



# WOMADelaide

THE WORLD'S FESTIVAL ♥ 2020



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Supported by City of Adelaide.

**THE PLANET TALKS**  
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A special thank you to our donors for the 2020 festival: Claire Pfister and David Paradice, John Phillips, Maureen Ritchie, Khalil Shahin AO, Nicola & Don Prime, OPTION [a] and Martin Rutt.

# a message from our Director

## WOMADelaide 2020 and...The World Tipped!

It is difficult now, to believe how much all of our worlds have changed since we were amidst the 2020 WOMADelaide program in Botanic Park.

Clearly we were blessed to be able to present the festival before ‘everything stopped’ only six days later on March 15, with the announcement of a ban on mass gatherings and the associated restrictions to just about every aspect of our daily lives.

Looking back now, it feels that the celebratory nature of WOMADelaide and the performances of the hundreds of artists from around the world highlighted the fundamental importance of the arts, and this festival in particular, in its role of presenting such a celebration of the diversity of culture and our common humanity, which remains central to our lives.

Our heartfelt thanks to the artists who graced the stages of the festival and to our wonderful sponsors, supporters and audiences who helped make it all possible.

Over the months ahead, we will be busy planning the 2021 festival and, while there are many uncertainties at the moment, we are working through the evolving landscape to ensure we deliver a fantastic event again next year; one that celebrates the richness and depth of creative and artistic diversity that defines WOMADelaide as the World’s Festival.

Ian Scobie AM  
Director

***“Womadelaide 2020: uplifting, political and expansive festival offers hope amid the doom”***

THE GUARDIAN





Dr Piffle & The Burlap Band



Kathryn Joseph



Hiatus Kaiyote



Uncle Stevie's Kaurua Classroom



Minyo Crusaders



Deline Briscoe



Company Archibald Caramantran



The Public Opinion Afro Orchestra



A large outdoor concert at night. The stage is illuminated with warm, orange and red lights. A large, arched structure frames the stage, and the words "WOMADelaide" are visible on the backdrop. A massive crowd of people is seen from behind, filling the foreground and middle ground, all looking towards the stage. The overall atmosphere is vibrant and energetic.

# WOMADelaide program

6-9 MARCH 2020

# 2020 artist lineup

A stellar line-up of artists from all over the world performed at WOMADelaide 2020.

Aldous Harding NEW ZEALAND

Artefactum SPAIN

B.DANCE TAIWAN

Bill Callahan USA

The Blind Boys of Alabama  
USA

Briggs AUST

The Cat Empire AUST

Catrin Finch & Seckou  
Keita WALES/SENEGAL

Circolombia COLOMBIA

Company Archibald  
Caramantran FRANCE

Craig Walsh AUST

Deline Briscoe AUST

Destyn Maloya RÉUNION

Dr Piffle & the  
Burlap Band AUST

Dyson Stringer Cloher AUST

Echo Drama AUST

Ezra Collective UK

Flor de Toloache MEXICO/USA

Gelareh Pour's Garden IRAN/  
AUST

General Levy UK

Gravity & Other Myths AUST

Greg Wilson UK

Hiatus Kaiyote AUST

Iberi GEORGIA

Ifriqiyya Electrique MAGHREB/  
EUROPE

Jorge Ben Jor BRAZIL

Kate Miller-Heidke AUST

Kathryn Joseph UK

KermesZ à l'Est BELGIUM

Kikagaku Moyo JAPAN

Kim So Ra SOUTH KOREA

King Ayisoba GHANA

L Subramaniam INDIA

Late Nite Tuff Guy AUST

Laura Marling UK

Liniker e os Caramelows  
BRAZIL

Los Amigos Invisibles  
VENEZUELA

Luisa Sobral PORTUGAL

Marina Satti & Fonés GREECE/  
SUDAN

Matt Corby AUST

Maubere Timor EAST TIMOR

Mavis Staples USA

Minyo Crusaders JAPAN

Misstress Barbara ITALY/  
CANADA

Ngaiire PNG/AUST

Odette AUST

Oisima AUST

Orang Orang Drum Theatre  
MALAYSIA

Orquesta Akokán CUBA

Party Dozen AUST

The Public Opinion Afro  
Orchestra AUST

Rhiannon Giddens with  
Francesco Turrisi USA

RURA UK

Salif Keita MALI

Sleaford Mods UK

SO.Crates AUST

Spinifex Gum AUST

Sprigga Mek PNG

Stellie AUST

Super Rats AUST

Tami Neilson NEW ZEALAND/  
CANADA

Thandi Phoenix AUST

Themba SOUTH AFRICA

Trio Da Kali MALI

True Vibration AUST

Tuuletar FINLAND

Ustad Saami PAKISTAN

William Barton &  
Veronique Serret AUST

Wired Aerial Theatre UK





# THE PLANET TALKS

The Planet Talks delivers an intellectual menu to complement the diverse and brilliant international music, arts and dance program that audiences love so much.

