



# MIDSUMMA CELEBRATING QUEER CULTURE

Midsumma's 25<sup>th</sup> Anniversary  
13 January – 3 February 2013

Midsumma Festival Inc  
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VIC, 3067

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## 2012 Annual Report



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Incorporated Association  
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ARTS  
VICTORIA



## Purpose and Statement of Objectives

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As outlined in the Constitution;

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

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.<sup>1</sup>

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

## Festival 2012 Board and Management

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### The Board

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

<b>Chair</b>	Lisa Watts*	Re-elected	June 2011
<b>Treasurer</b>	Dean Hamood*	Re-elected	June 2011
<b>Secretary</b>	Rodney George	Co-opted	June 2011
<b>Ordinary Members</b>	Aaron Hockly*	Elected	June 2010
	Megan Larnach-Jones*	Elected	June 2010
	Rachel Simpson*	Elected	June 2010
	Jane Daniels	Co-opted	September 2011
	Kate Wickett	Co-opted	November 2011
	Eric Lilja	Resigned	October 2011
	Mark Latchford*	Resigned	February 2012
	Dale Spencer*	Elected	June 2011

\* 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

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### **Festival Producer - Adam Lowe Group (ALG)**

#### **Midsumma CEO – Adam Lowe**

Midsumma continued our working relationship with Adam Lowe Group Pty Ltd (ALG) in 2012. 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 for 2012 included;

#### **Midsumma Artistic Director - 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 was once again instrumental in the continual upgrading and development of Midsumma's online identity and utilisation of database (CRM) functionality through Salesforce, In 2012, Cara's artistic direction allowed for Midsumma to launch a Premier Event program, as well as partner with prestigious La Mama theatre and Theatre Works.

#### **Midsumma Festival Administrator – Monique Thorpe**

Joining the team in April 2011, Monique filled the newly created role of Festival Administration. With the initial intention for this role to be part-time support for Festival CEO and Artistic Director, this position grew to include Marketing, Administration, Sponsorship and Partners and the delivery of Festival 2012. Monique will continue with Midsumma into 2013 working within a similar, however more defined capacity.

#### **Midsumma Production Manager - Paul Yarnall**

Paul delivered Carnival for the second time in 2012. Once again held at City of Melbourne purpose-built Birrarung Marr. Paul developed streamline IT systems and processes for Carnival and T dance suppliers and site crew. Paul has also been a driving force in the engagement of interns in the lead up to Carnival, giving event student 'on site' experience that they cannot get in the classroom.

#### **Midsumma Ticketing Manager – Tom Lambert**

In 2012, Tom was in the fortunate position being entirely focussed on ticketing. This allowed for additional development of the ticketing system and the creation of such features as 'Midsumma gif vouchers'. Tom is a valuable asset, with a wealth of knowledge about ticketing and all it entails.

**Midsumma Associate Producer – SKP Event**

**Bars Management – Simon Patterson & Production Coordinator - Jack Cipans – SKP Events**

In 2012, Midsumma for the first time ran all three bars at Carnival and T Dance. Simon Patterson was instrumental in staffing and management of these bars, with the coordination of stallholders and food vendors being executed by Jack Cipans, under SKP Events. The bars and stallholders were both a huge success for Midsumma, and will be implemented again in 2013.

## Volunteer Management

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### 2012 Volunteer Management

2012 saw Midsumma engaged two Volunteer Coordinators who worked in tandem 1-2 days per week each, from April 2011- February 2012. This was a great feat 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 were published, detailing a 1-2 day commitment Sept-Dec as a pre-requisite. Thank you to IBM for your ongoing support of our Volunteer Resource. In addition in 2012, Midsumma were able to place 20 volunteer in an RSA course, and give them hands on experience at the Midsumma bars.



### 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 2011-2012 have been:

Jafar Abdus-Samad  
Jane Daniels  
Alan Drummond  
Einar Hansen  
Rodney George  
George Groves

Dean Hamood  
Aaron Hockly  
Megan Larnach-Jones  
Mark Latchford  
Eric Lilja  
Matto Lucas

Jacqui Moore  
Rachael 'Rat' Simpson  
Zac Soloman  
Dale Spencer  
Jimmy Twin  
Lisa Watts  
Kate Wickett

## Chair's Report

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Midsumma 2012 was our second one that Carnival, the largest signature event on the festival, was at our new location at Birrarung Marr. It was a fantastic day and the Midsumma board and team are pleased to have been able to deliver on what we set out to do. The cultural and arts program was well attended and a testament to the creativity within our community.

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 venues –thanks for making Midsumma so engaging and accessible to so many people across Melbourne.

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!

The services contract with Adam Lowe Group for this third festival is now complete. Over the three years this structure allowed us to deliver a stronger festival and manage the escalation of growth with solid cost control. The board and Adam decided that after this period Midsumma could return to a more direct management of the production and administration of the festival. We are very pleased to have secured the services of Monique Thorpe, previously employed by ALG, as our full time Festival Manager. The board would like to thank Adam, Paul, Tom and the rest of the team for all the blood, sweat, tears and laughs over the past three years.

It's pleasing to have delivered a break even position in 2012 and the strong fiscal controls and oversight is one of the objectives that the Board is committed to continuing in the future.

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. Our relationship with Hobsons Bay has been a fantastic example of a local community being activated and creating their own Midsumma program of events for their community. We hope to encourage other local governments to leverage the power of Midsumma to create events for GLBTI people where they live. 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. Our corporate sponsors IBM, Yarra Trams and Telstra are also key in allowing the community to enjoy the festival –sincere thanks for your on-going support.

Thanks to everyone who came along in 2012 and we look forward to another great Midsumma celebration of queer culture in 2013.

25 Years of Queer culture!

Lisa Watts, Chair

## Treasurer's Report

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We were fortunate enough to end up with a break-even result for the 2012 Midsumma Festival. We would have fared better had it not been for the reduction in funding from Arts Vic and a substantial amount of bad debts, which we have never experienced in the past.

The running and control of all three bars at Carnival meant better management of income earned and removed the delays in waiting for profit shares to be distributed or received.

As each year passes we become more streamlined in our processes and better equipped to establish future directions of where we would like to be financially and strive towards this. We still rely heavily on donations and support from the community to continue to deliver successful festivals and appreciate any assistance that we receive.

We have reduced unnecessary administrative expenses for the 2013 festival by no longer having permanent office space for the quieter months of the year in the hope of being able to direct some of those funds to other more vital areas.

I hope the 2013 Festival and 25th Anniversary will allow us to return to a position to be able to set aside a surplus amount and allow us to continue to deliver successful and high profile festivals in the future.

Regards,

Dean Hamood, Treasurer - Midsumma Board.

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



## Carnival - Festival Opening

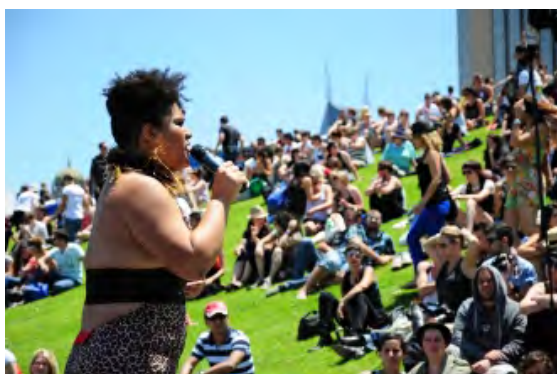
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Once again in 2012, Melbourne brought beautiful weather to Carnival, with a mid-twenty degree day assisting in Carnival reaching an approximate attendance of 120,000. Carnival was held on January 15 2012, at City of Melbourne purpose built outdoor venue Birrarung Marr. This was the second year Carnival and T Dance were held in this relatively new venue, and with the experience of 2011, the production team surpassed all expectations of community engagement, meeting feedback from 2011 and working with the natural flow of pedestrian traffic.

Feedback from 2011, including a lack of shading that was more noticeable the previous year when the temperature hit 30 degrees, was acknowledged and tackled within budgetary and City of Melbourne planning restrictions. The bottle neck that occurred at Federation Square/ Flinder Street Station entry to the venue in 2011 was also addressed through the spacing of stalls on the lower terrace and moving the 'Yarra' Stage to face up the natural amphitheatre of the upper terrace. By guiding attendants to the upper terrace for all stage performances, the lower terrace was more rapidly cleared and the bottle neck was avoided.



Carnival, running from 11 am – 6pm hosted two stages of free entertainment, as well as an outdoor broadcast by Melbourne-based queer radio station JOY 94.9FM, an underage 'safe space' hosted by Minus 18, just shy of 100 stalls and two bars. Stages showcased the events and performances that were to come in the three weeks of Festival.



Midsumma also considered feedback regarding the accessibility of the venue. Additional signage was installed, Auslan interpreters were engaged for the mainstage all day, as well as a designated umbrella in front of the mainstage for Auslan interpreters and the deaf community to be shaded and in a position to be able to easily view the interpreters on-stage. An accessible viewing area was designated on the upper terrace, with a prime viewing position of the Yarra Stage and lower terrace action.

