SUMMARY OF KEY ACHIEVEMENTS OF THE 2019 MIDSUMMA FESTIVAL
and broader 2018/2019 YEAR

Significant impact and achievements Midsumma Festival – Jan 19 to Feb 10 2019:

- **179 events** in over 70 venues. Midsumma has achieved a growth in program scale of more than 43% in 2 years.

- Total attendances of **284,089**, which now makes Midsumma one of the largest festivals in Victoria in terms of attendance. This was a 7.2% increase on 2018 which had in itself been a huge increase over 2017. Midsumma has achieved an overall audience growth of 54% over the past 2 years with the dedicated arts program growing in attendances by **65.4% in the same period**. Of the 2019 attendees *Midsumma Presents*, our curated arts and culture program of events we directly produce or co produce ourselves (made up of both ticketed and free events) achieved total attendances of **197,868** (compared with 139,249 in 2018).

- **Attracting new audiences** – 33% of the Festivals 2019 audiences were attending their first ever Midsumma Festival. Audience stats. over the past 3 years figures show we are sustaining new audiences whilst continuing to find new ones. **42%** of 2018 festival had been attending their first ever Midsumma Festival.

- Attendance surveys show that Midsumma Festival attracts the broad attendances across age ranges and demographics; truly representing inclusion and diversity in all its forms.

- Highly accessible with an average of **44% of events free** over the last 3 festival’s, and average ticket price for ticketed events of $22 in 2019.

- Increased social media engagement - Facebook - **60% increase** in post reach and **75% increase** in engagement compared to 2018. Twitter - **56% increase** in post reach, **2% increase** in mentions, **213% increase** in followers compared to 2018.
• We also recorded a **26.5% increase** in website traffic during Midsumma Festival 2019 compared to the same period for Midsumma Festival 2018. On the day of Midsumma Carnival (20 Jan 2019) alone we recorded 12,178 visits to the Midsumma website.

• **184 community stalls** at Midsumma Carnival (up from 168 the previous year and 142 the year before). A **29.6% increase** in numbers of community and corporate stalls in the last 2 years.

• Significantly increases in engagement in all strategic priority areas, including families, youth, indigenous, culturally and linguistically diverse and disability cultures.
  o Disability access and engagement initiatives within Midsumma Festival saw a **33% increase** in Auslan interpretation (having achieved a 54% increase the year before). 70% of events with Midsumma 2018 had Auslan interpretation or had blind/low vision support services directly provided. Our program guide was provided in multiple formats to maximise accessibility. Midsumma partnered with Arts Access Victoria, Description Victoria, Auslan Stage Left and Guide Dogs Victoria to deliver multiple multi layered access and engagement initiatives.
  o Increased participation by seniors (over 64 years of age). 4% of attendees in 2019 up from 2% in 2018.
  o Increasing attendees identifying as Trans and Non-Binary in each of the past two years.

• 2019 Midsumma Carnival achieved its **highest ever attendance** on record, estimated at 118,000.

• March numbers and attendance numbers for 2019 Midsumma Pride march were the **highest ever recorded**, with 7,430 marching in 2019. March numbers have grown 23.8% in the past 3 years. Attendances have grown 18.7% over the last 3 years. March numbers for
Midsumma Pride March is the largest annual march in Victoria (well above Moomba and Australia Day March in terms of participant numbers).

- For the first time ever Midsumma produced a Trans/Gender Diverse signature Project **BODY** (a mini festival within a festival) in partnership with Arts House, with satellite projects at Arts Centre Melbourne and Incinerator Gallery. This landmark project, of **national significance**, included works by 27 trans and gender diverse artists and 3 intersex artists, locally and internationally including new works commissioned by the festival especially for this project. The sold-out Gender Euphoria showcased the first professional all gender diverse cast on a mainstage in Australia and touring production MDLSX (Italian company Modus) the first professional international intersex production toured to Victoria.

- Increased international engagement. It is vital that LGBTIQA+ artists present their work within a national and international context. Midsumma Festival has built its capacity to collaborate internationally and this year’s festival included increased international presentations directly facilitated by Midsumma: Italy’s Motus, South Africa’s Nakhane & New Zealand’s Kelly O’Shea as well as international annual online exhibition QueerTech.io. Increased international presentation featuring in our open-access program included works from UK, Ireland, USA; presented at venues including Arts Centre Melbourne, Theatre Works, Substation, BalletLab.

- Increased female attendance was a goal in the current 3-year planning period. Midsumma has seen an increase in female attendances of **10%** in the past two years since seeking to address this in both programming and marketing. (2019 - 45% male, 44% female)

- Increased number of ‘Hub Venues’ and increased breath of venues, including new established venues and institutions programming for Midsumma (venues in the last 2 years have included Melbourne Museum, State Library of Vic, ACMI, Melbourne Recital Centre,
Regent Theatre, Abbotsford Convent, Blak Dot Gallery, Arts Centre Melbourne).

- External recognition for the increased artistic quality and artistic breadth of programming in 2019.

- **Increasing visitations and associated economic impact.** 7% of audiences survey travelled to Melbourne from outside the State specifically for the Midsumma Festival. Attendances from overseas - **3% of audiences** surveyed. 8% of audiences surveyed travelled to Melbourne from regional Victoria for Midsumma 2019. 74.6% increase in direct economic impact and 72% increase in gross economic impact to the state’s economy. According to primary data collected (independent external analysis) on visitor spending and financial reports on organisational spending, the **direct economic impact of the festival was $14 million** (up from $8.02 Million in 2018). After application of relevant gross value add multipliers (using recognised ABS multipliers), the broader impact of the festival events on local economies has been estimated by Culture Counts at **$32 million** (up from $18.6 Million in 2018).

**AUDIENCE ATTENDNACE DEMOGRAPHICS – 2019 Festival**

- Male 45%
- Female 44%
- Transgender 2%
- Non-Binary 7%
- Other 2%

**Age demographics** (figures below not including youth or children attending with adults, see additional info on these figures.

- 18 to 24 years 17%
- 25 to 34 years 39%
35 to 44 years 19%
45 to 54 years 14%
55 to 64 years 7%
Over 65 years 4%

Of those above 2% of attendees were attending the festival with young people / children:

- 46% of these were attending with teenagers over 12 but under 18 years of age
- 38% were attending with children between the ages of 5 years and 11 years of age
- 19% were attending with children under 4 years of age.

Sexual Identity of audiences

- Lesbian 14%
- Gay 38%
- Bisexual 11%
- Queer 13%
- Heterosexual 15%
- Asexual 1%
- Pansexual 5%
- Other/Prefer not to say 2%

DEVELOPMENTAL PROJECTS ‘OUT OF FESTIVAL’ PERIOD’ for 2018/2019

- 10 early career/young LGBTQIA+ artists and culture makers are currently undertaking a comprehensive nine-month mentorship program Midsumma Futures (2nd year this program has occurred).
- 9 LGBTQIA artists living with a disability took part in Pathways development mentorship program in the second half of 2018.