This year the popular forum provided some unforgettable highlights, most notably an appearance by **Christiana Figueres** – the former Executive Secretary of the UN Framework Convention on Climate Change and the chief architect of the Paris Climate Change agreement.

Receiving a rock star welcome and standing ovation from a beyond capacity crowd in excess of 1,000 people, Ms Figueres participated in a riveting ‘in-conversation’ interview with one of Australia’s best political broadcasters – **Sabra Lane** – about her optimism for a united world that can overcome the climate change disaster facing the planet.

On the same day as Ms Figueres’ talk, another one of the forum’s highpoints and standing ovations also occurred. Featuring Australia’s most respected Climate Scientist, **Will Steffen**, renowned documentary maker and activist, **Damon Gameau**, Adelaide Lord Mayor, **Sandy Verschoor** and award winning Adelaide University Environmental Law academic, **Michelle Lim**, and facilitated by ABC science broadcaster, **Bernie Hobbs**, a fascinating discussion panel titled “We can still fix this” continued the case for an optimistic future that Christiana Figueres expounded.

On Sunday the Planet Talks celebrated *International Women’s Day*, presented by the Bob Hawke Prime Ministerial Centre with some of Australia’s most inspiring and intelligent women. It began with a keynote address by popular TV broadcaster and Walkley Award Winning journalist/broadcaster **Jan Fran**.

THE PLANET TALKS

*Generously supported by Claire Pfister and David Paradise.*

*Proudly supported by*





In her inimitable style, Fran's talk about instilling self-confidence in girls at an early age to help them see the world as theirs to seize, was as eloquent and evocative as it was hilarious. Following the International Women's Day talk, respected journalists **Fran Kelly** and **Patricia Karvelas** returned to the Planet Talks stage a live presentation of their much-loved ABC Podcast The Party Room, with special guests. Once again, they attracted a massive, standing room only audience as they discussed the state of Australian Politics and dissected the issues of the week.

As always, science played a significant part in the Planet Talks, with two fascinating discussions, one about the latest research into the worldwide sleep loss epidemic and another hosted by SBS TV's **Marc Fennell** about big tech and data ethics. The big tech talk featured author, computer scientist and internationally renowned evolutionary algorithms academic, **Robert Elliot Smith** from UCL London, technology law and policy expert, **Julia Powles** and social research director, author and The Guardian columnist, **Peter Lewis**. The sleep-loss talk featured three of the nations leading sleep researchers from Flinders University, the University of South Australia and CQUniversity in **Danny Eckert**, **Jill Dorrian** and **Greg Roach**.

The many other highlights can be found on the WOMADelaide podcast page. In addition, more than half of the program is broadcast nationally on the ABC throughout the year on ABC Radio National's The Party Room, Big Ideas and The Science Show programs.

## Talks Online

[www.abc.net.au/radionational/programs/bigideas/how-to-take-urgent-action-on-climate-change/12082832](http://www.abc.net.au/radionational/programs/bigideas/how-to-take-urgent-action-on-climate-change/12082832)

[www.abc.net.au/radionational/programs/bigideas/are-you-tired-of-being-tired/12068996](http://www.abc.net.au/radionational/programs/bigideas/are-you-tired-of-being-tired/12068996)

[www.abc.net.au/radionational/programs/bigideas/fungi-for-a-healthy-planet/12158084](http://www.abc.net.au/radionational/programs/bigideas/fungi-for-a-healthy-planet/12158084)

[www.abc.net.au/radionational/programs/bigideas/the-power-of-girls/12049984](http://www.abc.net.au/radionational/programs/bigideas/the-power-of-girls/12049984)

[www.abc.net.au/radionational/programs/bigideas/the-prejudice-of-algorithms/12216578](http://www.abc.net.au/radionational/programs/bigideas/the-prejudice-of-algorithms/12216578)

The substantial media coverage and broadcast content that this component of the festival generates, along with the massive number of people who attend the Planet Talks, prove that this is a much loved and well established program of national significance.