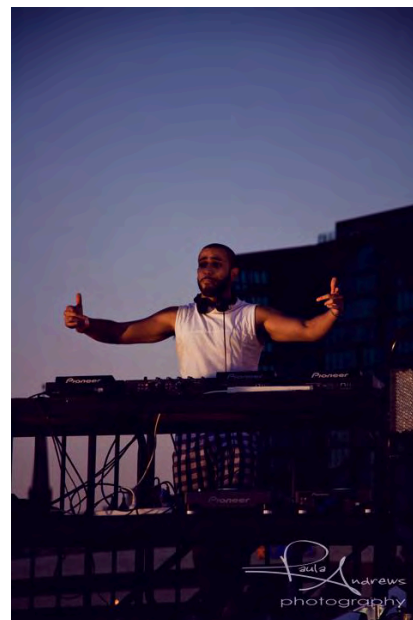
This was a shaded area, next to the first aid point on the upper terrace for attendants with physical disabilities to enjoy this excellent vantage point.

## T Dance

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Midsumma produced and programmed outdoor danceparty T Dance, was again a sellout event in 2012. With a focus on local talent in 2012, T Dance was opened by the winner and runner up of the Midsumma National DJ Search, which saw DJs in Perth, Adelaide and Melbourne compete for this coveted gig. Also whipping the crowd into a frenzy was DJ Nugget, a Melbourne based-female queer DJ as well as Sydney-based cub king DJ Kam Shafaati.

Headline act The Divine Knights are a live electronic duo who shot to the top of the iTunes charts after discovering fame through Triple J's unearthed Program. With costumes that can only be described as 'fabulous' and a smoke machine working overtime, this was the perfect way to see down the setting sun before crowd favorite Rikki Lee closed out the night. Rikki Lee was a late addition to the T Dance line up and really gave the event that little extra punch.



Throughout the duration of the event, 5-10pm, dancers from the Midsumma Premier Event UNANSWERED as well as International Flag Dancer Loius, rotated through three podiums that were placed

in the crowd. This added another dimension to the event and was well received by the crowd.

The VIP bar was also extended in 2012, to include a larger outdoor area, and a jumping castle was installed as an additional crowd activation.

### Midsumma 2012 Program Highlights

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Midsumma is now a firmly established community Festival. In 2012, the 'Queer City Premier Visual Arts' exhibitions moved Midsumma into view of a new audience and were collectively an outstanding success. The move to Thousand Pound Bend Gallery drew a younger and more diverse audience. The 'After 'Homosexual', The Legacy of Gay Liberation' seminar was a welcome addition from the world of academia, and iconic queer bookshop Hares and Hyenas celebrated their 20th Anniversary through a series of 20 events held in conjunction with Midsumma Festival.

Theatre Works as part of a new partnership with Midsumma hosted premier dance piece 'Unanswered'. 'Unanswered' began as an award winning short work, Best Choreography & Best Female Dancer at Short+Sweet Dance Melbourne 2011, and was choreographed into a full length, hard hitting modern dance piece for this Premier position at Festival.

Midsumma is proud of the increased inclusivity in programming, including Premier theatre piece 'Girls do Gertrude' and the sell out success 'Leggings are not pants' produced by woman's circus. Polarising Festival favorites such as Visual Artist Ross Watson, who this year presented his 25th Anniversary exhibition 'Cycles&Sequences' through Midsumma, and Steven Dawson's restaging of 'Love in a Cubicle' are both examples of high quality, professional arts events that cater to both Midsumma's regular audiences, and broaden the scope for new, younger audiences.

A thriving partnership with Hobsons Bay saw a plethora of community, visual and performing arts hosted in the western suburbs, the highlights of which included 'Another Walk on the Wes Side'; Wes Snelling's variety night and 'Stories from the City, Stories from the Sea, Queer Urban Tales' Visual Arts exhibition, accompanied by Martha McDonald performance onboard the HMAS Blackbird. Hobsons Bay City Council is now a Major Partner of Festival, with a standing Memorandum of Agreement to continue to work together to better the accessibility to queer arts and culture to those in the Western Suburbs. This program is championed by Major Tony Briffa and strongly supported by both Council and community.

The following are a series of examples of festival activities that demonstrate successful audience engagement and an increase in attendance at specific (Premier) Festival events

#### **Queer City Premier Visual Arts – Midsumma Curated**

Three Melbourne CBD venues, Thousand Pound Bend Gallery, Melbourne City Library and Mailbox 141, all new partners with Midsumma, hosted events that were a standout success. Midsumma's annual 'Queer City Visual Arts', devised by the Midsumma Visual Arts Working Group and headed by Director Rachael Simpson, has always been a popular feature of the Festival. This event, along with 'Reveal', the joint title of two exhibitions at Thousand Pound Bend Gallery, were both a comfortable fit with both the queer and mainstream audiences. The launch night saw over 500 attendees winding through the city streets on the walking tour, which is fast becoming a loved tradition of Midsumma Visual Arts.

From Mailbox 141, where Michael Brady was exhibiting 'Pussyland', to the City Library's 'Urban Scrawl', where urban artists Kaff-eine, Tigtab, Blacklodge and Precious Little's pieces led the eye on expedition into the clandestine corners of Melbourne, waking tour groups culminated at Thousand Pound Bend for the two-part exhibition 'Reveal'. Divided by the venue's upstairs and downstairs galleries, 'Reveal' downstairs explored a number of topics from gender, stereotypes, body image, sexuality, identity and the real world. The images mix irony, symbolism and a keen sense of humour, whilst also questioning the viewer through the mediums of paint,

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digital images, sculpture, multimedia, installation and handcrafts. Premier Artists KN Rodriguez was a stand out with her drawings of the human figure rendered with exquisite detail using colour pencil. These artworks depict the human form engaging in stereotypical role reversal activities. These images emanate the emptiness, the oppression, and the loneliness that the domestic area can enforce.

'Reveal' upstairs highlights the too often overlooked role that transgender people play in our society. Featuring the Queensland Government and Australia Council funded piece 'Transforming Pixels', created by Lenine Bourke and Melly Niotakis, in collaboration with 10 transgender and/or gender diverse people, 'Transforming Pixels' is a curated exhibition that includes both stills and moving images and a blog, created by all group members.

Together, the exhibitions drew a varied audience. This allowed for critique between exhibitions and the space for artists to grow from other's experience and insights. Midsumma received terrific feedback regarding Queer City Premier Visual Arts and the diversity of work that was on display. Midsumma plans to continue on this line, of retaining the quality and standard of traditional arts works whilst diversifying in other mediums multimedia areas, in order to maintain existing audiences of Midsumma Visual Arts alongside new audiences that are drawn in by the new artistic additions..

### **After 'Homosexual', The Legacy of Gay Liberation**

Forty years ago, Australian expat Dennis Altman, living in the USA, synthesised the politics of the emerging gay liberation movement in a provocative book called *Homosexual: Oppression and Liberation*. Described by the New York Times as 'the one to read', and consistently ranked as one of the most important books about homosexuality in the English language, 'Homosexual' marked a significant milestone in the development of gay and lesbian politics and served a key role in the personal development of many people.

This Midsumma Premier event brought together several International figures in queer history and politics to discuss the impact of Dennis Altman's book and the legacies of gay liberation forty years on. Featuring Altman, leading UK gay historian Jeffrey Weeks and American feminist academic and cultural historian Alice Echols, along with archival footage curated by the Australian Lesbian & Gay Archives, the panel serves as the opening event for a two-day International conference marking this anniversary.

Hosted by ACMI and La Trobe University, this seminar & proceeding two-day conference was an outstanding mark of academic integration into the wider queer community. The interactivity between Altman, the other panellists and the audience was both intellectual and entertaining.

This event, demonstrating Midsumma's commitment to engage audiences from a variety of sectors, including academia, provided the basis for collaboration opportunities in future Festivals.

### **UNANSWERED**

Beginning as an award winning short work, Best Choreography & Best Female Dancer at Short+Sweet Dance Melbourne 2011, Collaboration's latest work under the direction of Paul Malek is a spellbinding look at a world that lives & breathes as one. Every living organism is reaching a common goal, to expand and grow. In this world, when one looks to the one standing next to them, it is not always a hand one shares, but opinions, that lead to prejudice that erupts in hatred.

Paul Malek is making his mark on the dance community, presenting *Stratagem*, *iOverload*, the latest work for his youth company, *Project Y* and now *Unanswered*. Midsumma is excited to integrate contemporary dance into Festival, riding the wave of queer success in 'So You Think You Can Dance', this is the third year the Midsumma has featured dancers off the program to sellout success. It was a pleasure and an honour to have his work as

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part of Festival, and once again illustrates how Midsumma's artistic platform has the capacity for growth in all forms of expression and interpretation. .

