

# MIDSUMMA FESTIVAL

## 2014 ANNUAL REPORT



# OVERVIEW

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 art and community events. In 2013 we saw a visible elevation in ticket sales for premier events when 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. In 2014 fringe shows out-sold International touring acts and

some community events gained greater attendance than large dance parties.

Midsumma.org.au was rebuilt and re launched 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 4,000 additional 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 to develop the program further heading in 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 is Victoria's pre-eminent festival for the GLBTIQ communities and their friends, families and colleagues. Midsumma has grown into one of Australia's largest arts and cultural festivals spanning visual art, theatre, spoken word, cabaret, film, live music, parties, sport, social events and public forums. The festival is both a celebration of the diversity of our community and a showcasing of established and emerging artists. The year to 30 June 2014, was a significant year for development, change and renewal at Midsumma and the Board, particularly:

1. The departure of long-serving Chair, Lisa Watts, at the start of the year. Lisa served as Chair for over five years and as a board members for several years prior. Her hard-work, patience and commitment continues to be missed although she became a Gold Patron for the 2014 Midsumma Festival and continues to provide advice to me personally so we are grateful for her on-going involvement.
2. Long-serving Treasurer Dean Hamood will be stepping down from the board from the July AGM. Despite other significant commitments, Dean has served Midsumma well, through bad times and good.

3. His eagerness to be involved and good-humour will be missed.
3. We welcomed three new board members during the year: a new treasurer, Jamal Hakim, new head of fundraising, Andrew Staite, and new board member Simon Mallia. We also farewelled two previous board members, Jane Daniels and Steve Hunter.
4. After two successive years of significant financial losses, a surplus was recorded for the 2014 financial year. This was very much a team effort by staff, volunteers and board members to reduce costs and increase revenue and some generous support by commu-

5. Midsumma and Pride March Victoria merged giving Midsumma full control over the annual pride march and helping to ensure the sustainability of the annual pride march. Midsumma hopes to revitalise the event whilst maintaining the grass-roots, community involvement.
6. A new winter festival, Midwinta, was launched with a centre piece gala ball to be held on 15 August 2014. Midwinta is expected to grow into a significant annual event.
7. We continued to develop and improve our systems, reporting mechanisms, strategy and connections; all of which are difficult for a community group with limited paid staff hours and minimal funding to achieve. Work remains to be done on improving reporting lines, accountability and delegations of authority but we took significant steps during the 2014 financial year that we can build on in the future.

The 2014 Midsumma festival was exciting one. Highlights included:

1. The biggest festival ever with the most stallholders at Carnival (over 120), most events

- (130), most tickets sold (over 25,000), most venues (over 85) and most attendees (over 180,000)
2. The Victorian Premier, Denis Naphine, became the first Premier to open Carnival.
3. The role of "festival champion" was introduced with the inaugural champions, Louisa Wall and Jason Ball, doing us proud.

Midsumma is run under the direction of a volunteer board and managed by a small number of dedicated full and part-time staff and resourced by a large number of volunteers. Being not-for-profit and providing a large number of free or minimal charge events, Midsumma relies on support from local and State governments and corporate and community groups as well as tens of thousands of hours of volunteer time each year. Financially, Midsumma is harder to put on each year with decreasing revenues from governments and corporates and increased costs and community expectations. We could not exist without this support and I would like to acknowledge a few people/groups in particular:

1. City Of Melbourne (including its fantastic staff) – our principal sponsor.
2. Lord Mayor Robert Doyle – a strong ally of the GLBTI community and Midsumma in

- particular.
3. Festival Manager Monique Thorpe – you work too hard and your personal standards are too high but we are very grateful for it. The endless thanks and praise I receive personally is all due to you.
4. Festival staff and volunteers particularly volunteer-in-chief Allan Drummond, Production Manager Helen Papadomanolakis, Administrator/Project Manager Adrian Joannou, Ticketing Manager Hadley Agrez, Digital Media Manager George Groves and pro-bono public relations adviser David Micallef – thank you for your dedication and for always striving to do better.
5. My loyal Deputy Chair and the longest serving board member Rachel (Rat) Simpson – you keep things going and your commitment to visual arts in particular can only be

- admired.
6. The rest of the board: Aaron O'Shannessy (Secretary, grants applications whiz and operations expert), Jamal Hakim (Treasurer), Kate Wickett (Chair of Midwinta Ball organising committee), Adam Gardnir (tireless campaigner for performing arts and engagement with arts venues), Tennille Moisel (Pride March working convenor and sanity provider), Darren Donnelly (technology expert), Simon Mallia (social media expert, Midwinta promoter and champion for improvement) and Andrew Staite (the best fundraiser I have ever seen!) – thank you.
7. Various community leaders particularly Martin Foley, Clem Newton-Brown and Rohan Leppert for their support and encouragement.
8. Our other sponsors particular-

- ly Yarra Trams, Arts Victoria, NAB, Telstra, Manhunt and Tourism Victoria – your financial and other support is thoroughly appreciated.
9. Media partners 94.9JOYFM, Star Observer and samesame.com.au for promoting Midsumma and the work you do all year promoting the community.
10. Our 2014 patrons:
  - a. Diamond patrons; Lisa Watts and Anonymous donor
  - b. Gold patron; Andrew Staite
  - c. Silver patron; Dean Hamood
  - d. Rainbow patrons; Martin Foley MP, Stuart Kollmorgen, Barnaby Johnston, John Allan and Commissioner L. Johns



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

# 2014 PROGRAM HIGHLIGHTS

## MAJOR EVENTS

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 outdoor dance party, T Dance, the same night at 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 12 to 26 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 73% of respondents indicating that the move was 'excellent' and 20% indicating the move was 'very good'. The move back to Alexandra gardens and change to T Dance structure also gave Festival organisers the chance to reinvent the site with a completely new layout. This was positively received with feedback telling us "The layout of carnival

made it easy to get around the site" and "Keep the event in the same venue with the same layout - it just worked!"

