



WOMADelaide

— 2021 —

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WOMADelaide 2021 Sunset Concert Series

Approximately 19,000 people celebrated the return of large-scale live music events at WOMADelaide 2021, held between 5-8 March in Adelaide's King Rodney Park. The reimagined COVID-Safe format was embraced and hailed by critics and audiences alike.

In 2022, WOMADelaide will celebrate its 30th anniversary – a milestone event in which some 600 artists are expected to participate.

Embracing diversity in music, arts and dance, thrilling premieres and fresh collaborations are being planned for our return to Botanic Park/Tainmuntilla.

Friday

Archie Roach
Lior/Westlake/
Adelaide Symphony
Orchestra: *Compassion*
Sarah Blasko

Opening the festival on Friday evening, **Archie Roach** took the stage to a standing ovation as the crowd was treated to a musical journey spanning his incredible three-decade career, which has included seven performances at WOMADelaide. Taking songs from *Charcoal Lane*, Archie wove intensely personal tales of adventures and heartbreak into a performance that moved the audience to tears.

Also, on Friday, singer **Lior**, conductor **Nigel Westlake** and the **Adelaide Symphony Orchestra** were a revelation with their stunning song cycle of ancient Hebrew and Arabic texts, *Compassion*. **Sarah Blasko** closed the night in spectacular and dramatic fashion, celebrating the tenth anniversary of her breakthrough album, *As Day Follows Night*.





Saturday

MRLN x RKM Vika & Linda Midnight Oil

Saturday's tone was set from the first beat, as WOMADelaide x NSS Academy graduates **MRLN x RKM** energised the crowd with their debut festival performance.

Soul sister duo **Vika & Linda**, sounding as fresh as ever, delighted audiences with their banter, vocal prowess and harmonies across a host of gospel, blues and upbeat tracks, ending with a spine-tingling cover of *Bridge Over Troubled Water* in memory of legendary Australian music producer Michael Gudinski.

Midnight Oil belted out a two-hour set spanning their much-loved forty-year catalogue, ending the night with a touching tribute to their recently passed bassist, Bones Hillman.



Sunday

Miiesha
Kaiit
Tash Sultana

Sunday evening saw an impressive WOMADelaide debut by 20-year-old **Miiesha**, who captivated the audience with her poignant lyricism, wisdom and soulful vocals.

Kaiit, returning to WOMADelaide after two years, free-flowed with a jazzy, playful RnB set, commanding the stage.

The final act, **Tash Sultana**, highlighted why they are one of the hottest acts in Australia.

Sultana delivered a show that left fans gasping at her mastery of a dozen or more instruments and pure voice, thrilling them as they criss-crossed the stage, building a wall of complex sounds.





Monday

Siberian Tiger The Teskey Brothers Midnight Oil & First Nations Collaborators: *Makarrata Live*

Opening the final night's festivities, Adelaide band **Siberian Tiger** impressed with their gentle folk-pop, accompanied by a glorious string quartet. **The Teskey Brothers** picked up the energy, with dreamy vocals and guitar virtuosity, before **Midnight Oil** returned with First Nations Collaborators for *Makarrata Live*.

Their spectacular performance of solidarity and empowerment driving recognition for Aboriginal and Torres Strait Islander people featured some of the country's finest First Nation's musicians, including **Dan Sultan, Alice Skye, Troy Cassar-Daley, Tasman Keith, Leah Flanagan, Frank Yamma & Bunna Lawrie**, was the perfect closing of WOMADelaide 2021 in King Rodney Park.





WOMADelaide 2021

Economic Evaluation



AUTHOR: BARRY BURGAN, ERC PTY LTD



Executive summary

Attendances in 2021 were 18,690, with each person attending on average 1.5 days (with visitors to the state attending an average of 2.1).

Major events benefit the hosting community in a number of ways.

- The first is through the contribution to the cultural life of the community – and its impact on wellbeing and quality of life generally. This is reinforced in an economic context by the creative economies and creative cities ‘movement’ which emphasises the role of the creative community in generating economic and social outcomes in a region. The vibe in the city around March each year is palpable, and WOMADelaide is a critical component.

It is estimated that **South Australians received a ‘well-being’ benefit of \$2.0 million over and above what they spent in attending**, 90% said that attending contributed positively to their well-being, 78% said that WOMADelaide is a core avenue by which they get the cultural experiences they desire, and 79% said that the event is important for the way they feel about living and working in South Australia.

- The second is the benefit in terms of its impact on the local economy through the generation of tourism expenditure, and consequently upon jobs and incomes. The event attracts visitors who spend money on accommodation, in taxis and transport, and in entertainment.

WOMADelaide 2021 Linked Economic Activity

	LOCAL ATTENDEES	VISITOR ATTENDEES	OPERATIONS	TOTAL
Sessions Attended	16,056 ↓	2,634 ↓	- →	18,690 ↓
All Attendees	10,886 ↓	1,786 ↓	- →	12,672 ↓
Associated/Gross Spend (\$m)	\$5.90	\$3.36	\$5.45 →	\$14.7

- 19.5 % of attendances were from interstate.
- 74.4% of visitors said that the event was the main reason for their visit.
- 12% said they stayed longer.
- visitors spent an average of \$2,633 per respondent.
- 15% of local attendees said they would holiday outside the State if not for this event.

Economic Impact of WOMADelaide 2021

	VISITOR ATTENDEES	RETAINED EXPENDITURE	OPERATIONS	TOTAL
Created Visitors	1,684 ↓	- ↓	- →	1,684 ↓
Created Visitor Nights	10,037 ↓	- ↓	- →	10,037 ↓
Created Spend (\$m)	\$1.7 ↓	\$3.9 ↓	\$1.5 →	\$7.2 ↓
Impact on Gross State Product (\$m)	\$1.7	\$3.1	\$2.0 →	\$6.9
Impact on Employment (FTE's)	17	30	21	68



The event also contributes to other tourism outcomes. Some 50% of visitors who said they came for WOMADelaide also attended at least one event (e.g. the Fringe or the Adelaide Festival) while they were here. 36.0% visited a wine region, and others visited regions such as the Flinders Ranges (1.6%), Kangaroo Island (8.8%, the Fleurieu and Hahndorf.

The event has, in addition, longer term economic benefits, with for example:

- Increased vibrancy of the summer festivals period with some 50% of visitors who attended WOMADelaide also attending a Fringe or Festival event (a significant increase on last year)
- Benefits from tourism marketing – 90% of visitors said they will recommend visiting Adelaide to friends and family, and 76% saying they will attend next year.
- 33.3% of local survey respondents said they would choose a WOMADelaide sponsor product over a rival brand.
- 79% of South Australian respondents said that the opportunity to attend WOMADelaide was important for them living and working in the State.

Wellbeing benefits

These estimates are in many ways a conservative approach to estimating benefits. It is clear South Australian residents also achieve value out of attending WOMADelaide.

There is an extensive body of literature that recognises the social value created by an investment in cultural infrastructure – with evidence of improved quality of life, better health outcomes, and increased productivity.

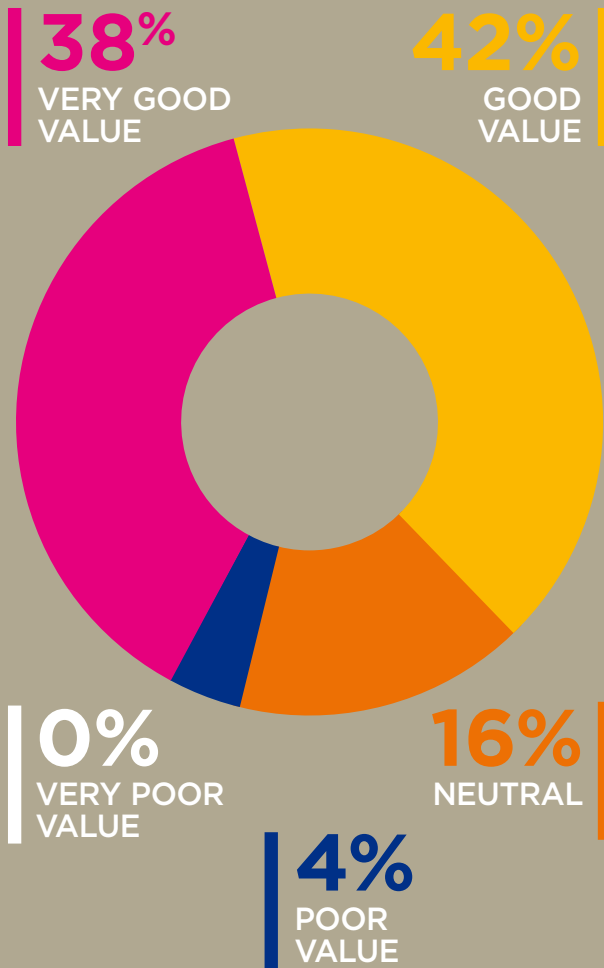
The cultural value of WOMADelaide is recognised to some extent in the above, in that the economic impact estimates include the expenditure that would be lost if residents travelled outside of the state. But other residents also get value from the event. As an indication of the value inherent for South Australians:

- **95.3% of SA respondents considered the event culturally important** to the State (76.5% very important).
- **78.4% of SA based respondents agreed with a statement that WOMADelaide is a core avenue by which they get to enjoy the cultural experiences** they desire (48.4% strongly agreed). Further, **94.5% of people said that hosting WOMADelaide improves the image of the region.**
- **90.2% of SA based respondents agreed with a statement that attendance at WOMADelaide has contributed positively to their wellbeing** (50.2% strongly agreed):

WOMADelaide has contributed positively to SA based respondents wellbeing

	VISITORS
Strongly Agree	50.2%
Agree	40.0%
Neutral	6.0%
Disagree	0.4%
Strongly Disagree	3.0%

Attending WOMADelaide is good value!