INTERNATIONAL WOMEN'S DAY TALKS

*Presented by The Bob Hawke Prime Ministerial Centre.*





# WOMADelaide

THE WORLD'S FESTIVAL

BAG

IN

OUT

KISSEVILLE

# TASTE THE WORLD

For over a decade Taste the World has celebrated the delicious food, fascinating cultures and moving stories from our artists hearts' and homelands.

The much-loved Taste the World program combines exotic flavours, fascinating cultures and moving stories in a cooking presentation like no other. Some of the festival's biggest stars swapped their instruments for cooking utensils and introduced food and heartfelt stories of their homelands.

## Artists 'cooking' this year:

- Tuuletar
- Minyo Crusaders
- KermesZ à l'Est
- Artefactum
- True Vibenation
- Ifriqiyya Electrique
- Luisa Sobral
- B.DANCE
- RURA
- Marina Satti & Fonés
- Orquesta Akokán
- Tami Neilson
- Destyn Maloya
- Gelareh Pour's Garden



## Andre's Cucina – ORSO and the Polenta Stars Taste the World Restaurant

The Taste the World Restaurant was in the inspired hands of Andre Ursini and the talented chefs from ORSO.

Nestled among the trees of Botanic Park and surrounded by the sights, sounds and sensations of the festival, Festivalgoers could enjoy a six course shared feast specially curated for WOMADelaide and a one-off Georgian feast by visiting artists, Iben.



Guru Dudu



Justine Clarke

# KIDZONE

KidZone 2020 filled with excitement, discoveries, fantasy and education, all housed in a beautiful and whimsical nature village that encouraged nature play, designed and crafted by Climbing Tree's creative team.

Actor, songwriter and Australia's most adored play school host, **Justine Clarke**, returned to WOMADelaide as the 'Story Time' featured children's author. Witnessing the joy Justine brought to little WOMADelaideans and their adults at her book reading and sing-along was one of the endearing 'WOMents' that people will remember forever.

Alongside Justine Clarke, KidZone also welcomed some fantastic new additions. Starting and finishing in Kidzone, **Guru Dudu's silent disco tours** took families on a guided walking, running, singing and dancing silent disco procession throughout Botanic Park, delighting participants and everyone lucky enough to see them.

WOMADelaide has had many superstars in its lineup over the years but 2020 was the first time a world record bubble scientist was a part of it! Lifted by perfect weather, **Marty McBubble** wowed kids with a magical bubble show of all shapes and sizes. A few giant bubbles away was another new addition providing kids with an opportunity to enjoy and learn circus and flow arts with **Plai Space**.

WOMADelaide 2019 favourites, **The Talking Trees** quite possibly created their own world record too – a child and tree hugging record – as trees came to life for conversations with kids.

**SA Museum** took families on another special journey of discovery, this time through the Pacific Islands with a cultural, education and culinary feast produced in collaboration with the Pacific Islands Council of South Australia representing communities from Polynesia, Micronesia and Melanesia.

On Monday the cultural engagement, language and fun continued with **Uncle's Stevie's Kaurna Classroom** taking to the Story Time stage to teach kids all about the rich culture, language and fun of the traditional custodians of the land on which WOMADelaide is held each year.

Proudly supported by



## what the artists said...

*“our experience in Adelaide has been wonderful and I only have words of gratitude”*

**ARTEFACTUM**

*“I want to thank you for the programming at your festival, a first for us, it felt like at home there. From reception to departure everything was top for us. The public greatly appreciated our show. We are very delighted.*

*Finally I will say if I have a wish it is to come back with even more magic.”*

**DESTYN MALOYA**

*“Our experience in WOMADelaide has been not only successful and joyful gigs but also a grand life experience for anyone of us.*

*We dealt only with competent, devoted people, and that was a real pleasure. You tech teams, minding team, publicity team and the others were awesome and so good to work with.*

*This all led to wonderful performances shared with the audience.”*

**KERMESZ À L'EST**

*“Music is the great equaliser. There are people here who are older than my parents and there are people younger than me but we all look the same when we're dancing to Afro jazz.”*

**EZRA COLLECTIVE**

*“Usually music festivals are all about the music but at WOMAD you've got the Planet Talks ... It really gives you the opportunity to dig in and flesh out the big ideas of our times.”*