### **Girls do Gertrude!**

Presented by Black Apple Theatre, 'Girls do Gertrude!' is an ode to Gertrude Stein. In celebration of the poet, playwright and renegade, directors Yvonne Virsik (I Love You Bro, Morning Becomes Electra, Spring Awakening) and Cheyney Caddy (Songs, Two Weeks with the Queen) team up with a colossal cast to create a mystery double-act of Stein plays.

Set against the Victorian splendour of Northcote Town Hall, 'Girls Do Gertrude!' unites over forty of Australia's most talented performers, musicians and designers who, over seven days and nights will race against the clock to bring you this all-female, all-fabulous spectacular.

This all-female performance is professionally executed, playing in the difficult realm of nonsensical theatre.

### **Leggings Are Not Pants**

Raw, raucous and beautiful, 'Leggings are Not Pants' suggests that there are no boundaries to gender identity, but there are to lycra. A pole show with a twist on the sexy, this show is full of laughter, sweat, acrobatics, beauty, rocking live music and muscles. This hilarious show defies the divide between masculinity and femininity and explores being queer in today's world.

By the same director as last year's fabulous 'Ladies Prefer Brunettes', Sara Pheasant, and presented in conjunction with the Women's Circus, this season almost sold out before opening night, and with good reason.

This witty, political and talent-driven performance was inspired by a radio report of a new fad; that women were turning to lesbianism in middle-age for companionship. Pheasant plays on this and the perception of a lack of intimacy and the de-sexualisation of lesbian relationships through the media.

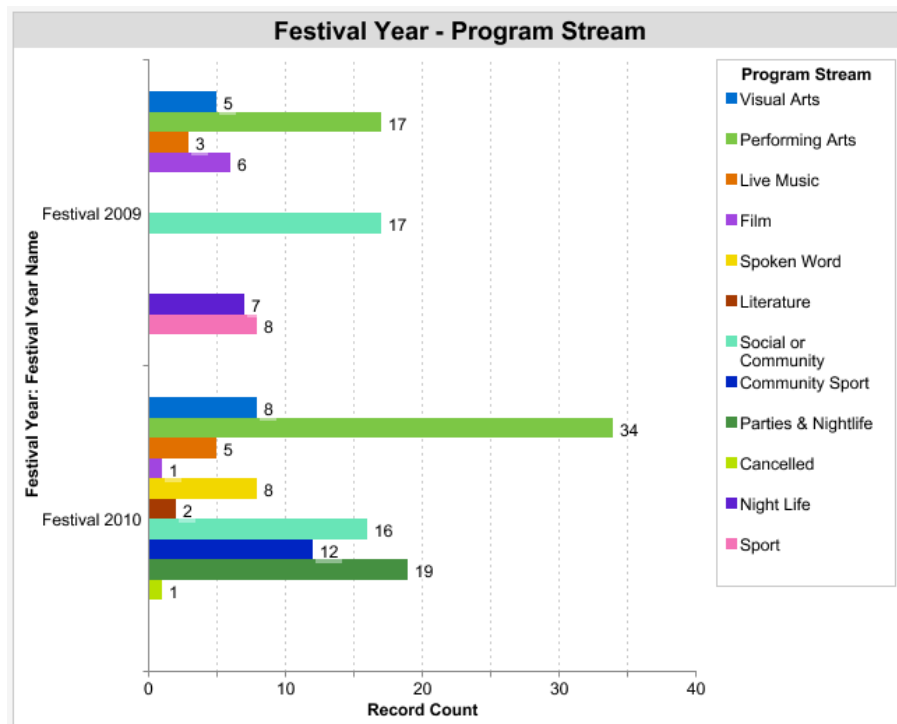
### **Word is Out: Hares & Hyenas' 20th Birthday Season**

Twenty readings, events and performances to celebrate the 20 years of queer literary culture developed by Hares & Hyenas. It featured writers, artists and performers from its entire history, and a range of new writers from across the country and an international guest.

Featuring a range of book launches, readings and performances, highlights include the return of landmark and long running events from the past including Rapid Fire, Novel Conversations and Julie Peters' I Dream Therefore I Am, alongside more recent additions Bi & Poly, Word is Out Poetry Slam, the Deaf and Disability event Quippings, and new events around themes of Melbourne, life stories, youth, Aboriginal authors, trans\* and gender diverse, sex writing, slash fiction, multimedia and two nights devoted to works in progress.

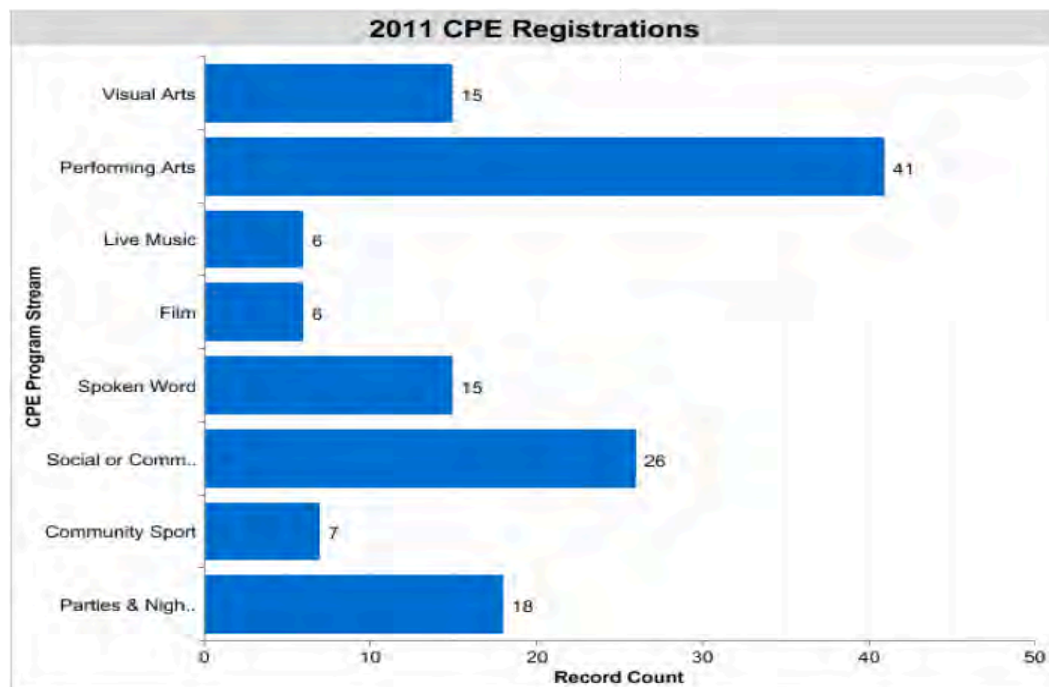
Special performance nights include programming by Bryan Andy, Bumpy Favel, Kath Duncan, Urszula Dawkins, Jules Wilkinson, Crusader Hillis and Rowland Thomson. Guests include Joan Nestle, Kim Westwood, Andrea Goldsmith, Christos Tsiolkas, Geoffrey Knight, Steve Dow, Kelly Gardiner, Benn Bennett, Noel Tovey, Jack Charles, Moira Finucane, Jackie Smith, Sally Goldner, Maude Davey and Sophie Cunningham.

**Midsumma Festival Program Growth and Diversification 2009- 2012**



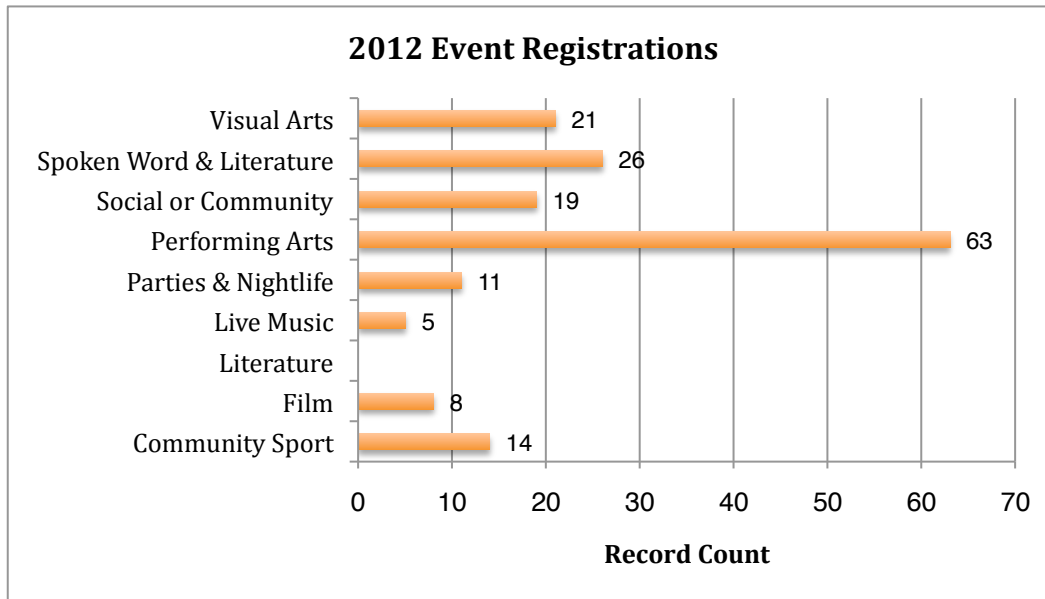
**2009; 63 events**

**2010; 105 events**



**2011; 134 events**

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



**2012; 167 events**

Over the past four years, Midsumma has seen the Festival nearly triple in size, as well as a visible increase in Visual Arts, Spoken Word and literature.

