

U R THE ONE

NEVER PLAY A THING THE SAME WAY TWICE. NEVER PLAY A THING THE SAME WAY TWICE. NEVER PLAY A THING THE SAME WAY TWICE.

**MELB
INT'L
JAZZ
FEST** 31 May — 9 June
2019

2019 — Festival Report

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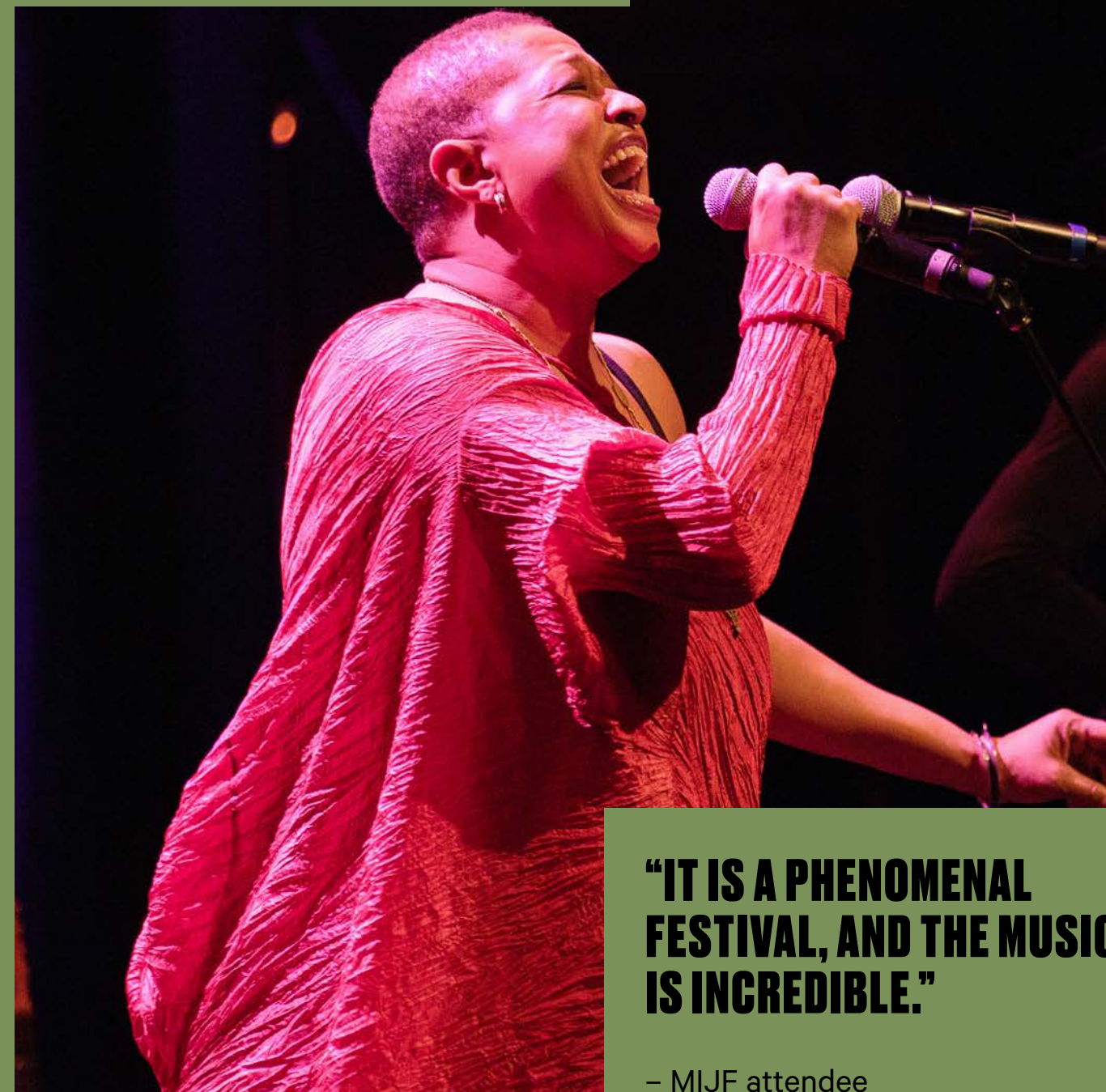
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Melbourne International Jazz Festival acknowledges the Traditional Owners of the land on which our Festival takes place, and on which we live, work and play. We pay our respects to their Elders past, present and emerging.