- There was also overwhelming support from those who attended, with regards to the impact of the event on the image of the State, as represented by the level of agreement to the statements below.

	Hosting WOMADelaide is good for the State's Image		The State should host WOMADelaide	
	VISITORS	LOCALS	VISITORS	LOCALS
Strongly Agree	73.7%	75.7%	82.2%	87.0%
Agree	13.6%	18.7%	11.9%	10.8%
Neutral	9.3%	5.5%	4.2%	1.6%
Disagree	0.8%	0.0%	0.8%	0.2%
Strongly Disagree	2.5%	0.0%	0.8%	0.4%

Other economic benefits

The event has a range of longer terms impacts, with research supporting the following outcomes.

- The event attracts substantial media and national and international artists, which assist in promotion of the State as a creative centre and visitor destination.
- 89% of visitors said they would recommend visiting Adelaide to friends and family as a consequence of their visit and 74% said they would attend WOMADelaide next year. 55% of visitors said that attending had changed their perception of Adelaide and South Australia for the better.
- There is value created in terms of the creative image of the State. In particular, the events/ festivals period of March each year means that individual events provide a contribution towards other events. In addition, it provides activity in the regions. The following are the proportions of visitors in the survey who came because of WOMADelaide – and the other activities they undertook.
- 33.3% of SA based respondents said they would choose a WOMADelaide sponsor’s product rather than rival brands if price and quality were the same – suggesting a strong economic return for sponsors.
- WOMADelaide is clearly a positive contributor in branding the State and the survey revealed that 63% of event specific visitors are likely to visit the State again, 80% are likely to recommend it to their friends and families without being asked.
- 79% of South Australians agreed that the opportunity to attend WOMADelaide is important to them and their family in the way they feel about living and working in South Australia – helping build the economic base of the State.

Came because of WOMADelaide – and undertook other activities

	VISITORS
Fringe Event	47.2%
Festival Event	25.6%
Writer’s Week	11.2%
Visit to Kangaroo Island	8.8%
Visit to Wine Regions	36.0%
Visit to Flinders Ranges	1.6%



Survey results and visitor characteristics

- 31.3% of attendees were visitors to Adelaide, and 19.5% visitors to SA.
- The average length of stay in South Australia for visitors who attended because of the event was 5.71 nights.
- 14.6% of SA residents who attended the event would have holidayed out of the state if the event had not been held in Adelaide. This remains consistently a higher proportion than for many other events confirming the profile of WOMADelaide in the SA events calendar.

Economic Impact of WOMADelaide 2021

	ADELAIDE	REGIONAL SA	VIC	NSW	QLD	NT	WA	ACT	TAS	OVER-SEAS	TOTAL VISITORS TO ADELAIDE	TOTAL VISITORS TO SA
Number	510	88	58	29	12	7	6	3	7	3	213	125
Proportion approached	70.5%	12.2%	8.0%	4.0%	1.7%	1.0%	0.8%	0.4%	1.0%	0.4%	29.5%	17.3%
Proportion approached (adj)	68.7%	11.9%	9.0%	4.5%	1.9%	1.1%	0.9%	0.5%	1.1%	0.5%	31.3%	19.5%
Proportion in survey - Out of State	-	-	46%	23%	10%	6%	5%	2%	6%	2%	-	100%
Average Days Attended	1.4	1.4	2.1	2.2	1.5	1.7	2.3	2.0	2.1	2.3	1.8	2.1
Main reason for visit (Proportion)	-	-	81.0%	72.4%	75.0%	42.9%	66.7%	100.0%	57.1%	66.7%	-	74.4%
Length of stay	-	-	5.3	5.95	5.33	6.33	6.25	8.00	6.25	7.00	-	5.71
Number in group	-	-	1.8	1.76	2.13	1.67	1.75	1.67	1.25	1.50	-	1.77
Proportion who stayed longer	-	-	8.6%	10.3%	8.3%	28.6%	33.3%	0.0%	28.6%	0.0%	-	12.0%
Length of stay longer	-	-	2.80	3.00	7.00	3.50	3.50	0.00	3.00	0.00	-	3.20

Source: 2021 Survey and Sales Data.

Estimated Visitors and Visitor Nights

	ADELAIDE	REGIONAL SA	VIC	NSW	QLD	NT	WA	ACT	TAS	OVER-SEAS	TOTAL VISITORS	TOTAL
Estimated Attendances	12,839	2,215	1,687	843	349	204	174	87	204	87	3,635	18,690
Estimated Attendees	9,288	1,598	795	388	233	119	75	44	95	37	1,786	12,672
Estimated 'New' Visitors	-	-	645	281	174	51	50	44	54	25	1,324	-
Estimated created nights in SA	-	-	3,593	1,794	1,066	441	399	349	421	174	8,237	-

Source: 2021 Survey and calculations.

Visitor expenditure

The visitor spend in South Australia created by the 2021 event is \$2.2 million – or \$1.7 million excluding tickets.

In addition, there was \$3.9 million of spend retained in the State by South Australians so, in total, there was an estimated \$6.1 millions of tourism generated expenditure created in the State (\$4.9 million excluding tickets).

Estimated Created Expenditure – SA (\$'000)

	SA (FOREGONE)	VIC	NSW	QLD	NT	WA	ACT	TAS	OVER-SEAS	TOTAL VISITORS	TOTAL INCLUDING FOREGONE
Tickets	\$781	\$216	\$81	\$52	\$12	\$19	\$13	\$22	\$9	\$424	\$1,205
Merchandise	\$95	\$21	\$20	\$4	\$1	\$2	\$1	\$1	\$1	\$51	\$147
Travel to SA	\$741	\$126	\$80	\$83	\$23	\$25	\$13	\$46	\$20	\$415	\$1,156
Food, drink at Fringe	\$189	\$55	\$17	\$10	\$5	\$8	\$4	\$3	\$2	\$103	\$292
Food, drink – not Fringe	\$583	\$111	\$71	\$58	\$23	\$16	\$12	\$16	\$13	\$320	\$903
Travel within SA	\$312	\$50	\$30	\$39	\$22	\$7	\$2	\$11	\$13	\$174	\$486
Accommodation	\$915	\$248	\$114	\$61	\$10	\$18	\$0	\$40	\$10	\$501	\$1,416
Organised tours/day trips	\$87	\$10	\$7	\$18	\$13	\$0	\$0	\$0	\$0	\$47	\$134
Other expenditure	\$217	\$42	\$31	\$17	\$9	\$13	\$1	\$2	\$3	\$119	\$336
Total	\$3,918	\$880	\$451	\$341	\$119	\$107	\$46	\$141	\$71	\$2,156	\$6,074

Source: Modelled result

Estimated Economic Impact Due to Attendance

	RETAIL	ROAD TRANSPORT	OTHER TRANSPORT	MANUFACTURING	PERSONAL SERVICES	ARTS & CULTURE	FOOD SERVICES	ACCOMMODATION	TOTAL
DIRECT IMPACT									
Value Added (\$'000)	\$263.8	\$280.1	\$157.0	\$21.5	\$24.4	\$52.2	\$682.5	\$443.0	\$1,924.5
Employment (FTE's)	4	3	1	0	0	1	12	5	26
INDIRECT IMPACT									
Value Added (\$'000)	\$306.8	\$485.4	\$229.2	\$47.2	\$32.2	\$90.0	\$1,056.6	\$696.6	\$2,943.9
Employment (FTE's)	2	4	2	0	0	1	7	4	20
TOTAL IMPACT									
Value Added (\$'000)	\$570.6	\$765.4	\$386.2	\$68.7	\$56.6	\$142.2	\$1,739.1	\$1,139.6	\$4,868.4
Employment (FTE's)	6	7	2	1	1	2	19	10	47

Source: Modelling.