**Ticketing analysis 2009-2012**

Since 2008 Midsumma has used our own internally managed online ticketing system. A minimum of 50% of tickets to all ticketed events throughout Festival are sold through Midsumma directly. After initially teething problems in 2008-09, Midsumma now hosts a string ticketing system that the community is comfortable using.

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). 2012 once again saw an increase in the overall amount of tickets sold though the Midsumma ticketing system, however a slight decrease in the percentage of tickets available through Midsumma system being sold. This is most likely due to the size of the Festival in 2012, with many more events, and only a slightly larger audience.

2009	22.12% (5,748 tickets sold)
2010	32.10% (65,20 tickets sold)
2011	42.49% (11,263 tickets sold)
2012	40.62% (11,413 tickets sold)

### Festival Marketing Summary

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Celebrating the Festival's 24<sup>th</sup> year, Midsumma Festival 2012 was more digital, dynamic and accessible to new and widespread audiences. Midsumma 2012 enjoyed increased mainstream media coverage, larger attendance at Festival and increased print collateral distribution through alterations in the approach taken to print marketing. New strategic partnerships also reduced costs of print marketing allowing room for advances upon digital and multimedia mediums.

With assistance from Tourism Victoria, Midsumma continued to reach into New Zealand through advertising spend in *Express NZ*, local queer publication, as well as a partnership with New Zealand based travel company *Mondo Travel*.

Additional International exposure was received through the *JOY 94.9 FM* and Midsumma12 mobile apps. Through both of these apps, anyone anywhere could connect with Midsumma. The Midsumma12 app provided programming and ticketing information whilst *JOY 94.9 FM* hosted podcasts of the Midsumma radio show and replayed the show at peak International times through the live streaming feature.

Midsumma enjoyed elevated mainstream media coverage, due the engagement of professional PR firm *JPPR*. *The Age*, *The Australian* and *The Herald Sun*, along with national queer media all published, reviews, show listings and covered Festival favorite, Carnival.

With an estimated 120,000 attendees at Carnival in 2012, it was the biggest start to Midsumma yet and it just got busier from there! Midsumma undertook our inaugural Economic Impact Survey in 2012, with the results displaying that 6.5% of Festival attendees live in regional Victoria, 6.5% of Festival attendees live Interstate and 2% of Festival attendees travelled from overseas. An expected 160,000 people attended Festival overall, as with previous years, this figure is an approximation due to the large amount of free and non-ticketed events throughout Festival, ie Visual Arts.

### Marketing Collateral

A change of the position and function of the Festival program 'guide' was core to the marketing plan for 2012. Moving away from a traditional magazine style guide, Midsumma was able to diversify the form in which information was conveyed to the public, resulting in much larger distribution numbers.

Once again, award winning design firm *Sweet Creative* was charged with Festival logo design, creating an adaptation on the successful icypole logo of 2011. It was decided at an executive level that the icy pole should be retained to capitalize on the success of local, interstate and international marketing in 2011. *See fig 1 below*. This adapted icy pole was the flagship branding across all printed and digital collateral. Utilised for a second year, this branding is now firmly associated with Midsumma Inc, and has strengthened the festival's marketing collateral.





Figure 1 - Midsumma Festival 2012 Icy Pole logo played on the success of this branding in 2011, with the tagline 'Midsumma gets hotter this Summer'

Print collateral once again was a core part of the Midsumma marketing plan. The diversification of styles of print collateral was mostly well received by the community. An intentional push into the digital realm was the primary driver for the diversification of print collateral, with all printed materials directing readers to [midsumma.org.au](http://midsumma.org.au). The print materials produced for Festival 2012 were:

- Midsumma Planner style poster

This poster was designed in calendar layout, to give an overview of Festival. The object of the poster was to get Midsumma in the public eye through print and direct people to the website for further information. The poster carried and name, venue and date of events as well as an image and a grouping (Visual Arts, Performing Arts, Sport etc). The poster was designed by *Sweet Creative*, printed as part of new media partnership with *Star Observer* and distributed through both *Star Observed* and supporting partner *Step Right Up*. Using *Star Observer*, we were able to target the queer audience, whilst *Step Right Up*, as a major National distributor not only gave the festival coverage across the country, but detailed coverage through regional Victoria, and metro and inner city Melbourne. Using *Step Right Up* as Midsumma's distribution channel allowed careful planning of distribution outlets, strategic product placement in-store and the ability to monitor movement of guides and effectiveness of guide locations.

- 4x 'belly band' *Star Observer* wraps

In 2012, Midsumma moved from *Evolution* to *Star Observer* as our Major Media Partner. This alliance has allowed for collateral within the *Star Observer* publication to not only be distributed in Melbourne, but along the entire Eastern seaboard. *Star Observer* has a distribution of 18,500 weekly from Cairns to Melbourne. This alliance has allowed Midsumma greater coverage to New South Wales and Queensland with reduces distribution costs.

The 'belly bands' were a cover wrap that went out with the publication. These were four individual editions of 16

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pages each, which together made up the entire Festival program. This model ensured that Midsumma was on the cover of the queer publication with the highest publication for four weeks, with each week presenting a different part of Festival.

- 6x *Star Observer* lift outs

In the weeks that *Star Observer* did not carry the 'belly band' wrap, a four-page lift out was included in the publication's centerfold. These features different Festival events and assisting with Midsumma's continued visibility throughout Victoria, New South Wales and Queensland.

- *Yarra Trams* sponsored DLs

As part of a continued partnership with *Yarra Trams*, print collateral in the form of a program DL was produced and carried on board up to 475 trams on peak routes. See further details in Victorian Marketing Spend and Activities below.

- Visual Arts Guide

Midsumma once again produced and distributed a Visual Arts guide. 2,500 20-page guides were produced and distributed to galleries and areas of interest in and around Greater Melbourne.

Digital collateral is the primary driver of ticket sales for Midsumma, as tickets for every ticketed event throughout Festival are on sale at [midsumma.org.au](http://midsumma.org.au). Overall the digital push paid off this year, with great feedback around the app and website, however visitor rates to the website and download of the iPhone app increased only slightly on 2011 figures. Heading into Festival 2013, Midsumma is planning an overhaul of the Website and more advanced communications between the mobile app, the website, social media and the ticketing platform. This is not only to allow greater user functionality, but also drive up visit and download rates. Digital collateral in 2012 consisted of:

- iPhone app

In partnership with *eFirst*, Midsumma followed the success of the Midsumm11 iPhone app and produced Midsumma12. Covering all programming and with a 'favorites' function for users, it was connected to the Midsumma website for ticket purchases. Upgrades to the system allowed users to search for events within their area and get directions to venues through the app.

- Website with ticketing platform

[Midsumma.org.au](http://Midsumma.org.au) is active 12 months of the year, however has a noticeable and expected peak from Dec – Feb. The 12 months from March 2011 – March 2012 saw 107,670 visits, 65,870 unique visitors who viewed an average of 3.87 pages/visit. The most unexpected outcome was that 58.43% of visitors were new to the site. A small of this may be accounted for by mobile users, however this figure is fantastic for the Festival and tells us we are reaching our goal of activating new audiences.

- Social Media

Midsumma is an active user to Facebook, Twitter, YouTube and blog site Tumblr. In 2011, a 'Citizen Blogger' program with *Telstra* was piloted. This program, which sees 30 *Telstra* staff equipped with *Telstra* mobile devices have access to free tickets throughout Festival on the provision that they blog about the shows that they see. This program is working well and with a few tweaks it is foreseeable to grow again in 2013. Festival 2012 also

## 2012 Annual Report

saw an update within our ticketing platform which allowed people purchasing tickets to Midsumma shows the ability to post the event and comments about the event directly to the Midsumma Facebook wall or their own Facebook wall.

- eNewsletters

With over 4,250 subscribers, the Midsumma eNewsletter is a weekly blast of all things Midsumma, queer arts and culture related. This eNewsletter has built a loyal following and is a fantastic way for Midsumma to stay current in the public's mind out of Festival time. The eNewsletter continues circulation outside of the festival period to maintain its profile throughout the year.

Multimedia collateral in 2012 consisted of

- JOY 94.9 FM Radio show

This weekly show ran from 5 Dec – 11 Feb. Broadcast weekly on Mondays at 12noon – 1pm, as well as a feedback show on Sat 11 Feb, this was an entirely volunteer run initiative. Featuring Midsumma artists/personalities on a rotating roster each week, the show was full of interviews, live music, discussions and Midsumma updates and news. Each show was podcast and hosted on Cpod, a nationwide community radio podcast site powered by CBAA - <http://www.cpod.org.au/page.php?id=3450>. The 11 podcasts were downloaded a total of 519 times and listened to/streamed from the Cpod site 330 times. The grant received from VIC Tourism for this project greatly helped in the overall promotion of the individual show podcasts on air, online and via JOY's free App' - the latter was also downloaded by over 2,000 people during this period bringing the total users of the JOY App' to 12,000+.

