

Midsumma Festival Inc. admin@.midsumma.org.au www.midsumma.org.au
PO Box 223, Abbotsford t. (03) 9415 9819
Melbourne, 3067 f. (03) 8648 5940

A Queer Coming of Age

18 Jan – 08 Feb
2009

2009 Annual Report



Midsumma Festival Inc.

Incorporated Association
Registered No. A0017644V
ABN 50 783 159 198

Room C.1.20 Abbotsford Convent
1 St Heliers St
Abbotsford, VIC 3067

Phone: 03 9415 9819
Fax: 03 8648 5940
Email: admin@midsumma.org.au

Copyright © Midsumma Festival Inc. 2009

Purpose and Statement of Objectives

As outlined in the Constitution;

The purpose of Midsumma is to present an annual arts and cultural festival.

Midsumma is committed to presenting an annual arts and cultural festival that, within a safe and healthy environment, celebrates the pride and diversity of Victoria's lesbian, gay and allied communities, and (sic) Board of the Midsumma Festival Inc aims to produce an annual arts and cultural festival that:

- Is inclusive of and responsive to the lesbian, gay, queer, bisexual, transgendered and pan-sexual sections of the community.
- Supports and encourages all community activities it perceives as having cultural relevance within the community.
- Promotes opportunities for new artistic talent.
- Is diverse and challenging.
- Is committed to excellence.
- Educates the community to become consumers of lesbian and gay arts and culture.
- Promotes lesbian and gay arts and culture in Melbourne, Victoria and Australia.
- Is recognised as a principal arts and cultural festival interstate and internationally.
- Builds strategic alliances with other marginalised arts and cultural communities including indigenous and multicultural communities.
- Maximises access and equity.
- Is financially responsible.¹

¹ Rule inserted at AGM 2001 to reflect Aims and Objectives which were amended by special resolution approved by members at the 1999 AGM.



The Board and Management 2009

The Board

The last year has seen limited change in the Board and Management of Midsumma Festival Inc.

Chair	Lisa Watts*	Elected	June 2008
Deputy Chair	Samantha Jacob*	Elected	June 2008
Treasurer	Dean Hamood*	Elected	June 2008
Secretary	Ronit Fazekas	Elected Resigned	June 2008 April 2009
Ordinary Members	Paul Curran	Elected Resigned	June 2008 April 2009
	Omega Goodwin*	Elected	June 2008
	Kylie Bartel	Elected Resigned	June 2008 June 2009
	Tim Bateson*	Elected	June 2008
	Julie Stopp*	Co-Opted	June 2009

* Current Board and Management of Midsumma Festival Inc.

*** A board member with pecuniary interest, elected in accordance with rule 41A.

Elected refers to Board Member elected at an AGM or SGM

Co-Opted refers to Board Members appointed by the elected members of the board under rule 41(c)

Casual Vacancy refers to Board Members appointed under rule 41(d)

Festival Staff

Festival Producer - Adam Lowe Group (ALG)

Midsumma engaged Adam Lowe Group Pty Ltd (ALG) in 2009 and this engagement continues in 2010. ALG as Festival Producer oversees, the general management, festival artistic direction along with event operations & logistics. ALG is a production house specialising in arts, cultural and community event creation, administration and production. Headed by Adam Lowe a highly sought after and multi talented arts, events and entertainment industry practitioner, whose major arts and cultural events experience expands some 15 years, 2 Olympic Ceremonies events, and extensive performing arts production across Australia and Asia. The ALG team includes;

Associate Producer – Molly Whelan

Molly's responsibilities for Midsumma include programming initiatives, festival guide publication and production, Community Produced Events management, Festival Hub collaboration and assistance, visual arts programming, *Pink Shorts* programming and production, government funding & corporate sponsor liaison. With the recent addition of James Findlay, Molly will supervise and bring James to speed on all aspects in Midsumma programming & marketing.

Associate Producer – Simon Patterson – SKP events

In 2009 Simon K Patterson, as a subcontractor, part time throughout the year and full time leading into and during festival held responsibilities including assisting in the production of Midsumma's major events and providing support to all areas of the Festival. Simon has a major focus on community engagement, including specific projects such as the Carnival Stallholders.

Production Manager – Ryan Barwood

Ryan Barwood was a new addition to the team working on Midsumma, in October 2008. For the 2009 Festival he delivered the Carnival in Alexandra Gardens. A graduate of the West Australian Academy of Performing Arts (WAAPA) Ryan's event production knowledge aided our delivery of a very successful Carnival day. Ryan will continue in this role into the 2010 festival.

Administrator – Tom Lambert

Tom oversaw the day to day operational aspects of the new ticketing system and coordinated the volunteers for the 2009 festival. Tom also provides general administration assistance to the festival team and is a great asset. Tom will continue in this role into the 2010 festival.

Assistant – Marketing and Publicity – James Findlay

In the 2009 festival James Findlay assisted the team with publicity and also produced the first 'Midsumma Hour' on JOY 94.9 each Friday morning. Following the success of the program and his assistance with publicity James has taken on a role at ALG in the festival Marketing and Publicity. Having recently graduated from RMIT with a Bachelor of Communication (PR) James will continue this role into the 2010 festival and also increase his and Midsumma's time on JOY 94.9 with a three-hour Midsumma program during festival.

Students on Industry Placement

In 2009 Midsumma engaged two students in industry placements. Anita Posterino was engaged as the assistant stage manager on the main stage at *Carnival* as well as assistant stage manager on *Pink Shorts*. The role also provided Anita with industry experience in event management which included Carnival programming and logistics, Anita has gone on to study this career path in Banff, Canada. Samantha Kruse was also engaged as an assistant stage manager on *Pink Shorts*, which provided industry experience in theatre production. Both Anita and Samantha were recent graduates of Holmesglen Tafe. In the lead up to the 2010 festival ALG will again engage students in industry placements to fill similar roles, the students will be scouted from NIDA, QUT and Holmesglen.



Chairs Report

Lisa Watts, June 2009.

Midsumma 2009 was successful. For the board and the Midsumma team that's measured by delivering on what we set out to achieve; a vibrant and sustainable festival program produced by the community, comprehensive accurate festival guide on the streets, an easy - to - use and updated daily web site, with informative Midsumma email newsletters throughout the year, the capacity for people to buy tickets online and in venues via an online ticketing platform implementation, a new logo, a visual arts program and a large community celebration at Carnival. Importantly we needed to do all this with a surplus of funds at the end!

Carnival

The opening celebration of the festival at Alexandra Gardens was excellent this year, due in part to some exceptional (for Melbourne!) weather. The perfect temperature assisted in getting very high attendances throughout the day. We programmed performances on one stage and this worked well in reducing the infrastructure complexity and cost.

