



MIDSUMMA FESTIVAL INCORPORATED
ANNUAL REPORT 2015

31 July 2015

Overview

The 28th Midsumma Festival was true to its theme: *Making Connections* – connecting the diverse gender and sexuality “DGS” community with our partners, the media and the broader Victorian community.

The striking cover image was developed specifically in response to this theme by artist Santtu Mustonen who is a Finish illustrator based in New York. His work is inspired by organic patterns and movement.

The Midsumma Festival 2015 ran from the 18th January to the 8th February and was record breaking across all areas:

- 200,000 Festival attendees
- 100,000 Carnival attendees
- 40,000 Pride March attendees
- 9,500 T Dance attendees
- 8,100 tickets sold
- 4,500 Pride March participants
- 151 Carnival stallholders
- 147 Festival events
- 101 Festival venues
- 11 Carnival food vendors
- 9 Midsumma produced events



A year of consolidation – Midsumma Festival 2015 focused on building on the success of 2014 with hugely attended major events, a diverse and innovative arts program and a record number of social and community events.

Engagement with the community continues to be a priority for Midsumma with a range of community consultation exercises conducted throughout the year to aid the development of our 2015 – 2020 Strategic Plan and festival programming.

Feedback from the community has been overwhelmingly positive with audiences continuing to grow.

This report covers the 12 months ended 30 June 2015 for Midsumma Festival and other events.

Chair's Report

Midsumma's board and management take great pleasure in presenting our Annual Report for the year ended 30 June 2015 – a year of significant development, expansion, change and, as always, appreciation.

Development:

Two achievements stand out. After extensive community engagement and for the first time in its history, Midsumma has a clear vision: inspiring inclusion *colourfully*. By showcasing and nurturing talent in a fun and flamboyant way, we encourage the inclusion of all people.

Our vision is supported by a strategic plan identifying our values, difference and core activities. You can read more about our strategic plan for the five years commencing 1 July 2015 on page 23 of this Annual Report. You can also review our strategic plan for the three years to 30 June 2015 on page 22.

In March 2015, we appointed our first Festival Director, Tennille Moisel, after an extensive search and recruitment process. Tennille acts as our CEO and has been primarily charged with:

1. Building on Midsumma's 28 year history of engaging, entertaining, championing and connecting DGS people;
2. Developing our organization, people, events and community; and
3. Accomplishing our strategic plan.

Tennille is already doing a fantastic job of inspiring inclusion and I am very excited about her initiatives for 2016 and beyond.

Expansion:

The 2015 Festival was our biggest yet with 147 events across 101 venues attracting over 200,000 attendees. We connected with many people and organisations we either hadn't connected with before or with whom our connection had been lost or diminished including the Arts Centre, Opera Australia, Australian Ballet and many wonderful DGS community groups.

We held our first Midwinta Festival in 2014 and the 2015 Midwinta Festival was recently launched. The centrepiece was the inaugural Midwinta Gala Ball – a night of fun, frivolity and, importantly, fundraising for Midsumma.

Change:

Pride March Victoria was dissolved into Midsumma. Midsumma now has financial and operational control of Pride March and will seek to develop this event.

We have dumped some letters! Again following extensive community consultation, we have decided not to use LGBTI anymore. We are instead focussed on diverse gender and sexuality or DGS to express who we exist for. Being focussed on inclusion, recognising that gender and sexuality are continuums and receiving feedback from so many people who don't fit into (or even don't like) the

little boxes created by LGBTIQ, we have adopted a more inclusive, less prescriptive and more adaptive acronym – DGS. We hope you will embrace it.

After three years working tirelessly for Midsumma, we farewelled previous Festival Manager Monique Thorpe. Monique made an enormous contribution to the organisation and Midsumma is larger, more financially stable and more highly regarded as a result of her efforts.

We farewelled Kate Wickett, Adam Gardnir, Darren Donnelly and Tennille Moisel from the board and welcomed Meg Edwards, Kiara De Vere and Andrea Pearman.

We have Kate to thank for the Midwinta Gala Ball – a huge effort that has created an outstanding event for Melbourne. Kate also made a significant contribution in corporate sponsorship.

Adam's legacy is Midsumma's first ever in-house produced play, *Gaybies*, better connections with Melbourne's performance venues and the establishment of an alliance with our peers across Australia – Feast, Mardi Gras, Chill-Out, Brisbane Pride and MQFF.