**“I LOVE THE JAZZ FESTIVAL.
THE MUSIC IS ALWAYS
BRILLIANT WHETHER I FIND IT
A CHALLENGE OR JUST FALL IN
LOVE WITH IT.”**

– MIJF attendee



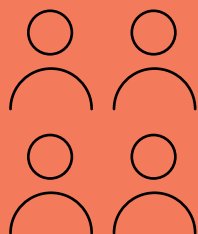
**“IT IS A PHENOMENAL
FESTIVAL, AND THE MUSIC
IS INCREDIBLE.”**

– MIJF attendee

FESTIVAL AT A GLANCE



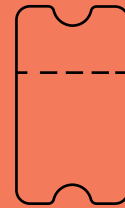
\$2.1 MILLION
TOTAL BOX OFFICE



45,000 ATTENDEES



500+ ARTISTS



**91 TICKETED
PERFORMANCES**

25+ VENUES



**15 AUSTRALIAN
EXCLUSIVES**

**9 AUSTRALIAN +
INTERNATIONAL
COLLABORATIONS**



**35% FREE
PROGRAMMING**

**100+ VOLUNTEERS
97% SATISFIED
WITH THEIR
EXPERIENCE**





FESTIVAL OVERVIEW

In 2019, Melbourne was music's meeting place – bringing together Australia's finest jazz musicians with leading artists from Japan, Singapore, Malaysia, Cuba, Belgium, the Netherlands, Canada, the UK and the US to deliver a richly diverse program featuring premieres, collaborations, films, workshops, conversations and even parties. Our Festival continued to promote the legacy of jazz, while presenting new and challenging work that leads us into the future – musically and socially.

Record numbers attended a wide range of ticketed events, including the one and-only Herbie Hancock and the iconic Wynton Marsalis with the Jazz at the Lincoln Centre Orchestra performing alongside our very own Melbourne Symphony Orchestra (MSO). Our second collaboration with the MSO delighted audiences with Laura Mvula and Jose James reinterpreting Gershwin on the opening weekend of the Festival.

Gian Slater opened the Festival by leading a free, improvised community choir at Fed Square, welcoming bathroom crooners to sing alongside established local and international vocalists. In fact, free performances accounted for more than 35% of the program, reflecting our commitment to access and participation. These shows drew attention to the strength of the local jazz and contemporary music scene and brought exceptional free and low cost music to the municipalities of Melbourne, Darebin, Moonee Valley, Maribyrnong and Hobson's Bay.

The Australian premiere of Linda May Han Oh's international collaboration with the Flinders Quartet and vocal ensemble, Invenio, pushed the boundaries of improvised music and collaboration, while Ambrose Akinmusire's Origami Harvest, presented for the first time outside of the US, collaborated with a local string quartet to create a richly textured experience that cut to the darker side of the current social climate both here and abroad. Japan's Marginal Consort took audiences on a journey to the far reaches of what contemporary music practice can be.

We brought jazz to new audiences in unexpected places, presenting an extraordinary New Orleans party for 3,000 people as part of the Melbourne Museum's Nocturnal program. We expanded our Education Program with the pilot of our new artist development initiative, Tomorrow is My Turn. Championing gender diversity in leadership among secondary school students, the program visited 13 regional and metropolitan schools across Victoria,

culminating in a performance outcome for students alongside established artists on the final day of the Festival. MIJF also continued its commitment to sector development across the Festival, delivering a series of free workshops, artist talks and career development panels.

Of course, the Festival would not be possible without the support of our Principal Government Partner, Creative Victoria, alongside the significant support we receive from corporate, media and government partners as well as the generosity of our individual patrons. Finally, thanks must go to our volunteers, staff and Board of Directors who work tirelessly year-round to ensure the success of the Melbourne International Jazz Festival.

