Women's Hockey Club
Pink Magpies
Prahran Market Clinic
Psoriasis Australia
Purple Bombers
PWC
Queer Greens Victoria
Rainbow Fertility
Rainbow Labour
Rainbow Store
Relationships Australia Victoria
RMIT University
Ruby Demons / Saints Pride
Rubydance
Safe Steps Family Violence Response Centre
SEEK
Sea Shepherd Australia
Seahorse Victoria (Trans Central Station)
SHK
SKIN Calendar
South Eastern Centre Against Sexual Assault
Star Observer
StartOut Australia
Study Melbourne and the Rainbow
International Student Network
Swinburne University
Switchboard Victoria
Teachers Health Fund
Team Melbourne
Telstra
The Cullen
The Melbourne Clinic
The Nature Conservancy
The Orang-utan Project
The Pinnacle Foundation
The Rainforest Foundation
Tim Wilson MP (Federal Liberals)
Uniting AgeWell
VAC & Melbourne Period Survey
VAC Services
Vic Bears
Vicdeaf (Senswide Employment)
Vic Tennis
Victoria Legal Aid
Victoria Police & Australian Federal Police
Victorian Pride Centre
Vic Equal Opportunity & Human Rights
Commission
Victorian Gay & Lesbian Rights Lobby
Victorian Mental Illness Awareness Council
Victorian Public Sector Pride Network
Vintage Men Inc.
White Warrior Health
Women's Circus
Women's Eight Ball Association Recruitment
Yarra Trams

MIDSUMMA PRIDE MARCH: MARCHING ORDER

Pre-March Procession: Dykes on Bikes and Melbourne Motorcycle Tourers

WAVE A: QUEER INDIGENOUS

A1: Aboriginal and Torres Strait Islander; with Premier and Minister Martin Foley

A2: City of Port Phillip with Cr Bernadene Voss: Mayor of the City of Port Phillip

WAVE B: YOUTH GROUPS

B1: Minus18 and Safe Schools

B2: Queerspace

B3: GASP (City of Greater Geelong)

B4: YUMCHA - Brophy Family & Youth Services

B5: Whittlesea Secondary College

B6: Headspace

B7: Rainbow Connections Mornington Peninsula

B8: Hume City Council Youth Services

B9: Lord Somers Camp and Power House

B10: The Royal Children's Hospital Gender Services

B11: Parents of Gender Diverse Children

B12: Peninsula Pride

B13: PROJECT ROCKIT

B14: MOIRA Disability & Youth Services

B15: Rainbow Families Inner South East

B16: Rainbow Families Victoria

B17: QEAST Alliance

B18: Scouts Victoria

B19: Cardinia Shire Council Youth Services

WAVE C: GROUPS REPRESENTING DIVERSE GENDERS & SEXUALITIES; SPECIAL NEEDS

C1: Miss Gay & Miss Transsexual Australia

C2: Seahorse Victoria

C3: FTM Shed Inc.