Appreciation:

Midsumma is grateful to all of our sponsors and patrons. As you will see from our financial report, Midsumma is expensive undertaking despite our huge number of volunteers. Without our sponsors and patrons, we could not exist. Their details can be found on page 21 of this report but I would like to thank four individuals in particular for their significant and personal on-going support for Midsumma:

- Martin Foley - Australia's first Minister for Equality and Minister for Creative Industries
- Robert Doyle – Lord Mayor, City of Melbourne
- Tracey Slatter – Chief Executive Officer, City of Port Phillip
- Stephen Barrow – General Manager, NAB

Thank you to my board colleagues Rat Simpson (Deputy Chair), Aaron O'Shannessy (Secretary), Jamal Hakim (Treasurer), Andrew Staite (Chair – Fundraising), Simon Mallia (Chair – Midwinta), Meg Edwards, Kiara De Vere and Andrea Pearman.

Finally, thank you to all the volunteers who make Midsumma come alive each year. You help us to inspire inclusion, *colourfully!*



2015 Midsumma Festival Program

The Midsumma Festival program is renowned for being full of colour, fun and unique perspectives. The 2015 program continued to deliver against this legacy with one of our most diverse list of events ever. From cutting edge theatre and next wave drag, hypotheticals and workshops to zine launches and rock climbing – there was something to tempt everyone.

Our free community day Carnival again opened the Festival at Alexandra Gardens. From 5pm the main stage was handed over to a team of DJs as over 9,500 enjoyed the second consecutive free open air dance party – T Dance.

2015 was also both the first time that Midsumma managed the annual Pride March in what was the largest one in its 20 year history. Over 4,500 people lined up to make the trek down Fitzroy Street lead by the original marchers accompanied by Premier Daniel Andrews – the first Australian Premier to participate in a Pride March. Over 40,000 lined Fitzroy Street to watch the annual march that celebrates the DGS community – where we have come from and where we are going.

The 2015 Midsumma Festival guide was characterized by an incredibly diverse program which included:

- 57 Performing Arts events
- 19 Visual Arts exhibitions
- 68 Social Activities

We are particularly proud of the significant increase in free events (54% of the program) as well as the trans related events (10%).

We continued to engage with prominent venues who consistently curate Midsumma specific programs and in 2015 we had 8 venues with more than 6 events during the festival.



2015 Major Events

Perfect weather and record crowds helped make Carnival and T Dance our most successful opening day ever. Over 100,000 people attended Alexandra Gardens to attend Victoria's biggest DGS event of the year which included over 25 hours of programmed entertainment across four stages, more than 150 stalls to explore and as usual – the entire spectrum of the DGS community on display.

The main stage was programmed by representatives from our board of directors which proved to be a rewarding and insightful engagement exercise working with a number of performers and groups from the DGS community.

Our partners and sponsors provided a range of visually exciting and socially engaging activations in the Carnival Stallholder village. The core reason identified by our partners for their decision to leverage the Midsumma Carnival platform to activate continues to be based in employee engagement.

The BeyondBlue Team Melbourne sporting precinct generated record numbers of prospective new members with more than 4 clubs confirming that their membership has doubled since Carnival 2015.

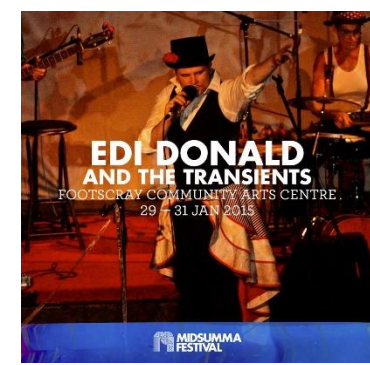
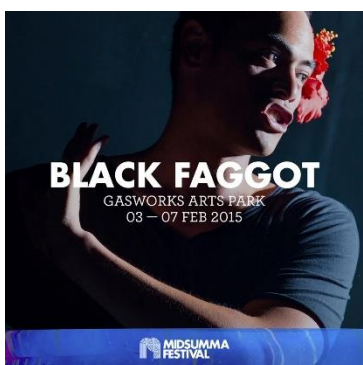
The Pride March party at Catani Gardens was produced in conjunction with the Fitzroy Street Traders Association who continue to passionately advocate for and support the Pride March event.