— **Hadley Agrez**
MIJF CEO

“IT WAS EASIER TO RIDE HANCOCK’S KINETIC WAVE THAN TO RESIST, AND WHEN THE AUDIENCE ROSE TO ITS FEET AS ONE IT FELT LIKE THE PERFECT SEND-OFF – BOTH FOR HANCOCK, AND FOR AN EXCEPTIONALLY STRONG EDITION OF THE FESTIVAL.”

Jessica Nicholas
– Sydney Morning Herald



“ROSS JAMES IRWIN’S BOLD REIMAGINING OF MILES DAVIS’S MASTERWORK, BOTH RESPECTFUL AND AUDACIOUS, WAS A TRIUMPH IN EVERY WAY.”

Australian Book Review



COMMISSIONS & COLLABORATIONS

The Melbourne International Jazz Festival is an annual platform for the presentation of exciting new work that defines, defies and extends the genre of jazz. We foster cross-collaboration between Australia's finest musicians and the world's leading artists to present bold, never-before-seen work to Australian audiences. In 2019, audiences were treated to 15 Australian exclusives, including six world premieres.

GERSHWIN REIMAGINED

On opening weekend, MIJF welcomed international guests Laura Mvula, José James and conductor Troy Miller to Hamer Hall in the Australian premiere of Gershwin Reimagined. Presented in partnership with the Melbourne Symphony Orchestra, this highlight of the Festival celebrated the work of perhaps the 20th century's greatest popular composer, George Gershwin. The canon of this prolific composer was given a fresh face in arrangements by Miller with Mvula and James lending their voices to jazz standards and Broadway hits for rapt audiences.

JOSH KELLY'S DISPLACEMENT

Continuing the successful partnership between MIJF and PBS FM, the PBS Young Elder of Jazz program supported the commission of *Displacement*, a new work by saxophonist and composer Josh Kelly. Kelly explored French Impressionism, modal jazz and syncopated rhythm cycles through the lens of his family's migration around the world. The work was played to a sold out audience at the Jazzlab and recorded by PBS.

The program is generously supported by Mark Newman.

60 YEARS OF KIND OF BLUE: REFLECTIONS ON A MILES DAVIS MASTERPIECE BY ROSS JAMES IRWIN

To celebrate the recording of perhaps the best known jazz record of the 20th century, Miles Davis' *Kind of Blue*, MIJF commissioned a work by Melbourne trumpeter and composer Ross James Irwin – *60 Years of Kind of Blue*. Irwin was joined on stage by 10 of Melbourne's hottest young players in a performance that riffed on the classic album, bringing to it a 21st century 'Melbourne' sensibility. The show received rave reviews from media and audiences alike.

AMBROSE AKINMUSIRE WITH ORIGAMI HARVEST

In an Australian premiere, US based trumpeter and composer brought his thought provoking, politically charged project *Origami Harvest* to the stage at 170 Russell. The project layers left-field jazz, hip hop, funk and spoken word to create richly textured soundscapes the record the social climate of our times. Australian group Silo String Quartet joined Akinmusire in his Melbourne appearance.

LINDA MAY HAN OH WITH AVENTURINE

Linda May Han Oh debuted her new project Aventurine in a stunning performance at the Melbourne Recital Centre. Australian-born Oh is based in New York and collaborated with local artists Gian Slater and Invenio Ensemble, Angela Davis, Flinders Quartet and drummer Ben Vanderwal.

MICHAEL PIGNEYGUY AND THE AWAKENINGS ENSEMBLE

In a truly international line up, Michael Pigneguy brought his Awakenings Ensemble to the Festival. Featuring a line up of eight trailblazing performers from Australia, Malaysia, Singapore and the US, the group presented a fiery set of global sounds.

SONGS FROM MY FATHER BY PETRA HADEN

LA iconoclast Petra Haden joined forces with local Melbourne bass master Nick Haywood in a tribute to her father, the late legendary jazz bassist Charlie Haden. She was joined on stage by some of Australia's finest jazz musicians in a freewheeling night of music that electrified the Jazzlab crowd.

