Midsumma 2014 was a festival full of laughter, colour, thought-provoking performances and activities. From 12 January until the 2 February, 131 Midsumma events were held and well attended in both Melbourne and Regional Victoria.

The eye-catching hero image of Festival 2014 could be seen on volunteer T Shirts, trams and venues all over town, encouraging participation through the tagline; ‘immerse yourself’. The Premier Event program ran again in 2014 and saw 10 events highlighted across the fields of visual arts, sporting, performance and community events. In 2013, we saw a viable elevation in ticket sales for premier export shows, compared to registered events; however, in 2014 no such elevation was seen. The ticket sales this year were much more evenly spread between premier and registered events. Midsumma showcased new international touring acts and some community events gained greater prominence than large dance parties.

Midsumma.org.au was rebuilt and relaunched for Festival 2014, and we were rewarded with an increase in visitation from program launch to end of Festival of 24%. Unique visits also increased 43% from the previous year. More Festival Guides were printed with a new aspect of the GoWest partnership seeing a GoWest dedicated section in the general Midsumma guide and Hobsons Bay City Council purchasing additional copies, rather than printing a separate program guide. This partnership saw an additional 4000 guides being distributed to the Western Regions of Melbourne, giving great exposure to the Festival in a rapidly growing area for the queer community.

Overall, Midsumma 2014 was a great success, with public feedback and internal feedback all overwhelmingly positive. Midsumma is set to make a financial profit on the 2014 Festival, which will set us up well for developing the program further heading into Festival 2015, Midsumma’s 27th year.
CHAIR’S REPORT
Aaron Hockly
Chair of the Board

It is a privilege to present the 2014 Annual Report for Midsumma Festival Incorporated.

Operating since 1988, Midsumma in Victoria’s pre-eminent festival for the GLBTI (Queer) communities and their friends, families and colleagues. Midsumma is run under the direction of a volunteer board and managed by a small number of dedicated full and part-time staff, and supported by a large number of volunteers. Being not for profit,Midsumma relies on support from local and State governments and corporate and community groups, as well as tens of thousands of individual donations. Without financial and other support is much admired.

1. The biggest festival ever with an estimated 200,000 (130), most tickets sold (over 7000), was our year ever – thank you.

2. Our other sponsors particularly Melbourne City of Yarra Trams, Arts Victoria – your financial and other support is thoroughly appreciated.

3. Media partners 30-300FM, Star Observer and summersun.co for promoting Midsumma and we look forward to your support and encouragement to our future development.

4. Our other sponsors particularly Melbourne City of Yarra Trams, Arts Victoria – your financial and other support is much admired.

5. My loyal Deputy Chair and Board member Simon Mallia (social media expert, pro-bono champion for improvement) and Andrew Stanie (the best fundraiser I have ever seen) thank you.

6. The rest of the board: Aar- han Leppert for their support and encouragement.

7. Various community leaders and organisations, including Melbourne City of Yarra Trams, POL, Melbourne Pride Month Board, and St. Vincent Community.

8. Our other sponsors particularly Melbourne City of Yarra Trams, Arts Victoria – your financial and other support is thoroughly appreciated.

2014 was our best festival yet. Despite some trepidation about funding, we look forward to the coming year with excitement.

Aaron Hockly
Chair of the Board, Midsumma Festival Incorporated

CHAIR’S REPORT
Aaron Hockly
Chair of the Board

The year to 30 June 2014, was a festival of visual art, theatre, spoken word, cabaret and cultural festivals spanning various disciplines, was Victoria’s pre-eminent festival and as Chair for over five years operating since 1988, Midsumma has grown into one of Australia’s largest arts festivals. Midsumma has served Midsumma well, through bad times and good. Instead of volunteer boards and managed by a small number of dedicated full and part-time staff and volunteers, Midsumma is run under the direction of a volunteer board and managed by a small number of dedicated full and part-time staff.

1. The departure of long-serving Treasurer Dean Ha- milton has served Midsumma well, through bad times and good. Instead of volunteer boards and managed by a small number of dedicated full and part-time staff and volunteers, Midsumma is run under the direction of a volunteer board and managed by a small number of dedicated full and part-time staff and volunteers. Being not for profit, Midsumma relies on support from local and State governments and corporate and community groups, as well as tens of thousands of individual donations. Without financial and other support is thorough.
Festival 2014 saw a significant change in the way one of the annual major Midsumma events was managed and executed.

It had become tradition until this year that Midsumma hosted a free Carnival event as the opening to the Festival during the day which was followed by a ticketed: dance party T Dance, the same night as a non-activated part of the same venue. In 2014, the model was altered and T Dance became a free event also, still following on from Carnival during the day, however the removal of the entry fee allowed us to use the same venue and staging as we have used for Carnival during the day, as well as expand the size of Carnival as we did not have the seclude a section to be used exclusively for T Dance in the evening.

Approximately 100,000 people attended Carnival across the day, which saw speeches from The Hon Dr Napthine, The Hon Heidi Victoria, The Hon Lord Mayor Robert Doyle as well as representatives from NAB, Telstra, IBM, Yarra Trams, Hobsons Bay City Council and City of Maribyrnong. Dr Napthine was also accompanied by GLBTIQ rights activist and well- respected performer Noel Tovey, to announce the Government’s plans to expunge criminal records of men convicted over gay sex.