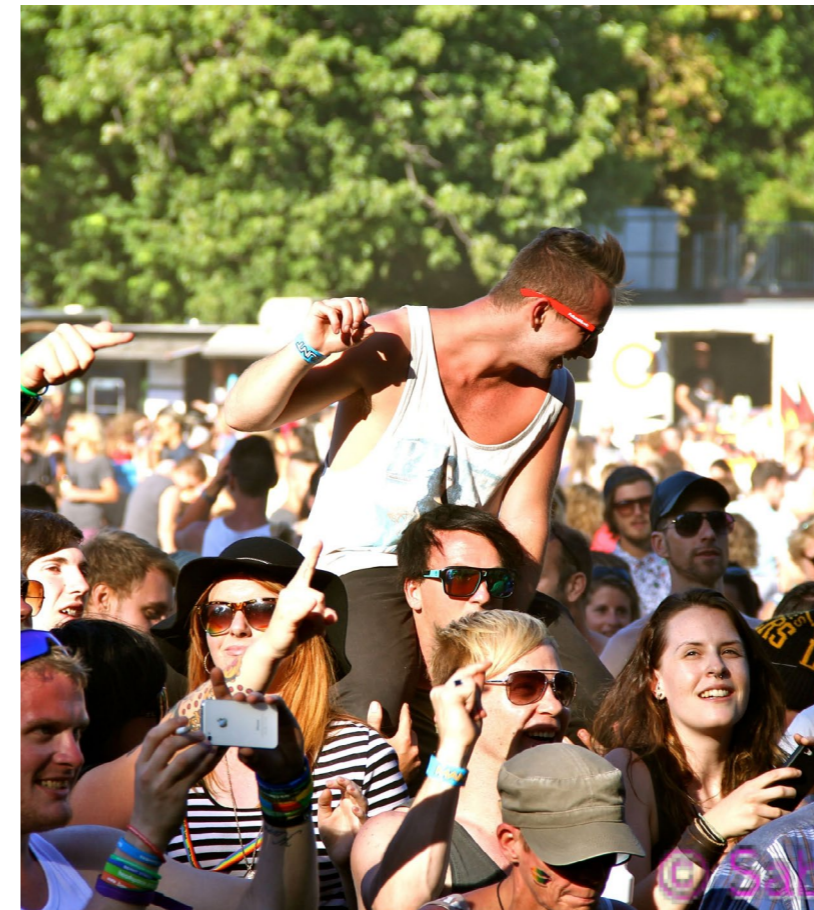
The new model for T Dance was an overwhelming success, with only minimal feedback from the public that the event did not live up the same reputation as it had in previous years, when there was an entry fee to attend. Namely these

comments related to not having a large headline act on stage and the transition between Carnival and T Dance not being clearly defined.

The change of model also meant that instead of the entire T Dance 'venue' being licenced as a 'bar', only part of the space was licensed for alcohol sales. This decision was met with mixed reactions from the public, however we feel confident

that the bar, which had a capacity of 2,500 people catered for those who would have attended a ticketed T Dance event in past years. As a matter of comparison, in 2013 2,337 people attended T Dance (1,450 tickets sold and 884 complimentary tickets) and in 2012 3,022 people attended T Dance (2125 tickets sold and 901 complimentary tickets). It is estimated that approximately 8,000 people

attended T Dance in 2014, so we are happy that this new model was a success when weighing up the saved costs and increased attendance.



## FESTIVAL EVENTS

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 Jinx 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 boat cruises, 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 Matrix Guild, and Battle on the Bent Track, which enjoyed the second highest ticket sales of the Festival. Battle on the Bent Track was a queer roller derby event, which raised over \$5,000 for youth queer organisation Minus 18.

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 brought 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 Tempranemtsals 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 everybody 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.

## GOWEST EVENTS

Made up of 21 events in 2014, the GoWest program is a partnership between Midsumma and Hobsons Bay City Council as the representative of the Western Regions Working Group.



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

LGTIQ space.

GoWest 2014 consisted of film screenings, live music, burlesque shows, sporting activities, author talks underage events and the creation of a rainbow-crossing ion Altona. The GoWest program has continued to grow exponentially since its inception five years ago and moving forward Midsumma looks forward to working with the multiple councils and venues to ensure that as the initiative grows and more organisations are involved, that we are not duplicating events in multiple regions, that there are no major date clashes and encourage participation in the vein of quality over quantity.



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



## MIDSUMMA MEETS MARIBYRNONG PROGRAM

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 at 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 attended 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 who brought along merchandise 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 turn out on the day. Multiple mainstream

news teams showed up on the day, which led to the event being featured on Channel 7, 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 water polo, 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.

Queer Collective: Personal Insignia was a Midsumma produced visual arts show, which allowed collaboration with many queer artists in Melbourne's north as well as supporting the Darebin's Active Spaces program.

The launch of Queer Collective: Personal Insignia was at Francesca's Bar on High St Northcote, and featured a life sized zombie family, video work, graphic work and gothic inspired sculpture. The launch night sold \$1,500 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 300 people intentionally viewed the public facing art and thousands were passively exposed to the works.

# TREASURER'S REPORT

## Dean Hamood

Outgoing Treasurer

and

## Jamal Hakim

Incoming Treasurer

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 wonderful-

ly 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. In closing, this is my last term as Treasurer of Midsumma Festi-

val after 6 years of holding this position, and a previous 3 year term as Adelaide's Feast Festival Treasurer. Unfortunately my other commitments have become too great for me to be able to fulfil the requirements of this position on the Board, and it is definitely time for me to handover the reigns to Jamal Hakim, who will bring new energy and knowledge to this role. I have thoroughly enjoyed the challenges and working with an amazingly talented Board and staff of Midsumma, throughout my term. It is very rare to meet such dedicated and gifted individuals who donate so much of their own time and energy into such an amazing event.

It has been a pleasure to have been able to associate myself with Midsumma Festival, the Board and the team of staff over this period, and I wish you all the very, very best of fortunes for the many years that follow.

Kindest of Regards and Happiest of Midsumma's Forever.

**Dean Hamood**  
Outgoing Treasurer

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 to see what happens behind the scenes both at Carnival and throughout the festival. It truly is a magnificent feat which would also 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 1 April 2013 to 30 June 2014 (15 months). For comparison purposes, the financial position as at 31 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 2014 Midwinta Festival and Pride March 2015. I hope to see you there.

**Jamal Hakim**  
Incoming Treasurer

## BALANCE SHEET AS AT 30 JUNE 2014

Current Assets	JUN 2014 \$	MAR 2014 \$	MAR 2013 \$
Cash	147,625	106,287	25,825
Accounts Receivable	43,052	16,574	28,727
Investment in Gaybies	0	2,754	2,754
<b>Total Current Assets</b>	<b>190,677</b>	<b>125,615</b>	<b>57,306</b>
Fixed Assets	JUN 2014 \$	MAR 2014 \$	MAR 2013
Plant & Equipment	16,643	16,643	12,594
Less Accumulated Depreciation	-13,611	-8,139	-8,139
<b>Total Fixed Assets</b>	<b>3,032</b>	<b>8,504</b>	<b>4,455</b>
<b>Total Assets</b>	<b>193,709</b>	<b>134,119</b>	<b>61,761</b>
Liabilities	JUN 2014 \$	MAR 2014 \$	MAR 2013 \$
Accounts Payable	3,639	9,540	51,182
Loans	0	0	3,364
Other Creditors	32,072	30,763	3,986
Prepaid Grants	0	0	0
<b>Total Current Liabilities</b>	<b>35,711</b>	<b>40,303</b>	<b>58,532</b>
<b>Total Liabilities</b>	<b>35,711</b>	<b>40,303</b>	<b>58,532</b>
<b>Net Assets</b>	<b>157,998</b>	<b>93,815</b>	<b>3,229</b>
Equity	JUN 2014 \$	MAR 2014 \$	MAR 2013 \$
Current Year Earnings	154,769	110,733	-78,883
Retained Earnings	3,229	3,229	82,112
<b>Total Equity</b>	<b>157,998</b>	<b>113,962</b>	<b>3,229</b>

