MELB
INT'L 1—

JAZZ
June
FEST 2018

2018 Festival Report

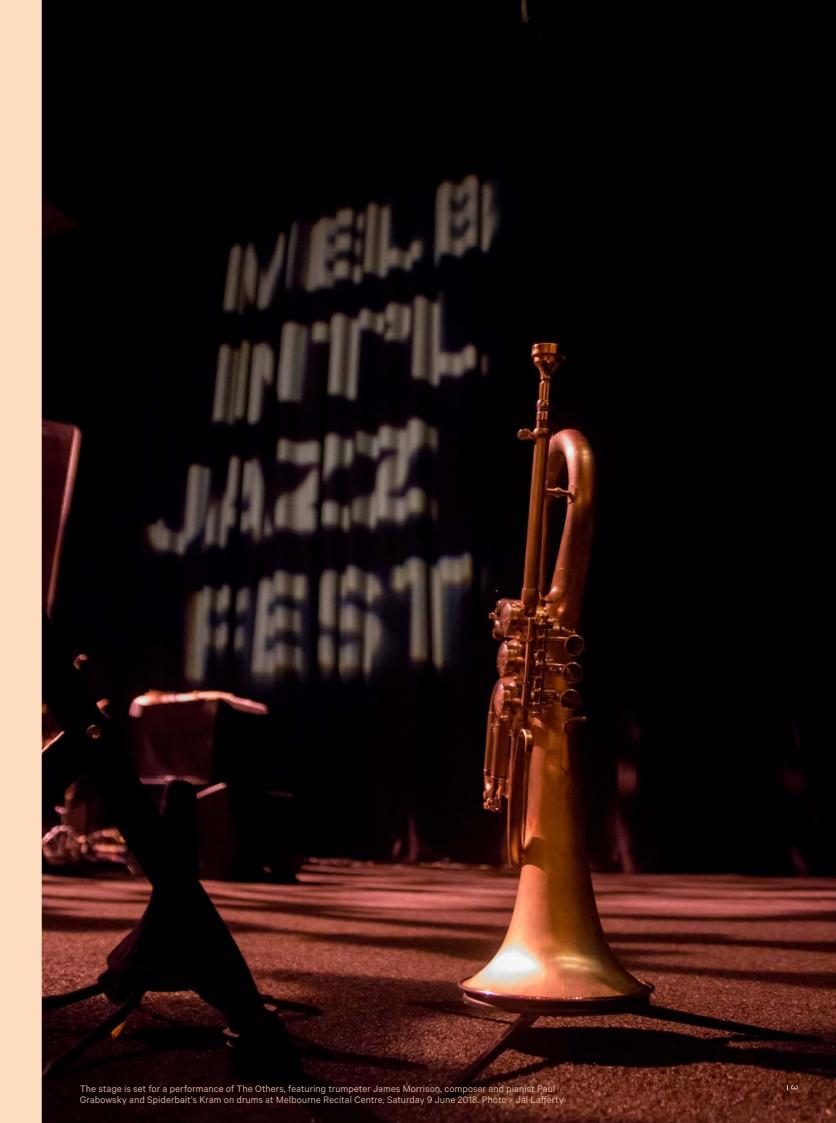
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Acknowledgement of Country

Melbourne International Jazz Festival acknowledges the Traditional Custodians of the land on which our Festival takes place, and we pay our respects to their Elders past, present and emerging.



In 2018 the MIJF celebrated its 21st year with an outstanding program that confirmed its leadership position as Australia's pre-eminent jazz event.

Building on the successes of 2017, the 2018 MIJF made an enormous contribution to our jazz community, the live music scene, and the wider Victorian and Australian arts and culture sector, with continued strong attendances, the second year of international exchange programs with Tokyo and Singapore Jazz Festivals, an ongoing focus on industry development and community participation, and a program acclaimed by audiences and critics alike.