A partnership with the Market hotel to produce T Dance worked well and was designed to reduce the risk on the festival if numbers fell lower than budgeted. Rather than a license fee or similar we moved to a profit share arrangement. Fortunately the number of attendees to T Dance was higher than budgeted and both The Market and Midsumma were able to chalk up the event as a success.

Guide and Media

Midsumma entered an agreement with Evolution publishing to sell advertising, print and distribute the festival guide. The guide was high quality, and achieved all it's objectives in terms of accuracy, layout and design. It was excellent to have the MCV team responsible for selling advertising and managing these relationships – the outsourced model is one we are certain offers a better outcome for the festival. The partnership allows us to deliver a high quality guide that doesn't expose us to cost /revenue drivers in the same way it would if we were working in house. In 2010 we'll improve on the distribution of the printed guide (we had anecdotal feedback that guides where hard to find in some locations and over supplied in others) and work to earlier deadlines.

Visual Arts

The Visual Arts program was powerful and diverse, with strong work presented as part of Queer City, and the Yarra Arts and Destinations program in particular. Well done and thank you to Tim Bateson for managing the excellent program and thanks to all the artists who contributed to the shows.

Festival Hubs

In 2009 we were able to continue our work with the Midsumma Hubs. Apart from giving audiences a clear sense of where to go, the hubs allowed artists' work to be curated and presented in a highly professional and supported way. We'd like to acknowledge and thank Chapel off Chapel, Gasworks, The Glasshouse, and The Butterfly Club for making Midsumma such a success. We're excited to announce the Northcote Town Hall as a new Festival Hub, for the 2010 festival.

Web Site

The Midsumma website platform we invested in 2008 was able to be kept fresh and the on-going content creation and editing of the site was done with great professionalism – thanks in particular to member and volunteer, Alan Drummond.



Annual Report 2009

Introducing online registration for stallholders at Carnival and for Community Event Producers reduced the workload of the staff and increased the level of information provided to audiences.

New tag line & logo

In 2009 we designed a program that celebrated 21 years of Midsumma – and adopted the new tag line “Midsumma; Celebrating Queer Culture” as an acknowledgment of the many bisexual, transgender and queer people who feel excluded by the G & L tag. This change actually generated only a little debate as a result – perhaps it really was time!

The new corporate logo was designed by Hammer and Tong, who have created something the community received well and captures the essence of a collaborative community.

Ticketing platform

Midsumma implemented an online ticketing platform that ran smoothly. Apart from making it easier for audiences to plan and purchase tickets to all events, the organisation was able to have insight and data into sales of shows. A ticketing platform also reduced the risk of bad debt from registered events, which had been a “hard to resolve” issue for every past festival.

Organisational structure

Part of the reason things have run so smoothly this year is the organisational structure we have put in place. In the past, funds have been allocated to hire staff such as a GM and production crew. Rather than do this, the Midsumma board has contracted the services of the Adam Lowe Group to manage the operational and production elements of the festival including all administration. Adam receives a fee and his staff work on Midsumma, and on other arts and cultural events and productions at other times during the year. This delivers Midsumma a more sustainable resource base at a lower rate and is working very well for us as a model. It eradicates problems most festivals face in terms of “corporate memory” due to staff turn over and allows the board to focus on strategic issues rather than hiring and managing a large team of people directly. Adam and his team have been excellent and the board feels very fortunate that we’ve been able to secure the services of ALG.

Support

The on-going support from our Government partners, City of Melbourne, City of Yarra, Arts Victoria, Tourism Victoria is magnificent and greatly supports Midsumma in delivering the high quality festival each year. To our corporate partner IBM – thank you for your continued commitment to diversity, we look forward to great successes in 2010.

Thank you also to all the board, past and present staff in the office and to the members of the Programming, Marketing, Major Events and Visual Arts working groups, whose contribution of time and effort means so much to the delivery of this festival.

The 22nd festival will run between 17 January and 7 February 2010. Melbourne’s annual festival celebrating queer culture, Midsumma, will again bring queer life to the city in 2010.

See you in 2010!



Lisa Watts, Chair 2009



MIDSUMMA
A Queer Coming of Age
18 Jan – 08 Feb 2009

Midsumma Festival Inc.
PO Box 223, Abbotsford
Melbourne, 3067

admin@midsumma.org.au
t. (03) 9415 9819
f. (03) 8648 5940

www.midsumma.org.au

Artistic and Cultural Impact Statement 2009

The 2009 Midsumma Festival was delivered between January 18 and February 8. The festival celebrated the organisations 21st Anniversary with the moniker 'A Queer Coming of Age'. The artistic and cultural program for the festival comprised of a range of different events in response to this theme, or representing other queer themes relevant to the community today.

The programs were made up of both Midsumma produced and funded events, as well as community produced and funded events. As an umbrella festival we attempted to return more singularly to promoting community participation in 2009. Midsumma produced a component that was the smaller percentage of the overall number of festival events and activities. As testimony to the significant artistic and cultural endeavour of our constituency the 2009 Midsumma Festival continued to showcase events across all manner of genre including performing arts, visual arts, live music, film, literature, community, sport, night life and parties.

For organisers, 2009 was a year with emphasis on consolidating the program, to aid in reducing costs, stabilizing our human and financial resources, and better understanding our relevance as we enter the next phase of life, coming of age as an organisation.

Comprising of 45% less events, than the previous year, this consolidation was successful, and responded to the overwhelming anecdotal feedback from producers and audience alike that there was too much to choose from in 2008 which may have impacted on general attendances.

Highlights of the 2009 Festival

As has become customary, 2009 opened with Carnival and T Dance in Alexandra Gardens. The festival included two very strong visual arts programs produced by Midsumma. These two exhibition series accept submissions to an open invitation for queer artists to submit work in the queer genres, and addressing queer themes as well as works considering the themes centre around our relationship with and perspective on the broader community, and social contexts.

2009 also saw the continued success of the Midsumma produced short play competition Pink Shorts, which showcased talented and emerging theatre makers and demonstrated Midsumma's ability to attract new works in the theatrical genre, as well as the popularity of this amongst emerging artists, as each person involved volunteered their time in realizing the productions.

All of this, in addition to our, outstanding open access 'Community Produced Events' (CPE) program stand out as the highlights of the 2009 Midsumma Festival.

Carnival and T Dance – Opening the Festival

Carnival and T Dance is produced and marketed by Midsumma with the assistance of the City of Melbourne, and state government through arts and tourism funding streams. Community sponsors and collaborators from public and private sectors also participate, and contribute. Organisations such as Australian Gay and Lesbian Archives, and community sports and music clubs collaborate, along with small business in the queer and mainstream community. In particular in recent years, is the mainstream community support provided by Douglas Site Services (in cleaning and waste). This local Melbourne based business is now providing cleaning and waste services to New Mardi Gras in New South Wales, The Reading Festival in the UK and the 2010 Winter Olympics in Vancouver Canada.