2015 Premier Events

Our amazing Premier Events for 2015 included our strongest performing arts program to date. A total of eight events were selected by our panel of community members and board and included:

- Dolly Diamond Under a Big Top – a cabaret performance featuring one of Midsumma’s favourite divas.
- Black Faggot – an incredibly moving theatre piece exploring the idea of growing up brown and gay
- The Laugh Out Loud Big Gay Comedy Night – 4 big nights of comedy from Australia’s best GLBTI and GLBTI friendly comedians
- Edi Donald and the Transients – an alternative music experience from a new age trans band based in Alice Springs
- Jumpers for Goal Posts – Red Stitch theatre’s first ever Midsumma show
- The Jacobeans – a series of comedic vinaigrettes presented by 2 of Melbourne’s rising theatre talents
- Transgender Seeking... - internationally acclaimed one man show deconstructing the way we enter and exit relationships
- Walk with Pride – photography exhibition that captures the pride movement around the world



Treasurer's Report

I am delighted to present the financials for the year ended 30 June 2015. After a busy year with a great deal of change, new events and a reinvigorated vision, the decisions over the 2014 and 2015 festival have resulted in a stronger Midsumma to deliver on our strategic plan. After two rained out Carnivals in 2012 and 2013, I am excited to report on a stronger position to support the future of Midsumma. However, continued strong reserves and financial support are vital for Midsumma to continue to deliver your favourite major events, further our vision of inspiring inclusion colourfully and weather any unforeseeable events and I hope you will join us to make Midsumma stronger into the future.

Financial Results

During 2014, a period of significant change, we introduced the Midwinta Gala Ball, an annual fundraiser and centrepiece of the Midwinta Festival, and introduced Pride March as a major Midsumma produced event. Both these changes related to events in the year ended 30 June 2015 but, as a result of the realignment of Midsumma's financial year to 30 June (previously 31 March), preliminary funding and ticket sales were incorrectly reported in the figures for the 2014 financial year. This has affected the reportable position for the 2015 financial year and we have prepared an adjusted management reporting result for comparative purposes.

Midsumma ended the financial year with an adjusted net surplus of \$35,354, down on 2014 by \$47,275. This is primarily a result of increased costs of the provision of major events and the accelerated depreciation of fixed assets and equipment. The unadjusted actual result was a net deficit of (\$36,986) before the reallocation of funding & sales reported in the year ending 30 June 2014.

Financial Sustainability & the Future of Midsumma

In 2015, a review of the net contribution from major events and other offerings was conducted. This now forms part of Midsumma's ongoing financial sustainability and provided us important information to assist with future planning. Midsumma has annual festival operating costs of approximately \$0.7 million and a further \$0.1 million in general overheads to bring you an annual calendar of DGS arts and cultural events and event platforms that inspire inclusion, colourfully of course!

Carnival Day, T-Dance & the Midsumma festival continue to operate on a small deficit despite a fantastic turnout in 2015. This is primarily as a result of increased festival costs including security, fencing, clean-up and other running costs. These major events have a fixed cost of just under \$0.5 million and made up \$0.55 million of the festival costs in 2015.

Donations collected during Carnival totalled \$14,266.05, of which \$4,554.65 was allocated to support the Glamour Heads, Melbourne Frontrunners, Rovers, Nomads, Switchboard, TLC for Kids and the Melbourne Rainbow Band. A special thank you for those who donated on the day. Over 100,000 people take part in Carnival Day and T-dance, both free events and every donation is greatly appreciated.

Thank You

In addition to the tremendous volunteering and in kind support we receive from our community, we would like to recognise the significant support of in kind contributions from our sponsors and in particular City of Melbourne, NAB, City of Hobsons Bay, Yarra Trams, Star Observer, JOY 94.9, Manhunt and SameSame.

Midsumma festival has been inspiring inclusion in Victoria since 1988 but nothing would happen without the support of public and private sponsors, contributing artists, event directors and leaders, volunteers, patrons and the general community. Everyone can make a difference in promoting inclusion and being part of the Midsumma vision simply by attending events, donating time or money and becoming a patron. For further information, please visit our website or contact a member of the Midsumma team or Board.

Happy Midsumma!