VIJAY IYER WITH THE MONASH ART ENSEMBLE

Celebrated pianists and composer Vijay Iyer joined forces with the Monash Art Ensemble – a collaboration of staff and students of Monash University's Sir Zelman Cowen School of Music. The group recreated music from Iyer's many compositions.

SECTOR DEVELOPMENT



We're committed to sector development through our education program, which brings together leading international and Australian artists with emerging talent through free and low-cost professional development initiatives, masterclasses, workshops, performances and artist talks.

TOMORROW IS MY TURN

Tomorrow is My Turn is a new artist development initiative that champions gender diversity in artistic leadership and increases cultural participation for school students across Victoria.

The program supports the professional development of an early-career female jazz musician through a scholarship, mentoring and networking opportunities with local and international artists, targeted professional development sessions, and a public performance opportunity at the Melbourne International Jazz Festival.

The selected artist also undertakes a state-wide tour of regional and metropolitan schools, leading interactive masterclasses for aspiring female jazz musicians. The artist selects five students to perform alongside at the Festival.

In its inaugural year, TIMT was lead by bassist and composer Claire Cross.

'As a performer and educator I really believe that young musicians need to see a place for t

themselves on the stage and in the music community – they need to see women leading bands, owning the stage and setting the agenda.'

MIJF would like to thank Harry Kestin & family and all those who donated funds to make the TIMT program a reality in 2019.

OUTCOMES:

- 2,500 students engaged through performances, workshops and masterclasses
- 13 schools engaged across Victoria
- 5 students selected to perform at the Festival
- As part of the TIMT program, MIJF commissioned a new work, Into Light, to be presented by TIMT leader Claire Cross and feature student participants in the program in the performance.

CLOSE ENCOUNTERS & ARTIST TALKS

Our long-running series is open to all, giving emerging artists, practitioners and jazz lovers the opportunity to get up close and personal with the Festival's artists – deepening their engagement with the scene and genre.

The Close Encounters were delivered in partnership with The Channel, Arts Centre Melbourne with the support of Monash University and the Consulate General of the United States of America. They featured conversations and live performances by Ghost Note, Miles Okazaki, Rafiq Bhatia, Linda May Han Oh and Ambrose Akinmusire.

CAREER DEVELOPMENT WORKSHOPS

Industry experts and practitioners come together for interactive forums that focus on the business side of Jazz. Supported by APRA, this year's workshops addressed some of the challenges facing working musicians including Financial Literacy for Musicians and The Art of Pitching, with international guest Don Was of Blue Note Records.

ARTISTS PATHWAYS

Through our proud education partnership with Monash University, MIJF provides performance opportunities for the next generation of jazz musicians. Our Free Lunchtime Jazz series at Southern Cross Lane featured groups from the university's jazz performance program. Our Jazz Futures program invited students to participate in a series of intensive rehearsals with trumpeter and composer Ambrose Akinmusire (US), culminating in a performance at the Melbourne Recital Centre.

COMMUNITY ENGAGEMENT

Our inclusive and accessible program of free and family events brings the spirit of jazz to young and old, livening Melbourne's streets and venues with traditional and contemporary styles of jazz for every type of music-lover.



JAZZ ASSEMBLY

We launched the 2019 Festival with a large-scale, participatory vocal work commissioned by MIJF – Jazz Assembly. Led by vocalist Gian Slater, the work invited the public to join in a chorus of voices in an unrehearsed, live performance of a piece called TAH – Teeth and Tongue; Air to Lung; Hum Drum Hum. This event was delivered with the support of City of Melbourne at Federation Square and continued a tradition of public participation established in 2018 with Jazz Massive.

FREE EVENTS

Each year, MIJF endeavours to keep 30% of the program free to attend in an effort to keep live music performance accessible to all members of the public. Our Jazz Out West programs, supported by City of Maribyrnong and City of Moonee Valley, bookended the Festival with two days of free live music in Melbourne's West, while our Free Lunchtime Jazz programs, supported by Julliard and Southern Cross Lane, brought colour, life and music to the workday with free performances each weekday of the Festival.