*'The funding also was great in assisting in training 2 volunteers on how to podcast / edit and upload the podcasts. For future projects we would hope to have the resources to promote these nationally & internationally to highlight the great gay & lesbian radio and festivals made in Melbourne for the world', Conrad Browne, General Manager JOY 94.9FM*

- Midsumma Webisodes

A new initiative, following on the form success of this medium in 2011 with 'A taste of Midsumma' on channel 31, Midsumma in 2012 produced a series of short 'webisodes'. Each lasting for 2-3 minutes, to keep it mobile download friendly, these Webisodes were filmed and produced by Midsumma volunteer and features Festival events and talent. This set of 13 Webisodes were digitally distributed through [midsumma.org.au](http://midsumma.org.au), Facebook, Tumblr blog, Twitter and featured on the event listings of events online.

\*Samples of all collateral is included in Appendix 1 Marketing Samples

## Marketing Collateral Distribution

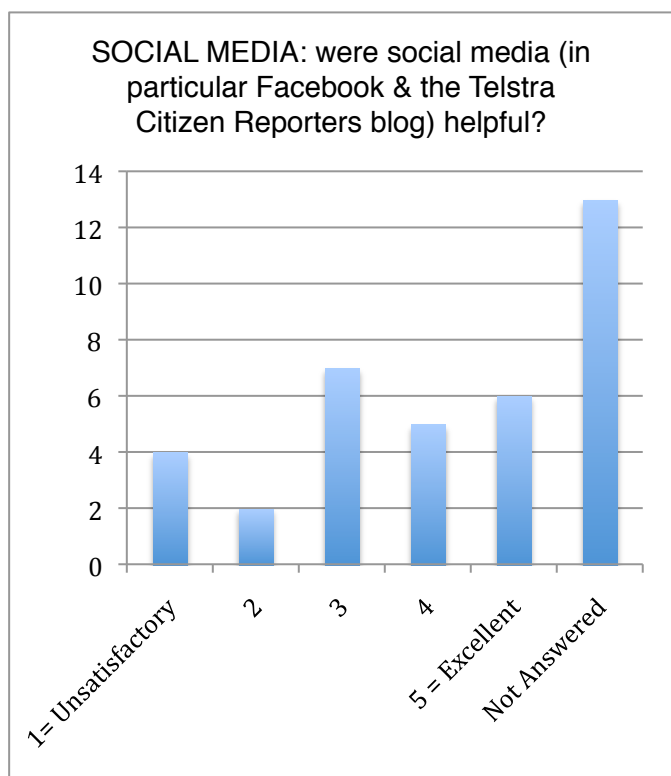
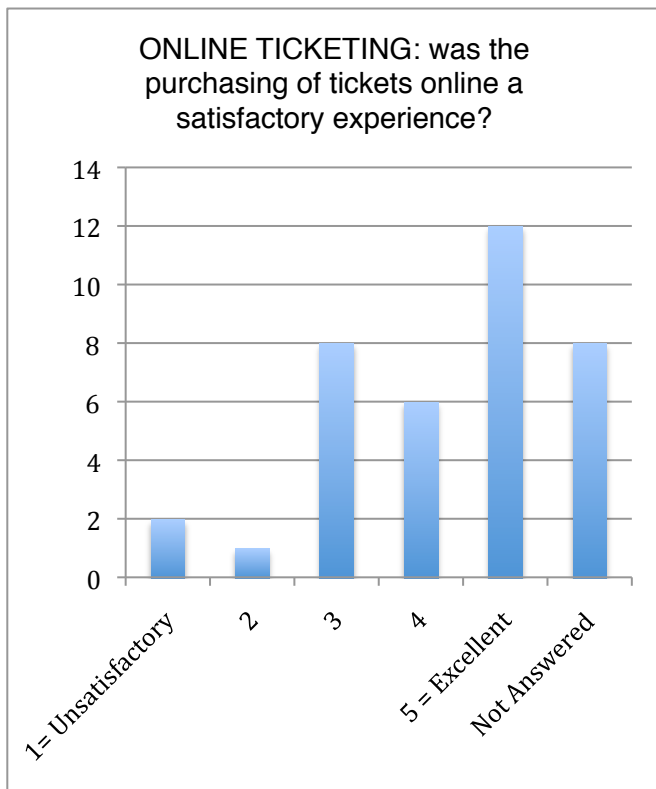
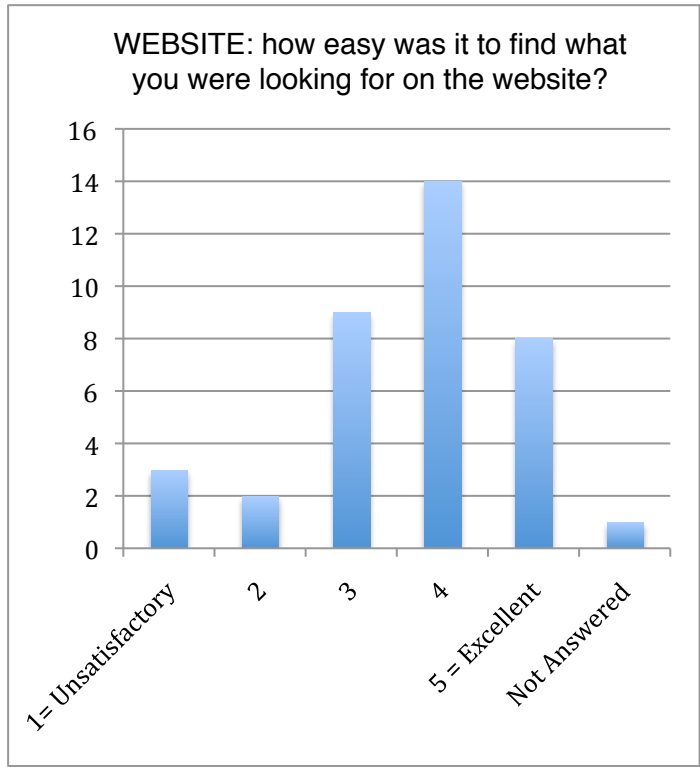
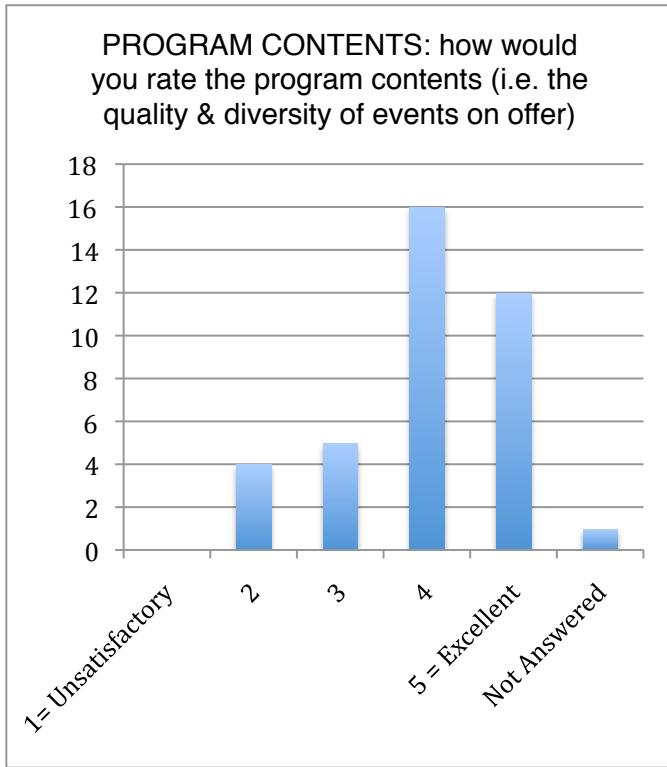
	Victoria		Interstate					International		
	Greater Melbourne	Regional Victoria	NSW (inc ACT)	QLD	TAS	SA	WA	NZ	USA	Other
<b>Print Collateral</b>										
<b>Planner Style Poster</b>	23,000	2,000	6,000	3,000	3,000	3,000	3,000			
<b>'Belly band' Star Observer wraps</b>	5,050		10,150	3,300						
<b>Star Observer lift outs</b>	5,050		10,150	3,300						
<b>Yarra Trams sponsored DLs</b>	30,000									
<b>Visual Arts Guide</b>	2,500									
<b>Digital collateral</b>										
<b>iPhone app (downloads)</b>	2860 downloads in Australia (reports on states not available)							9	62	UK 32 Germany 15 Canada 11 Brazil 6 Italy 5
<b>Website (visitors) Taken from top 25 cities</b>	74,760	3,181	12,440	3,105	238	1,308	1,374	695	2,913	UK 1,113 Canada 505 Italy 330 Germany 321
<b>Social Media – Facebook (likes). Taken from top 20 cities</b>	4,246	235	313	115	16	83	64	60	124	UK 92 Canada 21 Germany 17 Mexico 16
<b>Social Media – Blog (visitors) Taken from top 25 cities</b>	4,172	95	481	118	17	57	56	44	86	UK 66 Germany 15 Canada 12 France 12
<b>Multimedia collateral</b>										
<b>JOY 94.9 FM radio show (app downloads)</b>	Accessible to over 12,000 worldwide via the JOY 94.9FM app									
<b>JOY 94.9 FM radio show (podcast downloads from website)</b>	849 downloads and streaming from C-pod, through JOY 94.9FM Website									
<b>Webisode (views)</b>	14,228 views									