The Market Hotel and The Greyhound Hotel, (Bar Operators) provide substantial cash discounts or share in income and expenditure to realise this signature event for Festival, and the many traders and community groups who buy stalls provide part of the costs in realising infrastructure.

For its part Midsumma supplies the operational and logistical resource management, and curates a program of 12hours of family friendly queer entertainment that successfully provides the artists registered within the festival program great initial exposure as part of the opening event.

Annual Report 2009

The 2009 event, like its predecessors provided artists, traders, cultural organisations, and other members of the GLBTIQ community with opportunities to interact with the mainstream community of Melbourne, as well as with itself. The 2009 Midsumma Carnival and T Dance exceeded expectations in attendance (approximately 10,500) and the event's general success. (This year operating at a budget surplus, buoying the financial resources applied to the organisations administration costs).

The weather was certainly a contributing factor in the greater than anticipated attendance, and the new teams' refinement of aspects of the previous year resulted in positive feedback and strong community collaborations for the future, although notably downscaled. Now in the second year as the opening to festival, the free public entertainment programmed on the day from listed artists within the forthcoming festival program is, we believe stable and showing good signs of positive audience development.

Bringing children and families to the main stage with a performance by Polyglot Puppet Theatre, was well received and appreciated by the Rainbow Families Council and other such groups. Our showcasing of performers from each of our festival hub partner venues also exposed people to the vast programming in store for them across festival. This included, live music stretching from Jazz and acoustic performances through to local novelty punk rock lesbo band 'The Kill Room'.

We believe the attendance is up by 2000 people since the 2008 event, and see an increasing awareness that Midsumma is not just one day in the park, but 3 weeks of cultural celebration. There is therefore a significant impact on audience development, through the positioning of this event as the opening event.

Visual Arts

Visual arts programming during Midsumma Festival 2009 also saw a reduction in the program from 2008; from fifteen exhibitions to eight, a further move of consolidation to maintain cost control. This represents only the sacrifice of 1 gallery space, in 2009. Through this consolidation of gallery spaces we were able to present a sustained high quality program which provided artists with equal support than in previous years while resources were not so sorely stretched, and we have been able to invest surplus funds in improved forward planning, and earlier engagement strategies for the 2010 event.

Queer City now well established with exhibitions in fortyfive downstairs, City Library, and Platform Space was refreshed this year with the inclusion of a new City of Melbourne gallery space, Guildford Lane Gallery.

Yarra Arts was concentrated in three venues, 69 Smith Street, Dante's Gallery a new space, The Library Art Space J-Studios Artist Community.

In 2009 Midsumma Festival's relationship with the City of Melbourne underwent some changes, namely a repositioning of the relationship within councils Event Operations division, rather than Arts & Culture. Despite the getting to know you process at the beginning of any new working relationship, this had no negative impact on delivering the much celebrated and long established Queer City Visual Arts program. The program showcased international and local artists and provided a city central location to continue the discussions on queer life today. Encompassing both the dark and serious narratives juxtaposed with others more light and humorous the four galleries brought an impressive array of talent to the centre of our city.

fortyfive downstairs featured works from Michael Brady, David Helmer, J Kristenson and Balinese artist Ian Davey filling the space with four very different styles, textures and representation.

Michael Brady's most recent work '*Rawhide*' returned to a 'camp' quality not seen in queer art of late, depicting cowboys from the 1950s and exploring the relationships between men, their horses and the land in grand works on paper. The works were accompanied by a life-size fibreglass horse.

Kristenson's work was equally loud on the opposing wall, computer generated images titled, '*Androgyny1*' and '*Androgyny2*', exploring the depiction of gender from generation to generation looking at the similarities and the differences. Picking on fashion as a major symbol and it's ever changing symbols of masculine and feminine.



Annual Report 2009

David Helmer's *'Mother Ship'* added the last element to the larger room, a playful spaceship hung from the back corner, inviting guests to embrace and rest awhile. Using hundreds of cells Helmer has created a circular object which begs the question of eternity and distance, continually engaging with ones imagination.

Ian Davey's works in the front room, *'9 Days in Jogja'*, explored the extreme contradictions and complexities of Indonesian life and culture. Davey has related these works and the colours to a city that is still very much in turbulent times and has brought his awareness and knowledge to the centre of our existence to examine our own.

At City Library Midsumma hosted three Melbourne artists, Peter Hignett, Jo Harrison & TJ Bateson.

Hignett's *'Handyman'* is a direct social commentary on the large generalisation that still exists today, that gay men are effeminate. By playing with this theory Hignett has decorated traditionally masculine objects including hammers and pliers with lacy and pretty typically feminine fabric. The works open up a direct dialogue of the social stereotypes which still capture the GLBTIQ community.

Harrison's video piece, *'Hot Wet Dot'* explores four young women engaged in hazardous activities, directly balancing the social commentary of Hignett's work while Bateson's *'Woven Fields'* a collection of tea-bags died and woven together created a quite surface that was both decorative and seductive.

Despite previously working in Platform Space, this year for the first time, Midsumma engaged curator Din Heagney for this exhibition in the series. One of our goals presently is to increase and broaden the human resource that is behind Midsumma, and this partnership manifested as one of the great successes of 2009.

Comprising of 16 artists this exhibition brought the space to life like never before during Midsumma. Jombi Supastar, an African American artist from California presented, *'Earthy Delights'* an expression of life with all its density and complexity, in a multi-layered exploration of spirituality and sexuality.

Tape Projects, a collective of 9 temporal artists, begun their six month residency at Platform Space with their opening in the festival. *'Frame'* presented a hidden revolving side show tempting passer-by's with flickering lights and furtive noises.

Freddie Jackson presented, *'Disconstruction'* looking at current queer culture, accentuating the darker sides while finding humour in them. The work is equally clever in title and manifestation, through a brilliant exploration of the sliding lives of those who over indulge.

Jason Lingard's *'Skin Idols'* explored the very fuzzy line between pornography and art. Looking at the gaps and cross overs of absurdity and decency, abhorrence and worship. Linsey Gosper's *'Black Widow'* engaged with the popular assumption that narcissism is closely linked with femininity and lesbianism, exploring the more assertive qualities and their perception through a mainstream eye. The works envelope a femme fatale's character that has often been represented as a harsh askewed view.

Hannah Raisin's *'Milking the symbols of a synthetic femininity'* explores our needs to mimic key ideas and icons who are just as 'artificially enhanced as a packeted cereal'. Sam Wallman a local artist currently advocating for young people with disabilities, whose drawings can often be found all over the place; in alleyways, cafes, and bookshops; but in January they found their home at Platform Space. Characterising our current social landscape, the drawings turn popular sexist, racist, and homophobic humour on its side and make a mockery of its very existence. Sam Wallman presents this derogatory humour to reveal the naivety of those who laugh along with it. The final artist is Matt Shaw, a designer with horticulture, landscaping and sculptural experience who was commissioned to deal creatively with the leaky cabinet, his installation *'Underground Garden'* brought life to a dying space.