Profit and Loss

Profit & Loss		
Midsumma Festival Inc		
For the 12 months ended 30 June 2015		
	Jun-15	Jun-14*
Income		
Members Fees	\$918	\$532
Public Funding	\$172,995	\$200,284
Corporate Funding & Sponsorships	\$168,220	\$106,850
Donations and Patron Support	\$23,087	\$32,610
Festival Income	\$351,101	\$328,091
Non Operating Income	\$12,850	\$10,079
Total Income	\$729,171	\$1,200,635
Less Expenditure		
Administration Expenses	\$105,180	\$110,763
Festival Expenses	\$660,977	\$412,914
Total Expenditure	\$766,158	\$1,045,866
Net Surplus/ (Deficit)	(\$36,986)	\$154,769
2015 values recognised in 2014	\$72,240	(\$72,240)
Adjusted Net Surplus/ (Deficit)^	\$35,254	\$82,529
Notes:		
* 2014 year was a 15 months period		
^Adjusted Net Surplus for comparative		
This statement is to be read in conjunction with the Notes to the Financial Statements and the accompanying Compilation Report.		

Balance Sheet

Balance Sheet		
Midsumma Festival Inc		
As at 30 June 2015		
	30 Jun 2015	30 Jun 2014
Assets		
Current Assets		
Cash	\$186,059	\$147,625
Accounts Receivable	\$90,038	\$43,052
Prepayments	\$23,351	\$0
Total Current Assets	\$299,448	\$190,677
Non-Current Assets		
Plant & Equipment	\$16,643	\$16,643
Less Accumulated Depreciation	(\$16,643)	(\$13,611)
Total Non-Current Assets	\$0	\$3,032
Total Assets	\$ 299,448	\$ 193,709
Liabilities		
Current Liabilities		
Trade Creditors	\$7,476	\$3,638
Deferred Income	\$3,995	\$0
Current tax liabilities	\$21,735	\$20,235
Provisions	\$8,155	\$11,838
Other current liabilities [^]	\$141,070	\$0
Total Current Liabilities	\$182,431	\$35,711
Total Liabilities	\$182,431	\$35,711
Net Assets	\$117,017	\$157,998
Equity		
Current Year Earnings	-\$36,986	\$154,769
Retained Earnings	\$157,998	\$3,229
Total Equity	\$121,012	\$157,998

Notes:

[^]Other current liabilities represents advance payments received for events occurring in 2015-16.

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

Movements in Equity

Movements in Equity		
Midsumma Festival Inc		
As at 30 June 2015		
	30 Jun 2015	30 Jun 2014
Equity		
Opening Balance	\$157,998	\$0
Current Year Earnings	(\$36,986)	\$154,769
Retained Earnings	\$0	\$3,229
Total Equity	\$121,012	\$157,998

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

Cash Flow

Statement of Cash flows		
Midsumma Festival Inc		
For the 12 months ended 30 June 2015		
	Jun-15	Jun-14*
Cash Flow – Operating Activities		
Grants – Arts Victoria	\$40,000	\$40,000
Grants, Sponsorships, Other Income	\$1,266,075	\$1,065,522
Payments to Suppliers	(\$1,267,641)	(\$979,672)
Net Cash Provided From Operating	\$38,434	\$125,850
Cash Flow – Operating Activities		
Sale of Office Equipment	\$0	(\$4,049)
Net Increase In Cash	\$38,434	\$121,801
Add		
Cash Held at Start of Year	\$147,625	\$25,824
Cash Held at End of Year	\$186,059	\$147,625
Reconciliation of Cash Flows From Operations With Surplus From Operating Activities after tax		
Net Operating Surplus / Deficit for Year after income tax	(\$36,986)	\$154,769
Add Back Non Cash Items		
Profit / Loss on Disposal of Fixed Assets/ Investments	\$0	\$2,754
Depreciation	\$7,027	\$5,472
	(\$29,960)	\$162,995
Changes in Assets & Liabilities		
Increase / Decrease in Receivables	\$46,986	(\$14,324)
Increase / Decrease in Payables	(\$3,838)	(\$22,821)
Net Cash Provided From Operating Activities	\$13,188	\$125,850
Cash at Banks & On Hand		
CBA	\$0	\$37
Westpac	\$0	\$28,497
Donations Account	\$61,476	\$29,657
NAB	\$124,096	\$89,434
Cash on hand	\$487	\$0
Cash at Banks & On Hand 30 June 2014	\$186,059	\$147,625
Notes:		
* 2014 year was a 15 months period to 30 June 2014		
^Adjusted Net Surplus for comparative purposes to reflect values incorrectly recognised in 2014 but related to 2015.		
This statement is to be read in conjunction with the Notes to the Financial Statements and the accompanying Compilation Report.		