C4: Transgender Victoria Inc

C5: Bi-Alliance Victoria

C6: ASECI Inc

C7: Vixen Collective

C8: VicBears Inc

C9: Victorian Pups and Handlers

C10: Vic Leather

C11: Yooralla

C12: Lifeview Residential Care

WAVE D: QUEER ORGANISATION; LGBTQIA+ ADVOCACY GROUPS

D1: Australian Marriage Equality

D2: PolyVic

D3: Switchboard Victoria

D4: ChillOut Festival Daylesford

D5a: Matrix Guild of Victoria

D5b: Rainbow Labor Network Victoria

D6: LGBTIQ Amnesty Victoria

D7: Victorian Pride Centre

D8: Melbourne Queer Film Festival

D9: Victorian Gay & Lesbian Rights Lobby

D10: JOY 94.9

MIDSUMMA FESTIVAL

WAVE E: HIV & AIDS ORGANISATIONS; INDIVIDUALS; QUEER VENUES AND EVENTS; JEWISH GROUPS

E1: VAC (Victorian AIDS Council) with Riff Raff Radical Marching Band

E2: Living Positive Victoria

E3: PrEPaccessNOW

E4: Individuals

E6: GH Hotel

E7: PANDORAS hosted by The Retro Girls

E8: Fire Engine Adventures

E9: DTS PUB

E10: Gossip Sundays - Love Machine

E11: Habonim Dror - Jews for equality

E12: Temple Beth Israel

E13: Jewish Lesbian Group of Vic Inc

WAVE F: QUEER SOCIAL AND SPORTS GROUPS

F1: NAB

F2: Melbourne Gay and Lesbian Chorus

F3: Order of Perpetual Indulgence Adelaide

F4: Vintage Men Inc

F7: Women's Circus

F8: Performing Older Women's (POW) Circus

F9: Greater Shepparton's LGBTIQ+ Groups

F10: Bent Kranks

F11: Samba United Melbourne

F12: My Rainbow Story Project

F13: West Side Derby Dollz

F14: African Film & Writer's Society

F15: Melbourne Rainbow Band

WAVE G: ORGANISATIONS AND GROUPS SHOWING PRIDE

G1: AGL

G2: The Nature Conservancy Australia

G3: Queer Greens Victoria

G4: Melbourne Metropolitan Community Church

G6: Telstra

G7: KIIS 101.1

WAVE H: TEAM MELBOURNE

H2: Melbourne Frontrunners

H3: Melbourne Surge Waterpolo

H4: Melbourne Argonauts Queer Rowing Club

H5: Melbourne Chargers Rugby

H6: Glamourhead Sharks Aquatic Club

H7: Melbourne Spikers Inc.

H8: Melbourne Wranglers Wrestling Club Inc

H9: Melbourne Dragons Martial Arts

H10: Purple Bombers & AFL Pride

H11: Melbourne 69ers Tenpin Bowling

H12a: St Kilda Football Club

H12b: The NOMADS Outdoors Group Inc.

H13: Motafrenz Car Club

WAVE I: EMERGENCY SERVICES; GOVERNMENT AFFILIATED ORGANISATIONS

- I1: Emergency Management Victoria and ESTA 000
- I2: Victoria State Emergency Service
- I3: Victoria Police
- I4: Ambulance Victoria
- I5: St John Ambulance Victoria
- I6: CFA PRIDE - Country Fire Authority
- I7: Victorian Public Sector Pride Network
- I8: Vic Equal Oppt & Human Rights Commission
- I9: Department of Justice and Regulation
- I10: Victoria Legal Aid
- I11: The Department of Agriculture & Water Resources

WAVE J: ORGANISATIONS AND GROUPS SHOWING PRIDE

- J1: Australia Post
- J2: Swinburne University
- J4: Australian Education Union
- J5: Victorian Trades Hall Council
- J6a: Australian Sex Party
- J6b: RhED
- J7: Socialist Party
- J8: Rimbombe - Momo's Groove
- J9: Acceptance
- J10: SEEK Limited
- J11: RMIT University

WAVE K: LOCAL COUNCILS

- K1: GOWEST
- K2: Pride Vic
- K3: Carers Victoria
- K4: City of Darebin
- K5a: Banyule City Council
- K5b: LGBTIQ - Support & Protection
- K6: Moreland City Council
- K7: Yarra City Council
- K8: Maroondah City Council
- K10: LGPro & Victorian Local Governance Assoc

WAVE L: ORGANISATIONS AND GROUPS SHOWING PRIDE

- L2: Deakin University
- L4: Jetstar Airways
- L5: The University of Melbourne
- L6: Ormond College Students' Club
- L7: Dan Murphy's
- L8: Melbourne Inclusive Church
- L9: PwC
- L10: Coles
- L11: GoGet Carshare

MIDSUMMA FESTIVAL

WAVE M: HEALTH AND WELL-BEING

- M1: Neami National
- M2: Vicdeaf
- M3: Western Health
- M4: Well Proud (LGBTIQA network at Wellways)
- M5: South East Centre Against Sexual Assault
- M7: Mind Australia
- M8: Society of Australian Sexologists
- M9: Merri Health
- M11: Berry Street
- M12: CLEAN & SOBER aka AA; Narcotics Anonymous; and Chrystal Meth Anonymous

WAVE N: ORGANISATIONS AND GROUPS SHOWING PRIDE

- N1: GLOBE
- N2: Accor Hotels
- N3: ANZ Pride Network
- N4: IAG - Insurance Australia Group
- N5: Out for Australia
- N6: NECA Education & Careers
- N7: NBN
- N9: Environment Protection Authority
- N10: Melbourne Water
- N11: Spaced Out Inc.
- N12: Monash University
- N13: Monash Queer Department
- N14: Liberal Party of Victoria
- N15: My Pet Warehouse
- N16: VU Pride
- N17: REA Group
- N18: Craig Evans Funerals
- N19: St Kilda Legal Service
- N20: Crisis Services Network St Kilda
- N22: St Kilda Tourism and Events

WAVE O: MIDSUMMA: STAFF, VOLUNTEERS AND ARTISTS

The general public were invited to join the end of the parade to march with the parade to Catani Gardens for post-pride celebrations, which continued until 7pm.