As well as our respected speakers, over 120 stallholders were present at Carnival, both community groups and commercial companies, to show their wares and distribute information regarding services available to the GLBTIQ community. Entertainment was provided across three key areas; the Mainstage, the Victorian AIDS Council Community Stage and the beyondblue Sporting Precinct, as well as pop up performances by the Melbourne Rainbow Band across the day and a two dedicated safe spaces for youth and families. These dedicated spaces were the Youth Zone for those aged under 18 and was managed by youth organisation Minus 18, and a Kidz Zone for families with babies, toddlers and small children, managed by Rainbow Families Council.

The return of Carnival to Alexandra Gardens, after three years at Birrarung Marr, was a welcome move with public feedback indicating that the move was ‘welcomed’ and ‘prettier’ and ‘very good’. The move took place in the gardens and changes to T Dance structure also gave Festival organisers the chance to reinvent the site with a completely new layout. This was partially received with feedback telling us “The layout of Carnival made it easy to get around the site” and “I love the event in the same venue with the same layout it just works!”

The new model for T Dance was an overwhelming success, with only minimal feedback from the public that the event did not live up the same reputation as it had in previous years, when there was an entry fee to attend. Namely these comments related to not having a large headline act on stage and the transition between Carnival and T Dance not being clearly defined.

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As a matter of comparison, in 2013, 2,737 people attended T Dance (2,470 tickets sold and 267 complimentary tickets) and in 2012, 3,979 people attended T Dance (2,549 tickets sold and 430 complimentary tickets). It is estimated that approximately 8,000 people attended T Dance in 2014, as we are happy that this new model was a success when weighing up the saved costs and increased attendance.

MAJOR EVENTS

Festival 2014 saw a significant change in the way one of the annual major Midsumma events was managed and executed.
Midsumma 2014 was made up of 131 events. Many gained positive media attention for various reasons and most were very well attended.

Events such as visual arts exhibition Born This Way, which was presented by Labor Member for Albert Park and Parliamentary Secretary for Equality, Martin Foley at the Linden Art Gallery as well as The Vaudevillians starring Jinkx Monsoon at the GH Hotel and our highest selling event for 2014 Gaga V Assange all received very positive reviews both in the queer and mainstream arts media. This small selection of events above also shows how diverse Midsumma 2014 was. The 131 shows consisted of cabaret, sports, community and networking events, circus and burlesque, visual arts, parties and horror movies, live music, spoken word and literature-based events, as well as film screenings and a Midsumma presented conversation with New Zealand MP Louisa Wall, hosted by Crown Metropol.

Midsumma’s strength is its diversity, welcoming all aspects of the GLBTIQ and Allied communities through our open access programming and support staffing selection. This open access program allows for fundraising events such as the inaugural and very successful Lesbian Comedy Gala at Northcote Town Hall, which was our first event to sell out in 2014 and raised thousands of dollars for the Martin Guirl and Beistle in the Beer. Truck, which enjoyed the second highest ticket sales of the festival, Beistle on the Beer Truck was a queer comedy event, which raised over $15,000 for youth organisations. Midsumma was particularly proud of a very strong performing arts bill in 2014. Performances such as the heartfelt and confronting The Worst of Scottee (UK) moved us, the talented cast of RENT wowed us and Thank You For Being a Friend made us laugh as The Golden Girls were bought to life through puppetry.

The final show of what was a brilliant season at St Kilda venue Theatre Works, The Bitter Tears of Petra Von Kant by Fassbinder was both well received by audiences and critics, as was The Tempestuals at the re-emerging Mechanics Institute Brunswick. Overall Midsumma staff and board were extremely proud of the Festival as a package, sure that there was something for everyone and as proved by ticket sales in the last weekend, the program was thrilling enough to keep audiences interested from the first day to the last.

This group was set up to increase queer visibility, acceptance and participation in the Western suburbs of Melbourne. The GoWest program stretches from Footscray to Altona, Werribee to Sunshine and Hoppers Crossing with the main concentration of events in Williamstown and Newport. In 2014, seven Local Government Councils were involved in the initiative, as well as the Victorian Local Government Association hosting a peak event in collaboration with Hobsons Bay and Darebin City Councils and the Victorian Equal Opportunity and Human Rights Commission to showcase current and best practices as well as Local Government initiatives in the LGTQI space.

Midsumma would like to encourage where possible that two similar events combine to make one larger event. This in turn will attract a larger and more diverse audience, leading to the cross-polli- nation of ideas and conversations between communities.

1512x566
2014 PROGRAM HIGHLIGHTS

9
This was the second year Midsumma has received funding from City of Maribyrnong to produce a Midsumma Meets Maribyrnong program.

The 2014 program consisted of two events: One Day Camp Fest and Team Melbourne Midsumma Sports Day.

One Day Camp Fest was a joint effort between Midsumma and Joy 94.9FM to create a new and unique live music event as part of the Midsumma program. The day focused on unsigned alternative and independent local musicians, as this was selected as a group that is underrepresented within Midsumma programming currently.