Total impact

On the State

- The total visitor spend attributable to the event being held in the State is estimated as being \$1.7 million (excluding tickets). In addition, there was an estimated \$3.1 million of retained expenditure.
- This estimated expenditure is identified as generating new incomes in the state of \$4.9 million (i.e. net increase in Gross State Product) and supporting of the order of 47 jobs.
- Operations in hosting the event is estimated to generate an externally funded spend of \$1.5 million in South Australia. This expenditure was in turn estimated as supporting \$2.0 million of new incomes (GSP) in the state and supported 21 jobs.
- Therefore, the holding of the event in South Australia is estimated as producing a net economic benefit of \$6.9 million in terms of incomes (GSP) and 68-person years of employment. The majority of the jobs will be casual and short term and may well be taken up as extra hours rather than new jobs per se.

On the Adelaide CBD

WOMADelaide took place in the eastern parklands adjacent to the city meaning that attendees and participants undertook in a large range of activities in the city area.

To provide an indicative estimate of the impact on the CBD, it assumed that in terms of accommodation, visitors to the State stay in the following:

- 60% of visitors stayed in hotels
- 15% stayed in Airbnb
- 10% in rental apartments
- 10% stayed with friends and relatives
- 5% in other (caravan parks, backpacker etc.)

A large crowd of people is gathered at an outdoor festival at night. The scene is illuminated by warm string lights and colorful banners hanging from trees. The crowd is diverse in age and appearance, and many are looking towards the right side of the frame. The background features tall trees and a clear night sky. A white banner with the text "marketing & publicity" is overlaid on the top right of the image.

marketing & publicity



marketing and publicity snapshot

Coverage delivered between 2 December 2020 and 26 March 2021.

WOMADELAIDE
MENTIONS

896

CUMULATIVE
POTENTIAL REACH

20,040,134

TOTAL ADVERTISING
SPACE RATE (IN AUD)

\$16,630,858

Key highlights

- The media type with the highest volume was online with **602** mentions
- The media type with the highest potential reach was Newspaper with a total potential reach of **10,890,460**
- The highest volume occurred in March 2021 with a total volume of **255** mentions
- The largest potential reach occurred in March 2021 with a potential reach of **8,510,417**
- The highest ASR rate occurred in February 2021 with a total ASR value of AUD **\$6,742,245**
- The outlet with the highest volume was ABC Radio Adelaide with a total volume of **83** mentions
- The outlet with the highest potential reach was Adelaide Advertiser with a total potential reach of **5,041,619**
- The outlet with the highest ASR was ABC Online with a total ASR of AUD **\$7,884,351**.

digital touchpoints – the stats...

Website

There were more than 132,000 users and 209,000 sessions on the website this season.

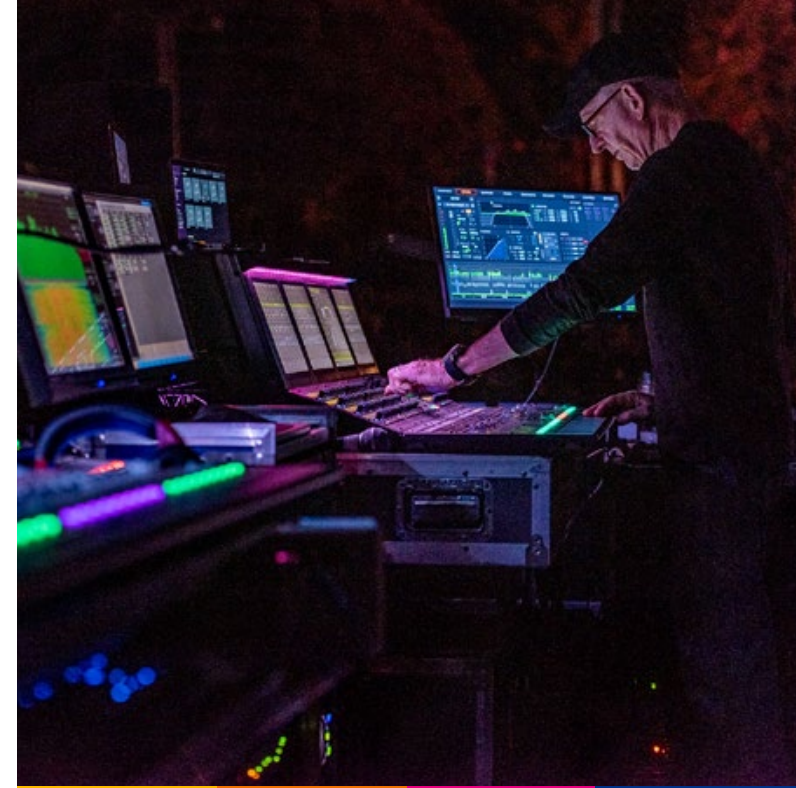
The majority of people came from Organic Search. Website traffic was at its highest in the first and last week of the campaigns, with large increases from late January onwards.

SESSIONS

209,832

USERS

132,380





Google Ads

There were more than 339,000 impressions and 27,000 clicks on Google Search and YouTube ads, largely from ‘music lovers’ of all ages on mobile phones.

YouTube ads had more than 65,000 video views (defined as when someone watches 30 seconds of a video or the whole duration if it is under 30 seconds). 23% of people watched the entire duration of videos.

Search Campaigns

Clicks & Impressions

CLICKS 27,310	CTR 45.47%	IMPRESSIONS 60,055
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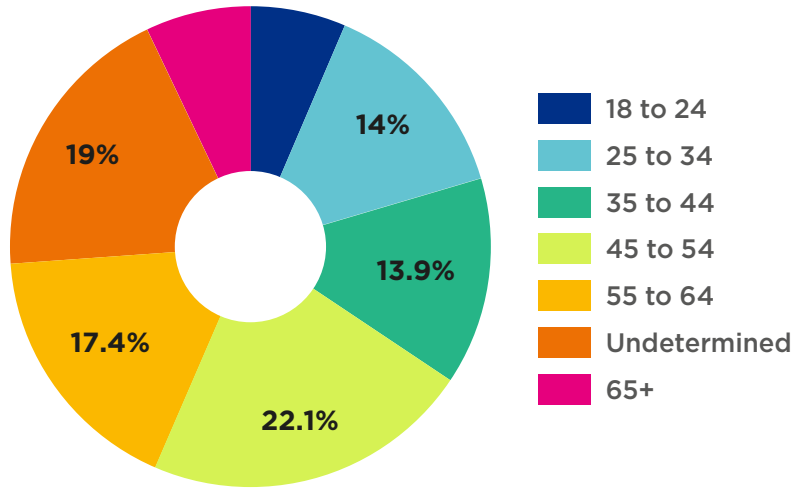
Conversions

CONVERSIONS 8,525	CONV. RATE 31.22%	COST / CONV. \$0.31
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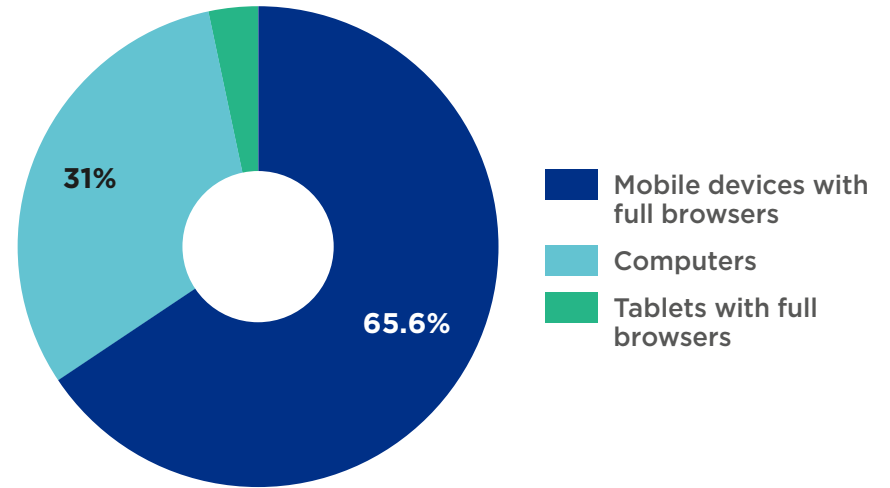