Guildford Lane Gallery as the newest edition to the Queer City program added a brand new Melbourne space in which we were able to showcase seven artists over three levels. The top level was home to a new project titled *'Question Mark'* featuring three local artists; Brigitte Lewis an emerging Melbourne based poet currently completing a PhD, Rachael Simpson a graphic designer with a passion for stencil art and Peter Van Der Merwe a visual artist/writer/theatre maker. Together they explored the limits of rationality uniting the dead-end streets that are gender, race, sexuality, perception and reality. The works are both humorous and serious and the space was balanced with photography, scripture and sculpture.



Annual Report 2009

On the second floor, Tim Craker's newest work *'Map'* - a continued exploration of the everyday. Craker has created a beautiful hanging sculpture from take-away containers, the piece falls strikingly like rain from the fishing wire holding it up. Lighting enhanced the work by creating drop like illusions on the fishing wire but also shadows on the floor and around the room. The distilling nature of Craker's work needs more than a moment of your day to truly be appreciated.

Clinton Hayden's *'Artifacts of Modern Love'* are a series of self portraits delving into the self, narcissism and the narrative of memory. The works lurk, like the darker side of life. Yet, being presented in perfectly harmless frames they bring about a humorous tone through their exploration of the slightly evil or devilish self reflection.

'He & She' the newest paintings from Anthony Cleave are an exploration of the misfits. Roles are reversed in these exceptional works from a very young local artist. The bottom floor is home to TJ Batesons digital work *'Woven Figures'* a reference to the time-honed skills of craft, this is the new age version with a lace of nude portraits weaving amongst each other.

The Queer City Launch 2009 consisted of two launches, the first was held on Monday the 19th of January, beginning the 21st birthday celebrations for Midsumma at Platform Space filled with pink balloons. From there the crowd walked to the City Library for a stroll through, then up to fortyfive downstairs. Here the speeches were held and an attendance of 300 people meant a very full gallery space. When it was all said and done the group were welcomed back to LOOP bar, Melbourne's inner city bar come arts space to conclude the evening.

The second was the launch of the Guildford Lane Gallery exhibition, held on the Monday the 26th of January. The three levels were buzzing with people, with an attendance of 250 people. These launches continued to provide a night for casual art viewers to enjoy a high caliber program.

Yarra Arts 2009, with the continued funding of the City of Yarra, included *A Genuine Exhibition, 69 Smith Street, Girls Kick Balls, Make a Fuss*, along with 3 launches and a Yarra Arts after-party. The program showcased local, regional and interstate artists. The four exhibitions allowed queer art and artists to reach out to both the queer and mainstream audiences and provided opportunities for cross-cultural building of ideas and information artistically, with many different artists who'd not previously exhibited together before. In *'A Queer Coming of Age'* these exhibitions explored the journey and subsequent maturity of the queer community and provided starting points for discussions surrounding our culture and community, into the future.

The program also directly addressed core aims and objectives of the Midsumma Festival; being inclusive and responsive to the queer community, supporting and encouraging exhibitions that have relevance within the community, promoting opportunities for new artistic talent and remaining diverse and challenging. As well, we continued to create and maintain strong relationships with the gallery partners within the City of Yarra.

The Genuine Exhibition featured Indigenous Artist, Troy-Anthony Baylis who presented his 15th solo show, *'The Genuine Exhibition'*, this year as a premier event in the Midsumma program. The cultural agitator, Baylis continues to create works that challenge perceptions of indigenous art with the presentation of 'high-camp' paintings and knits, which embrace traditional creation processes but embody a very different final product. The exhibition embraced humour, which is not commonly present in indigenous work, and brought a new perspective and meaning to colour and wool.

Inside 69 Smith Street, this 5-room heaven was a return to love, form and figure. Each artist, through different work processes presented photography of the human form in its many states and conditions. Through photography and poetry Alexander Edwards *'Touch Me'* explored love, and intimacy that is sometimes misunderstood. The power of the works came from their honesty and the warmth in their colour.

Rick Connors representing regional Victoria presented large-scale images of figures embracing and challenged the blurred lines of attraction and sexuality. Andrea Van Steen in her photographic exhibition displayed self-portrait nudes exploring the emptiness that exists in a challenging journey to confront the everyday. Chris Nash through a series of three part photographs presented the elements of mind, body and energy, and asked the question 'could I exist as just one of these elements?' The final artists David Khan focused on ideas of desire and presented a selection of works from his forthcoming book *'Naked Desire'*.



Annual Report 2009

Through its honesty, self-questioning and sometimes confronting imagery the exhibition challenged the audience to focus their sense of self-awareness and review the judgement we sometimes carry. In recent years Midsumma had moved away from high camp nudity and what has been typically coined as 'gay art'. This exhibition revisited the human form but with a mature eye, reviewing the way we see ourselves and our love for those with whom we are intimate, appropriate as we celebrated our 21st Birthday and take responsibility for who we are today.

Girls Kick Balls, a collaborative work by young Melbournian artists, Mia Mala McDonald and Monique Schafter presented a cross - media experiential work, celebrating and exploring what football means to girls who play it. The exhibition merged youth culture and football together and included photographs by McDonald, which had been featured in the Amsterdam based magazine G.L.U.

Shafter's documentary presented a direct insight into 3 female footballers breaking down stereotypes often associated with female players. The film explored not only the football culture but its importance and relevance in the lives of those who play. The exhibition included lockers, engaging the audience with humorous posters and items within. It provided two young female artists with a space to explore football; a very Melbourne and also typically male sport, yet it went beyond showcasing female footballers to breaking down stereotypes through showing atypically feminine players who were equally capable participating in the game. It reflected on the queer elements that arise / exist as the ideas of gender are broken down, whilst also making light heart of the clichés that still permeate today.

Kelly Manning and Lock Morley's collaboration *Make a Fuss* was an installation work which considered queer history and the continued need to celebrate difference. The works explored moments of merriment in multiple layers incorporating Manning and Morley's backgrounds in painting, printmaking and photography. The exhibition was in response to 'why do we celebrate'. It presented festive memories and challenged apathy in a way that showed the importance of continued celebration.

As Midsumma reached it's 21st birthday a key question of relevance arose particularly surrounding the need to continue celebrating our culture and community. The exhibition underlined the importance of celebration which stems from the growth of collective memory, our need to remember where we came from and what we've been through. It presented a chance to get together and organise where we're going and was successful in presenting works that explored the importance of celebration, justify our desire for continued festivity for our community.