The day was deemed a success, with approximately 200 people attending the event, despite temperatures of over 36 degrees!

Midsumma sold out of raffle tickets, which assisted to fund the event, food vendors were pleased with their sales and musicians sold more than expected. Popular local bands and music managers have expressed great interest in being a part of any future versions of the event.

The second event, Team Melbourne Midsumma Sports Day, was presented in collaboration with Team Melbourne and the AFL. Although we had extreme weather for sports participation with temperatures over 38 degrees, there was a very positive turnout on the day. Multiple mainstream news teams showed up on the day, which led to the event being featured on Channel 9, Channel 10 and the ABC news programs.

The day featured 14 sports available for the public to try their hand at on the day, from soccer to rowing, tennis to weight lifting, AFL clinics and ballroom dancing. Extra activities on the day kept patrons’ attention throughout the day, with the Queer Melbourne Massage Network offering free 10 minute massages as well as speeches from Melbourne Heart, the AFL and Team Melbourne.

QUEER COLLECTIVE: PERSONAL INSIGNIA

Darebin Partnered Visual Arts.

The launch of Queer Collective: Personal Insignia was at Francesco’s Bar on High Street Northcote, and featured a life sized zombie family, video work, graphic work and public inspired sculptures. The launch night sold $350 worth of art, as well as connected new business owners with council representatives and artists for ongoing programming.

Through out the remaining weeks of Midsumma the artists produced sculptures and window decals for participating shops in Darebin. Many of the shops gave extremely positive feedback, requesting to be apart of the project in future years. One shopkeeper even purchased some artwork from the artist to feature permanently in their business!

Midsumma worked with eleven artists, eight businesses on High Street, City of Darebin and Active Spaces on this project. It is estimated that over 350 people intentionally viewed the public facing art and thousands were passively exposed to the works.
2014 was a year of several changes. Our financial year has now moved to be in line with the standard financial year, being 1 July to 30 June each year. In doing so, this has resulted in the audited statements being for a 15 month period. We have changed over our accounting software from MYOB to XERO which will allow much more efficiency and accuracy being achieved that will benefit Midsumma greatly.

With the move of Carnival back to its original home, Alexandra Gardens, resulted in a hugely successful event that was incredibly well received and supported by the Midsumma Board, Patrons, Sponsors and most of all the wonderfully supportive community, without whom events like this would never succeed.

The 2014 Festival was a major financial success and has helped to recover from the heavy losses sustained from the 2013 Festival. This has placed Midsumma in a great financial position to operate effectively to deliver you an even better Festival for 2015, and hopefully this trend will continue year after year.

We continue to rely heavily on donations and support from our Patrons, Sponsors and the community to deliver successful Festivals.

As incoming Treasurer, I would first like to take this opportunity to thank Dean Hamood for his outstanding contribution to Midsumma Festival during his many years as Treasurer. Dean and the team at Midsumma have worked together to present you with the results for this 2014 financial year.

Taking part in the 2014 Festival, I had the luxury to assist at arm’s length and see what happens behind the scenes at Carnival and throughout the festival. It truly is a magnificent fest which would not happen without the continued support of the Victorian community.

During 2014 a number of key financial highlights are worthy of mention. In line with changes to the Midsumma constitution, the financial year for Midsumma Festival Inc is now the twelve months ending 30 June of each year, in line with regular Australian Corporations. This has meant that the audited accounts for 2014 reflect the information for the period 30 June 2013 to 30 June 2014 (15 months). For comparison purposes, the financial position as at 30 March 2014 has been prepared for the 2014 report.

The results for the 2014 Festival were extremely positive, with high turnout and support at Carnival and festival events. Continued support from our Patrons and Sponsors is paramount to the continued sustainability of the Festival and I welcome members to introduce new Patrons into the fold.

Finally, I look forward to the 2015 Festival, the 2015 Midwinta Festival and Pride March 2015. I hope to see you there.

Jamal Hakim
Incoming Treasurer
## INCOME STATEMENT 1 APRIL 2013 TO 30 JUNE 2014

<table>
<thead>
<tr>
<th></th>
<th>2014 $</th>
<th>2013 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Members Fees</td>
<td>532</td>
<td>723</td>
</tr>
<tr>
<td>Public Funding – Arts Victoria</td>
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<td>40,000</td>
</tr>
<tr>
<td>Public Funding – City of Melbourne</td>
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<td>76,202</td>
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<td>Public Funding – Others</td>
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<td>Corporate Funding &amp; Sponsorships</td>
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<td>Discounts &amp; Future Support</td>
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<td>Public March</td>
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<td>In Kind Income</td>
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<tr>
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<td>In Kind Expenditure</td>
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<td>Total Expenditure</td>
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<td>1,217,150</td>
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<table>
<thead>
<tr>
<th>Net Surplus For the Period Ended 30 June 2014</th>
<th>2014 $</th>
<th>2013 $</th>
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<tbody>
<tr>
<td>Net Surplus</td>
<td>154,769</td>
<td>-78,883</td>
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## BALANCE SHEET AS AT 30 JUNE 2014