Auditor's Notes

**Midsumma Festival Inc.
Notes to the Financial Statements
For the year ended 30 June 2015**

Note 1: Summary of Significant Accounting Policies

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

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

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

(a) Employee Benefits

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

(b) Cash and Cash Equivalents

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

(c) Revenue and Other Income

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

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

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

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

(d) Goods and Services Tax (GST)

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

(e) Trade and Other Payables

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

(f) Currency

All values are recognised in AUD.

**Midsumma Festival Inc.
Notes to the Financial Statements
For the year ended 30 June 2015**

Note 2: Other Assets

Current

Prepayments – events occurring in 2015-16	23,351.00	0.00
	23,351.00	0.00

Note 3: Other Liabilities

Current

Advance payments – events occurring in 2015-16	141,070.00	0.00
	141,070.00	0.00

Note 4: Rounding

Figures presented in the financial report have been rounded accordingly.

Note 5: Authorisation

The Board of Midsumma Festival Inc. has authorised the issue of the Financial Report.

Note 6: Income in kind

We note that significant in-kind contributions have been made by various organisations, including but not limited to the City of Melbourne and Yarra Trams.

Auditor's Report

Midsumma Festival Inc.

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 year ended 30 June 2015 which comprises the asset & liabilities statement as at 30 June 2015, the income & expenditure statement, a summary of significant accounting policies, other explanatory notes and the statement by members of the committee.

The Committee is responsible for the preparation and fair presentation of the financial report and has determined that the accounting policies used in Note 1 to the financial statements which form part of the financial report are appropriate to meet the requirements of the Associations Incorporation Act (Vic) 1981 and are appropriate to meet the needs of the members. The committee's responsibilities also include designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free of material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies; and making accounting estimates reasonable in the circumstances.

Our responsibility is to express an opinion on the financial report based on our audit. No opinion is expressed as to whether the accounting policies used are appropriate to the needs of the members. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free of material misstatement.

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

The financial report has been prepared for distribution to members for the purpose of fulfilling the committee's financial reporting obligations under the Associations Incorporation Act (Vic) 1981. We disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than members, or for any purpose other than that for which it was prepared.

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

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

Audit Opinion

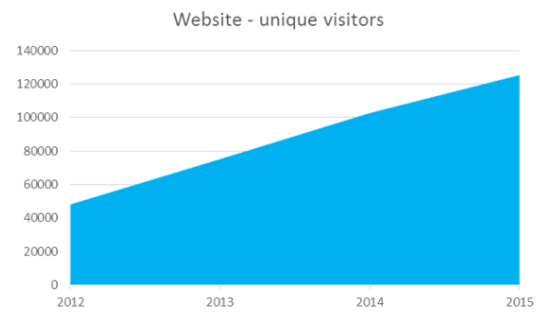
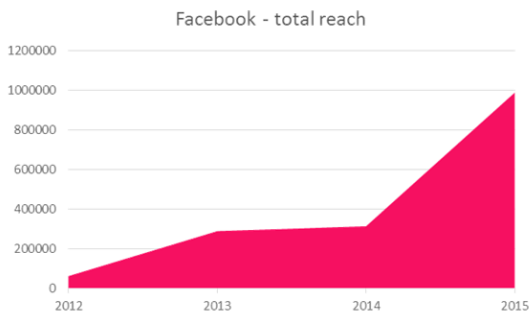
In our opinion, the financial report of Midsumma Festival Inc. presents fairly, in all material respects of the financial position of Midsumma Festival Inc. as at 30 June 2015 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1, to the financial statements, and the Associations Incorporation Act (Vic) 1981.

Name of Principal: James Babbage

Date: 31 July 2015

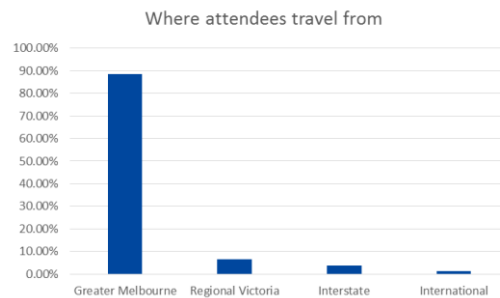
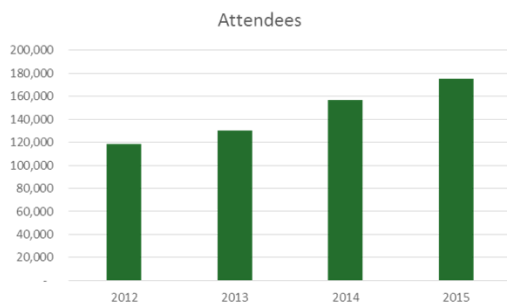
Engagement and Attendance