Table 1 Midsumma marketing collateral distribution and reach

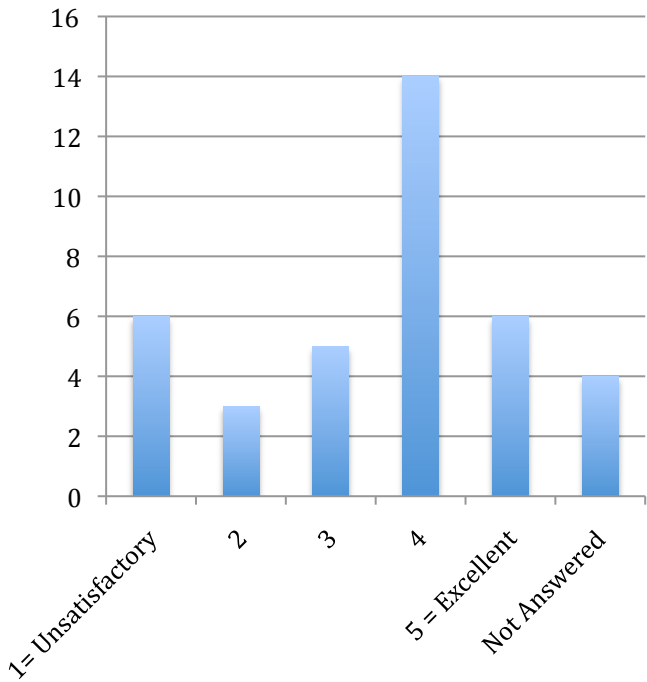
**Festival 2012 Feedback**

**Midsumma Attendee and Community Feedback 2012**

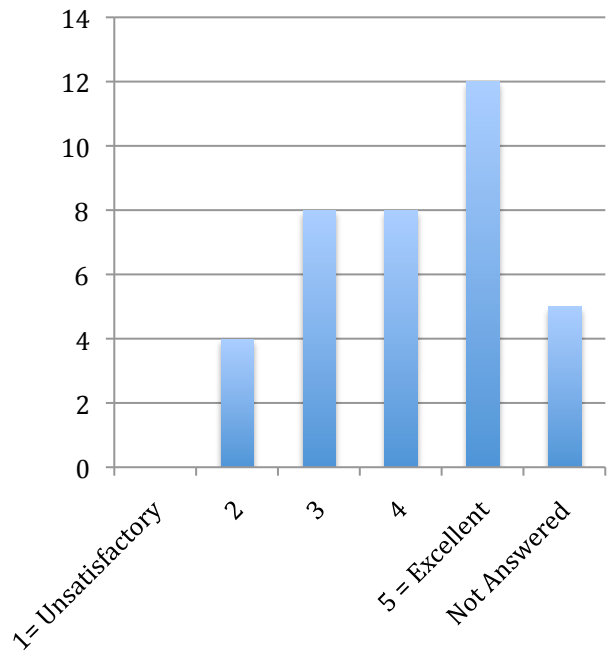
Following the close of Festival 2012, Midsumma called out to attendees and community for feedback on our marketing strategies, given the visible shift to online and away from print.



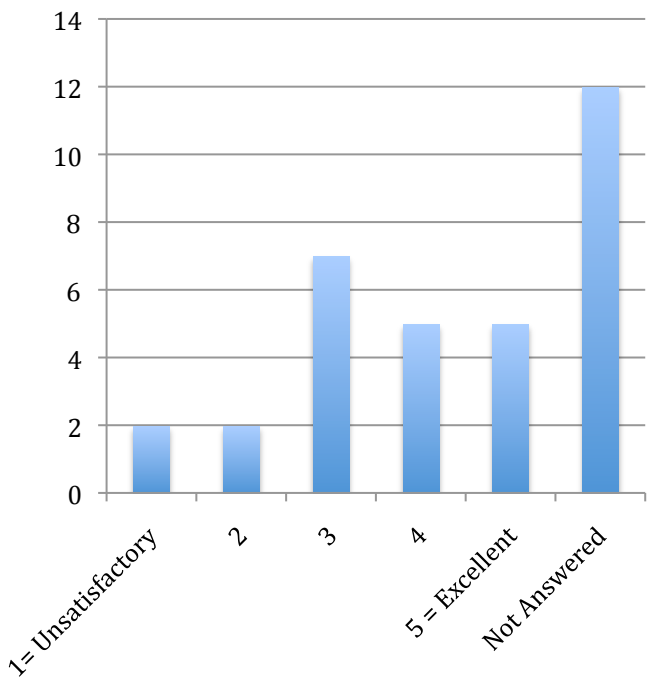
PRINTED MATERIALS: how would you rate the printed program materials



ACCURACY OF INFORMATION: did the information provided generally describe the events accurately?



iPHONE APP: did the iPhone app inform you well about 2012 events?



## 2012 Annual Report

### Qualitative Feedback

The only feedback in relation to Marketing that was received was regarding the removal of the traditional Festival guide. All other feedback was related to programming and the venue of Carnival.

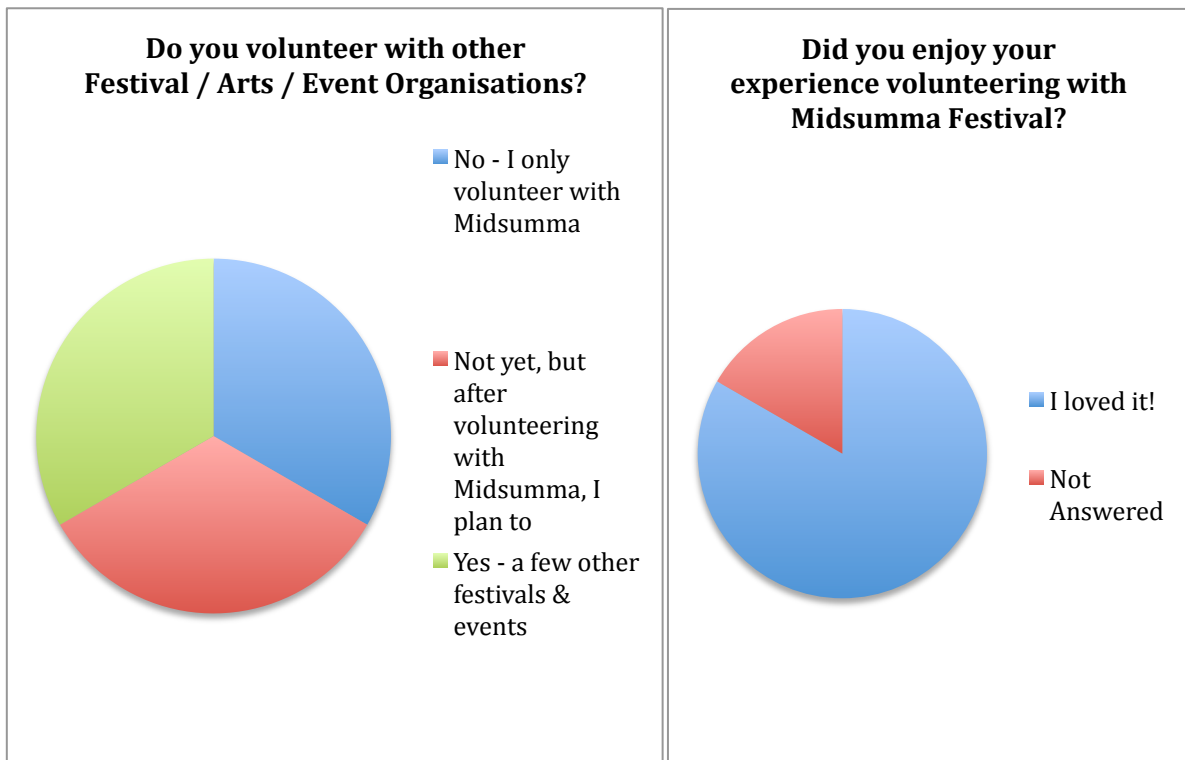
*'I love Midsumma time and usually do a heap of events but I found it really hard to get into this year. With no program, there was nothing to go through and plan out my weeks. If you missed the paper with the wrap arounds, you missed basic event information. The articles in Southern Star were lost amongst Sydney and Brisbane stuff. Carnival Day was awesome though!'*