## INCOME STATEMENT 1 APRIL 2013 TO 30 JUNE 2014

Income	2014 \$	2013 \$
Members Fees	532	723
Public Funding - Arts Victoria	40,000	40,000
Public Funding - City of Melbourne	80,903	76,320
Public Funding - Other	79,381	63,258
Corporate Funding & Sponsorships	106,850	88,136
Donations & Patron Support	32,560	20,719
Pride March	10,000	0
Festival Income	328,141	273,155
In Kind Income Contributions	522,189	574,408
Non Operating Income	79	1,548
<b>Total Income</b>	<b>1,200,635</b>	<b>1,138,267</b>
Less Expenditure	2014 \$	2013 \$
	110,763	85,111
Festival Expenses	412,914	557,631
In Kind Expenditure	522,189	574,408
<b>Total Expenses</b>	<b>1,045,866</b>	<b>1,217,150</b>
	2014 \$	2013 \$
Net Surplus For the Period Ended 30 June 2014	<b>154,769</b>	<b>-78,883</b>



## STATEMENT OF CASH FLOWS FROM 1 APRIL 2013 TO 30 JUNE 2014

Cash Flow – Operating Activities	2014 \$	2013 \$
Grants – Arts Victoria	40,000	40,000
Grants, Sponsorships, Other Income	1,065,522	792,566
Payments to Suppliers	-979,672	-902,488
Net Cash Provided From Operating Activities	<b>125,850</b>	<b>-69,922</b>
<b>Cash Flow – Investing Activities</b>	<b>2014 \$</b>	<b>2013 \$</b>
Purchase of Equipment	-4,049	-3,547
Sale of Office Equipment	0	0
Net Increase In Cash	<b>121,801</b>	<b>-73,469</b>
Add		
Cash Held at Start of Year	25,824	99,293
Cash Held at End of Year	<b>147,625</b>	<b>25,824</b>
<b>Reconciliation of Cash Flows From Operations With Surplus From Operating Activities After Tax</b>	<b>2014 \$</b>	<b>2013 \$</b>
Net Operating Surplus / Deficit for Year After Income Tax	154,769	-78,883
Add Back Non Cash Items		
Profit / Loss on Disposal of Fixed Assets/Investments	2,754	564
Depreciation	5,472	2,493
	<b>162,995</b>	<b>-75,826</b>
Changes in Assets & Liabilities		
Increase / Decrease in Receivables	-14,324	-3,745
Increase / Decrease in Payables	-22,821	9,649
Net Cash Provided From Operating Activities	<b>125,850</b>	<b>-69,922</b>
<b>Cash at Banks &amp; On Hand</b>	<b>2014 \$</b>	<b>2013 \$</b>
ING	0	1,430
CBA	37	37
Westpac	28,497	18,466
Donations Account	29,657	1,495
NAB	89,434	4,396
Cash at Banks & On Hand 30 June 2014	<b>147,625</b>	<b>25,824</b>

## PROFIT &amp; LOSS ENDED 30 JUNE 2014

Income	JUN 2014 \$	MAR 2014 \$	MARCH 2013* \$
Members Fees	532	259	723
Public Funding	200,284	148,558	179,578
Corporate Funding & Sponsorships	106,850	103,350	88,136
Donations and Patron Support	32,610	28,090	20,719
Festival Income	328,091	277,844	273,155
In Kind Income Contributions	522,189	522,189	574,408
Non Operating Incom	10,079	79	1,548
Total Income:	<b>1,200,635</b>	<b>1,080,370</b>	<b>1,138,267</b>
<b>Less Expenses</b>	<b>JUN 2014 \$</b>	<b>MAR 2014 \$</b>	<b>MARCH 2013* \$</b>
Administration Expenses	110,763	88,610	85,111
Festival Expenses	412,914	358,837	557,631
In Kind Expenditure	522,189	522,189	574,408
Bad & Doubtful Debt	0	0	0
Total Expenditure	<b>1,045,866</b>	<b>969,637</b>	<b>1,217,150</b>
Net Surplus / Deficit	<b>154,769</b>	<b>110,733</b>	<b>-78,883</b>

\* For the 12 months to 31 March

**J.P. HARDWICK & ASSOCIATES**  
**CHARTERED ACCOUNTANTS**

**INDEPENDENT AUDIT REPORT**  
**TO THE MEMBERS OF MIDSUMMA FESTIVAL INC.**

**Scope:**

We have audited the financial report being a special purpose financial report, of Midsumma Festival Inc. for the 15 months ending 30 June 2014. The Board of Management is responsible for the financial report and have determined that the accounting policies used and described in Note 1 of the financial statements, which form part of the financial report and consistent with the financial reporting requirements of the *Associations Incorporation Reform Act 2012* and are appropriate to meet the needs of the members. We have conducted an independent audit of the financial report in order to express an opinion on it to the members of Midsumma Festival Inc. No opinion is expressed as to whether the accounting policies used, and described in Note 1, are appropriate to the needs of the members.

The financial report has been prepared for distribution to members for the purpose of fulfilling the requirements of the *Associations Incorporation Reform Act 2012*. We disclaim any assumption of responsibility for any reliance on this audit report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

Our audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the financial reports are free of material misstatements. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial statements, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly in accordance with Accounting Policies described in Note 1, so as to present a view which is consistent with our understanding of the Association's financial position and performance as represented by the result of its operations and its cash flows. These policies do not require the application of all Australian Accounting Standards and other mandatory professional requirements.

The audit opinion expressed in this report has been formed on the above basis.

**Audit Opinion:**

In our opinion, the financial report of Midsumma Festival Inc. has been formed on the above basis.

In our opinion, the financial report presents a true and fair view in accordance with the accounting policies described in Note 1 to the financial statements, the financial position of Midsumma Festival Inc as at the 30 June 2014 and the results of its operations and cash flows for the period then ended.

Dated at Melbourne this 29<sup>th</sup> day of July 2014.

  
 .....(signed)

**EUGENE ODACHOWSKI**  
**REGISTERED COMPANY AUDITOR (Reg No: 9182)**  
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**MIDSUMMA FESTIVAL INC**

**Notes to the Financial Statements**  
**For the Period Ended 30 June 2014**

**Note 1 Statement of Significant Accounting Policies**

- a) The financial report is a special purpose financial report that has been prepared in accordance with Australian Accounting Standards including Australian Accounting Interpretations, other authoritative pronouncements of the Australian Accounting Standards Board and the Associations Incorporation Reform Act 2012.

The following is a summary of the material accounting policies adopted by the entity in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

- b) The financial reporting period was changed from year ending 31 March to year ending 30 June. As a result, the attached accounts cover a 15 month period ended 30 June 2014.

**Basis of Preparation**

**Reporting Basis and Conventions**

The financial report has been prepared on an accruals basis and is based on historical costs. It does not take into account changing money values or, except where stated, current valuations of non-current assets. Cost is based on the fair values of the consideration given in exchange for assets.

