The 29th Midsumma Festival was our biggest yet. With our highest number of partners signing and re-signing with Midsumma, the 2016 festival was punctuated with a record level of support and representation from over 21 organisations based here in Victoria.

After the launch of our 2015 – 2020 strategic plan with the clear vision to “inspire inclusion colourfully”, the hundreds of event producers, venue managers, artistic directors and event activation specialists who all contribute to Melbourne’s largest DGS (Diverse Gender and Sexuality) festival program have delivered across the board.

This year’s festival included three world and several Australian premier theatrical productions. We also saw our largest ever visual arts program with 28 separate exhibitions around greater Melbourne. As always – the social events calendar was full of parties, forums and annual club events.

Our major events continued to grow in both attendance and quality. 2016 also saw the inclusion of a new major event – the National Water Polo League Pride Cup. The first top 10 elite sport in Australia to declare an annual Pride Cup round for both their men’s and women’s teams.
2016 was a year of change and growth for the Midsumma Festival, with Aaron Hockly stepping down as Chair to focus on the birth of his new son and Tennille Moisiel moving on as Festival Director to pursue new opportunities.

I was thrilled to be voted by the Board to step into the role of Chair and lead Midsumma into its 30th year. As part of this, Midsumma appointed a number of new senior executives to the Board and conducted a national search for our first ever CEO.

For the most part, the 2016 Festival was an astounding success delivering a record number of events to a record number of people. We were thrilled to welcome an incredible 105,000 people to Carnival and to see such great diversity in the crowd from our amazing community.

Throughout the festival we welcomed 200,000 attendees across 151 registered events. Midsumma is extremely proud of these numbers and grateful to all of our producers, artists and venues for the effort that went into allowing us this level of growth.
The board is focused on the future. With a strong emphasis on protecting the DNA of Midsumma Festival, while ensuring that we open the festival to a more diverse portion of the LGBTIQ+ community to ensure that we are truly inclusive.

I am thrilled with the results of 2016 and the growth that has been achieved and am extremely excited about the plans already underway to deliver for our 30th year in 2017. Midsumma will be showcasing all that is wonderful about the arts and culture scene Melbourne has to offer while bringing together the LGBTIQ+ community.

Our supporters and sponsors are many and varied and we literally could not operate without them. We are grateful for the love and support they show. A special thank you to our principal partners City of Melbourne and NAB.

A great big thank you to the Midsumma team past and present and the many volunteers who make the festival happen including our Board and the many Board members and life members who have participated in the past.

At the very end of the financial year were very happy to welcome on board our new CEO, Karen Bryant, whose background aligns perfectly with our strategic vision in building on Midsumma’s arts, culture and festival components.

Karen has contributed to the arts for over 25 years and has extensive experience and national and international networks she as a performer, theatre and circus director, artistic director, programmer, producer, artistic consultant, venue manager and festival manager.

As cliché as it may sound we want to make the world a better place for the LGBTIQ+ community and I believe we can do this through art and through allowing us all to connect as one through our incredible festival.

Happy Midsumma!

**JOHN CALDWELL**
**MIDSUMMA FESTIVAL CHAIR**
The 29th Midsumma Festival opened with our largest event – Carnival. Once again in Alexandra Gardens, over 105,000 people enjoyed more than 20 hours of programmed entertainment, 155 stalls, 13 food vendors and a range of activities from jumping castles to dunking machines, our famous dog show and an interactive dance floor.

The largest DGS community gathering in Victoria continues to be a highlight on Melbourne’s summer calendar with a colourful display of inclusion and diversity.

As the sun started to dip in the sky, the main stage once again transformed the park into Australia’s largest, all ages, free, open air dance party with over 10,000 enjoying the music and floor shows from some our communities best clubs and club promoters.
The 21st Victorian Pride March proved that there is still the need for activism and celebration in the DGS community.

Themed around the ongoing fight for Marriage Equality – the march was lead by the people behind Australian Marriage Equality and Equal Love who have been working tirelessly for over 12 years to demonstrate and lobby for the reform of the Australian Marriage Act. They were joined by a host of local and federal politicians including the leader of the opposition – Bill Shorten and once again the Premier of Victoria - Hon Daniel Andrews MP.

Over 160 groups marching with more than 5,000 individuals transformed Fitzroy St into a sea of rainbow flags and tulle as we showed our pride.