<table>
<thead>
<tr>
<th>Current Assets</th>
<th>JUN 2014 $</th>
<th>MAR 2014 $</th>
<th>MAR 2013 $</th>
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</thead>
<tbody>
<tr>
<td>Cash</td>
<td>147,625</td>
<td>106,287</td>
<td>25,825</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>43,052</td>
<td>16,574</td>
<td>28,727</td>
</tr>
<tr>
<td>Investment in Gaybies</td>
<td>0</td>
<td>2,754</td>
<td>2,754</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>193,709</td>
<td>125,615</td>
<td>57,306</td>
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<table>
<thead>
<tr>
<th>Fixed Assets</th>
<th>JUN 2014 $</th>
<th>MAR 2014 $</th>
<th>MAR 2013 $</th>
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</thead>
<tbody>
<tr>
<td>Plant &amp; Equipment</td>
<td>322,189</td>
<td>574,408</td>
<td>4,455</td>
</tr>
<tr>
<td>Less Accumulated Depreciation</td>
<td>522,189</td>
<td>574,408</td>
<td>4,455</td>
</tr>
<tr>
<td>Total Fixed Assets</td>
<td>193,709</td>
<td>125,615</td>
<td>57,306</td>
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<table>
<thead>
<tr>
<th>Liabilities</th>
<th>JUN 2014 $</th>
<th>MAR 2014 $</th>
<th>MAR 2013 $</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
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<td>52,189</td>
<td>52,189</td>
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<tr>
<td>Loans</td>
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<tr>
<td>Other Expenses</td>
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<td>52,189</td>
<td>52,189</td>
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<tr>
<td>Prepaid Grants</td>
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<td>Total Current Liabilities</td>
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<tr>
<td>Total Liabilities</td>
<td>193,709</td>
<td>125,615</td>
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<th>JUN 2014 $</th>
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<td>193,709</td>
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<td>57,306</td>
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<td>125,615</td>
<td>57,306</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Current Liabilities</th>
<th>JUN 2014 $</th>
<th>MAR 2014 $</th>
<th>MAR 2013 $</th>
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<tbody>
<tr>
<td>Accounts Payable</td>
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<td>Loans</td>
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<tr>
<td>Other Expenses</td>
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<td>0</td>
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<tr>
<td>Prepaid Grants</td>
<td>32,072</td>
<td>30,763</td>
<td>3,986</td>
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<tr>
<td>Total Current Liabilities</td>
<td>35,711</td>
<td>40,303</td>
<td>55,168</td>
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<tr>
<td>Total Liabilities</td>
<td>35,711</td>
<td>40,303</td>
<td>55,168</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>JUN 2014 $</th>
<th>MAR 2014 $</th>
<th>MAR 2013 $</th>
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</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>35,711</td>
<td>40,303</td>
<td>55,168</td>
</tr>
<tr>
<td>Total Assets</td>
<td>193,709</td>
<td>125,615</td>
<td>57,306</td>
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<table>
<thead>
<tr>
<th>Equity</th>
<th>JUN 2014 $</th>
<th>MAR 2014 $</th>
<th>MAR 2013 $</th>
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<tr>
<td>Current Year Earnings</td>
<td>154,769</td>
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<td>Retained Earnings</td>
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<td>3,229</td>
<td>82,112</td>
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<tr>
<td>Total Equity</td>
<td>157,998</td>
<td>113,962</td>
<td>3,229</td>
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**STATEMENT OF CASH FLOWS FROM 1 APRIL 2013 TO 30 JUNE 2014**

<table>
<thead>
<tr>
<th>Category</th>
<th>2014 $</th>
<th>2013 $</th>
<th>2012 $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Flow – Operating Activities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants – Arts Victoria</td>
<td>90,000</td>
<td>80,000</td>
<td></td>
</tr>
<tr>
<td>Grants, Sponsorships, Other Income</td>
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<td>700,049</td>
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</tr>
<tr>
<td>Expenses to Expenditure</td>
<td>679,762</td>
<td>567,048</td>
<td></td>
</tr>
<tr>
<td>Net Cash Recieved From Operating Activities</td>
<td>1,575,282</td>
<td>942,043</td>
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<tr>
<td><strong>Cash Flow – Investing Activities</strong></td>
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<tr>
<td>Purchase of Equipment</td>
<td>4,049</td>
<td>3,547</td>
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<tr>
<td>Sale of Office Equipment</td>
<td>0</td>
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<tr>
<td>Net Increase In Cash</td>
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<td>-73,469</td>
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<tr>
<td><strong>Changes in Working Capital</strong></td>
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</tr>
<tr>
<td>Increase / Decrease in Receivables</td>
<td>-14,324</td>
<td>-3,745</td>
<td></td>
</tr>
<tr>
<td>Increase / Decrease in Payables</td>
<td>-22,821</td>
<td>9,649</td>
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<tr>
<td>Net Cash Provided From Operating Activities</td>
<td>125,850</td>
<td>-69,922</td>
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</tr>
</tbody>
</table>