**Statement of Compliance**

The Financial report complies with Australian Accounting Standards and International Financial Reporting Standards ('IFRS').

**Accounting Policies**

**(a) Revenue**

Grant revenue is recognised in the income statement when it is earned. When there are conditions attached to grant revenue relating to the use of those grants for specific purposes it is recognised in the balance sheet as a liability until such conditions are met or services provided.

Donations and bequests are recognised as revenue when received unless they are designated for a specific purpose, where they are carried forward as prepaid income on the balance sheet.

Revenue from the rendering of a service is recognised upon the delivery of the service to the customers.

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

**(b) Plant and Equipment**

Each class of plant and equipment is carried at cost or fair values less, where applicable, accumulated depreciation and impairment losses.

**Depreciation**

The depreciable amount of all fixed assets is depreciated on a straight line basis over their useful lives to the economic entity commencing from the time the asset is held ready for use.

The depreciation rates used for each class of depreciable assets are:

Class of Fixed Asset	Depreciation Rate
Office Furniture	15%
Computer Hardware	30%

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each balance sheet date.

**(c) Cash and Cash Equivalents**

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

**(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 Australian Taxation 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 expense, Receivables and payables In the Balance Sheet are shown inclusive of GST.

**(e) Unexpended Grants**

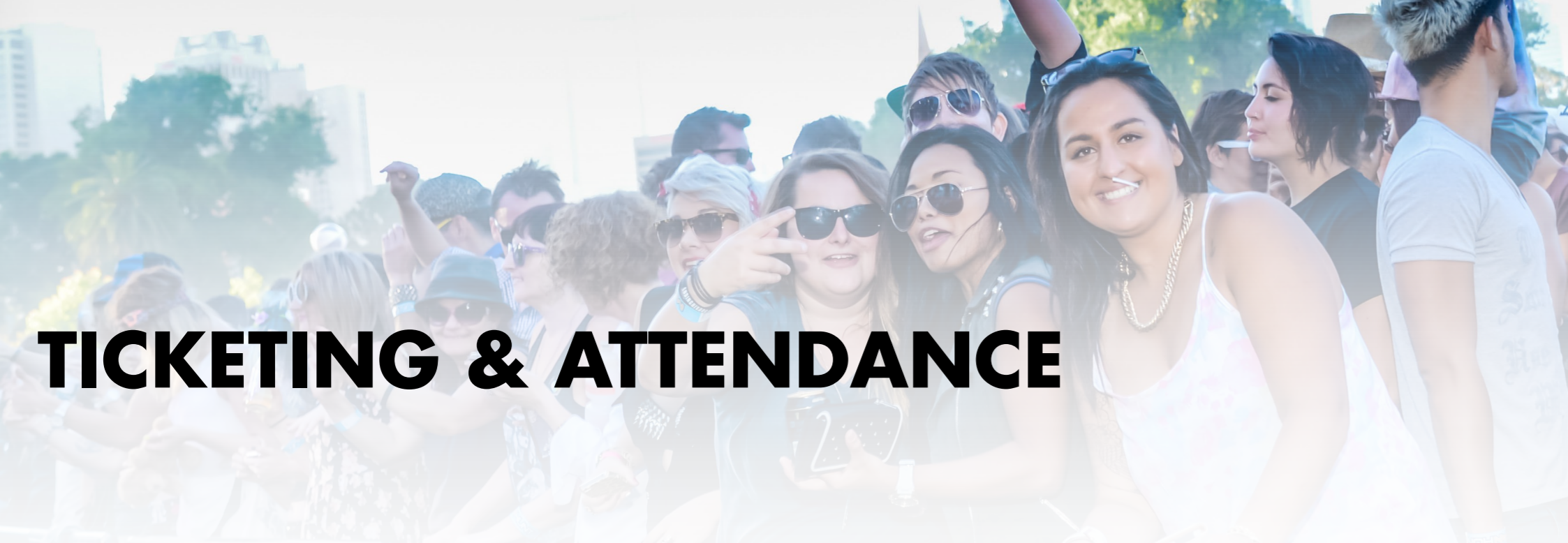
The entity receives grant monies to fund the Festival either for contracted periods of time or for specific projects irrespective of the period of time required to complete those projects. It is the policy of the entity to treat grants monies as unexpended grants in the balance sheet where the entity is contractually obliged to provide the services in a subsequent financial period to when the grant is received or in the case of specific project grants where the project has not been completed.

**(f) Income Tax**

No provision for income tax has been raised as the entity is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997.

**(g) Economic Dependence**

MIDSUMMA FESTIVAL INC is dependent on the success of the annual Midsumma Festival as this is the source of the majority of its revenue. At the date of this report the Board of Directors has no reason to believe the Midsumma Festival will not continue to operate as a going concern.



# TICKETING & ATTENDANCE

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 to 89 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. Attendance at other non-ticketed events was approximately 47,000, totaling to a whopping 180,000 people attending Midsumma 2014.

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 include 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 than pre-purchased tickets.

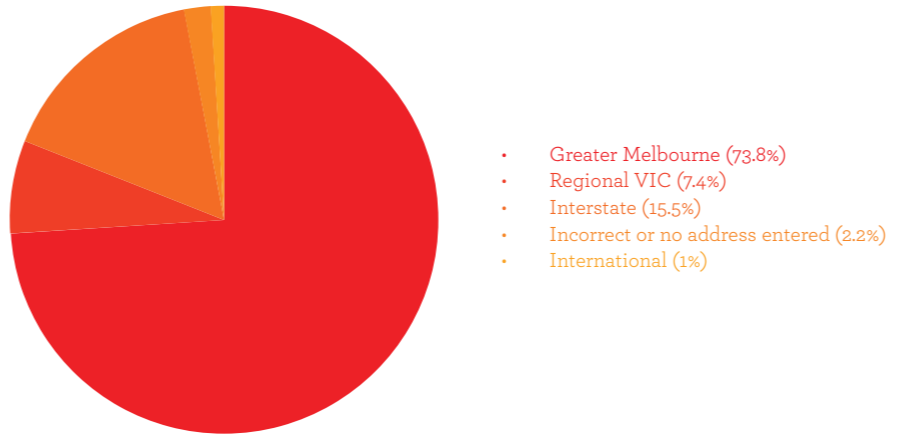
Midsumma handles ticket sales through midsumma.org.au internally, meaning this is not outsourced to a ticketing provider such as Ticketmaster. This allows Midsumma to draw the following data from ticket sales, which assists in discovering the successes and gaps in our marketing campaign and visitation to Festival.