> 98% **REDUCTION OF** SINGLE-USE PLASTIC **BOTTLED WATER**

WORLD PREMIERES

30,000 **ATTENDANCES**

VENUES

EVENTS

104

FESTIVAL EXCLUSIVES

16

AUSTRALIAN/ INTERNATIONAL **COLLABORATIONS** **AUSTRALIAN PREMIERES**

39%

MIJF **COMMISSIONS**

400+

ARTISTS FROM NINE

COUNTRIES

FREE PROGRAMMING



EESTIVAL FESTIVAL OVERVIEW

From June 1 – 10, we celebrated the world's best jazz in Melbourne! This year's Festival showed what an incredibly diverse and exciting musical genre jazz can be, at the forefront of reinvention and influence.

Kicking off the 2018 Festival in style, An Evening with Branford Marsalis was a sold-out show at Melbourne Recital Centre, with Marsalis delighting audiences with his wit, stage presence and virtuosic ensemble interplay. The opening weekend continued at Melbourne Recital Centre with Gretchen Parlato's latest project flor, with her masterful command over beautifully delicate rhythms. Funk legend Maceo Parker blew the roof off Hamer Hall with his tribute to Ray Charles featuring The Raelettes and local blues-soul-jazz outfit The Meltdown Big Band. It was a privilege to see and hear such an incredible collection of local and international artists at the top of their game paying tribute to a true icon of jazz.

The 2018 Club Sessions at The Jazzlab provided some unforgettable moments. The opening weekend saw two world premieres, with *The Gravity Project*, Australian musicians Paul Grabowsky AO, Rob Burke and ex-pat Australian Aaron Choulai collaborating with Japanese musicians as a part of our International Exchange program with Tokyo Jazz Festival. That same evening the 2018 PBS Young Elder of Jazz, Brenton Foster, premiered the critically acclaimed, *Love, As We Know It* to a packed house at The Jazzlab. Terri Lyne Carrington's two-night residency

with social consciousness project *Social Science* addressed issues of freedom, racism, sexism, fluidity and multiculturalism. This extraordinary project left audiences both fired up and spellbound in equal measure.

Incredible club sessions continued throughout the festival, with UK saxophonist and composer Nubya Garcia, Italian saxophonist Francesco Cafiso in collaboration with Mina Yu, Sam Anning and Danny Fischer, Tony Malaby's two club shows, Steve Sedergreen's improvisational glory and Daniel Susnjar's Afro-Peruvian jazz group with the launch of their latest album. It was standing room only at The Jazzlab as Harry James Angus charmed audiences with his wit, soaring vocals, superb band and cunning storytelling in the presentation of Struggle with

Glory. Rounding out
the second weekend
was double bass legend
Christian McBride
playing with Marcus
Strickland, Nasheet
Waits and Josh Evans
over four superb shows
which left audiences wanting more!

Mid-festival, audiences flocked to 3 gigs at 170 Russell that pushed jazz into new terrains, with searing hot LA super duo KNOWER giving audiences a performance

super duo KNOWER giving audiences a performa at 200% energy levels. Yemen Blues thrilled with

their world of soaring vocals and percussive beats that had audiences on their feet and wanting more and the Friday vibes were in session as **Chris Dave & The Drumhedz** hit all the right beats in their genredefying performance, delivering on their promise of multilayered, beat-laden groove.

This year also saw the welcome return of cosmic tone scientists, **Sun Ra Arkestra**, for sold-out shows at Melbourne Recital Centre and The Night Cat.

The 2018 Festival continued to attract new audiences, with parents and children being entertained by Lah-Lah's Big Jazz Adventure, mass participatory music-making gathering on the lawns of State Library — Jazz Massive, and the uplifting sounds of Melbourne Mass Gospel Choir at a free all-ages gig at Southern Cross Lane.

Rita Satch and Belle Bangard. McAll also performed his *Trilogy of Cycles* at Birrarung Marr's Federation Bells. Commissioned by the City of Melbourne it was a spectacular sunny Melbourne day for this world premiere performance.

Jazz Out West returned bigger than ever, with an incredible free program curated by Mz Rizk. Intimate venues across Footscray, Maribyrnong and Moonee Ponds hosted the likes of the Cool Out Sun, Thando, Duo Novo, Kalala & The Round Midnights and New Flower Garden, all playing to capacity crowds and proudly supported by the City of Moonee Valley and the City of Maribyrnong.