**PROFIT & LOSS ENDED 30 JUNE 2014**

<table>
<thead>
<tr>
<th>Income</th>
<th>JUN 2014 $</th>
<th>JUN 2013 $</th>
<th>MAR 2012 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members Fees</td>
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<td>69</td>
<td>723</td>
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<tr>
<td>Public Fundraising</td>
<td>23,078</td>
<td>34,810</td>
<td>27,610</td>
</tr>
<tr>
<td>Corporate Sponsorship, &amp; Sponsorships</td>
<td>126,450</td>
<td>112,153</td>
<td>104,126</td>
</tr>
<tr>
<td>Total Income</td>
<td>1,200,635</td>
<td>1,080,370</td>
<td>1,138,267</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>JUN 2014 $</th>
<th>JUN 2013 $</th>
<th>MAR 2012 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration Expenses</td>
<td>110,763</td>
<td>88,610</td>
<td>85,111</td>
</tr>
<tr>
<td>Festival Expenses</td>
<td>412,914</td>
<td>358,837</td>
<td>557,631</td>
</tr>
<tr>
<td>Total Expenditure</td>
<td>1,045,866</td>
<td>969,637</td>
<td>1,217,150</td>
</tr>
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</table>

| Net Surplus / Deficit | 154,769 | 110,733 | -78,883 |

**Cash at Banks & On Hand 30 June 2014**

<table>
<thead>
<tr>
<th>Bank</th>
<th>2014 $</th>
<th>2013 $</th>
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</thead>
<tbody>
<tr>
<td>ING</td>
<td>0</td>
<td>1,430</td>
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<tr>
<td>CBA</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Westpac</td>
<td>28,497</td>
<td>18,466</td>
</tr>
<tr>
<td>NAB</td>
<td>89,434</td>
<td>4,396</td>
</tr>
<tr>
<td>Cash at Banks &amp; On Hand</td>
<td>147,625</td>
<td>25,824</td>
</tr>
</tbody>
</table>
In our opinion, the financial report of Midsuma Festival Inc. has been prepared in the above basis. The financial report presents a true and fair view in accordance with the accounting policies disclosed in Note 1 in the financial statements, the financial position of Midsuma Festival Inc. as at 30 June 2014 and the results of its operations and cash flows for the period then ended.

Reported by:

group of accountants

MIDSUMMA FESTIVAL INC
MIDSUMMA 2014 ANNUAL REPORT

TREASURER’S REPORT

19
A total of 180,000 people attended Midsumma 2014, up from 132,000 in 2013. Attendance at Carnival was approximately 100,000, with T Dance drawing in approximately 8,000.

Nearly 10,000 tickets were sold via Midsumma.org.au for ticketed events. Midsumma.org.au accounts for approximately 40% of the tickets sold throughout Festival. Attendance at Carnival was approximately 100,000, with T Dance drawing in approximately 8,000.

The following ticketing report is based upon sales through midsumma.org.au only. It is worth noting that some events who did not sell overly well through midsumma.org.au, did sell very well through other means, primarily the venue box office. These shows included The Bitter Tears of Petra Von Kant by Fassbinder, Word Is Out and a selection of parties which are more likely to have door sales rather than pre-purchased tickets. Midsumma handles ticket sales through midsumma.org.au internally, meaning this is not outsourced to a ticketing provider such as Ticketmaster. This allows Midsumma to draw the following data from ticket sales, which assists in discovering the successes and gaps in our marketing campaigns and statistics to Festival.

Top 10 selling events through midsumma.org.au (based on number of tickets sold) were:
1. Gaga v Assange
2. Battle On The Bent Track
3. CONFETTI
4. The Laugh Out Loud Big Gay Comedy Night
5. Thank You For Being A Friend
6. RENT
7. Standing on Ceremony – The Gay Marriage Plays
8. Miss Gay & Miss Transsexual Pageant Australia 2014
9. In Vogue: Songs By Madonna
10. Sweet Dreams: Songs By Annie Lennox

Every ticket buyer was asked to give information about how they found out about the show they were purchasing tickets for. The below is the results of this information, showing that Word of Mouth, the Printed Program Guide and Website are the three primary sources that drive people to purchase tickets.

Other areas are never expected to be a primary reason for a ticket purchase, such as Midsumma invites, Email (EDMs) or Telstra Blogger recommendations, however these do form part of a larger marketing strategy and are equally as important as a support strategy to the Midsumma printed guide and website.
In 2014, there were over 100,000 website visitors and 39,000 copies of the guide distributed.

COMMUNICATIONS

From the launch of pre-release tickets on 22 November 2013 to the last day of Festival on 2 February, 102,691 unique visitors used midsumma.org.au. 4,435 people downloaded the Midsumma iPhone/iPad application, which is an increase on the 3,745 people who downloaded the Festival 2013 application.

In 2014, 39,000 copies of the Midsumma printed program guide were printed and distributed across QLD, NSW, VIC with specific concentration areas of Metropolitan Melbourne from St Kilda to Northcote, Richmond to Footscray as well as Hobsons Bay City Council.

The highlight again of the Midsumma outdoor marketing campaign was the partnership with Yarra Trams, which saw one third of the tram fleet showcasing Midsumma ‘tram faces’ from November 2013 to February 2014, as well as brochures and posters featuring Premier Events being carried onboard these trams.

New in 2014, was the partnership with Mr Moto which saw 1,000 café poster printed and distributed across greater Melbourne, as well as given out at the Midsumma Launch event for supporters to hang at home, at work and have a little piece of Midsumma in their ‘everyday’.