Audience: Conversions

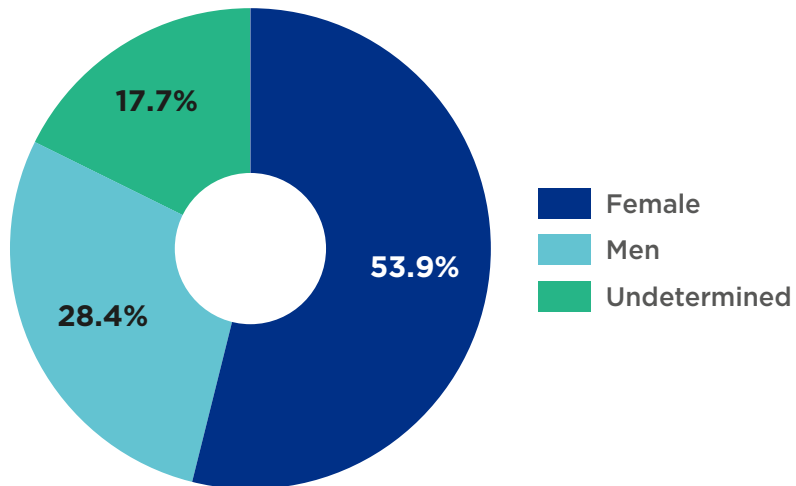
Age



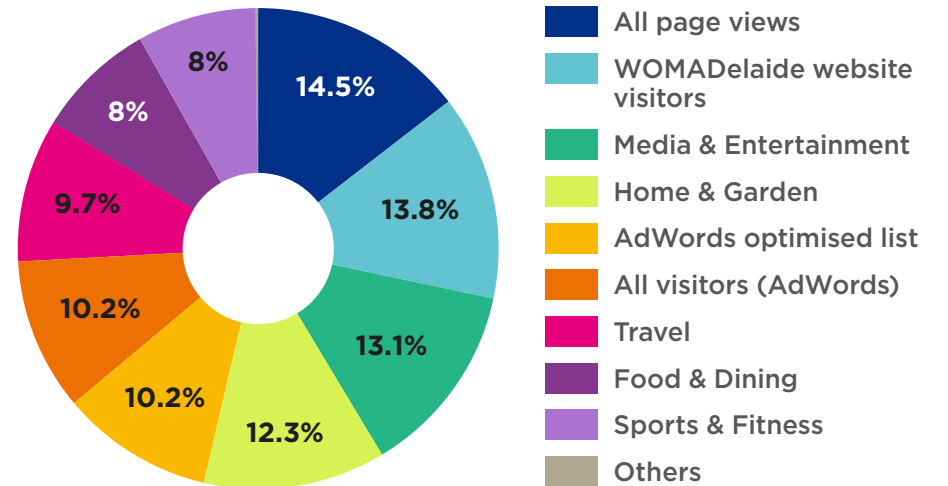
Device



Gender

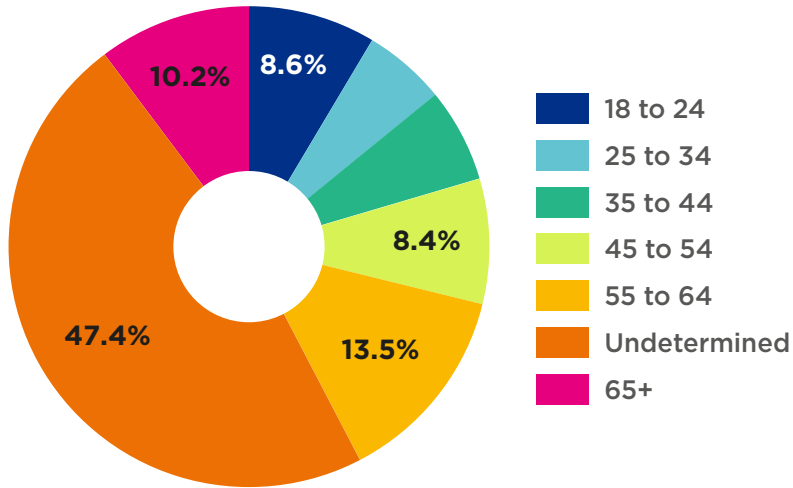


Category

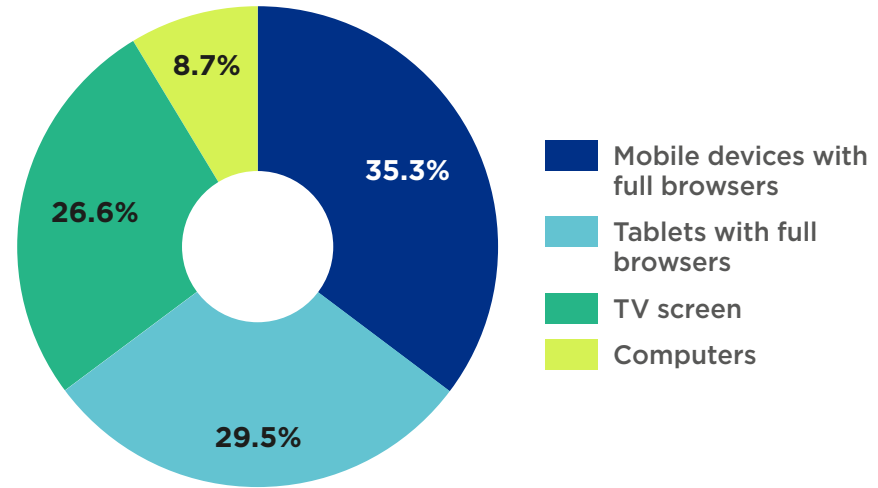


Audience: Views

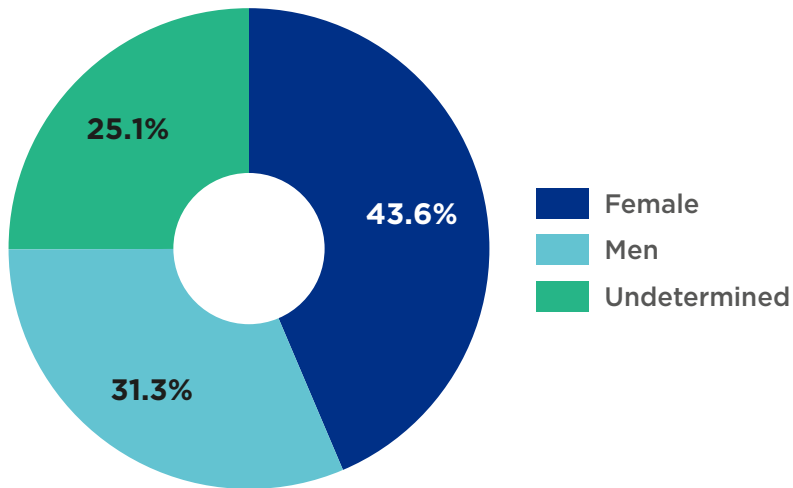
Age



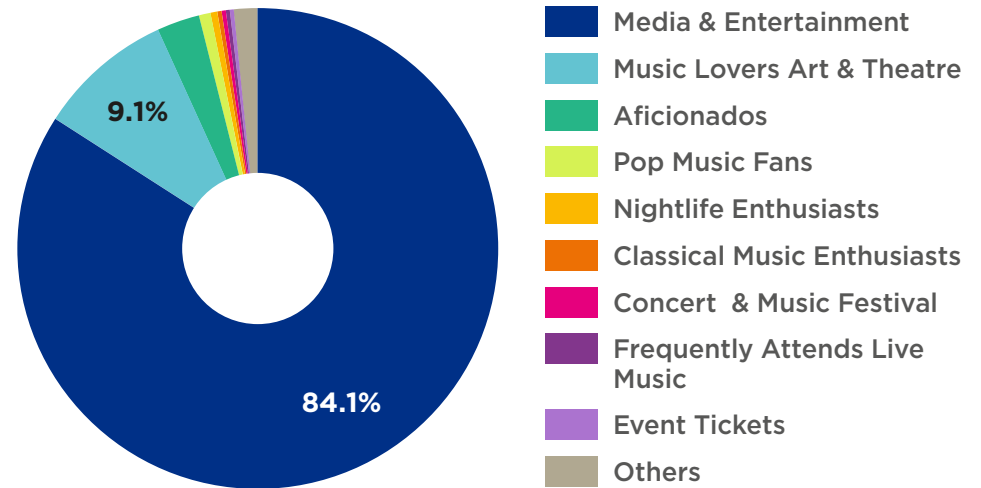
Device



Gender



Category

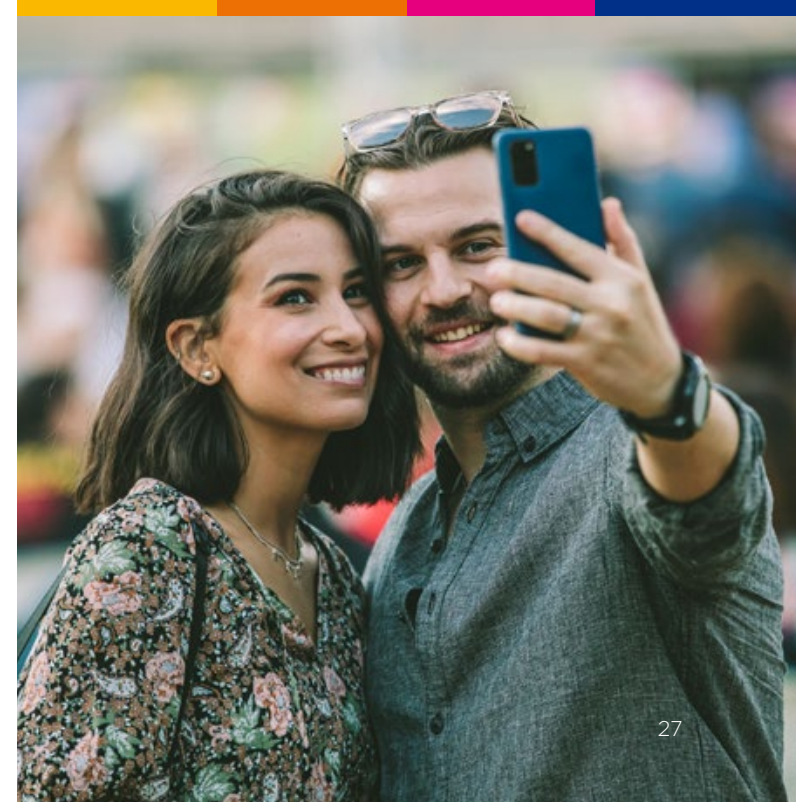


Facebook & Instagram

Facebook and Instagram recorded more than four million impressions, 206,000 post engagements, 25,000 landing page views, 3,500 event responses and 266 newsletter sign-ups.

Of the more than 29,000 sessions that came to the website directly from Social Media, 91% came from Facebook, 5% from Instagram stories, 3% from Instagram feeds, and the remaining from other platforms.

IMPRESSIONS	4,044,831
POST ENGAGEMENT	206,835
EVENT RESPONSES	3,453
LANDING PAGE VIEWS	25,344
UNIQUE LEADS	266





Oils give it their all

Peter Garrett leads Midnight Oil at WOMADelaide last night. Picture: Rob Sferco

MATT DEIGHTON

MUCH of the noise around Midnight Oil in recent times has been its remarkable collaboration with First Nations' musicians, which culminated in the Makarrata Project, released last year.

And while the crowds at WOMAD will get to see this album live tomorrow night, last night's performance was one purely for the fans, with a spirited rendition of some of the hits – and lesser know gems – which have stamped the Oils as arguably the greatest Aussie rock band of

their generation. Most of the band is well into their late 60s, but this did little to dim the energy. Despite the lay-off, they sounded sublime, the intertwining guitars of Martin Rotsey and Jim Moginie

were as strong as they were playing the Horden Pavilion in the 80s. The ageless Rob Hirst was still pounding away with the energy of a teen. The only missing link was the harmonies of "dear departed brother" bass player Bones, who died last year.

Still, it was great to see Peter Garrett in fine fettle, rallying against Trump and climate change deniers and pretty much everything else, while encouraging everyone to "dance like humans do in Adelaide"

Kaiti, Miiesha and Siberian Tiger join the 2021 WOMADelaide lineup



After lifting the lid on the bulk of it's all-Australian 2021 lineup back in December, **WOMADelaide** has added three more acts to this year's program.

The key takeaways

- WOMADelaide is happening from Friday March 5 until Monday March 8 in King Rodney Park, Adelaide
- Three more acts have been added to the 2021 program
- Two of the acts will replace Sampa The Great on the lineup after she recently cancelled her Australian tour dates

Opening for Tash Sultana on Sunday, March 7, in lieu of Sampa The Great who pulled the plug on her February and March Australian tour dates last week due to the constantly changing border restrictions, comes Kaiti and Miiesha – forming an eclectic, soulful triple-bill.

Taking home the 2020 ARIA Award for Best Soul/R&B Release with her album *Nyaaringu*, Miiesha's sound is an uplifting blend of R&B, gospel and soul.

For the festival's final night on Monday, March 8, Adelaide's Siberian Tiger join The Teskey Brothers and Midnight Oil, the latter of which who will perform alongside a number of First Nations collaborators for a special premiere of *Makarrata Live*.

The duo, comprising Bree Tranter (The Middle East, Matt Corby) and Chris Panousakis (Timberwolf, Matt Corby), have been on the up and up since releasing their debut EP *First Dance* just last year. Their warm, dreamy sound is certain to serve as the perfect entree for the festival's final evening.

WOMADelaide 2021 is happening from Friday March 5 until Monday March 8 at King Rodney Park, Adelaide. For tickets and more information, head to the [WOMADelaide website](#).

Midnight Oil to headline 2021 WOMADelaide concerts

FESTIVALS

Midnight Oil, Archie Roach, Lior and Tash Sultana are among artists announced in the line-up for WOMADelaide's sunset concert series in the Adelaide Park Lands in March.



Midnight Oil will play two concerts as part of the WOMADelaide sunset series. Photo: Awais Butt