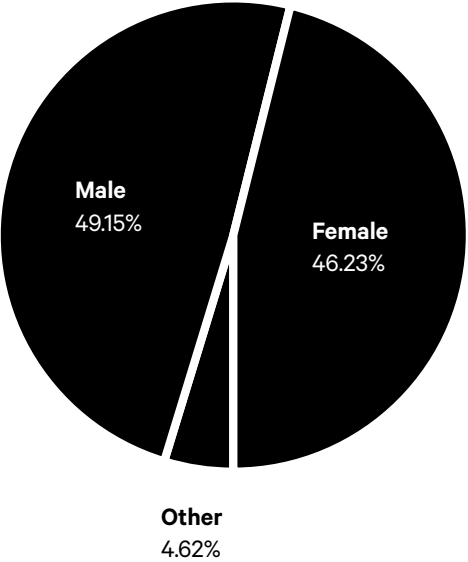
NOCTURNAL X JAZZ

In a first for MIJF, the 2019 program included a collaboration with the Melbourne Museum for Nocturnal x Jazz. The Festival took over the museum after dark, programming three headline acts onto the main stage as well as vignettes scattered throughout the exhibition spaces. Nocturnal x Jazz was the biggest yet in the Nocturnal series with a total attendance of 2,900. This collaboration reached a new audience for MIJF and received rave reviews from attendees.

AUDIENCE PROFILE

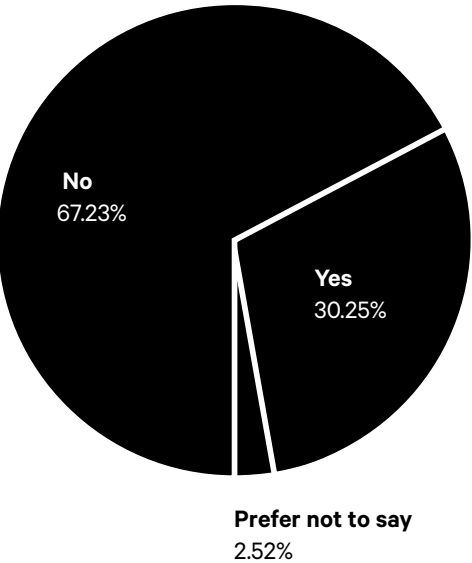
Jazz is a genre that connects with people across their lifetime. Our diverse programming – from sit-down concerts to late-night gigs - means we croon with all sorts; from the young to the old(er), from the die-hard to the uninitiated.

GENDER



CULTURAL DIVERSITY

Do you identify as coming from a culturally and/or linguistically diverse community?



AVERAGE SPEND

\$262.5

98%

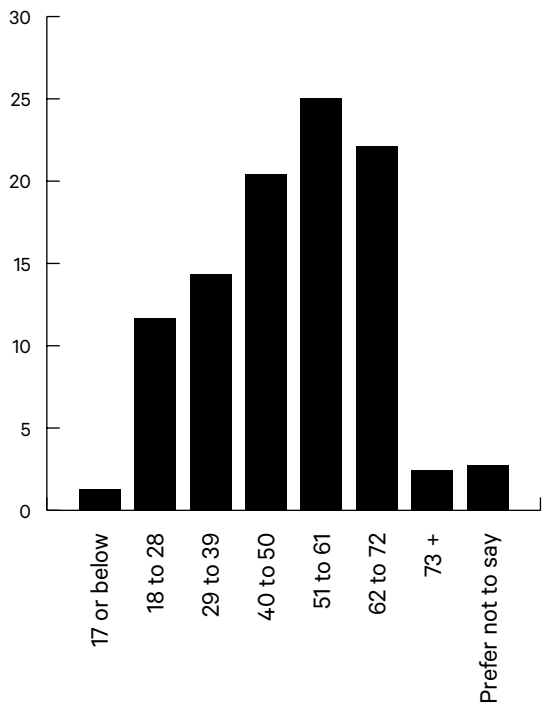
said they would consider attending future MIJF events