2015 saw a significant increase in engagement across all areas of digital and social media:

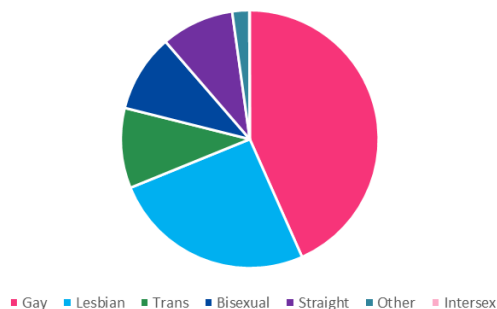


With almost 14,000 posts generated from December to February we were assisted by our event producers and the Telstra Citizen Bloggers who again attended events across all program streams live tweeting, instagraming and reviewing shows.

Our festival audience continues to grow year on year with records being brokered across all of our major events (Carnival, T Dance and Pride March). Attendees travelling from regional Victoria and interstate also grew in 2015 in part due to an extension of our guide distribution strategy along with significantly improved social media engagement.



How Attendees Identify



Making Connections

Over 20,000 copies of the Midsumma Festival guide were distributed throughout Melbourne, regional Victoria, Sydney and Brisbane. In addition to this, over 50 digital screens were activated with the Midsumma cover around Melbourne city.

Yarra Trams again provided advertising space on their tram faces for over 30 trams that operated across all routes that service Midsumma venues. In addition to this Midsumma posters and Premier Event programs were distributed on the trams.

We received coverage from a range of media outlets for the Midsumma Festival 2015 including our official media partners and several mainstream media agencies including:

- Print media:
 - Herald Sun
 - The Age
 - Sydney Morning Herald
 - The Australian
 - The London Times
- Radio:
 - ABC radio
 - 3AW
 - RRR
- Television:
 - Channel 7
 - Channel 9
 - Channel 10
 - SBS
 - ABC

Partner Activations such as the Yarra Trams Glam Stops were extremely effective in attracting media attention along with the 20th anniversary of Pride March which was covered by all free to air television news program on the day of the event.



Volunteer Program

Over 300 people volunteered more than 5,200 hours to assist with Midsumma 2015 across roles that included:

- Office Admin
- Festival Assistants
- Bar Staff
- Stage Managers
- Ushers
- Attendants
- Donation Collectors

The Midsumma Volunteer Co-ordinator worked with our venues and producers to ensure that volunteers were available and allocated appropriately.

Over 50% of our volunteers had previously donated their time to Midsumma and have indicated they will again return for 2016.

The official Midsumma Volunteer thank you party was held on the last day of the festival where the Midsumma staff and board members cooked a BBQ lunch and took the opportunity to say thank you!

Alan Drummond continues to be our year round volunteer managing our communications processes. 2015 was Alan's 10th year of donating his time to Midsumma and we thank his for his enthusiasm, his attention to detail and his phenomenal memory. Without Alan and our volunteers we would not be able to produce the Midsumma Festival.



2015 Patrons

Rainbow (\$500 - \$1,000)

Jenny Bygrave

Ian Gould

John Allan

Leigh Johns

Barnaby Johnston

Gold Patron (\$5,000+)

Andrew Staite

The Midsumma Team

Staff and Key Volunteers

Festival Manager (resigned Sept 2014)

Monique Thorpe

Festival Director (appointed April 2015)

Tennille Moisel

Administrator / Special Projects

Adrian Joannou

Production Manager

Helen Papadomanolakis

Ticketing Manager

Hadley Agrez

Digital Media Manager

George Groves

Ara Dolatian

Volunteer Co-ordinator

Alan Drummond

Communications Officer

Publicity Interns

Kimberley Dinh

Luke Fenech

Board of Directors

Aaron Hockly

Chair (elected 2013)

Rachael Simpson

Deputy Chair (elected 2014)

Aaron O'Shannessy

Secretary (elected 2014)

Jamal Hakim

Treasurer (elected 2014)

Kate Wickett (resigned Jan 2015)

Elected 2012

Adam Gardnir (resigned June 2015)

Elected 2013

Tennille Moisel (resigned Sept 2014)

Elected 2013

Darren Donnelly (resigned Jan 2015)

Elected 2014

Simon Mallia

Elected 2014

Andrew Staite

Elected 2014

Meg Edwards

Co-opted Jan 2015

Kiara De Vere

Co-opted March 2015

Andrea Pearman

Co-opted March 2015

Midsumma Partners and Supporters

Principal Partner



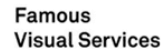
Major Partners



Technology Partner



Media Partners



Supporting Partners



Ambassadors



1 June 2012 – 30 June 2015 Strategic Plan

VISION

To be a renowned, world leading queer and diverse arts and culture festival.