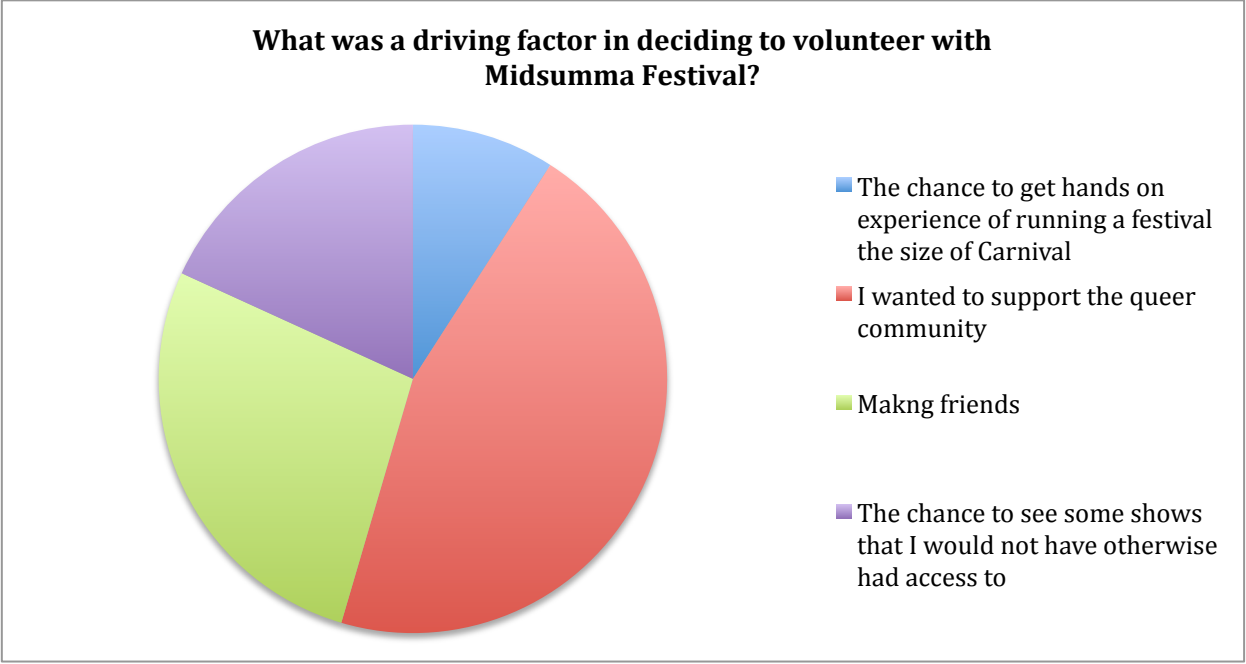
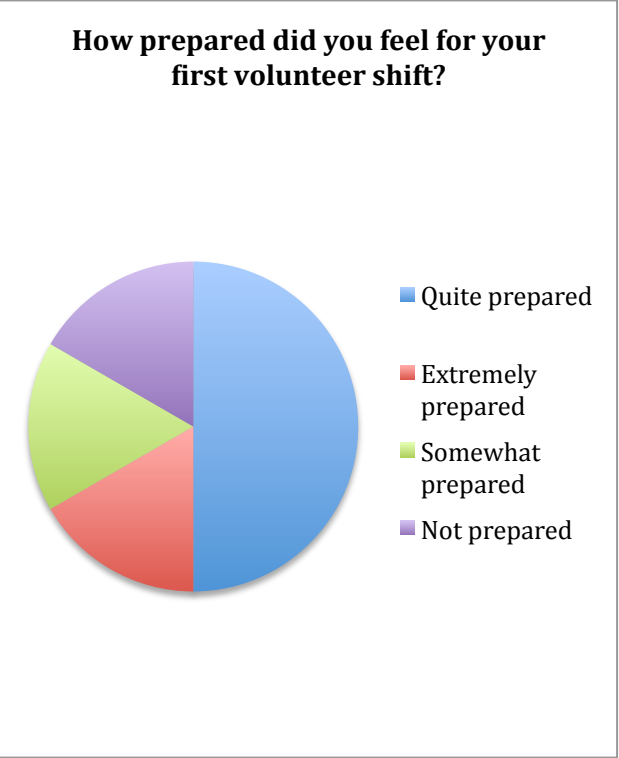
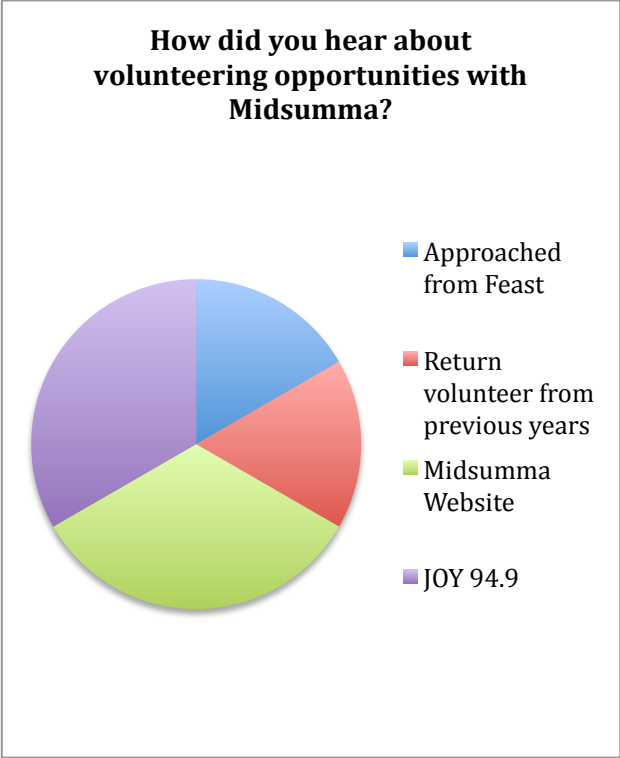
*'I live in Bendigo, but came down for 3 weekends, and attended a number of Social fundraiser/community group run events. Went brilliantly. I would have loved to have had the full older program, but understand cost-wise it may be prohibitive'*

*'Please return the full midsumma guide back to its original format. We did not attend as many events because we did not have a full guide to quickly look at. Internet access should be in addition to the hard copy guide'*

### Midsumma Volunteer Feedback

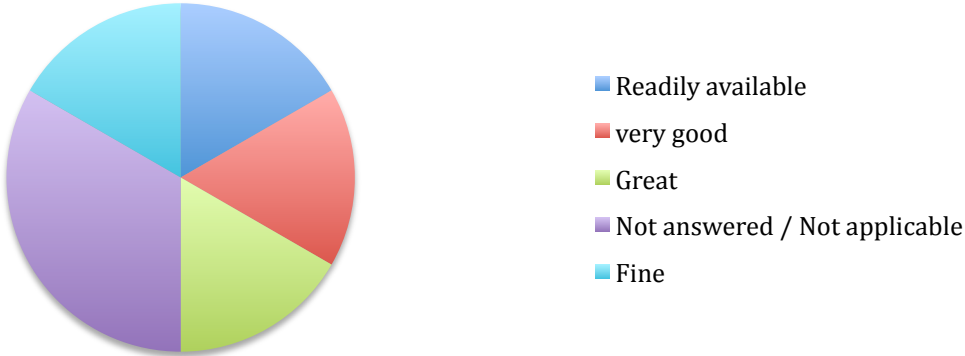
Midsumma undertook a survey of volunteers after Festival 2012 in order to receive as much feedback as possible in regards to the volunteer program and how it can be improved. The surveys were conducted online and all volunteers were invited to participate. The results are as follows:



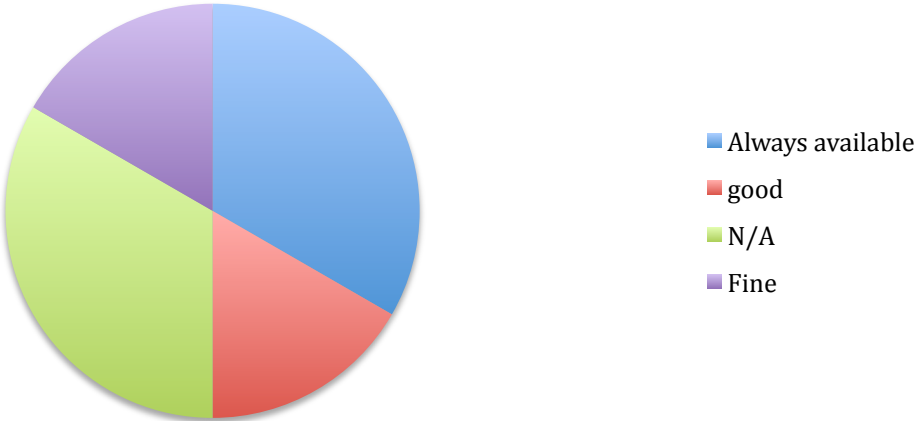




**How did you find the process of communicating with the Midsumma team, prior to Festival**



**How did you find the process of communicating with the Midsumma team, during to Festival**



## 2012 Government Partners

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### Principle Partner



City of Melbourne 2012 – 2014 Triennial Funding Agreement  
Contract is to the cash value of, \$80,000 and \$142,100 of in kind support (site fees) under Event Partnerships Program. 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 2011-2012.