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

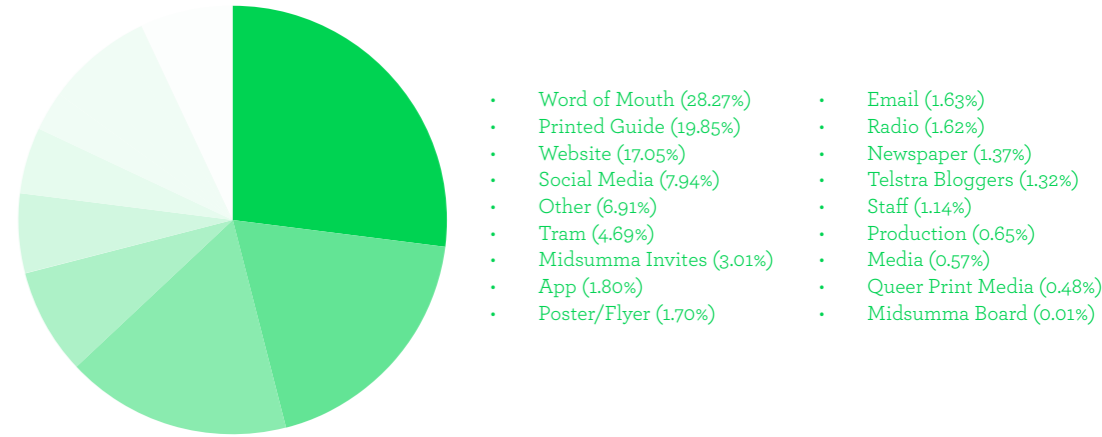
## KEY STATS

The following figures are based on ticket sales through midsumma.org.au.

Victorian Attendees



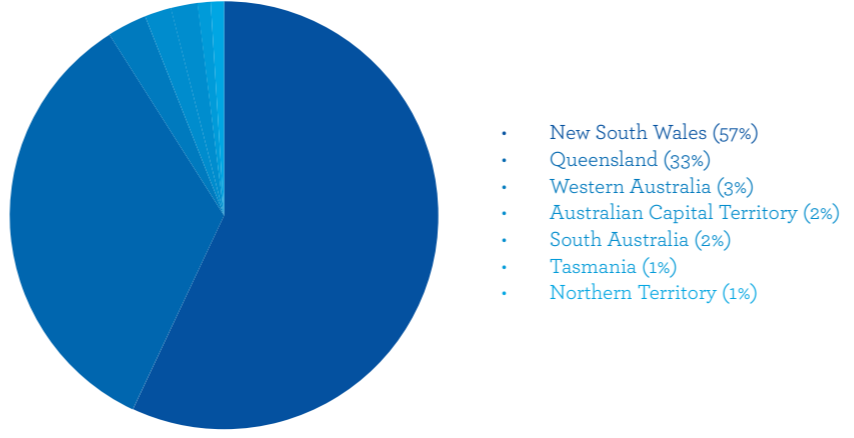
Marketing Information



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 drove 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.

Interstate Guests





# COMMUNICATIONS

In 2014 there were over 100,000 website visitors and 39,000 copies of the guide distributed.

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 download the Festival 12013 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 on-board 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.

## 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 Star Observer printed 35,000 copies of this guide and Hobsons Bay City Council printed an addition 4,000 for the GoWest targeted distribution.

The program guide is our primary

piece of printed collateral and one of our two 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.

## MIDSUMMA & YARRA TRAMS

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 was 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.

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-

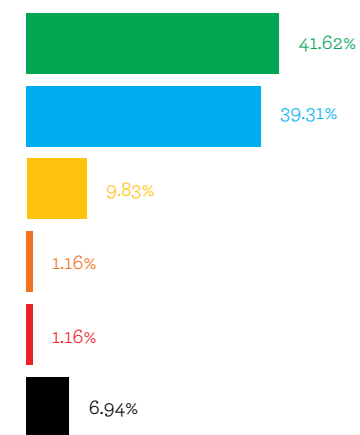
page brochure (DL) that is printed by Yarra Trams and distributed to the on-board brochure stands across the tram feet network. These brochures feature all Premier and Major events also.



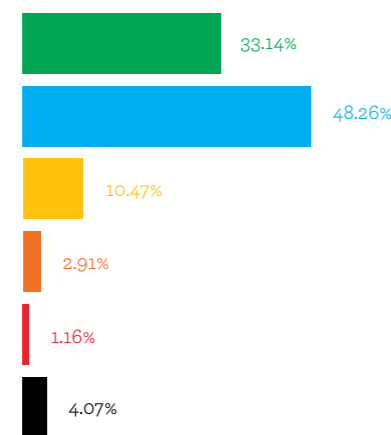
# FEEDBACK

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

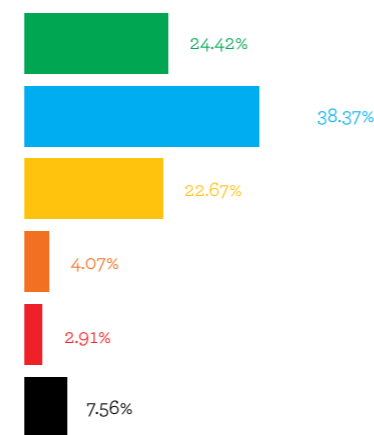
## Printed Program Materials



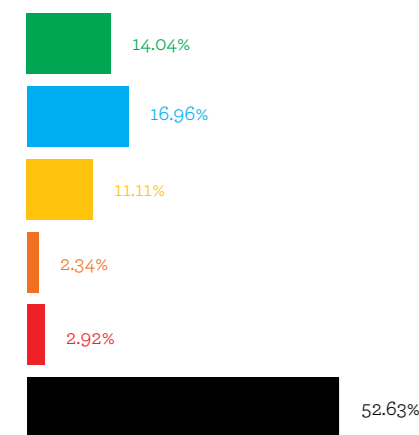
## Program Content



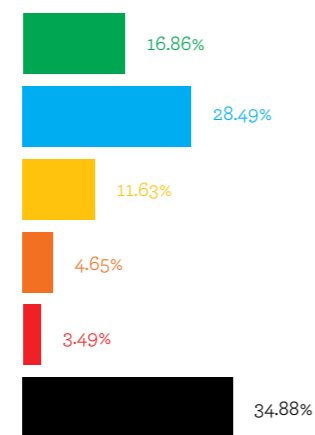
## Usability of Midsumma.org.au



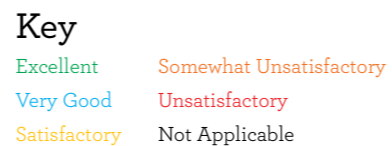
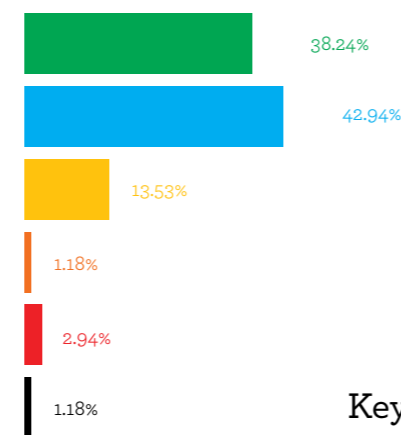
## Usability of the iPhone / iPad App



## Online Ticketing Experience



## Overall Organisation / Management



# CAFE POSTERS

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.