MISSION

Midsumma is committed to presenting an annual arts and culture festival, within a safe and healthy environment, that celebrates the pride and diversity of Victoria's lesbian, gay, bisexual, transgender, intersex, queer, and allied communities.

PROFILE

Midsumma is Melbourne's premier queer arts and cultural festival. In 2013, Midsumma Festival celebrated its twenty-fifth year of incorporation, and advocacy of queer arts, culture and its practitioners.

Midsumma Festival is committed to diversity, integrity, equality and professionalism. Midsumma believes that maintaining these values is vital to the embodiment of community spirit, and to the development and showcasing of Australian queer arts and culture.

Midsumma prides itself on creating a culturally rich and inclusive festival to contribute to Victoria's identity as a dynamic, culturally rich and artistically vibrant city/state.

The Midsumma board aims to produce an annual arts and cultural Festival that:

- Nurtures, supports, showcases and promotes opportunities for emerging and established artists;
- Encourages innovative artistic and cultural events produced by Victorian gay, lesbian, bisexual, transgender, intersex and queer artists, theatre companies, youth, indigenous, multicultural and community groups;
- Is responsive to the changing lesbian, gay, bisexual, transgender, intersex and queer community demographic;
- Maximises community involvement and promotes a sense of pride, celebration and community identity;
- Is diverse, challenging and committed to excellence;
- Attracts local, interstate and international audiences;
- Is recognised locally, nationally and internationally as a principal arts and cultural Festival;
- Is financially and environmentally responsible

PERFORMING ARTS

Midsumma will provide high quality premier events through partnerships, and continue to support emerging and developing artists to reach broader audiences.

- Minimum three Premier Events each Festival
- Premier Events Selection Committee operational
- Access to ticketing and performing arts content is enhanced
- Open access policy for new and emerging artists is maintained

VISUAL ARTS

Midsumma will co-curate a range of visual art exhibitions and work with artists from across the community to enhance the profile and reach of visual artists from queer and allied communities.

- Minimum one curated exhibition each Festival
- Number of festival arts initiatives with CALD and allied communities increases
- New and emerging artists included in Midsumma curated programs are supported to improve and professionalise artistic exhibitions

COMMUNITY, SOCIAL & SPORTS

Midsumma will provide opportunities for allied community groups, sporting associations and other event producers to reach and enhance Victoria's queer community.

- Midsumma will continue to support initiatives that encourage an active and healthy lifestyle
- Midsumma will encourage inclusion of events that cater for children, youth and families of the GLBTI community
- Midsumma will actively support and encourage community capacity building opportunities with other GLBTI and allied organisations

OPENING DAY CELEBRATIONS

Midsumma will continue to host the an annual public celebration event; ensuring a commitment to environmentally sustainable practices, a safe and inclusive space for mainstream and queer communities to celebrate diversity in Victoria.

- Strategies for waste management and waste prevention will support best practice
- Opening Day activities are financially sustainable
- Opening day celebrations are utilised to showcase festival events

FESTIVAL SUSTAINABILITY

Midsumma will enhance operational capacity by ensuring financial sustainability, organisational leadership and ongoing volunteer engagement.

- Implement internal initiatives that will improve organisational efficiency and fiscal accountability
- Staff retention is improved through robust succession planning
- Build relationships and improve professionalism of the Midsumma Volunteer Program

Inspiring inclusion *colourfully*

EVENTS

- Grow our major events
- Implement new program streams
- Develop a content strategy

COMMUNITY

- Create a Community of Practice
- Develop an engagement framework
- Design brand awareness profile

ORGANISATION

- Implement strategies to deliver sustainable funding model
- Complete systems review
- Develop an end to end artistic strategy

Inclusivity

Creativity

Celebration

Responsibility

Collaboration