The heroes of the Midsumma communications campaign 2014 were relaunched midsumma.org.au, the printed program guide, the trams collateral and the pro bono services of Fenton Communications who provided publicity services to Midsumma in 2014. Without this support Midsumma would not have had a dedicated publicity team and feel that ticket sales would have been deeply impacted.

The program guide is our primary piece of printed collateral and one of our chief forms of communication with event attendees, the other being midsumma.org.au. Due to this, certain feedback questions were asked around the presentation and quality of the information within the guide.

PRINTED PROGRAM GUIDE

In partnership with Star Observer, Midsumma produced a 48-page printed program guide, in full colour and showcasing the 131 events in all their glory.

In partnership with Star Observer, Midsumma produced a 48-page printed program guide, in full colour and showcasing the 131 events in all their glory.

Midsumma and Yarra Trams have enjoyed a great relationship since 2011, and we thank them for their commitment to the GLBTIQ community and queer arts and culture.

The highlights of the partnership are the tram faces, which in 2014 were the graphic above, which was plastered across the form of one third of the tram fleet in Melbourne. This iconic form of communications allows for Midsumma, a fringe Festival at heart, to reach in to the mainstream audience’s everyday in a way that traditional print and digital advertising cannot do.

In addition to the tram faces, all Midsumma Premier and Major events had a personalised poster that was printed by Yarra Trams and posted on board the trams in the designated poster frames.

The final highlight of the Yarra Trams partnership is an eight-page brochure (DL) that is printed by Yarra Trams and distributed to the on-board hand-out stands across the tram fleet network. These brochures feature all Premier and Major events also.

COMMUNICATIONS
Returning in 2014 was the Midsumma café poster. With thanks to Mr Moto, who printed and distributed the posters pro bono, these posters could be seen across the greater Melbourne area in cafes/restaurants, venues, bars, laundromats and other participating spaces. The posters were a flashy full colour adaption of the 2014 hero image and tagline; immerse yourself.

Midsumma was fortunate enough in 2014 to receive pro bono support from Fenton Communications; media and communication specialists. Many thanks to David Micallef who spent countless hours working on the Festival’s publicity plan and execution. David is the Head of Media and Digital at Fenton Communications and having him on-board was beneficial to existing Midsumma staff and allowed the Festival to engage two publicity students as interns to aid in their learning and also to allow for greater systems of organisation surrounding the manner in which Midsumma communicates with the media and vice versa.

The two publicity interns in 2014 were Mitchell Blincoe, a current student of Bachelor of Communications, specialising in Public Relations, at RMIT University, and Kimberley Dinh, a current Bachelor of Arts (Public Relations) student at Deakin University. Both interns worked from the Midsumma office 2-3 days per week from December to February and were a joy to have as part of the team.
Midsumma 2014 saw over 100,000 people access midsumma.org.au, a 37% increase on 2013.

Midsumma’s web presence in 2014 was a great success. Building on the progress made in 2013 and 2014 our web presence continues to expand with many exciting new features on the way for Festival 2015.

Working with the Martin Klimas artwork used in Festival 2014’s marketing, the website featured strong imagery and media to make browsing the program a more visual experience than ever before.

After a surge in web traffic in 2013, we experienced the same again for Midsumma 2014. We found that in 2014:

- Unique visitors increased 37% to 102,691 (up from 75,201 in 2013).
- Total visits increased 16% to 150,313 (up from 129,961 in 2013).
- 62.8% of visitors were new vis-
tors (up from 55.08% in 2013).
- 48.68% of visitors accessed the site from a mobile device (up from 44.49% in 2013 and 7.25% in 2012).
- Midsumma.org.au served over half a million pageviews (535,953 up from 500,592 in 2013).

Around key dates of Midsumma’s marketing campaign website usage increased:

- Unique visitors on the week of program launch increased 207% to 10,106 (up from 3,295 in 2013).
- Unique visitors on the opening day of festival increased by 34.45% to 11,038 (up from 8,210 in 2013).

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- Unique visitors on the opening day of festival increased by 34.45% to 11,038 (up from 8,210 in 2013).
Across Festival 2014, just under 200 volunteers worked on Midsumma Festival. From board members, to in-office support, bar staff to ushers, photographers to box office and everything in between. It is this huge amount of support that keeps Midsumma alive.

Annually volunteers donate approximately 6,750 hours to supporting Midsumma Festival. The major aspects of this are board of management time, year-round volunteer Alan Drummond’s time and the large volunteer task force that goes into the execution of Carnival. IBM again supported the volunteer program in 2014, and we thank them for their contributions to this important program.

Every year Midsumma asks volunteers for feedback about their experience at Midsumma, please see the summary of responses below for regarding the experience of volunteers as a part of Midsumma 2014.

VOLUNTEER PROGRAM

The following figures were taken from Midsumma’s annual volunteer experience survey.
The following figures were taken from Midsumma's annual volunteer experience survey.