Yarra Arts Launches for all four Yarra Arts exhibitions were took place over three separate nights. The first was the Yarra Arts launch, a walk from Dante's (Gertrude Street) to 69 Smith Street with an estimated attendance of 400 people. The launch was a great success – for the second year in a row people were held outside 69 Smith Street until there was space. The Second launch was *The Genuine Exhibition at Australian Dreaming Art* (Gertrude Street) which saw a large audience squeeze into a rather small space. Again works were sold and major interest was shown by National Galleries for Baylis' work. The third and final launch was *Make A Fuss* (Barkley Street) which saw a good crowd attend a new arts space in Fitzroy.

Following the first Yarra Arts launch was an after-party at the Glasshouse Hotel, which featured performances from The Kill Room, Constantina Bush & The Bushettes (Nikki Ashby & Caleena Sansbury) and DJ Mafia. The Kill Room are Electropunk tomboys with sexy instruments presenting lyrical songs around life as a lesbian which are often comical in their subject matter, challenging the stereotypes often associated with 'lezzo's'. Constantina Bush & The Bushettes were co-ordinated by Outblack; a support network for the Indigenous GLBTI community that is based in Melbourne but also includes people in rural Victoria. The performance was a dance piece to Beyonce's latest song incorporating traditional dance and hip-hop. The after-party was successful in raising a small amount of funds to put towards the 2010 Yarra Arts program.

Within Performing Arts Midsumma's own queer short play competition Pink Shorts, now in its second year was once again a great success. Moving from its original home at Gasworks Arts Park, Pink Shorts relocated to RMIT's Kaliede Theatre on Swanston Street, and begins an in – kind partnership that will hopefully expand the program and attract new and emerging youth and university participation.



MIDSUMMA
A Queer Coming of Age
18 Jan – 08 Feb 2009

Midsumma Festival Inc.
PO Box 223, Abbotsford
Melbourne, 3067

admin@midsumma.org.au
t. (03) 9415 9819
f. (03) 8648 5940

www.midsumma.org.au

Annual Report 2009

The program continued to support emerging and established playwright's, engaging directors and actors and providing an important stage upon which to present their ideas. The collaborative element of Pink Shorts will continue to improve as its reputation for high quality community theatre production continues. In 2009 the production enjoyed high attendance from both within the GLBTIQ community and broader mainstream community.

Open Access Arts and Cultural Program

Core to Midsumma Festival is its open access program of community produced events (CPEs). In 2009 a decision was made to improve adherence to registration timelines and criteria as one tactic to reduce the total number of participants this year, testing theories that an overwhelming response in 2008 had stretched the Melbourne audience, and reduced attendance. In line too, with our strategies to consolidate, we were also able to reduce some Midsumma cost base in the marketing area locally.

The festival hubs, also now strongly established as part of this program, once again produced four amazing festival seasons, each with their own touch reaching new and broader audiences, the Butterfly Club excelled once again in programming a wide array of new and talented cabaret performances, as well as delving into the visual arts world and putting their own quirky spin on it with *'Dr Sketchy's Anti-Art School'*, bring artists and lovers together to share in this rather eccentric drawing class. The Butterfly Club also introduced a totally new concept to Midsumma, 'The Best of Fest' an event which featured on seven separate nights throughout the three-week festival and which showcased the broader talent from within it. Bringing faithful Butterfly Club audiences the variety of Midsumma as well as encouraging new audiences to attend this remarkable venue to sample the festival. This little teaser was hosted by the very talented Trevor Jones.

Gasworks Arts Park in the past two festivals has focused on lesbian and transgender programming and audiences, in 2009 their programming had a little bit of everything, and while still heavily attend by both the lesbian and trans communities it offered those audiences performances and exhibitions they would not usually attend. From *'Jerker'* the story of two gay boys who share sex, love, everyday life and ultimately death to *'SNAP!'* a photographic exhibition of the last 12 months on the scene with contributing photographers from the major GLBTIQ papers. The program also included *'Little Black Bastard'* a story of survival from acclaimed indigenous writer and performer Noel Tovey, stretching a hand to our indigenous brothers and sisters and sharing their story in our festival. The program also saw the return of Gasworks favorites including, Gendermash and Upstart Alley, focused towards the L&T of GLBTIQ. The Glasshouse Hotel also featured an indigenous element with *'OutBlack Celebration'* a community gathering which invited everyone along to see exciting new indigenous performers.

In Summary

Our consolidation efforts have proven not to have had any detrimental effect on the artistic or cultural impact of the festival. The stability of our human and financial resource has begun to improve with a surplus at the end of the financial year 31 March 2009, and a professional team behind the festival from within event production company Adam Lowe Group. We are now able to begin more work on furthering our commitment to relevance, finding fresh new engagement opportunities and building stronger relationships with more community collaborators to strengthen the future of artistic and cultural celebration of our community.



Treasurers Report

2009 Midsumma Festival was a year of financial gains. There were considerable savings in expenses, yet only slight increases in revenue which resulted in an overall surplus of just under \$35,000.00. This compares favourably with the 2008 festival which resulted in a loss of just under \$48,000.00. Although the expenses were decreased substantially, this did not jeopardise the quality of the festival, which is commendable to the organisers and staff involved.

Our current financial position places in a good standing to be able to deliver another successful festival in 2010, and will also hopefully result in a further surplus. There have been more formal accounting procedures put in place and a much tighter rein on expenses throughout the year, and this has been mainly due to the diligence of Adam Lowe Group and staff.

The procedures developed and currently in place have assisted greatly in delivering more accurate financial records, which have been well received by our auditors, JP Hardwick and Associates. Thank you to all the staff and co of Adam Lowe Group for their assistance and dedication in helping turn around our financial standing.

I look forward to being part of yet another well-received Festival in 2010.

Regards

Dean Hamood

Treasurer – Midsumma Board.

Audited Financial Statements for the period ending 31 March 2009

Audited Financial Statements for the period ending 30 June 2009

The audited financial statements provided by JP Hardwick and Associates, Chartered Accountants can be downloaded separately.



Performance Report – Marketing 2009

In 2009 Midsumma Festival Inc celebrated its 21st Anniversary. This milestone in Australian cultural right of passage was considered a turning point by the board and management of Midsumma. As a peak body within Victoria's queer community, we saw it necessary to demonstrate our 'Queer Coming of Age', and thus the festival was themed under this moniker, and the organisation underwent a brand identity change.

This change responded to our desire and objective to be more inclusive of those human beings represented by an ever growing and less than human acronym; GLBTIQA (Gay, lesbian, bisexual, transgender, intersex, queer and allied communities), in our representation of the community, and our self through visual identity.