# PRINT & ONLINE

Midsumma runs with an extremely slim, almost non-existent marketing budget and we cannot gain the exposure that we do without the assistance of community-minded publications. In 2014, Midsumma partnered with Star Observer, MCV, LOTL, JOY94.9FM, DNA, Manhunt and Same Same who provided the Festival with in-kind advertising both in print and online. The total value of this support

is in excess of \$60,000. We thank all these partners for their support and look forward to working together into the future.

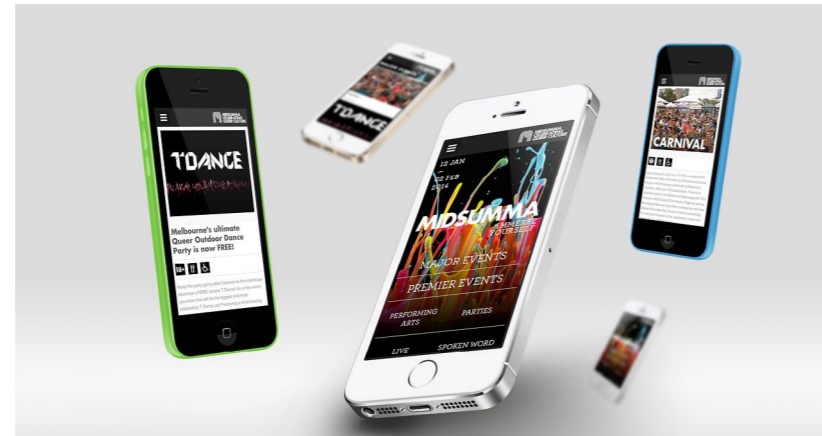
# PUBLICITY

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 or Commu-

nications, 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.



## WEBSITE

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:

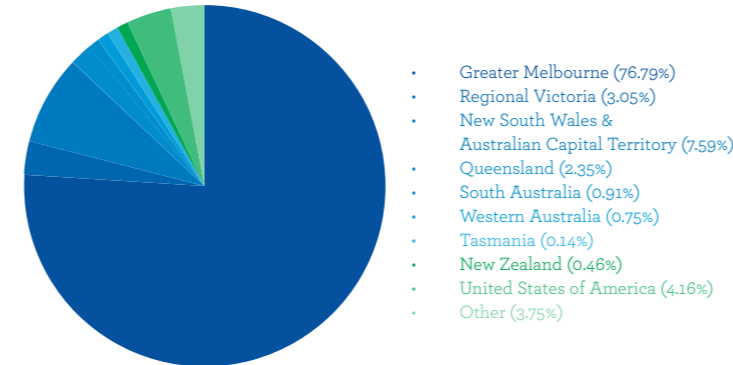
- Unique visitors increased **37%** to **102,691** (up from 75,201 in 2013).
- Total visits increased **16%** to **150,313** (up from 129,961 in 2013).
- **62.8%** of visitors were new visitors (up from 55.08% in 2013).
- **48.67%** of visitors accessed the site from a **mobile device** (up from 44.49% 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)

### Website User Demographics



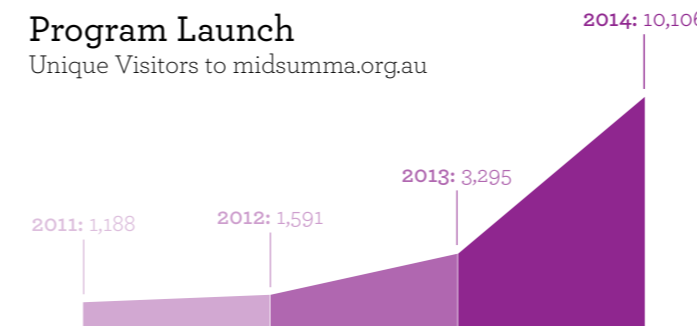
### Program Launch – End of Festival

Unique Visitors to midsumma.org.au



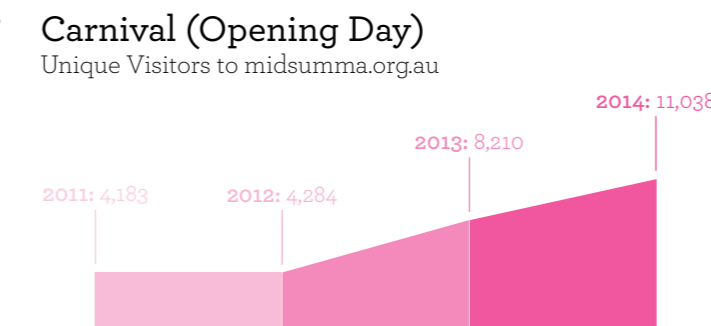
### Program Launch

Unique Visitors to midsumma.org.au



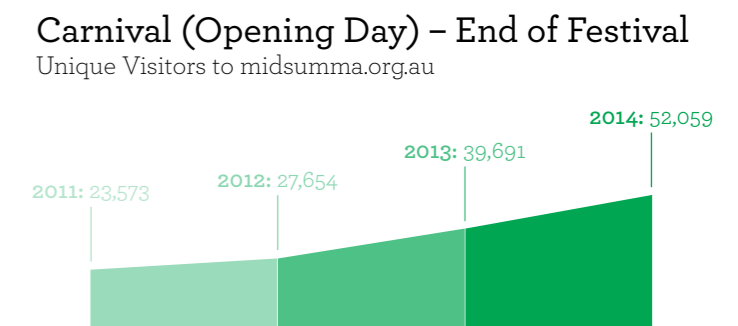
### Carnival (Opening Day)

Unique Visitors to midsumma.org.au



### Carnival (Opening Day) – End of Festival

Unique Visitors to midsumma.org.au





# VOLUNTEER PROGRAM

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.

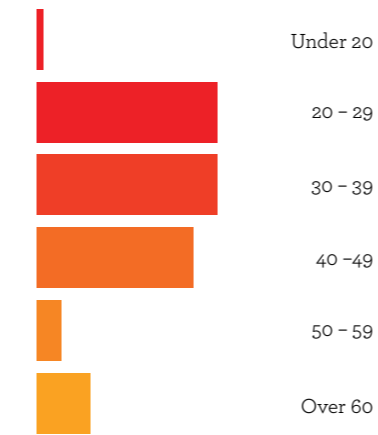
Annually volunteers donate approximately 6,750 hours to supporting Midsumma Festival. The major aspects of this are board of management time, year-round volunteer Alan Drummond's time and the large volunteer task force that goes into the execution of Carnival. IBM again supported the volunteer program 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.