**MOTIVATION TO VOLUNTEER**

- To gain work experience: 13% Strongly Agree, 17% Agree, 22% Neutral, 26% Disagree, 22% Strongly Disagree
- To learn new skills: 9% Strongly Agree, 13% Agree, 43% Neutral, 1% Disagree, 35% Strongly Disagree
- To be with my friends: 13% Strongly Agree, 13% Agree, 22% Neutral, 35% Disagree, 17% Strongly Disagree
- Just for something to do: 13% Strongly Agree, 13% Agree, 17% Neutral, 22% Disagree, 35% Strongly Disagree
- To meet people / socialise: 13% Strongly Agree, 30% Agree, 61% Neutral, 1% Disagree, 1% Strongly Disagree
- To be involved in the arts: 39% Strongly Agree, 43% Agree, 13% Neutral, 1% Disagree, 4% Strongly Disagree
- To be involved in the queer community: 61% Strongly Agree, 26% Agree, 9% Neutral, 1% Disagree, 4% Strongly Disagree
- To get to know Melbourne: 13% Strongly Agree, 22% Agree, 43% Neutral, 17% Disagree, 9% Strongly Disagree

**VOLUNTEER EXPERIENCE**

- Was a rewarding experience: 13% Strongly Agree, 17% Agree, 22% Neutral, 26% Disagree, 22% Strongly Disagree
- To learn new skills: 9% Strongly Agree, 13% Agree, 43% Neutral, 1% Disagree, 35% Strongly Disagree
- To be with my friends: 13% Strongly Agree, 13% Agree, 22% Neutral, 35% Disagree, 17% Strongly Disagree
- Just for something to do: 13% Strongly Agree, 13% Agree, 17% Neutral, 22% Disagree, 35% Strongly Disagree
- To meet people / socialise: 30% Strongly Agree, 0% Agree, 0% Neutral, 9% Disagree, 61% Strongly Disagree
- To be involved in the arts: 39% Strongly Agree, 43% Agree, 13% Neutral, 1% Disagree, 4% Strongly Disagree
- To be involved in the queer community: 61% Strongly Agree, 26% Agree, 9% Neutral, 1% Disagree, 4% Strongly Disagree
- To get to know Melbourne: 13% Strongly Agree, 22% Agree, 43% Neutral, 17% Disagree, 9% Strongly Disagree
If you had to describe Carnival to someone who had never been before, what would you say?

"Prideful, colourful event that highlights GBILT culture."

"A smorgasbord of Melbourne's GBILT community - from drags and dogs to cars and rugby.... And all faces smiling, and not a sniff of violence."

"The entire queer community coming together, enjoying a wide variety of experiences and building a strong community presence in the process."

"The biggest single gay event in Australia, connecting the largest range of the GLBTI community from all over the state."

"Midsumma is a diverse collection of events for us to enjoy and learn about who we are and how we fit into the wider community, as well as celebrating who has been excluded, which may make us feel that we still have a way to go before we can feel fully accepted by the wider community."

"It is a hybrid between Picnic in the Park and a Fair"

"It's Melbourne's gayest outdoor picnic and party, a coming together of all the diverse colours of our community to celebrate who we are. Most of all, it's a celebration of what we've achieved and a chance to mix and be ourselves in a safe, supportive, public space."

"Culturally diverse. Accepting. Flamboyant."

"Excellence in theatre, art, sport and community - merging fun and integrity all with a smile and personal humour."

"An awesome display of queer culture, underpinning performances and a celebration of queer culture and diversity."

"An annual display of queer culture, underpinning performances and a celebration of queer culture and diversity."

"A fantastic fun day for all the family with plenty of entertainment and a fun atmosphere."

"It's Melbourne's biggest outdoor picnic and party, a coming together of all the diverse colours of our community to celebrate who we are. Most of all, it's a celebration of what we've achieved and a chance to mix and be ourselves in a safe, supportive, public space."

"A fantastic and vibrant atmosphere with a great sense of community. A nice place to have a picnic with friends, meet new people and find out more of what clubs and services are available within the LGBTIQ community."

"The entire queer community coming together, enjoying a wide variety of experiences and building a strong community presence in the process."

"A fun day for all the family with plenty of entertainment and a fun atmosphere."

"A fantastic fun day for all the family with plenty of entertainment and a fun atmosphere."

"A smorgasbord of Melbourne's GBILT community - from drags and dogs to cars and rugby.... And all faces smiling, and not a sniff of violence."

"A great chance to view LGBTQI arts and performances"

"Culturally diverse. Accepting. Flamboyant."

"The biggest GBILT festival of arts, sport and entertainment in Victoria."

"A great range of really high quality work appealing to all ages and interests."

"A highlight between Picnic in the Park and a Fair"

"Excellence in theatre, art, sport and community - merging fun and integrity all with a smile and personal humour."

"A showcase of Melbourne's GLBTI community - from drag and drag to men and rugby. And all those naming and me a riff of culture."

"A fantastic and diverse family event."

"A great chance to view LGBTQI arts and performances"
Midwinta takes great pleasure in presenting our first Midwinta Festival; a festival we hope to become as integral a part of Melbourne’s culture as the annual Midsumma Festival.