The Festival wrapped up on Sunday 10 June with the highly anticipated singer/songwriter Madeleine Peyroux, who moved audiences at Hamer Hall with



INDIGEDY INDUSTRY DEVELOPMENT

In 2018 the Festival's long-term commitment to supporting established and emerging Australian artists continued, through the presentation of new works, fostering collaborations, pathways for developing artists and an international exchange program.

SUPPORTING AUSTRALIAN JAZZ

The 2018 MIJF again provided a major platform for the presentation of new Australian works, including:

- Love, As We Know It the premiere of the 2018 PBS Young Elder of Jazz Commission by pianist and composer **Brenton Foster**
- The creation of a new work by **Tamil Rogeon** for *Jazz Massive*, a participatory performance project
- The launch of new albums by Sam Anning and Daniel Susnjar
- Trilogy of Cycles by pianist and composer Barney McAll, was commissioned by the City of Melbourne and premiered at the MIJF at Birrarung Marr's Federation Bells
- The Jazz Out West program provided the platform for local emerging artists that celebrated the vibrancy, diversity and dynamic nature of Melbourne's music scene.

MIJF fostered and facilitated 16 collaborations between Australian and international artists, including:

- The Meltdown Big Band and Maceo Parker
- Francesco Cafiso and Danny
 Fischer, Mina Yu, Sam Anning
- Kim Myhr and Australian Art
 Orchestra
- An exclusive collaboration
 between avante-garde performers
 Tony Malaby and Kris Davis with
 the Monash Art Ensemble; and
 Malaby/Davis/Barker

DEVELOPING ARTIST PATHWAYS

In addition to free public *Artist Workshops* and the *Close Encounter* series, MIJF provided pathways for developing artists through performance opportunities and partnerships:

— Via MIJF's Education
Partnership with Monash
University, tertiary students
workshopped and rehearsed with
legendary drummer Terri Lyne
Carrington, with a performance
outcome at the Salon, Melbourne
Recital Centre

— Monash University students also gained valuable performance and profile raising opportunities through performances at the Festival Launch, promotional events, and Southern Cross Lane Lunchtime Jazz

 MIJF continued its relationship with Victoria University (VU), supporting a private workshop for music students with Perth-based musician Daniel Susnjar.



INTERNATIONAL EXCHANGE SACIANAL EACHAINGE

2018 saw the continuation of the International Exchange Program with Tokyo and Singapore Jazz Festivals. Supported by the Australian government through the Department of Communication and the Arts' Catalyst – Australian Arts and Culture Fund.

Since 2017, this exchange program has provided opportunities for collaborations with international musicians as well as performance opportunities for Australian artists in Singapore and Tokyo.



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This year's festival was proud to support:

— The world premiere of *The Gravity Project*; a cross-cultural exchange with the Tokyo Jazz Festival and a collaboration led by **Rob Burke** and **Paul Grabowsky** and featuring Australian and Japanese artists, commissioned through MIJF's International Exchange Program. The project went on to perform and launch an album at the 2018 Tokyo Jazz Festival.

— The Australian premiere performance of the Chok Kerong Trio in an international exchange with the Singapore Jazz Festival (SING JAZZ); with local Australian jazz violinist and vocalist, George Washingmachine then performing in a reciprocal exchange with SING JAZZ in 2018.



COMMUNITY ENGAGEMENT ENGAGEMENT ENGAGEMENT

In 2018 MIJF provided many opportunities for the broader community to engage with the spirit of jazz through free events, outreach activities and performances for families and children.

FREE EVENTS

41 free events were offered in 2018, comprising 39% of the program:

- Jazz Massive (1)
- Trilogy of Cycles (1)
- Juilliard Free Lunchtime Jazz (3)
- Jazz at Southern Cross Lane (6)
- Jazz Out West (8)

- Soundwalks (5)
- Close Encounters (5)
- Career Development

Workshops (3)

- Artist Workshops (3)
- I Wish I Knew How It Would Feel
 To Be Free (1)
- Melbourne Mass Gospel Choir
- 1)
- Late Night Jams (Mon—Thu) (4)

JAZZ MASSIVE WIASSIVE

JIVE

JIVE

JIVE

"Thank you all for the fun my grandson and I had... He really 'got it' and loved being part of it."