In the second year for Midsumma to produce the event, we increased the amount of activity in Catani Gardens and focused on providing a family friendly environment with more food and more activities from midday through to 7pm.
In 2016 Midsumma announced the inclusion of a fourth major event – the National Water Polo League Pride Cup. Water Polo is the first top ten elite sport in Australia to announce an annual Pride Cup tournament to be included in their regular competition round. The inaugural bout took place at MSAC with Victoria facing off against Queensland.

The event was a celebration of diversity in sport and the commitment of the National Water Polo League to combat homophobia, transphobia and biphobia in sport.

The National Water Polo League worked closely with Melbourne’s LGBTI Water Polo club the Melbourne Surge and other DGS community groups to produce the event and also to develop an educational program that has been delivered to all water polo players to educate the players and officials about the power of inclusion.

Over 1,500 people attended the event to watch the three games programmed. The event was also broadcast live on Channel 31 and delay on the Foxtel network.
The 2016 Premier Event program was our most balanced yet. Our selection panels reviewed over 30 submissions and selected 10 to feature as Premier Events.

**MICHAEL GRIFFITHS - COLE**

*45 downstairs // Performing Arts*

A cabaret performance from one of the festival’s favourite performers celebrating the music and life of Cole Porter.

**ELEGY**

*Gasworks Arts Park // Performing Arts*

An immersive and intimate performance inspired by the photo journalism capturing the experience of gay refugees in the Middle East.

**GONE**

*Gasworks Arts Park // Performing Arts*

The inaugural winner of the Midsumma Gasworks Playtime initiative and world premier – the play tells the story of a gay man who wakes on his 40th birthday to find his penis... Gone!

**DRAGNATION**

*The GH Hotel // Performing Arts*

The best drag performers from each stage battled each other in a celebration of the drag performance art form.

**LESBIAN COMEDY GALA**

*Preston City Hall // Performing Arts*

Three hours of funny ladies raising money for the Matrix Guild. This is always a ‘sell out’ event.
2016 saw more visual arts and social events within the Premier Event program stream than ever before. All events were unique and original productions.

VIRTUAL DRAG
Testing Grounds // Visual Arts
3-dimensional images of drag performers projected in an urban garden.

COMPANY OF MEN
Second Story Studio // Visual Arts
Over 20 artists explore the visual representation of the male body.

ALL YOU NEED IS LOVE
Incinerator Gallery // Visual Arts
A photographic exhibition inspired by John Lennon and Yoko Ono capturing the love between modern families.

SCHOOLS OUT FOR MIDSUMMA
AEU Building // Social Event
The first forum to be a premier event – teachers and parents come together to discuss how best to support our LGBTI youth.

YASS PRIDE!
Metropol & Secret Garden // Social Event
The party people of Melbourne come together to produce an epic post Pride dance party in St Kilda.
MIDSUMMA PRODUCED EVENTS

MIDSUMMA’S TESTING GROUNDS

Testing Grounds // Visual/Performing Arts

For the second year we took over Testing Grounds for a late night activation in the City of Melbourne. A cacophony of trans performers, visual arts, dance and fashion.

CARLOTTA QUEEN OF THE CROSS

45downstairs // Performing Arts

Festival champion for 2016 brought her much loved show to Melbourne and gave it the Midsumma treatment by being accompanied by piano for the first time in her career.

TASTE OF THE FESTIVAL

45downstairs // Performing Arts

Ten minute snippets from eight festival events played to a sold out crowd.

IN CONVERSATION WITH PAUL ZAHRA

Campari House // Social Event

Our second festival champion opened up to the Herald Sun’s Peter Taylor about what it was like to be an out CEO.

MERIDIAN MIDSUMMA CURATED

45downstairs // Visual Arts

The annual Midsumma exhibition featured works from 6 practicing LGBTIQ+ artists including the winner of our guide cover completion and Archibald finalist Kim Leutwyler.

JONATHAN DUFFY NOT QUITE LIVE FROM REYKJAVIK

The 86 // Performing Arts

First of its kind - his event included a live screening of Jonathan’s latest project while on his adventure in Scandinavia.
GUIDE COVER COMPETITION

Entries received - 45  
Shortlisted - 3  
Prize Pool - $2,000

Artists were asked to produce a body of work with the criteria in mind. The Midsumma Festival Guide has a readership of more than 400,000 in Melbourne, while the website reaches over 600,000 people, so all submissions must have a high commitment to their artistry. Once a winner was chosen, Midsumma worked with the selected artist to ensure the artwork can be manipulated over multiple platforms. The winner was also the focus of the 2016 Midsumma Curated Exhibition - Meridian.