As such, under the guidance of Marketing Director Omega Goodwin, we replaced the long time 'sunburst' logo, and the tagline 'Melbourne's Gay and Lesbian Festival'. Graphic designers Hammer and Tong of Melbourne were engaged to develop a new logo to compliment the boards newly determined tagline, 'Celebrating Queer Culture', all in line with the brief of diversity and inclusivity.

Similarly the work of Hammer and Tong, guided by Omega provided wonderfully diverse yet simple and effective festival theme imagery. Our balloon image allowed for the representation of the many different subcultures within our community through variation of the simple base theme. This proved so effective, the need for diversity within the design will be carried into the festival theme imagery as we go forward.

On a more operational, level marketing and sponsorship remained a relatively under resourced area in the year of our 21st birthday. Our more global business strategic direction of consolidation, stabilisation and being relevant required us to focus on a number of other core operational areas, best represented as follows:

- Engage sufficient quality paid staff and fund a low cost working office space with appropriate operational capability
- Revitalise and improve governance and operational shortcomings through consolidation of events, whilst maintaining the stability of our reputation and relevance through community programming.

The major output goals were;

- A strong community produced artistic program, with access to the Midsumma audience for artists. Underpinned by our provision of a smooth registration process, support and advice, venues through partner programs, PR and high quality and circulation 'Festival Guide' along with access to online ticket sales capability.
- A free large scale opening celebration with programmed events and entertainment, *Carnival & T Dance* at Alexandra Gardens.
- A Midsumma Produced visual arts program, Queer City in the City of Melbourne, and Yarra Arts in the City of Yarra throughout the festival.
- A Midsumma produced season of *Pink Shorts* our competition for authors of 10 minute short plays to mount staged presentations of their work.

We have achieved each of these goals, and will move forward in 2010 with marketing and sponsorship higher upon the objectives for the next 12 months. The following however is a performance review of the particular marketing efforts realised in 2009.

Details regarding the implementation of the agreed cooperative marketing activities

Midsumma's marketing plan has recently and is presently, developed as and funded through a cooperative marketing agreement with Tourism Victoria, with the funding through this state government administration to the value of \$12,500.00 in 2009. Other funding for marketing expenses is currently taken from the City of Melbourne (\$10,500) and City of Yarra

Annual Report 2009

(\$2387.10) triennial funding agreements. The sales of the event registration fees for community produced events is accounted as income in our marketing budget, and realised income of \$14968.95 adding to the available funds for expenditure in marketing. This year's cost reduction, and lower impact marketing realised a surplus. The cost of printing the festival guide was reduced significantly through the print media partnership with Evolution publishing.

Print Media Partnership

Midsumma suffered the loss of its original 2009 Media Partner, B News Pty Ltd, in September 2008. This led to a rapid negotiation with Sydney based queer publishing house Evolution Publishing Pty Ltd. Evolution operates a Melbourne office in addition to their Sydney headquarters.

The change to Evolution Publishing offered an existing Melbourne publication 'MCV' along with a number of publications in most capital cities of Australia. The loss of 'B News' also prompted Evolution to experiment with an additional publication to more specifically deal with arts and culture, allowing MCV to handle more news and current affairs.

Evolution Circulation & Readership

		Circulation	Readership
New South Wales			
	SX	(weekly) 25,000	readership 75,000
	SX Compact	(annual) 35,000	readership 140,000
Victoria			
	MCV	(weekly) 20,000	readership 60,000
	MCV Compact	(annual) 35,000	readership 140,000
	Canvas***	(fortnightly) 20,000	readership 60,000
South Australia			
	Blaze	(fortnightly) 8,000	readership 35,000
	Blaze Compact	(annual) 20,000	readership 100,000
Queensland			
	Queensland Pride	(monthly) 18,000	readership 49,600
	Queensland Pride Compact	(annual) 25,000	readership 120,000
National			
	AXN	(monthly) 30,000	readership 130,000
	Cherrie	(monthly) 19,000	readership 95,000
	Fellow Traveller	(annual) 30,000	readership 90,000

***Midsumma was given editorial and advertising inclusion in 'Canvas' a newly published title in 2009. However the title proved unsuccessful and the publication was discontinued.

The media partnership included an in kind print advertising spend of \$45,000; Midsumma utilized this in both local and interstate publications.

Advertising in San Francisco queer magazine 'Gloss' was undertaken by Evolution publishing, and included our logo.

Print and Distribution of the Midsumma Guide

Print and distribution of the Midsumma festival guide in 2009 was part of the media partnership agreement with Evolution Publishing. This aspect of the agreement also included the advertising sales within the guide and realised turnover of \$72,151.00 with all associated costs other than graphic design falling, as budgeted, under total of sales income. This represents a net profit of \$313.25 shared 50:50 between Midsumma Festival Inc and Evolution Publishing.

A distribution of 40,000 originally planned, actually totalled 53,024. This was distributed as follows:

Melbourne	66.91%, 35480 units
Sydney	22.33%, 11840 units
Brisbane	7.39%, 3920 units
Adelaide	3.06%, 1624 units



Annual Report 2009

The remaining 0.3% or 160 units were retained by Evolution and Midsumma for sponsor and partner usage.

Website and Online Marketing - www.midsumma.org.au

Our website in 2009 was again hosted by Salsa Internet, utilising the Joomla CMS. Security issues led to the website being hacked several times during the year and this has led to a lack of statistical information or information that is corrupt, and unusable. However, the security issues were addressed by Salsa, and they and the CMS will continue with us into 2010.

The website in 2009 carried event listings for every event within the festival, recognition for sponsors and partners at every level, including public and private sector partners. It also delivered on our goal of online ticket sales, through a new relationship with SeatAdvisor Australia, links for www.midsumma.org.au took customers straight to our ticket sales portal enabling shopping cart buying of tickets to multiple events. We continue to develop an online archive and history of Midsumma reference area also.

From an online marketing perspective, other than our own website, we undertook a web banner advertising campaign through the gay men's dating website www.manhunt.net. This campaign operated in Australia, Canada, United States of America, United Kingdom, across manhunt's client mail and high traffic site areas, netting Midsumma 5,303,763 impressions from 5278 clicks between January 9 and February 16 2009. The estimated in kind value of this campaign is \$60,000.00. Included are the impression reports from manhunt.

Radio Partnership

Midsumma continued a now long and successful relationship with queer community radio broadcaster, JOY 94.9 FM.

This year, the collaboration increased Midsumma's value from the participation of JOY 94.9 in the festival's signature event *Carnival & T Dance*, operating a full outside broadcast from the main performance stage, inclusive of all performances and all anchor work, at Alexandra Gardens for 7 hours across the day. In past years, JOY 94.9 has conducted outside broadcast, but it has been the regular station programming of that day rather than dedicated event specific programming. This change has proved successful, and in debriefing the results with JOY 94.9 team members future planning sees further efficiencies, for both parties that enable us to continue this valuable broadcast in this nature. The result is particularly pleasing, as we are able to reach regional Victorians, interstate Australians, and queer listeners internationally through the live web streaming of that broadcast.