Appendix 2

MIDSUMMA CARNIVAL (15 JANUARY 2017) - STAGES PROGRAM

MAIN STAGE (ENGINEERS LAWN)

11am – 2:30pm: Emcee: The Sparrow Men

- Kerryn Fields and Little Wise
- Arts Centre Melbourne presents Fun Run Flash Mob Dance Workshop - by All the Queen's Men
- The cast of Kinky Boots
- Togetherapart
- Erin Minogue (On A Night Like This: The Erin Minogue Experience)

2:30pm – 5:30pm: Emcee: Dolly Diamond

- Gay and Lesbian Chorus (Australia Day Picnic)
- Official Proceedings: Uncle Jack Charles (Welcome to Country), COM Lord Mayor Robert Doyle, Steve Dimopoulos MP, Steve Barrow, Executive General Manager Culture & Capability, NAB
- Jonny Woo (A Night at the Musicals starring Le Gateau Chocolat and Jonny Woo)
- Miss Gay and Miss Transsexual (Miss Gay & Miss Transsexual Australia 2017)
- The Merman Dan (The Merman Dan: Lover of Seamen and Big Queer Brunch)
- Metamorphosis Theatre Co presents (CROSSFADE)
- Zak Love
- George Michael Tribute

MIDSUMMA FESTIVAL

PALM STAGE (PALM LAWN)

- 2:30pm – 3:30pm: The Dog Show
- 4:45pm – 5:45pm: Lipsync Limelight, hosted by Frock Hudson (This Show is Gay, Big Queer Brunch, SHAZAM, Speed Hating and Trivial HERsute)

TEAM MELBOURNE STAGE (SPORTING PRECINCT)

- 12pm: Introduction
- 12:15pm: Dance Cats - Dancing Exhibition
- 12:30pm: Wrestling Exhibition
- 12:40pm: Host / Talk / Music
- 1pm: Dance Cats - Dancing Exhibition
- 1:10pm: Motafrenz - talk / Introduction
- 1:20pm: Dragons Martial Arts Exhibition
- 1:45pm: Host / Talk / Music
- 2pm: Dance Cats - Dancing Exhibition
- 2:10pm: Wrestling Exhibition
- 2:25pm: Melbourne Surge Water Polo / talk
- 2:30pm: Host / Talk / Music
- 2:45pm: Dance Cats - Dancing Exhibition
- 3pm: Fashion Parade - Glamourhead Sharks
- 3:15pm: Dragons Martial Arts Exhibition
- 3:30pm: Dance Cats - Dancing Exhibition
- 3:45pm: Host / Talk / Music

T DANCE (ENGINEERS LAWN: 6PM – 10PM)

T Dance took over the Engineers Lawn Stage at 6pm. Emcee: Dylan Adler #Dylicious

- DJ Brooke Powers
- DJ TFG: Erik Fahri
- YUMMY: dance performance
- DJ Miicha: Jai and Lou
- DJ Wahe: Ripley

Appendix 3

MIDSUMMA PRIDE MARCH, POST MARCH CELEBRATIONS (JAN 29TH 2017)

CATANI GARDENS STAGE PROGRAM

4:15pm: Official proceedings begin, emcee Dale Woodbridge-Brown

- Welcome to Country: Arweet Caroline Briggs
- Speaker: Cr Bernadene Voss, Mayor of the City of Port Phillip
- Speaker: Martin Foley - Minister for Creative Industries and Minister for Equality

4:25pm: One Minute Addresses

- Mellem Rose and Chris Wallis, Bisexual Alliance Victoria
- David Davis MP, Shadow Minister For Planning, Local Government & Equality
- Erin Kyan, spoken word performer and minority experience consultant
- Amy Middleton, Archer Magazine
- Greens Representative
- Rory Blundell, Minus 18
- Tony Briffa, OII Australia - Intersex Australia
- Moment of Silence

4:45pm: Vigil performance by Deborah Cheetham (Wominjeka Birrarunga)

- Announcement of Pride March Awards
- Shania Choir: the 14-strong Shania Choir will be taking on Shania Twain's country-pop stylings and reimagining them with a capella harmonies.
- DJ Grant Cook
- Jessie Lloyd: an award winning composer, performer and creative entrepreneur, Jessie is a cultural practitioner of Indigenous music and song played with acoustic and soulful mastery.

Appendix 4

WEBSITE STATISTICS DURING FESTIVAL PERIOD

16 NOVEMBER (PROGRAM LAUNCH DATE)
TO 5 FEBRUARY (CLOSING DATE OF FESTIVAL).

WEBSITE VISITS 2016 vs 2017

	2016	2017
Unique Visitors	70233	116210
Total Visits	100066	168413
Pageviews	182793	448436
Avg. Visit Time (secs)	99	134
Bounce Rate	64.83	54.66

WEBSITE TRAFFIC SOURCES 2016 vs 2017

	2016	2017
Organic Search	62.90%	51.86%
Referral	15.83%	19.08%
Direct	13.74%	13.05%
Social	6.70%	12.76%
Email	0.72%	2.74%
Other:	0.11%	0.51%



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