91%

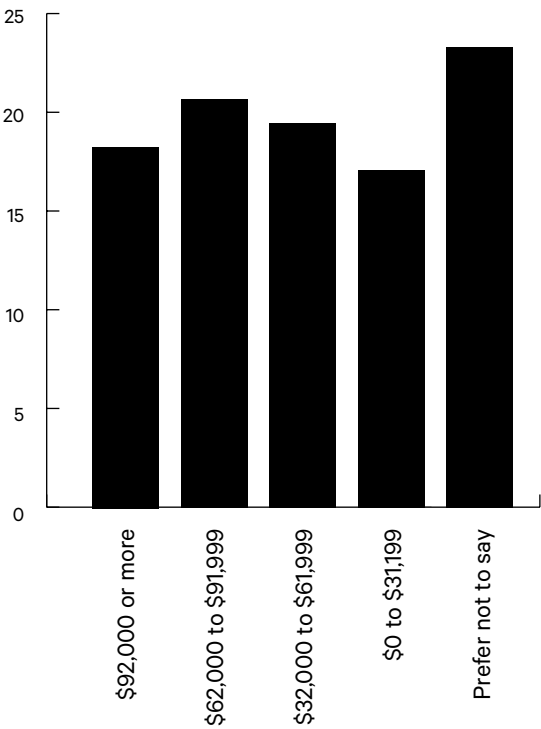
said they would recommend MIJF to family and friends



AGE OF ATTENDEES



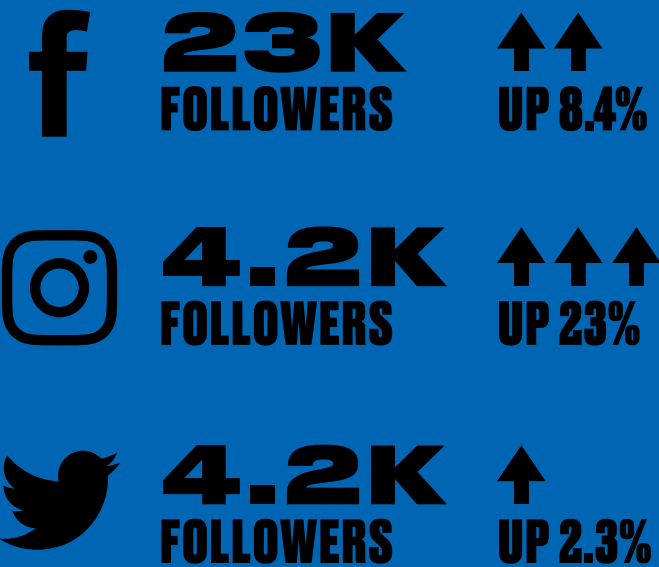
ANNUAL INCOME



IMPACT & REACH

With events held in concert halls, moody clubs, and Melbourne streets, the Festival's geographic footprint spans across the city. MIJF delivers a high-impact marketing campaign that brings the city's streets to life with the faces of jazz legends through a targeted street campaign, boasts strong engagement across digital platforms and secures coverage across Melbourne's major media outlets.