"This morning was exhilarating with all the diverse people, professionals and non-professionals, gathering together to play"

2018 saw the introduction of the mass participatory community event — Jazz Massive — performed on the first Sunday of the Festival and proudly supported by the State Library of Victoria. Melbourne based composer and violinist Tamil Rogeon, was commissioned by MIJF to compose and conduct this special, one-off event.

This was guerrilla jazz — a 15 minute pop up performance of music that

had never been heard before with up to 100 performers coming together to play for the very first time at the iconic State Library of Victoria lawn.

This was a joyous gathering of the local community and musicians. All instruments were welcome; all levels of musician, and young and old participated. Performers created a jazz jam that was like no other and brought jazz out of the club and on to the street. The event also featured

local musicians from Horns of Leroy, Melbourne Ska Orchestra and Papa Chango and really celebrated the breadth and diversity of the Melbourne jazz scene.







Reflecting the diversity of its programming, the Festival's audience profile is extremely broad; different programming streams have markedly different profiles. MIJF's annual audience survey tracks long-term changes and trends in the Festival's audience.

In 2018, the Festival's audience was:

- 52.9% male / 46.1% female / 1.0% identified as other
- 51.5% aged under 50 and 47.8% over 50
- 87.4% previous attendees with 61.8% attending for 4 years or more
- Predominantly from metropolitan Melbourne (92%), with 8% from regional Victoria
- Attracted by the artist (30.3%), the style (17.2%), a new experience (17.4%), affordability (10%) or the venue (9.6%)
- Culturally diverse, with 33.3% from a culturally and/or linguistically diverse background and 20.6% speaking a language other than English at home

The primary cultural segments that the Festival attracts are Expression, Essence, Stimulation and Affirmation — all segments of the market that are university educated, highly culturally active, socially invested and media-savvy.

EXPRESSION

Fun-loving, culturally active with wide range of interests. Open to new experiences but like to know what they're letting themselves in for.

ESSENCE

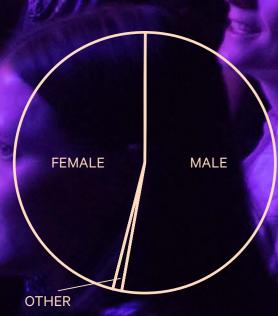
Well-educated culturally active professionals, confident in their tastes. Highly active cultural consumers and creators.

STIMULATION

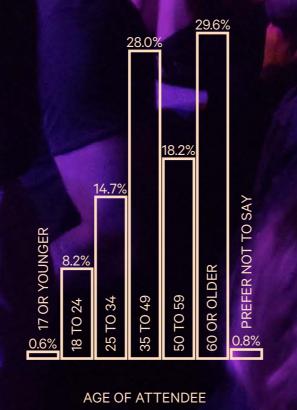
Highly social, live life to the full, looking for new, cutting-edge, challenging experiences

AFFIRMATION

Aspirational, curious but need reassurance. Most likely to be first-time attendees, often young families.



GENDER IDENTIFICATION







ATTENDANCES IN PREVIOUS YEARS

REASON FOR ATTENDING

MARKETING CAMPAIGN

Visual Identity

New design partner Motherbird designed and delivered a fresh new visual identity for the 2019 festival. With a central theme of 'Jazz can happen anywhere' the design played with repetition to celebrate the art form.

Website

In a commitment to improving the digital capabilities and audience online experience the MIJF website was redesigned and rebuilt by digital agency Bravo! The new website provided audiences greater ease in navigating the program, while also provided an opportunity to showcase artists previous works through video and sound files embedded into each artists event page.

For the first time in MIJF history tickets for most events could be purchased through the festival website, further improving the whole audience experience.

Program Guide

A key piece of the collateral for the Festival's marketing campaign is the comprehensive 52 page Program Guide. Copies were printed and distributed to audiences of the Festival, via direct mail to Festival subscribers as well as being distributed throughout Melbourne and at Festival events and venues.

Outdoor

With a striking visual campaign the Festival's outdoor presence was seen right across Melbourne through a range of outdoor assets.

Social Media

The Festival marketing campaign has grown and developed its social media presence in 2018.