As reported last week, COVID-19 constraints have seen organisers pivot to a different type of event for 2021, with the usual four-day world music festival at Botanic Park being replaced by four seated concerts from March 5 to 8 on the oval in [King Rodney Park / Itjyamai-Itjina](#).

Headlining the series will be rock band Midnight Oil, who will play two concerts at the 6000-capacity site.

At the Saturday night show, which will be opened by vocal duo Vika and Linda Bull, the Oils will play songs from their 28-year back catalogue, while on Monday they will present the world premiere of *Makarrata Live*, a concert performance of songs from their new mini-album *The Makarrata Project*.

"We're pleased and excited to be renewing our connection with WOMADelaide with these two very different shows," frontman Peter Garrett says in a statement. "It's an event with which our band has had a long and strong connection."

"Lots of the songs which have struck the deepest chords with our audiences over the years, like 'Beds are Burning', 'Jimmy Sharman's Boxers', 'The Dead Heart' and 'Truganini' revolve around Indigenous issues, so we're particularly inspired to be playing a special set for *Makarrata Live* that combines older songs like those with newer songs that share similar lyrical themes."

Midnight Oil last performed at WOMADelaide in 1997. Their most recent show here was at Adelaide Oval in 2017, as part of their first tour in 20 years.

For their second concert at King Rodney Park, the band will be joined by some of the First Nations artists with whom they collaborated for *The Makarrata Project*, which features songs around the theme of Indigenous reconciliation and is intended to raise awareness about [The Uluru Statement from the Heart](#) seeking constitutional recognition for Indigenous Australians.

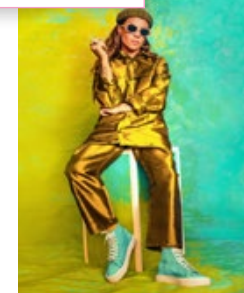
The Monday concert bill also features 2020 ARIA-winning blues group The Teskey Brothers.

but ultimately realised the level of restrictions required would have resulted in a "third-rate" festival experience.

While the format of the festival will be different in 2021, he believes the picturesque new setting will offer a magical experience for concert-goers.

"2020 has been a year of extraordinary challenges, but in being able to present artists with the celebrated stature of Midnight Oil and Archie Roach, along with all the artists announced today for our reconfigured event, we are certain that WOMADelaide will truly be unmissable over the festival long weekend next March 2021," he said today.

WOMADelaide pre-sale tickets will be available from Wednesday (December 9), with general-release tickets available from Friday.



Singer and multi-instrumentalist Tash Sultana will make their WOMADelaide debut with a full live band.

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designing the Botanic



WOMADelaide announces all-Australian 2021 lineup headlined by Midnight Oil



Photo by Awais Butt

WOMADelaide will return with a new sunset concert series in March.

South Australia's beloved WOMADelaide festival has unveiled the program for its reimagined 2021 iteration, bringing an incredible list of Australian acts to King Rodney Park for a sunset concert series from Friday March 5 until Monday March 8.

The lineup is helmed by Aussie rock favourites Midnight Oil who will close two of the festival's four nights. Their Saturday night show will be dripping with nostalgia as they reach into their catalogue for an exclusive set stacked with classics.

Their Monday night appearance will comprise an official world premiere of songs from their new mini-album *The Makarrata Project* performed as a unique concert presentation, as well as some of their classic tracks exploring the theme of Indigenous Reconciliation.

Monday night's show will also feature prominent First Nations acts who collaborated with The Oils on *The Makarrata Project*.

Next year's incredible program will also bring Archie Roach, Sarah Blasko, Vika & Linda Bull, Sampa the Great, Tash Sultana, The Teskey Brothers, Lior, Nigel Westlake and the 54-piece Adelaide Symphony Orchestra to the stage across its four-night run.