**SABRA LANE**

*ABC TV Political Journalist.  
Planet Talks Host.*

*“There's a crowd that's really switched on”*

**ROBERT ELLIOT SMITH**

*Author, computer science academic.  
Planet Talks Big Tech Panelist.*

*“What's beautiful about WOMAD and why it's got such a great reputation is that we are desperate for community that's why I hope more and more festivals like WOMAD start appearing that give people an opportunity to experience art that has a purpose and meaning.”*

**DAMON GAMEAU**

*Actor, filmmaker and activist.  
Planet Talks Big Tech Panelist on “we can still fix this’.*



# green and global

## Background

- \$2 from every WOMADelaide ticket is invested in re-forestation projects by Greening Australia
- As of 2020, over 75,000 native trees and shrubs have been planted in two WOMADelaide Forests, near the Coorong and Lower Lakes and on Kangaroo Island, to offset over 21,650 tonnes of carbon emissions.
- The most recent plantings are located on Kangaroo Island, where groves of Drooping Sheoak (*Allocasuarina verticillata*) are being established as a vital food source for the local population of the endangered Glossy Black-Cockatoo. At completion the site will also support a 20ha reconstructed Kangaroo Island Narrow-leaf Mallee (*Eucalyptus cneorifolia*) woodland, which is a nationally threatened ecological community found nowhere else on earth.

## Waste Minimisation

To reduce reliance on plastic products, and remove single-use plastic items from being sold at the festival, we have taken the following steps:

### REUSABLE CUPS

- WOMADelaide instituted the use of fully compostable cups at all bars in 2014. In 2018, the festival moved to re-usable cups and bottles. Each cup is washed for re-use as much as possible and collected at the end of the event to be used again at the next festival.

### WASTE MANAGEMENT

- All plates, cutlery, serviettes and any items sold in packaging at WOMADelaide are fully compostable or recyclable.
- All organic waste generated at WOMADelaide is mulched, treated for composting and delivered back to and used by the Botanic Gardens.

### REUSABLE CABLE TIES

- We have been investigating alternatives to disposable cable ties, with a number of new methods being trialled and progressively implemented at WOMADelaide 2019 and 2020.



 **Greening Australia**

**AUSTRALIAN  
greenClean**



Ifriqiyya Electrique



Circolombia



Orquesta Akokán



Matt Corby



KermesZ à l'Est



Destyn Maloya



Dr Piffle & The Burlap Band

Kate Miller-Heidke





# economic evaluation

AUTHOR: BARRY BURGAN, ERC PTY LTD



# economic impact summary

## 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. The importance in this regard 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.

The second is a narrow context and 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, on transport, and in entertainment.

### Visitor Information

- **52.4%** of attendees were visitors to Adelaide and **44.9%** visitors to SA
- **11,834** of attendees were visitors to South Australia with most stating that WOMADelaide was the main reason for their visit
- Visitors spent an average of **\$2,440** each
- Average visitor length of stay in South Australia = **5.75** nights
- **15%** of SA residents who attended would have holidayed out of the State if the event had not been held in Adelaide
- **15%** of local attendees stated they would holiday outside of the State if not for this event
- **40%** of visitors who came for WOMADelaide also attended at least one other event
- **18.3%** visited a wine region and others visited regions such as the Flinders Ranges, Kangaroo Island, the Fleurieu and Hahndorf.