### State Government Partners



Arts Victoria – 2012 Project Grant  
\$20,000 Grant for the administration and delivery of the Midsumma Premier Events project  
Many thanks to Tania Grant and Christabel Harvey for their assistance thought out 2011-2012.  
As Arts Victoria is undergoing a review of the Funding structures in place, Midsumma will await announcement and apply for the triennial program again in 2014.



Tourism Victoria – Cooperative Marketing Agreement.  
Midsumma entered into a Cooperative Marketing Agreement with Tourism Victoria for the 2012 Festival  
The value of this agreement was \$16,000. Thanks to Brendan Downey and team for their continued support of Midsumma.

### Local Government Partners



City of Yarra Community Partnership Grants 2010-11- rolled over into 2012 due to Council Funding restructure taking place. Cash value of \$17,390 in 2012.  
Many thanks to Mayor Cr Geoff Barbour and outgoing Mayor Amanda Stone, Councillor 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 2012, sponsoring twelve local events.

Midsumma looks forward to the possibility of extending this [partnership to include surrounding Western Councils in 2013. Many thanks to Joanna Nevill and Mayor Cr Tony Briffa for their support and hard work.

2012 Corporate Partners and Sponsors

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IBM Provide yearly assistance to Midsumma, specifically surrounding the volunteer program. In 2012, 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 Julia Costello and Rosalind Reidy for their support. Midsumma would also like to wish Mark Latchford all the best in his new position.



Yarra Trams were instrumental in the 2011 marketing campaign, with the introduction of the tram 'faces' Midsumma outdoor branding and advertising. In 2012, Yarra Trams once again supported Midsumma through the use of tram 'faces' for outdoor awareness, as well as the printing of 30,000 on-board brochures and in-tram poster supporting the Midsumma Premier Event Program.



Midsumma would like to thank Matthew McDonald as well as Kylie Clapham for their outstanding support and hard work.

Telstra were a supporting partner in 2011, and elevated the agreement and support to a Major partnership in 2012. This agreement provides an extension for the successful Telstra Blogger program as well as provisions for a Marketing Internship to be implemented in 2012, for the 2013 Festival.

Midsumma would like to thank Telstra for their increased involvement, and specifically Paul Geason, Tory Federick and Stephanie Cittarelli for their assistance and enthusiasm.

**MEDIA PARTNERS**



2012 saw Midsumma and Star Observer partner for the first time, with great success. The restructure of the printed program guide was implemented through this partnership. The agreement is purely and in-kind partnership, both community organisations working together to benefit the community.

The expansion of Star Observer to include Queensland and the modification of th one paper to go through all three states (VIC, NSW, QLD) was beneficial for Midsumma in gaining reach into NSW and QLD that we may not have otherwise had access to.

There are almost too many hard working people to thank at Star Observer. Chiefly, many thanks to outgoing National Editor Scott Abrahams, best of luck with all your future endeavours. A huge thank you also goes to Andie Noonan, Mike Evans and Gary Stocks.



Media sponsor JOY 94.9 played Community Service Announcements throughout the year. The CSAs began playing in August 2011 with different announcements scheduled until mid-February 2012.

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.

Many thanks to Conrad Browne and Ginni Hettihewa.

**MULTIMEDIA PARTNERS**



We thank eFirst for providing our Midsumma12 iPhone application. The in-kind sponsorship was a valuable asset throughout festival and allowed Midsumma to lead other pride festivals in this area and Internationally.

**GRAPHIC DESIGN & PROGRAM DISTRIBUTION**



A huge thanks to SWEET for creating such an unforgettable theme for 2012. We really appreciate the in-kind sponsorship that enabled your high quality service to be affordable for a not for profit.



For the third 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.

# 2012 Annual Report

## 2012 SUPPORTING PARTNERS

- Adam Lowe Group
- Flexicar
- Wine Box Warehouse
- SKP Events
- Douglas Site Services
- Williams Natural Pet Company
- Appichar
- Manhunt
- Advanced Audio
- StyleHire
- City West Water
- DNA Magazine
- Pink Sofa
- Pink Fencing
- Pride Events
- Southern Generator Hire
- Pink Media Group
- LOTL / Avalon Media
- Severe Studio / Harrier Magazine
- MCV / Evolution Publishing



15 JAN - 5 FEB 2012  
midsumma.org.au

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PRINCIPAL PARTNER



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MAJOR PARTNERS


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MEDIA PARTNERS



www.starobserver.com.au

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GRAPHIC DESIGN      MULTIMEDIA



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SUPPORTING PARTNERS


**MIDSUMMA FESTIVAL INC**

**BALANCE SHEET AS AT 31 MARCH 2012**

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
<b><u>CURRENT ASSETS</u></b>		
Cash at Banks & on Hand	99,293	79,316
Receivables	24,982	38,869
	<hr/>	<hr/>
	124,275	118,185
<b><u>NON CURRENT ASSETS</u></b>		
Plant & Equipment	11,002	12,070
Less Accumulated Depreciation	-7,646	-6,261
	<hr/>	<hr/>
	3,356	5,809
<b><u>TOTAL ASSETS</u></b>		
	<hr/>	<hr/>
	127,631	123,994
Less		
<b><u>CURRENT LIABILITIES</u></b>		
Accounts Payable	48,930	16,394
Other Creditors	-3,411	-16,508
Prepaid Grants	0	40,000
	<hr/>	<hr/>
<b><u>TOTAL LIABILITIES</u></b>	45,519	39,886
<b><u>NET ASSETS</u></b>		
	<hr/>	<hr/>
	82,112	84,108
<b><u>MEMBERS EQUITY</u></b>		
Retained Surplus	84,108	92,553
Current Year Surplus/Loss	-1,996	-8,445
	<hr/>	<hr/>
<b><u>TOTAL MEMBERS EQUITY</u></b>	82,112	84,108

**MIDSUMMA FESTIVAL INC**

**INCOME STATEMENT FOR YEAR ENDED 31 MARCH 2012**

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
<b><u>INCOME</u></b>		
Members Fees	618	600
Public Funding - Arts Victoria	20,000	40,000
Public Funding - Other	163,330	126,493
Festival Income	364,154	325,947
In Kind Income Contributions	232,727	208,155
Non Operating Income	4,322	6,881
	<hr/>	
<b><u>TOTAL INCOME</u></b>	<b>785,151</b>	<b>708,076</b>
<b><u>Less EXPENDITURE</u></b>		
Administration Expenses	28,191	5,150
Festival Expenses	505,862	503,216
In Kind Expenditure	234,481	208,155
Bad & Doubtful Debts	18,613	-
	<hr/>	
<b><u>TOTAL EXPENSES</u></b>	<b>787,147</b>	<b>716,521</b>
<b><u>NET SURPLUS/DEFICIT FOR THE YEAR</u></b>	<b>-1,996</b>	<b>-8,445</b>

**MIDSUMMA FESTIVAL INC**

**STATEMENT OF CASH FLOWS FOR YEAR ENDED 31 MARCH 2012**

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
<b><u>CASH FLOW FROM OPERATING ACTIVITIES</u></b>		
Grants - Arts Victoria	20,000	88,000
Grants, Sponsorships, Other Income	768,747	624,786
Payments to Suppliers	-769,179	-674,924
	<hr/>	<hr/>
<b><u>NET CASH PROVIDED FROM OPERATING ACTIVITIES</u></b>	<b>19,568</b>	<b>37,862</b>
 <b>CASH FLOW FROM INVESTING ACTIVITIES</b>		
Sale of Office Equipment	409	-3,763
	<hr/>	<hr/>
<b><u>NET INCREASE IN CASH</u></b>	<b>19,977</b>	<b>34,099</b>
ADD		
Cash Held at Start of Year	79,316	45,217
	<hr/>	<hr/>
<b><u>CASH HELD AT END OF YEAR</u></b>	<b>99,293</b>	<b>79,316</b>
 <b>RECONCILIATION OF CASH FLOWS FROM OPERATIONS WITH SURPLUS FROM OPERATING ACTIVITIES AFTER TAX</b>		
Net Operating Surplus/Deficit for year after Income Tax	-1,996	-8,445
Add Back non cash items		
Profit on Sale of Fixed Assets	-174	0
Depreciation	2,218	2,678
	<hr/>	<hr/>
	48	-5,767
 <b>Changes in Assets &amp; Liabilities</b>		
Increase / Decrease in Receivables	13,887	41,462
Increase / Decrease in Payables	5,633	2,167
	<hr/>	<hr/>
<b><u>NET CASH PROVIDED FROM OPERATING ACTIVITIES</u></b>	<b>19,568</b>	<b>37,862</b>
	<hr/> <hr/>	<hr/> <hr/>