"2020 has been a year of extraordinary challenges, but in being able to present artists of the stature of Midnight Oil and Archie Roach, along with all the artists announced today for our reconfigured event, we are certain that WOMADelaide will truly be unmissable over the festival long weekend next March," said Festival Director, Ian Scobie.

WOMADelaide is happening from Friday March 5 until Monday March 8. Pre-sale starts at 9am ACDT Wednesday December 9 with general sale available from 9am ACDT Friday December 11. Register for pre-sale access [here](#).



WOMADelaide adds three more acts to its 2021 program



Photo by Jack Fenby

The final lineup announcement for this year's festival just landed.

After lifting the lid on the bulk of it's all-Australian 2021 lineup back in December, WOMADelaide has added three more acts to this year's program.

What you need to know

- WOMADelaide is happening from Friday March 5 until Monday March 8 in King Rodney Park, Adelaide
- Three more acts have been added to the 2021 program
- Two of the acts will replace Sampa The Great on the lineup after she recently cancelled her Australian tour dates

Opening for Tash Sultana on Sunday March 7, in lieu of Sampa The Great who pulled the plug on her February and March Australian tour dates last week due to the constantly changing border restrictions, comes Kait and Miesha – forming an eclectic, soulful triple-bill.

Taking home the 2020 ARIA Award for Best Soul/R&B Release with her album *Nyaaringu*, Miesha's sound is an uplifting blend of R&B, gospel and soul.

Nabbing the same award in 2019 for her track 'Miss Shiney', Kaiti's delicious fusion of hip hop, jazz and soul has earned her a faithful following, including the likes of Jill Scott and Erykah Badu who have claimed her as their "musical love child from Down Under".

For the festival's final night on Monday March 8, Adelaide's Siberian Tiger join The Teskey Brothers and Midnight Oil, the latter of which who will perform alongside a number of First Nations collaborators for a special premiere of *Makarrata Live*.

The duo, comprising Bree Tranter (The Middle East, Matt Corby) and Chris Panousakis (Timberwolf, Matt Corby), have been on the up and up since releasing their debut EP *First Dance* just last year. Their warm, dreamy sound is certain to serve as the perfect entree for the festival's final evening.

WOMADelaide 2021 is happening from Friday March 5 until Monday March 8 at King Rodney Park, Adelaide. For tickets and more information, head to the [WOMADelaide website](#).

WOMADELAIDE ADD 3 MORE ACTS TO 2021 LINE-UP

Written by Staff Writers (blog/Staff-Writers) | Monday, 01 February 2021 09:41



Kaiti has been added to WOMADelaide's 2021 line-up.

Next month's WOMADelaide Sunset Concert Series (5-8 March) have added three more acts to its bill including two ARIA Award winners: Miesha and Kaiti.

With Sampa The Great last week cancelling her February-March Australian tour, the 2020 (Miesha) and 2019 (Kaiti) ARIA Award Best Soul/R&B Release winners will open for Tash Sultana (7 March).

"We are overjoyed," says WOMADelaide Associate Director, Annette Tripodi, "to now have three incredibly talented artists – all in their early twenties, but who've already achieved so much – on the line-up for the Sunday night of the festival, each bringing their intensely personal stories and musical styles to the stage."

While Adelaide locals Siberian Tiger (who will be accompanied by a string quartet) join the Midnight Oil and The Teskey Brothers line-up (8 March).

The pairing of Bree Tranter (The Middle East, Matt Corby) and Chris Panousakis (Timberwolf, Matt Corby), Siberian Tiger won Best New Artist at the 2020 South Australian Music Awards.

Tickets to WOMADelaide's 2021 line-up are available now. (<https://www.womadelaide.com.au/>)

WOMADELAIDE'S 2021 LINE-UP

Fri 5 Mar - Sarah Blasko, Archie Roach, Lior, Nigel Westlake and The Adelaide Symphony Orchestra 'Compassion'

Sat 6 Mar - Midnight Oil, Vika & Linda, MRLN X RKM

Sun 7 Mar - Tash Sultana, Miesha, Kaiti

Mon 8 Mar - Midnight Oil & First Nations Collaborators: Makarrata Live, The Teskey Brothers, Siberian Tiger

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Feature

Nigel Westlake on Compassion

We speak to the composer about his symphonic song cycle with Lior, *Compassion*, which has had a rich performance history since it premiered in 2013.

by Angus McPherson on 2 March, 2021

Nigel Westlake's symphonic song cycle with Lior, *Compassion*, premiered in 2013 and has enjoyed a rich performance history since, with performances coming up at WOMADelaide and the Four Winds Easter Festival. The composer speaks to *Limelight* about how the work was created and why its message is still relevant today.




Lior and Nigel Westlake performing *Compassion* with Sydney Symphony Orchestra. Photo © Ken Butti

Before we talk about *Compassion*, can I ask the inevitable question: what was your 2020 experience like?

It was quite challenging, there were a lot of postponements and cancellations. I was due to spend a lot of the year working on a film that wasn't made, but I believe is hopefully going to be made this year.

Is that the Tim Winton film you're recording the soundtrack for with the Melbourne Symphony Orchestra?

That's correct, *Blueback*. I believe it's in shooting progress at the moment in Western Australia – fingers crossed for that. There were a number of conducting engagements that were cancelled. I tried to use the time to revise some earlier works and...




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Thousands revel in live music at reimagined WOMADelaide

PHOTO GALLERY: Almost 19,000 people attended WOMADelaide's series of four COVID-safe sunset concerts over the long weekend, with highlights including performances by Archie Roach, Midnight Oil, Lior, and Tash Sultana.



Tash Sultana had fans in raptures with their Sunday night performance at WOMADelaide. Photo: Tony Lewis

<https://indy.co/328042>

 Print article

While the pandemic forced a dramatic change in format for the world music festival in 2021 – it was moved from Botanic Park to King Rodney Park in the Adelaide Park Lands, with a seated, socially distanced audience and no international artists – organisers and fans hailed it as a success.

The concert series opened on Friday night with Archie Roach making his seventh – and final – WOMADelaide appearance, a poignant performance featuring mainly songs from his 30-year-old debut album, *Charcoal Lane*. Singer-songwriter Lior took to the stage on the same night with the Adelaide Symphony Orchestra to perform his Hebrew-Arabic song-cycle *Compassion*, with the orchestra conducted by his collaborator, composer Nigel Westlake.

WOMADelaide 2021 headliners Midnight Oil performed on Saturday night and had the capacity audience on their feet for the full set of hits from throughout their career, then returned last night for *Makarrata Live* – songs from their latest album performed with First Nations collaborators including Dan Sultan, Alice Skye, Troy Cassar-Daley and Bunna Lawrie.

Other highlights over the weekend included Tash Sultana, whose Sunday night set showcased the musician's skills on myriad different instruments, neo soul singer Kalit, and Vika and Linda Bull, who were in fine form on Saturday with a set including gospel songs, new tracks and a powerful rendition of "Bridge Over Troubled Water", performed as a tribute to music industry legend Michael Gudinski.

[Read reviews of WOMADelaide concerts here.](#)

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Teskey Brothers to play live and kicking at WOMADelaide

Bass player Brendon Love says that playing at WOMADelaide has long been on the Teskey Brothers' bucket list.

Nathan Davies [Follow](#)

@nathandavies1 2 min read February 12, 2021 - 7:48AM The Advertiser



Melbourne blues-rock band The Teskey Brothers – Liam Gough, Brendon Love, Sam Teskey and Josh Teskey – will play at WOMADelaide. Picture: Dara Munnis

The past few years have been good to the Teskey Brothers.

The Victorian soul band, pictured, collected critical acclaim and ARIA awards for their records, played huge festivals around the globe and became the first band to go to No 1 with a live record since AC/DC achieved the feat almost 30 years ago.

Then COVID-19 struck.

"Just when you thought things couldn't get any better, something new would come along," bass player Brendon Love says.

"And then just when you think you're about to reach your apex, a little pandemic comes along and reminds you just who's boss."

Like most of us, the Teskey Brothers found themselves somewhat discombobulated by the virus and its accompanying lockdowns. So much so that they had second thoughts about unleashing Live at the Forum onto the world.

"It's one of my favourite festivals in Australia because of that variety and the fact that you're exposed to things you might not normally hear," he says.

"It's just a great vibe."

SEE: THE TESKEY BROTHERS PLAY WOMADELAIDE ON MONDAY, MARCH 8, WITH MIDNIGHT OIL (MAKARRATA LIVE) AND SIBERIAN TIGER. [WOMADELAIDE.COM.AU](https://www.womadelaide.com.au)



WOMADelaide Confirms Line-up For 'Re-imagined' 2021 Event

9 December 2020 | 6:22pm | Staff Writer



"We're pleased and excited to be renewing our connection with WOMADelaide."