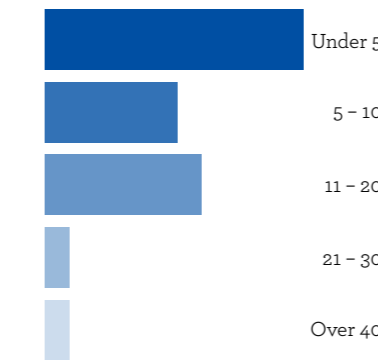
## VOLUNTEER ENGAGEMENT

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

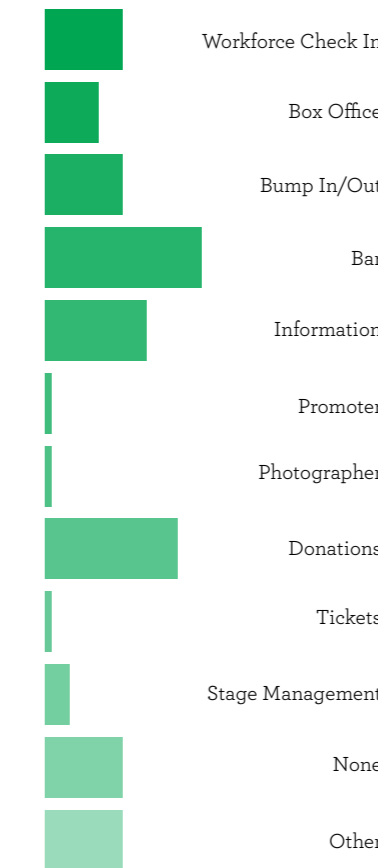
Age



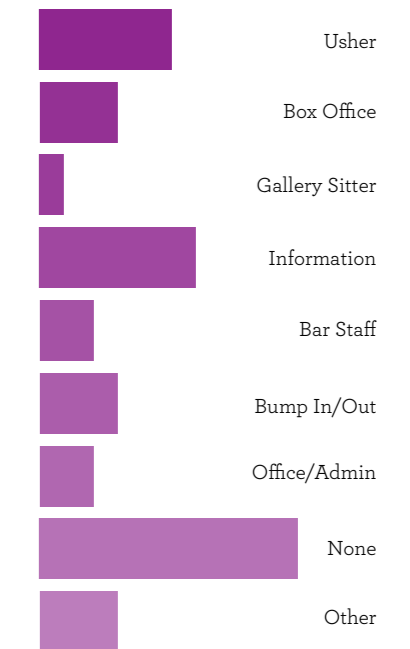
Hours Volunteered



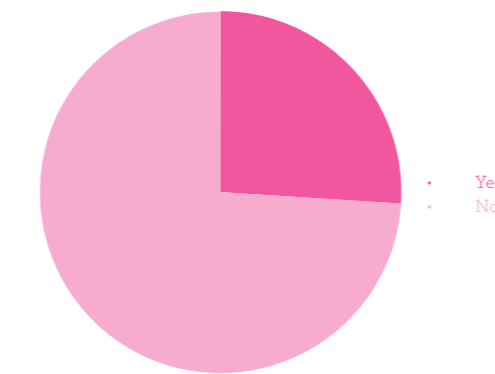
Roles: Carnival T Dance



Roles: Festival

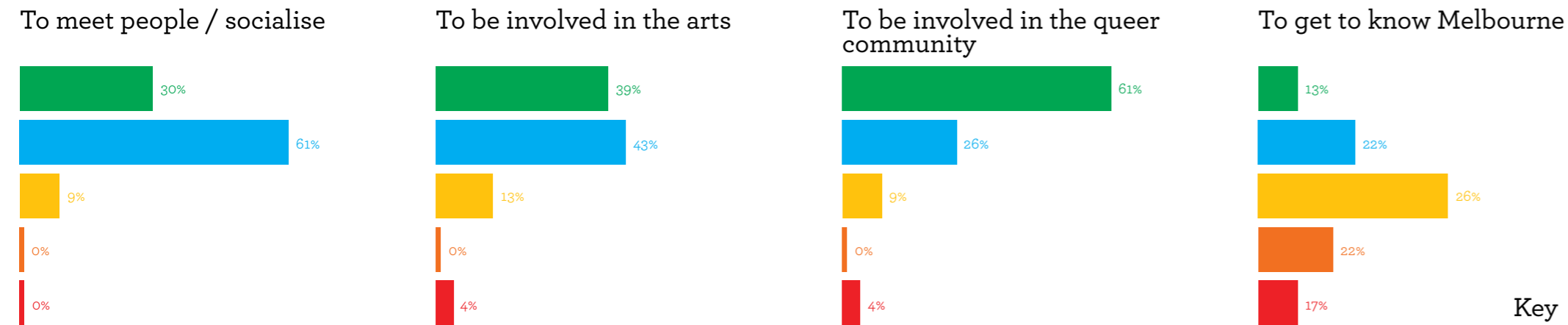
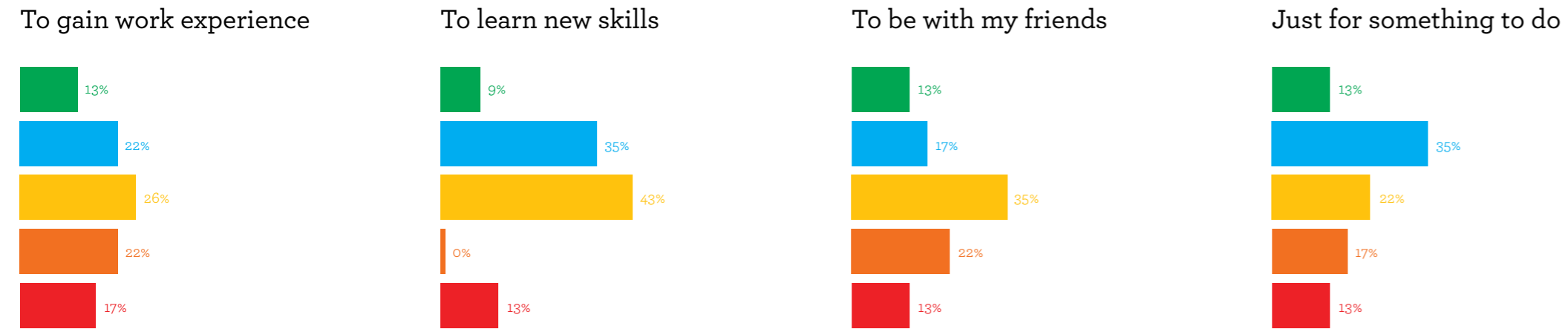