AUSTRALIA POST ARTS PRIZE

Entries received - 98  
Shortlisted - 12  
Prize Pool - $3,500

Exploring the theme Identities, the exhibition examined the relationships between socio-political issues and personal experiences within the queer community. The show combined artists from different generations and backgrounds. The works illustrated a unique vision on queerness, while offering a critical tool for the reformulation of normative social and art historical ideals. We encouraged works that examined how identity is both contextual and relational and how the formation of one’s identity is related to the identification with others.
It has been another fabulous and successful year at Midsumma in 2016 with more events, bigger crowds (200,000 over the festival!) and a sell-out Mid-winta Ball. Pride March continued to form an important part of the Festival, with the theme around Marriage Equality and increased attendance. Pride is important because we know what it’s like to be different. This year included a number of changes and challenges across the festival year, which have impacted the annual financial results but provided a strong platform as we head into the 30th Festival in 2017. A number of partners joined the Midsumma family in their quest to inspire inclusion colourfully and develop a stronger diversity agenda. This has allowed Midsumma to engage DGS artists and community members with our partners on a number of exciting projects throughout the year. 2016 has also been a time of change in the Board and the Leadership team as the baton is passed in the stewardship of the next chapter of this amazing community arts & cultural festival.

The financials presented below are compared against the adjusted surplus in 2015. The adjusted 2015 surplus includes values presented in the 2014 results but relating to the 2015 financial year as a result of changes in systems. Income was up from year on year due to increased activity, while donations were slightly down at $18,373 for the year. Overall consolidated surplus is down to $8,069, a decline of 82.7% primarily due to unbudgeted costs worn throughout the year, and higher than expected expenditure in the delivery of Carnival and Pride March. Lower than expected donations, and $13,000 in bad debts also impacted the position.

During the fourth quarter, a number of events resulted in a very tight cash position. Accessibility to funds was also temporarily locked. This was rectified and supported through active participation from the Board, the operations manager, sponsors and partner suppliers. I’d like to extend my appreciation and thanks to each and every person involved for their support during this time.

A number of changes will be implemented for the 2017 Festival, our 30th Festival. These include a new CEO, Karen Bryant joining the team who we are very excited to be working with, to take Midsumma into the next chapter. As we head into the 30th festival, Midsumma is looking to re-energise our vision to inspire inclusion colourfully, and to foster young talent. This will require significant increased investment, in financial terms and in people power terms. We will continue to work with our sponsors, patrons and partners on how we can achieve this. If you are interested in contributing in any way, please don’t hesitate to contact the office. Every dollar truly counts!

I’d like to thank Aaron Hockly and the outgoing Board members for their tremendous support, sweat, blood and tears over the years. An extended thank you to existing and new Board members for their energy, passion and significant investment. A great amount of thanks is also due to our amazing sponsors, partners, patrons, producers and talent who are an integral part of the festival. Finally, thank you to the community and everyone who has come along and enjoyed the festivities. We must remember to celebrate where we came from, and where we are going.

JAMAL HAKIM
MIDSUMMA FESTIVAL TREASURER
# Financial Report

**Income & Expenditure Statement**  
Midsumma Festival Inc  
For the 12 months ended 30 June 2016

<table>
<thead>
<tr>
<th></th>
<th>Jun-16</th>
<th>Jun-15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public funding</td>
<td>$204,200</td>
<td>$172,995</td>
</tr>
<tr>
<td>Corporate funding &amp; Sponsorships</td>
<td>$234,169</td>
<td>$168,220</td>
</tr>
<tr>
<td>Donations, Patron support &amp; Membership</td>
<td>$45,859</td>
<td>$24,005</td>
</tr>
<tr>
<td>Festival Income</td>
<td>$406,525</td>
<td>$351,101</td>
</tr>
<tr>
<td>Non-operating income</td>
<td>$36,866</td>
<td>$12,850</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$927,619</td>
<td>$729,171</td>
</tr>
</tbody>
</table>

|                  |           |           |
| **Less Expenditure** |           |           |
| Administration Expenses | $199,755  | $105,180  |
| Festival Expenses     | $719,794  | $660,977  |
| **Total Expenditure** | $919,549  | $766,158  |

| **Net Surplus/ (Deficit)** | $8,070 | ($36,986) |

2015 values recognised in 2014  
$0  
$72,240

**Adjusted Net Surplus/ (Deficit)**  

<p>| | | |
|                  |          |          |</p>
<table>
<thead>
<tr>
<th>Adjusted Net Surplus/ (Deficit)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$8,070</td>
<td>$35,254</td>
</tr>
</tbody>
</table>