MIJF channels included Facebook, Instagram, Twitter and YouTube, with an increasing focus on creating campaign-related and evergreen content to maximise year round presence.

Social media activities focussed on raising the awareness of the jazz genre, promoting Festival events and growing MIJF brand awareness in the wider community.

2018 also saw an increased investment in MIJF produced video content; designed to tell the narrative of MIJF and it's key stakeholders in a creative and engaging way to reach new audiences.

For the first time a Festival Highlight video was produced that captured the magic of the Festival.

Growth was recorded across all channels and marketing activities via social media will continue to be a key feature for future years.











MIJF is focussed on diversifying its income sources through development activities, increasing philanthropic, sponsorship and membership income while building strong and productive relationships. In 2018, MIJF worked with 44 partners whose invaluable cash and in-kind contributions directly supported the delivery of Australia's pre-eminent jazz event.

GOVERNMENT PARTNERSHIPS

The Festival is grateful for the ongoing support of the Victorian Government through Creative Victoria, and the City of Melbourne. In 2018 MIJF was once again delighted to be supported by the Australian Government as a triennial funding partner via Catalyst – Australian Arts and Culture Fund, enabling MIJF's international exchange with Tokyo and Singapore Jazz Festivals.

Local council support continued to strengthen in 2018, with City of Moonee Valley and the City of Maribyrnong continuing to support Jazz Out West; the City of Darebin via Darebin Arts presented performances at the Darebin Arts and Entertainment Centre.

CORPORATE PARTNERSHIPS

Reflecting the Festival's ongoing focus on partner engagement and communication, the majority of sponsorships were maintained from 2017, and six new partners were welcomed in 2018.

Benefit packages were tailored to each partner, ranging from ticket packages and client hospitality to education workshops, event alignments, backstage tours and artist meet-and-greets.

MEMBERSHIPS

The MIJF Membership Program continued in 2018 with a host of unique benefits for participants and allows members the Festival to deepen their engagement with the jazz community. The program commenced in 2017 and continued to grow its community of Members reaching 127 in 2018.

DONORS

John Stanhope AM and Sue Bailey
Leon Kempler AO
Steven Carew
Jennifer Darbyshire and David Walker
lan Endersby
Shyama Jayaswal
Tony and Philippa Kelly
Jennifer Kerr
Robert Macfarlane
Liza Maimone
Mark Morand & Jenni Morris
David Valmorbida





"Great staff, great volunteers, great programming, great venues, great festival. I'll be happy to come back on board again."