Midsumma's participation in the partnership also increased our received value, with us producing a full hour of radio each Friday morning between 9am and 10am to interview and promote artists and event producers from within the festival. The success of this program was considered high, by both Midsumma and JOY 94.9. The 2010 continuation of this will mean a 3 hour radio program between 9am and midday each Friday for 6 weeks including lead up, festival and wrap up shows. This program was put together by James Findlay of Adam Lowe Group Pty Ltd.

Alliances Targeting National Queer Community

Adelaide's Feast Festival contribution to the 2009 festival realised the inclusion of 4 works in the Gasworks Arts Park Festival Hub program, and a performance by a Feast Festival artist at Carnival. Midsumma's, *pArty* – a premier event of the 2008 Midsumma Festival was presented in the 2008 Feast Festival as a premier event within their programming, with the considerable contribution of former Midsumma board member Monique Schaffer.

Midsumma received recognition as a creative partner, and received logo placement wherever partners were recognised.

Community produced events that were in both festivals include, but were not limited to:

- Yana Alana and the Parana's – Bite Me (ex Melbourne)
- I am Glace Chase (ex Sydney)
- The Blowwaves (ex Melbourne)
- Melbourne's Josephine Kristensen presented *So Queer*, an expansion of her Midsumma Queer City 2008 Platform Space exhibit.
- Many authors from our literature program *Novel Conversations* also took part in the Feast Festival program *Relish*.



Advertising schedules for television, radio and other media

Television - In 2009 Midsumma has not achieved any specific Midsumma produced television exposure. In 2010, there are moves afoot to change this, through the possible creation of a queer lifestyle television program that Midsumma will lend its support to, and this is under exploration at the present time. The media coverage report included as supporting material details any news and current affairs coverage relating to Midsumma through the television medium.

Radio - Joy CSA Schedule is included as an attachment, showing script of the CSA and the schedule of when it went to air. In summary 6 CSA were carried by JOY 94.9

CSA Name	Duration	Number times to Air	Total Air Play
General CSA 1	27 seconds	31	13 mins 57 secs
Carnival CSA 2	40 seconds	18	12 mins
T Dance CSA 3	28 seconds	18	8 mins 24 secs
General 2 CSA 4	33 seconds	36	19 mins 48 seconds
Visual Arst CSA 5	30 seconds	36	18 mins
Pink Shorts CSA 6	36 seconds	34	20 mins 24 seconds

Details regarding the effectiveness of the marketing and promotions strategy, tourism implications, event management and growth opportunities

Despite consideration of the resource deficiencies, and cost reduction measures that limited our marketing and promotions capabilities in 2009, anecdotal evidence to an extent, and limited results of Midsumma conducted surveys, suggest that metropolitan Melbourne knows of our event, and in many ways marketing to them is preaching to the converted, giving strong support to our need to collaborate with regional Victoria, and to increase our interstate distribution of the festival guide as part of our obligation to Tourism Victoria and the funding program in which we participate.

In particular of note, in marketing the participation aspects of the festival we had no trouble reaching target for participation by producers in the community produced events open access program. Visual arts proved harder to curate despite the number of participants submitting.

85 events, representing a 45% reduction from 2008 which along with the evolution print media partnership realised a significant cost removal for Midsumma, whilst maintaining a strong revenue stream to rebuild our surplus, and arm us for future strength in the marketing areas.

In regards to attendances;

Our ticket sales and donations raised through Carnival show a good attendance of some 8,000 people attending (based on average donations of \$1.50 and receipts totalling \$12,137.70 at the free aspect of the event. Whilst T Dance was attended by 2951 people inclusive of 376 complimentary tickets.

The festival globally shows the following online ticket sales results, reported from the SeatAdvisor Australia ticket sales platform implemented this year, and accessed from www.midsumma.org.au

Tickets Sold: 5751

Revenue: \$129,698.10

The number of performances or events to which tickets were sold: 298

Midsumma is now capable through the ticket sales data collection, to provide year by year comparative reporting through the use of this system, with 2009 our first year of implementation each year from here will only be an improvement.

Midsumma has known growth opportunities for marketing, they include;

Festival Guide - further to the information reported early with regards to the print media partnership, and the Festival Guide aspects of that partnership, as part of our consolidation and stabilisation strategies for 2009, Midsumma undertook a survey regarding the guide distribution, in order to provide the new board and management statistics by which they can assess how this device can be better deployed in future years.

In general the results of this suggest that an earlier release date will be beneficial. The guide distribution in 2009 was less



Annual Report 2009

dense in any specific area, with an increased number of localities receiving copies. This lowered the impact of the product. The Western Suburbs of Melbourne showed a particular shortfall.

The results of this survey are included. In 2010, we are returning to a more densely targeted distribution campaign and increasing the number of units, to improve the interstate distribution of this product.

Chillout Festival - in our initial planning discussions with Tourism Victoria, for the cooperative marketing agreement of 2009 we were encouraged to explore greater synergy and collaborative opportunities with queer regional Victorian festival organizers Chillout Festival. Midsumma happily took this encouragement on board, recognising the potential for both Midsumma and Victorian tourism. Board and management have added this growth opportunity to our priority list for future strategic alliances as initial conversation with Chillout Festival in mid 2008 was equally enthusiastic, and a small number of possibilities for cost effective collaboration, were identified. This included DL brochure advertising within the International Gay and Lesbian Travel Association (IGALTA) network at travel conferences and showcases etc. These opportunities have not been realised in 2009, but the seed of planning is laid for 2010 with the view to growth of this collaborative partnership strategy.

A detailed summary of any data collected during the event that describes the number of visitors and their place of origin, levels of expenditure, length of stay and general comments regarding the event.

The 2009 Midsumma Festival feedback survey undertook polling of festival attendees through www.surveymonkey.com. The polling took place post festival, and shows results from a small sample pool, where the respondents to any one question varies, and is indicated on the results graphs.

A summary of the statistics shows:

38.8 % were women, 61.3% were men, and 0% were transgender.

1.3% were under 18

20% were aged 18-24,

42.5% were aged 25 – 34

35.1% were 35 – 64

Seniors 65+ totalled 1.3% of respondents.

Interstate visitors were 3.8%

Regional Victorians represented 8.8%

These results are not all believed to be an accurate reflection of the true statistics, and improvements to our polling is required. Of particular note from the City of Melbourne's Carnival day survey is that 37.1% of 388 respondents recalled promotion online, with the next highest recalled medium the newspaper with 35.8% responding. Radio rated a percentage of 29.1%.