**Notes:**

^Adjusted Net Surplus for comparative purposes only to reflect values incorrectly recognised in 2014 but related to 2015.

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

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

**Midsumma Festival Inc**  
**As at 30 June 2016**

<table>
<thead>
<tr>
<th></th>
<th>30 Jun 2016</th>
<th>30 Jun 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash (Note 2)</td>
<td>$197,976</td>
<td>$186,059</td>
</tr>
<tr>
<td>Accounts Receivable (Note 3)</td>
<td>$42,535</td>
<td>$90,038</td>
</tr>
<tr>
<td>Prepayments (Note 4)</td>
<td>$46,519</td>
<td>$23,351</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>$287,031</td>
<td>$299,448</td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant &amp; Equipment</td>
<td>$16,643</td>
<td>$16,643</td>
</tr>
<tr>
<td>Less Accumulated Depreciation</td>
<td>($16,643)</td>
<td>($16,643)</td>
</tr>
<tr>
<td><strong>Total Non-Current Assets</strong></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$287,031</td>
<td>$299,448</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Creditors</td>
<td>$7,535</td>
<td>$7,476</td>
</tr>
<tr>
<td>Current tax liabilities</td>
<td>$6,822</td>
<td>$21,735</td>
</tr>
<tr>
<td>Provisions</td>
<td>$9,753</td>
<td>$8,155</td>
</tr>
<tr>
<td>Other current liabilities (Note 5)</td>
<td>$133,839</td>
<td>$145,065</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>$157,949</td>
<td>$182,431</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$157,949</td>
<td>$182,431</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>$129,082</td>
<td>$117,017</td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Year Earnings</td>
<td>$8,070</td>
<td>($36,986)</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>$121,012</td>
<td>$157,998</td>
</tr>
<tr>
<td><strong>Total Equity</strong></td>
<td>$129,082</td>
<td>$121,012</td>
</tr>
</tbody>
</table>

This statement is to be read in conjunction with the Notes to the Financial Statements and the accompanying Compilation Report.
Note 1: Summary of Significant Accounting Policies

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

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

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

(a) Employee Benefits

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

(b) Cash and Cash Equivalents

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

(c) Revenue and Other Income

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

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

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

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

(d) Goods and Services Tax (GST)

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

(e) Trade and Other Payables

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

(f) Currency

All values are recognised in AUD.

(g) Rounding

Figures presented in the financial report have been rounded accordingly.
## Note 2: Cash and Cash Equivalents

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petty cash</td>
<td>0</td>
<td>487</td>
</tr>
<tr>
<td>PayPal primary</td>
<td>2,522</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,522</td>
<td>487</td>
</tr>
</tbody>
</table>

## Note 3: Receivables / (Payable)

### Current

<table>
<thead>
<tr>
<th>Description</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receivable – Event producers including ticket clearing 2015</td>
<td>0</td>
<td>3,351</td>
</tr>
<tr>
<td>Payable – Event producers including ticket clearing 2016</td>
<td>(12,717)</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>(12,717)</td>
<td>3,351</td>
</tr>
</tbody>
</table>

## Note 4: Other Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepayments – Event occurring in 2016-17</td>
<td>46,519</td>
<td>23,351</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>46,519</td>
<td>23,351</td>
</tr>
</tbody>
</table>

## Note 5: Other Liabilities

### Current

<table>
<thead>
<tr>
<th>Description</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance payments – Event occurring in 2015-16</td>
<td>0</td>
<td>141,070</td>
</tr>
<tr>
<td>Advance payments – Event occurring in 2016-17</td>
<td>133,839</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>132,839</td>
<td>141,070</td>
</tr>
</tbody>
</table>

