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## Photography brief for Midsumma Festival 2022

### 1. Welcome!

Thank you for committing your time to help make Midsumma Festival the best year yet!

This is an introduction and briefing to Midsumma Festival 2022 photography brief. In this pack you will find an overview of the teams' activity during the festival, and guidelines for photography activity.

Please read this pack and visit the relevant links.

<b>1. WELCOME!</b>	<b>1</b>
<b>2. OVERVIEW</b>	<b>1</b>
<b>3. MIDSUMMA FESTIVAL 2022</b>	<b>1</b>
3.1. MIDSUMMA CARNIVAL – 23 JAN	1
3.2. MIDSUMMA PRIDE MARCH – 6 FEB	2
3.3. MELBOURNE PRIDE – 13 FEB	2
<b>4. YOUR MIDSUMMA T-SHIRT AND FESTIVAL PASS</b>	<b>2</b>
<b>5. PHOTOGRAPHY AT MIDSUMMA FESTIVAL EVENTS</b>	<b>2</b>
5.1. PHOTOGRAPHY AND SOCIAL MEDIA GUIDELINES	2
5.2. DELIVERING YOUR IMAGES FOR MIDSUMMA FESTIVAL	3
<b>6. REQUESTS FROM MEDIA</b>	<b>3</b>
<b>7. KEY MESSAGES:</b>	<b>3</b>
7.1. SOCIAL MEDIA	3
7.2. ABOUT THE FESTIVAL	3
<b>8. IN AN EMERGENCY OR CRISIS EVENT</b>	<b>3</b>
8.1. BEING COVIDSAFE AT MIDSUMMA FESTIVAL	3
<b>9. THANK YOU</b>	<b>3</b>

### 2. Overview

For Midsumma Festival 2022 there will be a team of marketing, communications and creative volunteers and staff that will be working across the festival and particularly for Midsumma's signature events, Midsumma Carnival (23 Jan), Midsumma Pride March (6 Feb) and Melbourne Pride (13 Feb).

### 3. Midsumma Festival 2022

Midsumma Festival will run from 23 Jan to 13 Feb. The festival will showcase over 160 events across 22 days. In 2022, Midsumma will host three major events, Midsumma Carnival, Midsumma Pride March and Melbourne Pride.

#### 3.1. Midsumma Carnival – 23 Jan

Midsumma Carnival highlights the opening weekend of the three-week Festival each year. Midsumma Carnival is an iconic outdoor celebration that has become one of the biggest highlights in the

LGBTQIA+ annual calendar. The event provides a fitting opening to the festival each year. Carnival is a huge single-day event, usually running from 11am until 10pm in Alexandra Gardens in Melbourne's CBD, with a massive set up and overall coordination required for delivery each year.

[Midsumma Carnival Event Page](#)

### **3.2. Midsumma Pride March – 6 Feb**

Midsumma Pride March is one of our signature events, where over 7,400 marchers usually take to the streets down Fitzroy Street in St Kilda each year and over 45,000 people line the streets and balconies along the march route to show their support – making this the best-attended Pride March in Victoria.

Dykes on Bikes precede the marching contingent as per tradition, with the march itself led by Boon Wurrung Elders and a Rainbow Aboriginal Float along with the Premier of Victoria, Minister for Equality and the Creative Industries and Commissioner for Gender and Sexuality.

[Midsumma Pride March Event Page](#)

### **3.3. Melbourne Pride – 13 Feb**

Melbourne Pride is a State Government initiative, delivered by festival partner Midsumma (of course!). The event is designed to commemorate the 40th anniversary of the decriminalisation of homosexuality in Victoria.

Melbourne Pride will be a one-day festival on Sunday 13 February in the city's inner north (exact location to be confirmed). Don't worry, we didn't forget about regional, rural or remote folks; we have been busy working behind the scenes to make sure everyone in Vic has the opportunity to celebrate!

[Melbourne Pride Event Page](#)

**As a volunteer photographer, we would love for you to attend one, or all, of the major events in Midsumma Festival.** Once you have confirmed your availabilities via the form on the Volunteer Photography application page, we can lock you into the events of your choosing.

## **4. Your Midsumma t-shirt and festival pass**

You will receive a Midsumma Festival 2022 t-shirt, and media festival pass. This pass will give you access to the Midsumma Festival events that you will be photographing at. The pass also entitles you to free entry at participating events. To find out more about what your pass benefits are, visit [midsumma.org.au/pass22](https://midsumma.org.au/pass22)

## **5. Photography at Midsumma Festival events**

All events have been notified that you will be photographing the event.

At all events across Midsumma Festival – if you are taking photographs of anyone you should always introduce yourself as a Midsumma Photographer and show your pass.

### **5.1. Photography and social media guidelines**

Midsumma Festival is Australia's premier queer arts and cultural organisation, bringing together a diverse mix of LGBTQIA+ artists, performers, communities and audiences. We want to capture everyone having fun and enjoying the events; however, we DO NOT want to over glorify drinking, risky or inappropriate behaviour. Please do not photograph anything that could be illegal or dangerous. If you see anything that should be reported please contact **Felicity (0401422170)**.

## 5.2. Delivering your images for Midsumma Festival

Please send a Dropbox, Google Drive or free WeTransfer link to [felicity@midsumma.org.au](mailto:felicity@midsumma.org.au). It would be preferable to receive images of the event you are documenting within 7 days of the event or before 20 Feb 2022.

**Please aim to label your image folders with your name, and the event name. It is preferable to have your name in the image file to ensure correct crediting of images.**

Your images may be used for Midsumma Festival marketing purposes and will be shared with the event producers of that event, and Midsumma partners.

## 6. Requests from media

In the event you are approached by media for any reason, please do not provide a statement of any kind. The correct process to follow is to collect the name, contact number and reason for response by the person and let them know the Marketing Manager, Felicity McIntosh will be in contact with them ASAP. Please then pass the details onto Felicity via text message on 0401 422170.

## 7. Key messages:

These are generic talking points that can be referred to anytime during the day's proceedings by photographer's face to face with patron or via social media.

### 7.1. Social Media

- Share on social media with #midsumma

You are welcome to share your personal experience on social media – feel free to tag Midsumma:

- Facebook @midsumma
- Instagram @midsummafestival
- Twitter @midsumma

### 7.2. About the Festival

- Midsumma Festival runs from 23 Jan to 13 Feb
- Over 170 events across Melbourne and surrounding suburbs.
- Victoria's premier queer arts and cultural festival, for and by LGBTQIA+ peoples.
- Check out the Festival program at [midsumma.org.au](http://midsumma.org.au)

## 8. In an emergency or crisis event

In an emergency, **please call 000** and then contact **Felicity (0401 422 170)**.

### 8.1. Being COVIDSafe at Midsumma Festival

Please follow sign-in requests and COVIDSafe guidelines from the venues you attend.

Please carry a mask with you at all time, and wear these when social distancing is not possible. All other times please stay 1.5 meters apart from anyone.

[Please see more on how to keep COVIDSafe at Midsumma Festival 2022 here.](#)

## 9. Thank you

Thank you again for being a huge part of the success of Midsumma Festival.