- MIJF volunteer 2018

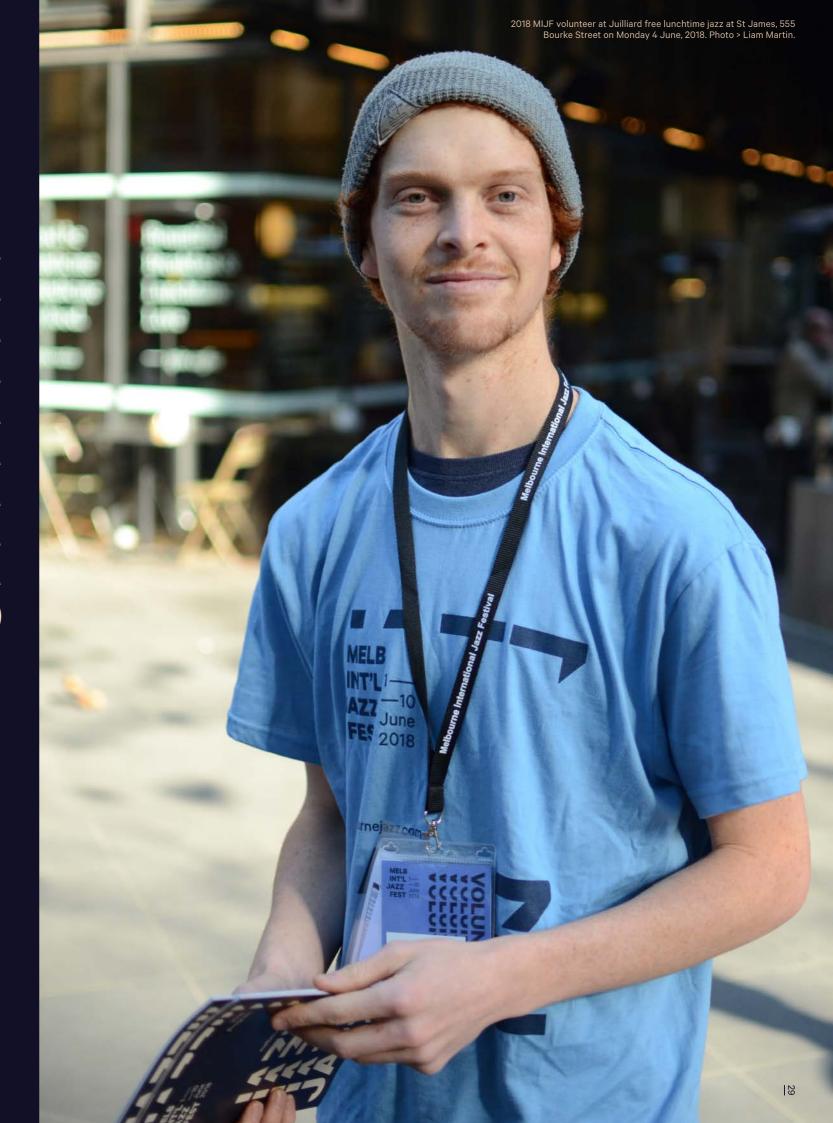
WALUNTEERS VOLUNTEERS

MIJF is extremely fortunate to have an ongoing volunteer program that plays an important role in the successful delivery of each Festival.

2018 saw nearly 200 volunteers involved in artist minding, driving, program distribution, office support, front-of-house management, photography, ticketing and event delivery.

Volunteers represent a wide range of ages, cultural backgrounds, life stage and demographics, all drawn together by a common love for jazz. The Festival's volunteer program is reviewed annually against Volunteering Australia's National Standards for Volunteer Involvement, in order to attract, manage, recognise and retain volunteers and enable them to get the most out of their experience as a volunteer with the Festival.

87% of volunteers were satisfied with their time with MIJF in 2018 and 94.4% said that they would be keen to volunteer for MIJF again in the future.



GOVERNANCE

BOARD OF DIRECTORS

The Festival's dedicated Board of Directors continue to bring a mix of expertise and skills to the organisation.

Chairman

John Stanhope AM

Artistic Director Michael Tortoni

Secretary

Jane Good (to October 2018)

Rebecca MacFarling (Director from April 2018,

Secretary from October 2018)

Directors

Sarah Bradly-McKay (from December 2018)

Toby Chadd (from May 2018)

Colin Golvan QC (to February 2018)

Liza Maimone

Robert Patterson (to February 2018)

David Valmorbida

MANAGEMENT

MIJF TEAM

In 2018 the Festival's dedicated core management team continued to bring long-term stability and expertise to MIJF.

CEO

Jennifer Kerr

Program Director

Melanie Pose (to January 2018)

Festival Producer*

Program Director

Hadley Agrez# (Program Director from

November 2018)

Marketing & Development

Manager

Dean Worthington

Partnerships Coordinator*

Kate Rosenberg#

Marketing &

Communications Coordinator*

Jane Noonan#

Volunteer Coordinator* Liam Bluer#

Ticketing Coordinator*

Dee Wong#

Transport Coordinator*

Maree Cations#

Hospitality Coordinator*

Evan Lawson#

Tokyo Jazz Coordinator*

Juri Maekawa#

denotes new in 2018

* denotes part-time or contractbased team member

CREDITS

Legal Sevices

Brand Partners

Production Services Moon Mother: Jenny Moon &

Fiona Murray

Financial Services

GNY Accountants: Gil Yahalom, Hailey Xu & Yu Xue

Ticketing Services

Ferve Tickets

Publicity

Starling Communications: Ben Starick & Fiona Macleod

Design & Brand

motherbird.com.au

Web Agency

Bravo

studiobravo.com.au

OUR PARTNERS

Principle Government Partner

Education Partner





Government Partners





Major Partners





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Media Partners













Event Supporters

























Festival Supporters

























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MELB INT'L JAZZ FEST

Jazz can happen anywhere

TVVIII