## Note 6: Government Funding (excluding GST)

<table>
<thead>
<tr>
<th>Organisation</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Melbourne</td>
<td>90,000</td>
<td>90,000</td>
</tr>
<tr>
<td>City of Port Phillip</td>
<td>50,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Creative Victoria</td>
<td>50,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Others</td>
<td>14,200</td>
<td>12,995</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>204,200</td>
<td>172,995</td>
</tr>
</tbody>
</table>

## Note 7: In-kind Contribution

We note that significant in-kind contributions have been made by various organisations, including but not limited to the City of Melbourne, Yarra Tram and City of Port Phillip.
Midsumma Festival Inc.
Statement by Members of the Committee
For the year ended 30 June 2016

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

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

1. Presents fairly the financial position of Midsumma Festival Inc. as at 30 June 2016 and its performance for the year ended on that date.

2. At the date of this statement, there are reasonable grounds to believe that the association will be able to pay its debts as and when they fall due.

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

[Signatures]  
President

[Signatures]  
Treasurer
Midsumma Festival Inc.
Independent Auditor’s Report to the Members

We have audited the accompanying financial report, being a special purpose financial report, of Midsumma Festival Inc. (the association), which comprises the Statement by Members of the Committee, Income and Expenditure Statement, Balance Sheet, notes comprising a summary of significant accounting policies and other explanatory notes for the financial year ended 30 June 2016.

Committee’s Responsibility for the Financial Report

The committee of Midsumma Festival Inc. is responsible for the preparation and fair presentation of the financial report, and have determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Associations Incorporation Act of Victoria 2012 and is appropriate to meet the needs of the members. The committee’s responsibilities also includes designing, implementing and maintaining internal control as the committee determine is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies; and making accounting estimates reasonable in the circumstances.

Auditor’s Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association’s preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

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

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

Opinion

In our opinion, the financial report gives a true and fair view of the financial position of Midsumma Festival Inc. as at 30 June 2016 and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the Associations Incorporation Act of Victoria 2012.

Signed on:

Name: Jim Rabbidge
Rabbidge & Co. (Certified Practising Accountant)
Suite 3/191 Riverside Road
Howthorn VIC 3122
OUR COVERAGE

Midsumma engaged three media interns for 2016 – two for traditional media and one dedicated for social media. As per previous years, we managed the majority of media engagements with event producers and performers including:

- Coordination of interviews
- Distribution of press and media releases
- Sharing of stories and coverage

Coverage from the queer and local arts media outlets was as always strong while coverage and engagement from mainstream media outlets continued to increase. The major events again generated the majority of media coverage especially local television news channels. Online news channels such as Broadsheet, Broadway World and Arts Review provided extensive coverage and reviews of what was referred to as Midsumma’s ‘strongest arts program yet’.

Our social media strategy was centred around increasing our reach and followers. This proved successful in terms of net growth. We continued to develop our online brand and personality with the majority of successful posts coming from political calls to action, coverage of Pride March and behind the scenes content as opposed to event listings.

2016 Media Coverage

- Major Events: 27%
- Midsumma Produced: 7%
- Other Events: 45%
- Premier Events: 51%
2016 PARTNERS & SUPPORTERS

Principal Partner

M City of Melbourne

Major Partners

Creative Victoria
city of Port Phillip
Yarra Trams
Nab
Herald Sun
Hobsons Bay
Go Melbourne

Technology Partner

Gold Supporting Partners

IBM
Seek
iSelect
SHK
Jetstar
Coles

Silver Supporting Partners

The Post
goget
Manhunt.net
PWC

Bronze Supporting Partner

Media Partners

SaysDavid

2016 MIDSUMMA PATRONS

Diamond ($5,000+)
Alan Joyce
Geoffrey Smith and Gary Singer
Andrew Staite

Gold ($2,000–$4,999)
John Caldwell

Silver ($1,000–$1,999)
David Coltman and Miya Chiba
Jess Morden
Tim Morden
Michael Rivette
Dr Matt Collins QC and Leonard Vary
Chris Williams
Timothy Wilson

Rainbow ($500–$999)
Feast Festival
Steven Keane
Bradley Price

2016 BOARD, STAFF & VOLUNTEERS

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Chair (incoming)

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Alan Drummond
Communications Officer

Helen Papadomanolakis
Production Manager

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Public Relations Manager

Samuel Snowden
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Sasha Cunningham

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