Following news last week that **WOMADelaide** would take place next March as four sunset concerts instead of its usual seven-stage showcase, organisers have announced the festival's 2021 line-up.

The festivities will kick off on March 5 with performances from **Archie Roach** and **Sarah Blasko**, alongside **Lior**, who will team with **Nigel Westlake & The Adelaide Symphony Orchestra** for symphonic song cycle *Compassion*.

The following night, March 6, will feature **Midnight Oil** and **Vika & Linda**, with **Sampa The Great** and **Tash Sultana** confirmed for March 7.

Rounding out the concert series on March 8 will be **The Teskey Brothers** and returning headliners **Midnight Oil**, whose second performance at WOMADelaide 2021 will see them joined by First Nations collaborators in celebration of their new album, *The Makarrata Project*.

"We're pleased and excited to be renewing our connection with WOMADelaide with these two very different shows," Peter Garrett said.

"It's an event with which our band has had a long and strong connection. Lots of the songs which have struck the deepest chords with our audiences over the years, like *Beds Are Burning*, *Jimmy Shorman's Boxers*, *The Dead Heart* and *Truganini*, revolve around Indigenous issues so we're particularly inspired to be playing a special set for *Makarrata Live* that combines older songs like those with newer songs that share similar lyrical themes."

Click [here](#) for more details.



Home > Reviews > Live Reviews > WOMADelaide 2021 - Midnight Oil Triumph!

Womadelaide 2021 - Midnight Oil Triumph!

March 10, 2021 | Live Reviews, News, Reviews



Womadelaide 2021 - King Rodney Park - March 5-8

Midnight Oil was perhaps the perfect band to close this year's Womadelaide. Carrying the message that the country needs to change they strode triumphantly onstage in a world that itself had changed drastically since last year's event.

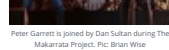
As we left last year's event there was just a hint of what was to happen but within two weeks many of us were locked down. In Victoria, this was to last for months and live music seemed something in the distant past. The reconfigured festival offered us our first such event since last March and, while it was quite a different experience one would have to say that it was a success.

So, it was with some trepidation and a lot of joy that we ventured to this year's Womadelaide, held at King Rodney Park on the other side of the CBD to the usual Botanic Park location.

After registering on our QR phone app we entered the park where we were met with one stage (rather than seven) that was faced by thousands of neatly arranged plastic and somewhat socially distanced seating. Dancing was restricted to the area immediately in front of each seat. We may have to get used to this sort of thing for a long while. There were drink and food stalls at the rear of the site, plenty to cater to the abbreviated crowd. The shock for we Victorians was that no-one was required to wear a mask.

I think I can safely say that music festivals and social distancing - with added alcohol - do not work well together, especially when there is a rock band involved. As usual, the Womadelaide organisation was exceptional but there will never be enough staff to ensure every punter stays in or in front of their seats in all shows, even with a cut down capacity of six thousand.

Midnight Oil's message for change is carried in the songs of *The Makarrata Project*, the album that they recorded and released last year in collaboration with indigenous artists, many of whom were here this evening. It is not unreasonable to request for a change in dealing with our indigenous brothers and sisters. That message was introduced at the start of the show on Monday evening by a video and it was later powerfully reinforced by the songs.



Peter Garrett is joined by Dan Sultan during *The Makarrata Project*. Pic: Brian Wise

It's difficult to believe that The Oils' recording career goes back more than 42 years. You might only guess that from the number of middle-aged fans who proudly wear their t-shirts. Having suffered the loss of bass player Bones Hillman last year, the band found an excellent replacement in Adam Ventoura (who only looked a bit nervous) and the unit rolls on like one of those huge road trains through the red dust of the outback. Peter Garrett's energy is undiminished, and he remains probably the most striking front man in rock. (I had to check that he actually turns 68 years of age in a month's time)

The band is propelled by drummer Rob Hirst, who must be the world's hardest-hitting and fittest drummer, expending more energy than his singer as he waxes drumsticks as if they are kindling. Then there are the guitars of Martin Rotsley and Jim Mognie complementing each other and allowing the latter to add some atmosphere on keyboards. Listening to Mognie play - and obviously enjoy himself on both Saturday and Monday - it seemed that while few would call the music subtle it is a lot more complex than people might credit.



Leah Flanagan, Peter Garrett, Rob Hirst and Dan Sultan. Pic: Brian Wise



Liz Stringer and Peter Garrett. Pic: Brian Wise

For its entire career **Midnight Oil** has been in the forefront of social and political commentary, early on becoming a strong advocate of indigenous rights. So, it was apt that

before the band launched into 'Gadigal' with Dan Sultan joining in before 'Terror Woman' with Frank Yamma (who they again, Jim Mognie's 'Wind in My

rock for which the band has become y to Rob Hirst moving to the front of stage t of Both Worlds'. Closing with 'Power and s that has been a constant for the best

is - which could hardly be considered run with a lot of light and shade to the y. I declared that I had not changed my nd I had ever seen in concert. Monday's important thing that Midnight Oil has

might also be made to the acts that had s of supporting Midnight Oil at both Jay, **Vika & Linda** proved that they are step, as Peter Garrett observed, the the back of the stage - where they have sily and the Black Sorrows for years - to resolve one-hour show highlighted songs sopping *Aklotoa* anthology and the *Sunday to Iso* covers album of last year. The five-ressively led by Cameron Bruce on riven by Ash Naylor on guitar. They may much recently but you couldn't tell that is of the ensemble. The nice surprises of vere the two new songs which are due to coming album from the duo later this f Kasey Chambers 'Raise Your Hand.' If ew album is another chart topper. The ge *Over Trouble Water* in tribute to k.

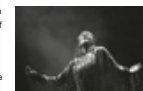
hers have had a stunning rise to success led with an hour and a quarter set prior to ay. The addition of a two-piece horn years ago has added an extra band and their ability to interpret the a soulful mood. The unusual aspect to w was a version of the INXS classic 'Never nd while the Teskey's might have known lat song is to one of the city's football it have over-estimated the number of AFL aide. As usual, the Teskey's blend of sou h Teskey's amazing voice got a very s. The tantalising question they now pose y go from here?



Archie Roach's talks about his time at WOMADelaide and Adelaide at WOMADelaide 2021. Pic: Rob Sferco

x new life and meaning into them. Emma s for several of the songs in what was vidence of this show may there be many

companied by **Nigel Westlake** and the **Je Symphony Orchestra** then gave an ordinary performance of the seven-ent suite *Compassion*. The theme of the 'the wisdom of compassion expressed ancient writings - from Judaism and and timeless music. The power of music scend language was amply demonstrated was a unique show. It was also a er of the cultural diversity that we have e accustomed to with Womadelaide.



Australian singer-songwriter Sarah Blasko performing at WOMADelaide 2021. Pic: Rob Sferco

NEWS March 10, 2021

COVID-capped WOMADelaide festival draws 19,000 punters



WOMADelaide drew a record-breaking 97,000 patrons last year after hitting 90,000 in 2019, and this year - amid a global pandemic - attendance was close to 19,000, organisers have revealed.

In 2021, the event moved from the expansive Botanic Park to the smaller King Rodney Park.

This was the first instance of the return of major SA festivals, and the COVID-safe measures were widely applauded. Unlike in SA nightclubs, dancing was permitted in front of allocated seats.

The bill of established and new acts demonstrated the exhilaration of being back on stage.

Archie Roach, who got a standing ovation as he opened the festival on Friday evening, delivered from his wheelchair nuggets from a 30-year career and which he told the crowd was a farewell performance at WOMADelaide.

He was joined by Emma Donovan, Leah Flanagan and Fred Leone, and peaked with 'Took The Children Away'.

"It was here I met my wife Ruby (Hunter), and that's reason enough to love Adelaide," he told the crowd.

He explained that 'The Old Days' was about the "funeral cabarets" the couple attended to help relatives pay to bury their dead.

Midnight Oil's much-anticipated two hour set - starting with 'Read About It' and ending with the singalong 'Dead Heart' - was a farewell to their late bassist Bones Hillman.

Tash Sultana, riding high on the excitement of a #1 debut album, showed off her skills on a dozen instruments and dedicated her 90-minute extended jam set to Michael Gudinski.

Vika & Linda's soulful set also hit a poignant spine-tingling moment with a cover of Simon & Garfunkel's 'Bridge Over Troubled Waters' with their tearful goodbye to a man whose support gave them a couple of chart toppers.

Of the music highs, singer-songwriter Lior, conductor Nigel Westlake and the Adelaide Symphony Orchestra wowed with their 40-minute seven-part song cycle of ancient Hebrew and Arabic texts, *Compassion*.

Sarah Blasko celebrating the tenth anniversary (well, 12th technically) of her breakthrough album, *As Day Follows Night* with a change of texture with a jazz trio.