2009 Life Member

Rule 3c requires that a Life Member must be unanimously determined by the Board, as a result of their outstanding service to the Statement of Purposes of Midsumma. At its final meeting before the AGM, the Board of Midsumma Festival Inc considered whether the Life Memberships that could be awarded, the result of their deliberations is that Glynn Cryer be announced as Life Member tonight.

Glyn Cryer was appointed to the Midsumma board in 2002 as marketing director, and went on to be appointed as Chair in 2004.

A dynamic, capable and charismatic leader Glyn has made an enormous contribution to Midsumma over a time when many festivals experienced declining revenues and funding challenges. He oversaw a period of improved professionalism and strengthened relationships with government partners.

Glyn is well known for his excellent skills in relationship-building and first hand knowledge of the issues facing the arts sector. He was recognised in 2007 as one of 25 most influential gay and lesbian Australians by LGBTIQ lifestyle website samesame.com.au.

Some of the highlights of his time leading Midsumma include:

1. Orchestrated the move of Midsumma into the Abbotsford Convent, and thus allowing Midsumma community to access the festival team within the growing artistic community of the Convent.
2. Created a strong leadership team within the board, and ensured succession was in place for Chair
3. Was instrumental in securing new state government funding stream from Arts Victoria with a four year commitment
4. Recruited and managed our first two full time General Managers, which allowed for improved internal processes and corporate memory retention. The appointment of a General Manager for the Festival was a significant step towards long term planning and program development of the Festival.

Cryer's legacy to Midsumma will be the transformation from having a the Festival run by a volunteer-based board to an organisation with full-time staff, and one that gets more support and funding from councils, the state government and corporations than ever before.

On behalf of the current board we thank him for his contribution and welcome him as a Life Member.



2009 Government Partners

Principle Partner



City of Melbourne 2009 – 2011 Triennial Funding Agreement
Contract is valid for 1/1/2009 – 31/12/2011 to the cash value of, \$70,000 and \$194,000 of in kind support (site fees) under Event Partnerships Program.

2009 was a successful first year since this change from Melbourne's Arts and Culture Program. Thanks to Emma Ingles – Senior Coordinator Events Melbourne who looked after our relationship throughout 2009.

State Government Partners

**ARTS
VICTORIA**



Arts Victoria – 2009 Annual Operations

- \$40,000 Grant + GST for Calendar year 2009
- Contract valid 1/1/2009 – 31/12/2009

The 2009 calendar year Arts Vic Annual Operations funding requires a Mid Year Report submitted on June 30 2009, and final acquittal in March 2010 60 days after the festival. Thanks to David Everist and Tania Grant for their assistance and support in this new funding stream.



Tourism Victoria – Cooperative Marketing Agreement.

Midsumma entered into a Cooperative Marketing Agreement with Tourism Victoria for the 2009 Festival

Valid between 29 December 2008 – 8 May 2009, the value of this agreement was \$12,500. This has been acquitted. Thanks to Brendan Downey for his continued support of Midsumma.

Local Government Partners



City of Yarra 2007 – 2009 Triennial Funding Agreement

Contract is valid for 1/1/2007 – 31/12/2009 to the cash value of, \$15,914 + GST

In 2009 Midsumma Festival has been invited to apply for a closed funding round for 2010-2011 to bring us inline with the City's current triennial program.



MIDSUMMA
A Queer Coming of Age
18 Jan – 08 Feb 2009

Midsumma Festival Inc.
PO Box 223, Abbotsford
Melbourne, 3067

admin@midsumma.org.au
t. (03) 9415 9819
f. (03) 8648 5940

www.midsumma.org.au

2009 Corporate Partners and Sponsors

PRODUCING PARTNERS



IBM Provide yearly assistance to Midsumma, specifically surrounding the volunteer program.

In 2009, the value of the cash support provided by IBM was \$10,000

In 2010 Midsumma Festival is excited to continue our relationship with IBM

MEDIA PARTNERS



Evolution Publishing, publishers of MCV, Cherrie, SX, AXN, fellow traveller, Queensland Pride and Blaze provided in kind advertisting value of \$45,000 during the 2009 Festival.

Their contribution to the Festival Guide led to a zero cost guide production, and profit share of revenue.

The project was worth \$71,837 and broke even with a small profit shared by the parties of \$313.25

We look forward to a longer lead time in 2010, for further success.



SUPPORTING PARTNERS

Adam Lowe Group,
Art Guide Australia,
WineBox Warehouse,
Hares & Hyenas,
SKP Events,
Douglas Site Services

VENUE PARTNERS

The Butterfly Club,
Chapel Off Chapel,
The Glasshouse,
Gasworks Arts Park,
RMIT Union Arts,
fortyfive downstairs,
kick gallery,
Guildford Lane Galleries,
69 Smith Street,
The Library Art Space,
Ross Watson Gallery,
Melbourne Library Service (City Library),
Dante's Fitzroy, Platform

Volunteers

Midsumma Festival would not exist without the commitment of volunteers. Midsumma formally thanks each and every member of the community who donated their time whether their name is registered and appears here, or they are unregistered or anonymous. Every aspect of the festival delivery has benefited from the valuable contribution of volunteers and herewith are some statistics surrounding the volunteer program for 2009

Volunteer Hours

Category	No. of Volunteers	Hours Worked	Total
Event Volunteers	57	7	399
Working Group	0	0	0
Admin	3	14	42
Website	1	600	600
Board Members	8	416	3328
TOTAL	69		4369

Registered Volunteers

A Louise Angrilli, **B** Lisa Bates, Sarah Bates, Imogen Beazley, Jane Black, Carolina Bodin, Carlee Botefuhr, Nat Bradshaw, Claire Brown, **C** Chuping, Stephen Cahill, Paul Calverley, Tim Casey, **D** Brad Daffy, Alan Drummond, **E** Alexander Edwards, **F** Hannah Ferrira-Clark, Hannah Fraser, **H** Stavros Hadjiyanni, Hazrina Haidar, Anna Harper, Benjamin Ho, Dino Hodge, Tiana Hokins, Nathan Hood, **J** Jon James, Samantha Jarvis, **K** Kitty, **L** Jessica Lispet, **M** Luke Maiorana, Tracey Margieson, Latarnie Mc Donald, Mat Mc Donnell. James Mitchell, David Munoz, Rhiannon Munro, Robyn Munro, **N** Michael Needham, Amanda Netzel, **P** Katherine Papaioannou, Anita Posterino, **R** Claire Rimmer, Tarsh Russell, **S** Benjamin Scully, Nathaniel Shockley, Harley Solomou, Philippa Stroud, **T** Luke Taylor, Nihat Tektas, Dean Thexton, Bonnitta Travers, **W** John Waddell, Liz White, TJ Wong, **Y** Liham Yamin, Chris Yip, Didier Yue