SOCIAL CHANNELS



SUBSCRIBER DATABASE

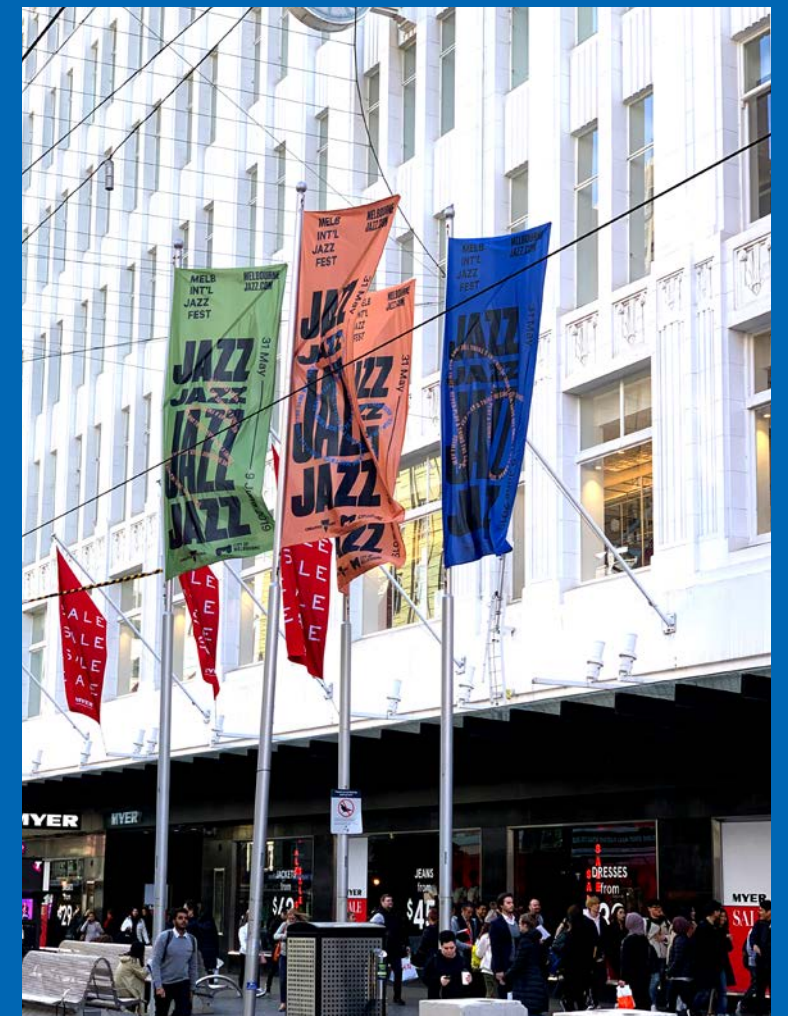
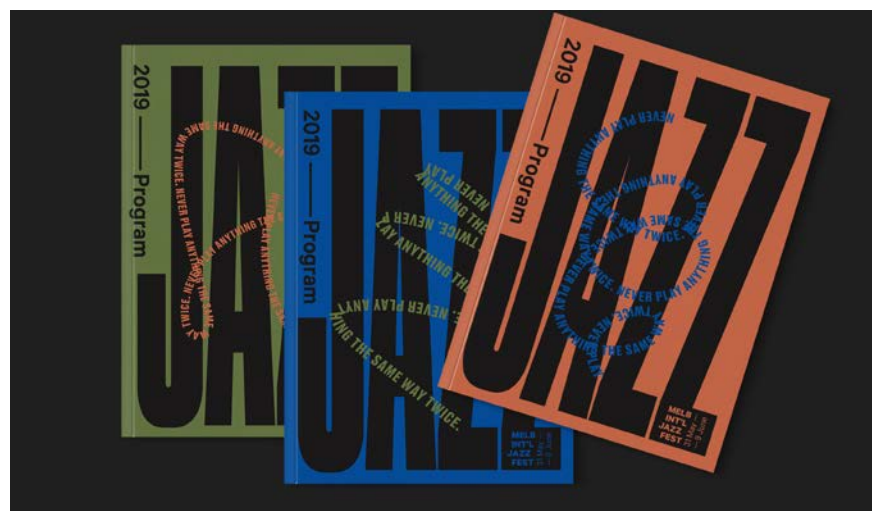
19.5K
(database growth in 2019: 6.3% ;
open rate 25% increase of 1.5%)

WEB TRAFFIC

500k+
unique visits in campaign period

DIGITAL ADVERTISING

1.2mil
impressions



OUR PARTNERS

PRINCIPAL GOVERNMENT PARTNER



GOVERNMENT PARTNERS



MAJOR PARTNERS



FESTIVAL PARTNERS



MEDIA PARTNERS



EVENT SUPPORTERS



FESTIVAL SUPPORTERS



OUR PATRONS

The Festival is supported by generous individuals committed to ensuring that the Festival’s diverse program continues to develop for years to come.

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

GOVERNANCE

Chairman
John Stanhope AM
Artistic Director
Michael Tortoni
Director
Sarah Bradly-McKay
Director
Toby Chad
Director
Rebecca MacFarling
Director
Liza Maimone
Director
David Valmorbida



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