Midsumma follows community feedback that Midsumma, Pride March, Melbourne Queer Film Festival and Chill Out all occur at the start of the year leaving a long gap in the GLBTI calendar. The cornerstone of Midwinta is a gala ball on 15 August 2014 in the Savoy Ballroom of the Grand Hyatt. This is a night to frock or suit up (or both), enjoy a 3 course meal, experience tremendous talent and dance the night away. The night aims to raise funds for Midsumma through an auction of goods and services generously donated by many businesses and individuals. Our first Midwinta is bookended by exhibitions from Midsumma’s past and present visual arts coordinators. Rat Simpson’s exhibition “libeRATe” opens the festival. Midwinta closes with Tim Bateson’s exhibition, “Medicated”. In 2013, Tim was diagnosed with Mantle Cell Lymphoma and has been undergoing treatment since. A close friend of our family has been going through the trauma of chemotherapy over a similar period to Tim’s words resonated with me personally like it will with many of you:

“My cancer has shifted my reality and those around me. It has uncovered the deep shit values, needs and wants”.

Tim has always been a fighter and his journey has been an inspiration to those of us who know him. Tim and his husband Keith have been huge supporters of Midsumma over many years includ- ing sitting on the board and our thoughts and best wishes are with them and their daughters. 50% of the proceeds from “Medicated” sales go to the Peter MacCallum Cancer Foundation.

In between these exhibitions are events run by arts, sports and community groups big and small including fundraisers for Melbourne’s gay and lesbian business association, GLOBE; premier umbrella sports organisation, Team Melbourne; gay and lesbian volleyball club LGBT and the annual Pride March, which Midsumma recently took the reins of.

MIDWINTA FESTIVAL
STAFF + SUPPORTERS

Festival Manager: Monique Thorpe
Administrator / Projects Officer: Adrian Jasmin
Production Manager: Helen Papadomanolakis
Ticketing Manager: Husker Agias
Digital Media Manager: George Gouveas
Web dudes/news Editor: Alan Drummond (year-round volunteer)

Mobile App Developer: Ben Deckys
Digital Content Intern: Katrina Varey
Publicity Interns: Mitchell Bilian & Kimberley Dinh
Social Media Intern: Adam Jordan
Design Volunteers: Tongs Human, teagshumm.com, ditokadum.com

STAFF AND KEY VOLUNTEERS

Aaron Hockly
Elected Chair at 2013 AGM
Role: Chair
Member of Modumma Operations and Programming Committees

Jamal Hakim
Elected to the board of directors at 2013 AGM
Role: Treasurer (incoming)
Member of Modumma Operations Committee

Kate Wickett
Elected to the board of directors at 2012 AGM
Member of the Midsumma Funding Committee.

Tennille Moisel
Elected to the board of directors at 2013 AGM
Member of the Midsumma Operations and Engagement Committees.

Simon Mallia
Co-opted to the board of directors in March 2014
Member of the Midsumma Funding Committee.

Jane Daniels
Resigned Feb 2014

Dean Hamood
Re-elected to the board of directors at 2013 AGM
Role: Treasurer (outgoing)
Member of Midsumma Operations Committee

Aaron O'Shannessy
Elected to the board of directors at 2013 AGM
Role: Treasurer (incoming)
Member of Midsumma Operations Committee

Adam Gardnir
Elected to the board of directors at 2013 AGM
Member of the Midsumma Programming Committee.

Darren Donnelly
Elected to the board of directors at 2013 AGM
Member of the Midsumma Engagement and Funding Committees.

Andrew Staite
Co-opted to the board of directors in March 2014
Member of the Midsumma Funding Committee.

Steven Hunter
Elected Feb 2014

BOARD MEETINGS

Attending

Apology

Aaron Hockly
Chair
8
2
Rachael Simpson
Deputy Chair
8
2
Dean Hamood
Outgoing Treasurer
5
2
Jamal Hakim
Incoming Treasurer
5
1
Aaron O'Shannessy
Secretary
8
2
Kate Wickett
6
4
Adam Gardnir
6
4
Darren Donnelly
8
2
Tennille Moisel
8
2
Andrew Staite
Co-opted in December 2013
5
1
Simon Mallia
Co-opted in December 2013
5
1
Jane Daniels
Co-opted in February 2014
4
2
Steven Hunter
Resigned in February 2014
3
3
<table>
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<tr>
<th>Diamond Patrons (5,000+)</th>
<th>Lisa Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business woman and former Midsumma Chair</td>
</tr>
<tr>
<td>Gold Patron ($4,000 – $4,999)</td>
<td>Andrew Staie</td>
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<tr>
<td></td>
<td>Midsumma Board Member, Managing Director: SME</td>
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<tr>
<td>Silver Patron ($1,000 – $1,999)</td>
<td>Dean Hamood</td>
</tr>
<tr>
<td></td>
<td>Treasurer and Manager of Purchasing Services – Corporate Support Hub &amp; Payment Services at Monash University</td>
</tr>
<tr>
<td>Rainbow Patrons ($500 – $1,000)</td>
<td>Martin Foley</td>
</tr>
<tr>
<td></td>
<td>State Labor MP for Albert Park</td>
</tr>
</tbody>
</table>

MIDSUMMA 2014 PATRONS

PARTNERS

PRINCIPAL PARTNER

MAJOR PARTNERS

MEDIA PARTNERS

SUPPORTING PARTNERS

STAFF + SUPPORTERS