The Oils' First Nations collaboration *Makarrata Live* saw them before a Uluru Statement from the Heart backdrop, and joined by Dan Sultan, Alice Skye, Troy Cassar-Daley, Tasman Keith, Leah Flanagan, Frank Yamma and Bunna Lawrie.

WOMADelaide

— 2021 —



Our song lines

Connection to culture through music

“I think music reflects a sign of the times as a nation, and music is an avenue for people to engage with Aboriginal and First Nation cultures.”

This is Rulla Kelly-Mansell, a proud Tulampanga Pakana man, and Marlon Motlop, a proud Larrakia man, are graduates of the WOMADelaide x NSS Academy, which supports and mentors First Nation artists.

From being team mates on the footy field to collaborating to create thought-provoking music, the pair took to the stage alongside some of Australia’s home grown music legends at WOMADelaide 2021.

“This experience has been an opportunity for me to meet artists, learn from them, pick up some new ideas and techniques, but also continue my journey,” Marlon said.

“It’s been an absolute blast to be involved and because of it, it has opened a lot of awesome doors as well,” Rulla added.

Connection to culture has played a pivotal role for both Marlon and Rulla growing up and continues to influence their music.

“If you look at Aboriginal and Torres Strait Islander culture, song and dance is a very big part of storytelling and gives you a sense of belonging,” Marlon said.

“It tells that story of where you belong in this world. We put a lot of emotion into our lyrics and hopefully that paints a picture of our lived experience within this country.”

“Aboriginal and First Nation culture is so diverse,” Rulla said. “Look at us for example, Marlon couldn’t be from further north (Darwin) and I couldn’t be from further south (Tasmania), and we’ve met somewhere in the middle. It’s a really powerful tool that he can showcase his Larrakia culture and I can express my Pakana nation culture, and somehow mix it together for someone who might not know anything about that, so it’s super important.”

The pair have been busy in the recording studio and look forward to releasing some songs in 2021.

“I’m immensely proud to be in a position where we can share those stories and help people connect with us,” Rulla said.

WOMADelaide x NSS Academy

The WOMADelaide x NSS Academy is an Artist Development Program led by music industry professionals in partnership with WOMADelaide and Northern Sound System.

The Academy showcases young emerging artists from diverse cultural backgrounds who perform in a range of music genres.

The artists are provided with a number of creative and professional development opportunities including songwriting workshops, a mentorship program and live performances in the aim to support and develop their careers within the music industry.





Community Access Program

Supported by Keolis Downer

The Community Access Program was initiated to provide access to individuals and organisations who wouldn't normally have the opportunity to attend the festival.

In 2021 Keolis Downer supported Access Seating and Community Access ticketing to a wide range of community groups.

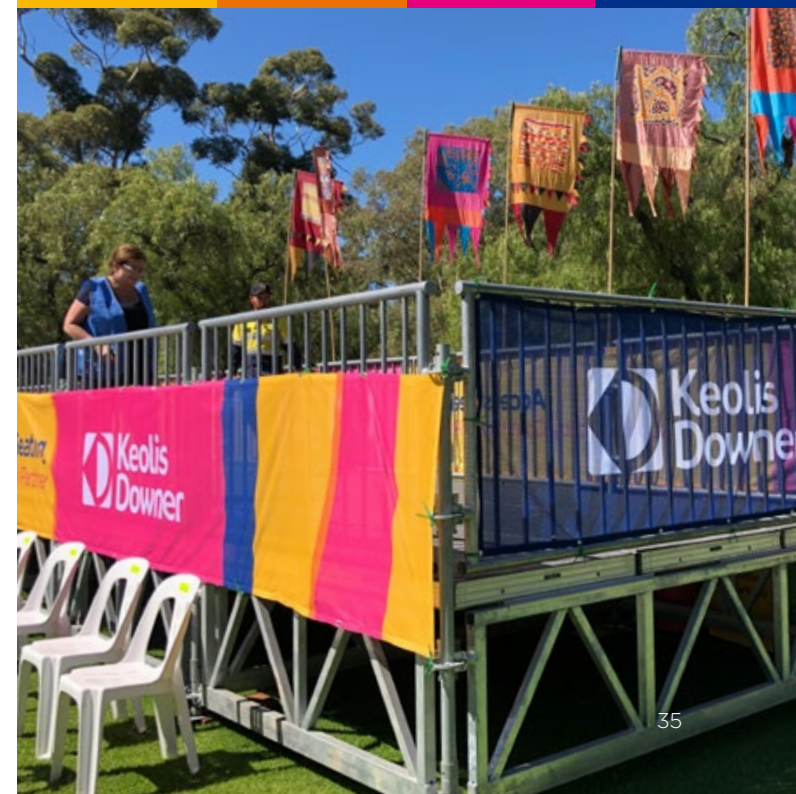


Audience Feedback

“The best disability facilities setup for outdoor functions. Loved the big open plan access stage with the access to toilets close by.”

“We thank you for the most wonderful day.”

“The opportunity gave us experiences of music that was out of our regular sphere. We loved it.”





WOMADelaide Green + Global Program 2021

WOMADelaide continued expanding its environmental impact projects in 2021, despite the many challenges presented by COVID-19.

Reusables at WOMADelaide

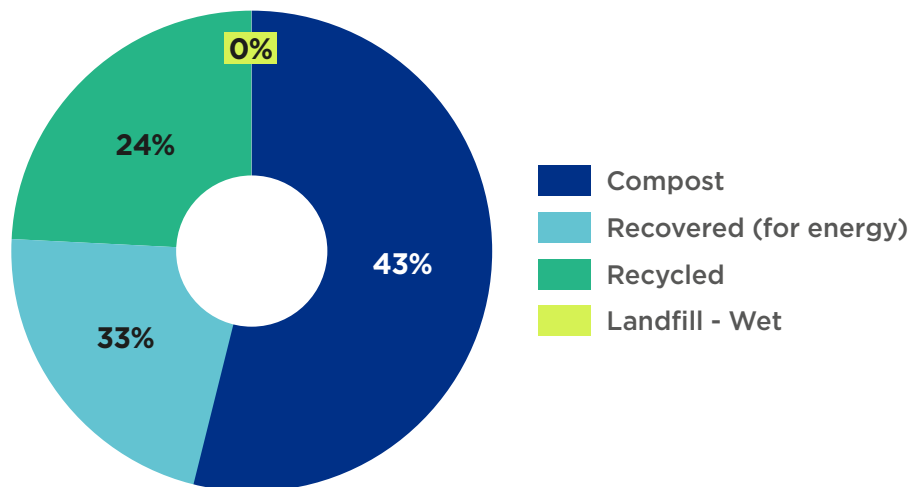
The reusable cup system was modified to be 'COVID-Safe', allowing the festival to maintain its commitment to ending single-use plastics and reducing reliance on single-use products generally.

The WOMADelaide 'Cup Squad' washed, dried and re-packed between 7,000 and 8,000 cups per day – for a total of 32,000 cups that were re-used and returned.

Changing the return system to a 50c charge per drink instead of a \$2 deposit or one-off charge saw a higher rate of cups returned by patrons (12.6% were lost/unreturned in 2021, vs 20% in 2020). This 50c charge also meant that the cup washing system and staff was cost-neutral to the festival.

Waste

In 2021 WOMADelaide, in partnership with Adelaide Green Clean, again saw zero waste to landfill, and a proportional increase to waste composted.



WASTE STREAM	FACILITY	WEIGHT (TONNES)	PERCENTAGE
Composted	Jeffries Compost	1.94	43.25%
Recycled	Suez Transfer Station and Scouts Recycling	1.08	24.08%
Recovered (for energy)	Suez ResourceCo Alternative Fuels	1.465	32.66%
Landfill - Wet	Intergrated Waste Services	0	0%
TOTAL TONNAGE		4.485	





Greening Australia + Carbon Audit

WOMADelaide provides \$2 from every ticket sale to Greening Australia, this funding is used to directly support revegetation projects in South Australia that offset the carbon emissions from the festival while also providing important habitat restoration for a range of native flora and fauna.

WOMADelaide significantly increased the scope of its carbon audit in 2021, in order to bring the festivals auditing process more in line with the Commonwealth accredited 'Climate Active' standard. The audit was conducted by Sustainable Business Consultants and estimated a total of 930 tCO₂e produced by the event.

Biofuels

WOMADelaide introduced the use of B20 biofuel generators for onsite power generation for the first time in 2021. This saw the replacement of approximately 11,000 L of mineral-diesel with B20, leading to a 20% reduction in emissions where B20 was used instead of mineral diesel.



WOMADelaide

— 2021 —

EVENT MANAGER

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APA
arts projects australia


WOMAD
THE WORLD'S FESTIVAL