GoWest Volunteering



# MOTIVATION TO VOLUNTEER

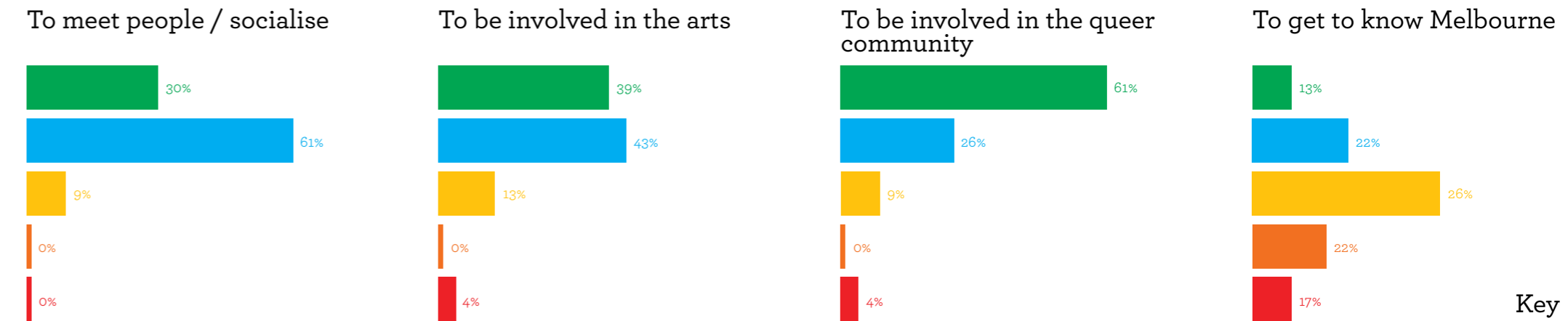
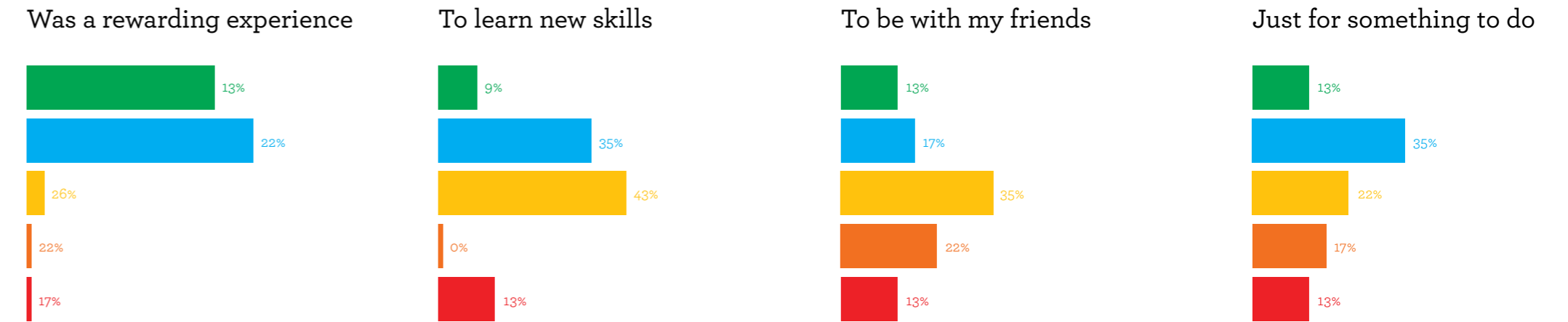
The following figures were taken from Midsumma's annual volunteer experience survey.



**Key**  
 Strongly Agree  
 Agree  
 Neutral  
 Disagree  
 Strongly Disagree

# VOLUNTEER EXPERIENCE

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



**Key**  
 Strongly Agree  
 Agree  
 Neutral  
 Disagree  
 Strongly Disagree



# REPRESENTING MIDSUMMA

Midsumma asked all volunteers to respond to the following questions to get a gauge of how well volunteers are able to represent, 'sell' and speak about Midsumma.



# MIDWINTA FESTIVAL

Midsumma 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.

Midwinta 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 so come prepared to spend big! Our first Midwinta is bookended by exhibitions from Midsumma's past and present visual arts co-or-

dinators. 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 member of my family has been going through the trauma that is chemotherapy over a similar period so Tim's words resonated with me personally like it will with many of you:

"My cancer has shifted my reality and those around me: the undercurrent of fear of death shifts values, needs and wants"

Tim has always been a fighter and his journey has been an inspira-

tion to those of us who know him. Tim and his husband Keith have been huge supporters of Midsumma over many years including serving on the board so 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 and the annual Pride March, which Midsumma recently took the reins of.

## MIDSUMMA 2013/14 STAFF AND KEY VOLUNTEERS

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**Festival Manager:**  
Monique Thorpe

**Administrator / Projects Officer:**  
Adrian Joannou

**Production Manager:**  
Helen Papadomanolkais

**Ticketing Manager:**  
Hadley Agrez

**Digital Media Manager:**  
George Groves

**Webdude/eNews Editor:**  
Alan Drummond (year-round volunteer)

**Mobile App Developer:**  
Ben Deckys

**Digital Content Intern:**  
Katrina Varey

**Publicity Interns:**  
Mitchell Blincoe & Kimberley Dinh

**Social Media Intern:**  
Adam Jordan

**Design Volunteers:**  
Teags Humm teagshumm.com  
Dito Kadum ditokadum.com

## MIDSUMMA 2013/14 BOARD OF DIRECTORS

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

**Jamal Hakim**  
Elected to the board of directors at 2013 AGM  
Role: Treasurer (incoming)  
Member of Midsumma 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**  
Resigned Feb 2014

## BOARD MEETINGS

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	Attending	Apology
Aaron Hockly Chair	8	2
Rachael Simpson Deputy Chair	8	2
Dean Hamood Outgoing Treasurer <i>Resigned in March 2014</i>	5	2
Jamal Hakim Incoming Treasurer <i>Co-opted in December 2013</i>	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 <i>Coopted in December 2013</i>	5	1
Simon Mallia <i>Coopted in December 2013</i>	5	1
Jane Daniels <i>Resigned in February 2014</i>	4	2
Steven Hunter <i>Resigned in February 2014</i>	3	3



## MIDSUMMA 2014 PATRONS

- Diamond Patrons (5,000+)**
- Lisa Watts  
Business woman and former Midsomma Chair
  - Anonymous Donor
- Gold Patron (\$2,000 – \$4,999)**
- Andrew Staite  
Midsomma Board Member, Managing Director: SHK
- Silver Patron (\$1,000 – \$1,999)**
- Dean Hamood  
Treasurer and Manager of Purchasing Services – Corporate Support Hub & Payment Services at Monash University
- Rainbow Patrons (\$500 – \$1,000)**
- Martin Foley  
State Labor MP for Albert Park
  - Stuart Kollmorgen  
Norton Rose Fulbright Partner
  - Barnaby Johnston  
Barrister
  - John Allan  
Managing Director, Sensis Pty Ltd
  - Commissioner L. Johns  
Fair Work Commission

## PARTNERS

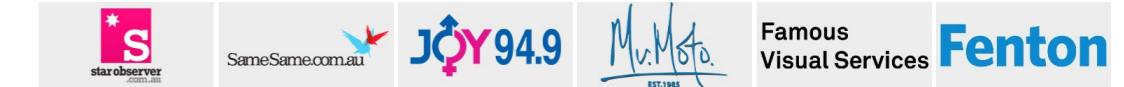
### PRINCIPAL PARTNER



### MAJOR PARTNERS



### MEDIA PARTNERS



### SUPPORTING PARTNERS





[midsomma.org.au](http://midsomma.org.au)