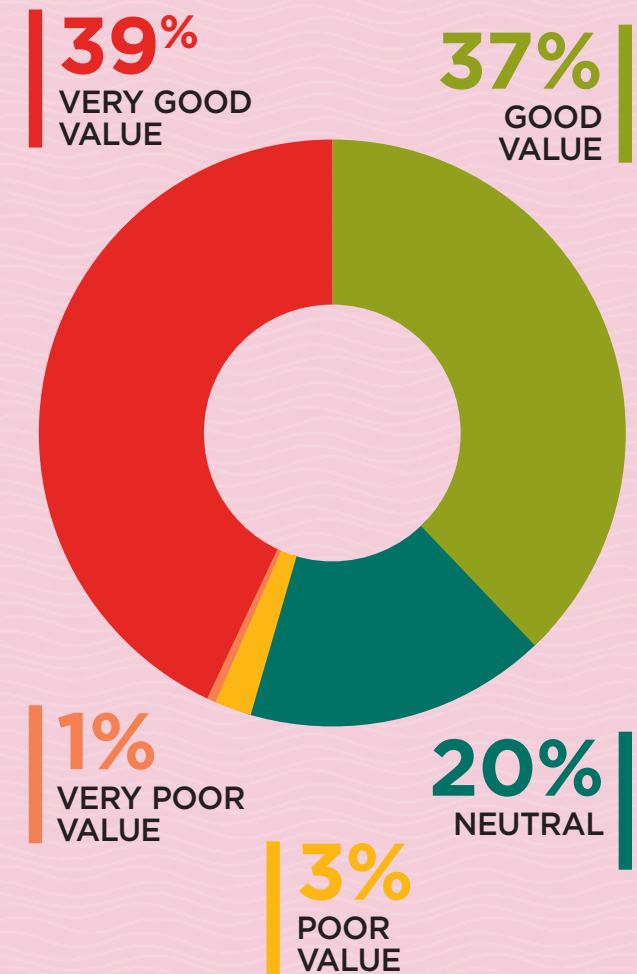
# economic impact summary

- The benefit associated with local attendance is demonstrated in that **75.6%** of South Australian attendees feel that the event represents good value or very good value. This is primarily driven by the programming for the event.
- The event attracts substantial media, and national and international artists which will assist in promotion of the state as a creative centre and visitor destination.
- WOMADelaide also can be seen to generate community wide cultural momentum in that over **80%** of local attendees said the event would cause them to be more involved in activities encouraged by the event.
- 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. The following are the proportions of visitors in the survey who came because of WOMADelaide – and the other activities they undertook.

	VISITORS	EVENT SPECIFIC VISITORS
Fringe Event	29.2%	27.4%
Festival Event	12.9%	11.4%
Visit to Kangaroo Island	2.9%	2.3%
Visit to Wine Regions	17.1%	18.3%
Visit to Fleurieu	2.4%	2.4%

There is also the longer term or sustainable implications in terms of tourism marketing outcomes. The role of events in this context is is an important strategy for developing tourism within the State. 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.

# attending WOMADelaide is good value!





# economic **impact** created by visitation incomes and jobs

- Holding WOMADelaide in South Australia is estimated as producing a total net economic benefit of **\$19.2** million in terms of incomes gross state product (GSP) and **182** in full time employment (FTE).
- The total visitor spend attributable to the event being held in the State is estimated as being **\$16.3** million (excluding tickets).
- In addition, there was **\$3.8** million of spend retained in the State by South Australians.
- In total there was an estimated **\$20.1** million of tourism generated expenditure created in the State.
- There was also overwhelming support from those who attended the event regarding the impact of the event on the image of the State, as represented by the level of agreement to the following statements.

## Survey responses to the statement:

### Hosting WOMADelaide significantly improves the State's Image

	Hosting WOMADelaide is good for the State's Image		The State should host WOMADelaide	
	VISITORS	LOCALS	VISITORS	LOCALS
Strongly Agree	68.9%	79.0%	71.3%	89.4%
Agree	23.6%	16.6%	18.7%	8.2%
Neutral	6.8%	3.6%	8.8%	1.7%
Disagree	0.3%	0.4%	0.6%	0.4%
Strongly Disagree	0.4%	0.4%	0.6%	0.4%

# other 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:

- Local residents who said they would have travelled externally without the event would have spent an estimated **\$0.8** million on tickets in attending events interstate (and actually spent that much in attending WOMADelaide), but also would have spent much more than they did in attending the event locally on other expenditures in attending the event (food, merchandise). Locals who would not have travelled spend an average of almost **\$800** per respondent in their attending the event. There would also be an additional consumer surplus value in this context.
- Further, **91.3% of SA respondents considered the event economically important** to the state (**66.8%** very important). The following table indicates the responses from South Australian residents as to how economically important they see the event to the State.
- Even higher **97.4% of SA respondents considered the event culturally important** to the state (**85.1%** very important). The following table indicates the responses from Adelaide residents as to how culturally important they see the event to the State – and it indicates overwhelming support for the cultural contribution of the event.

### SA respondents considered the event economically important

Very Important	66.8%
Important	24.5%
Neutral	7.5%
Unimportant	0.7%
Not Important	0.5%
	<b>100.0%</b>

### SA respondents considered the event culturally important

Very Important	85.1%
Important	12.3%
Neutral	2.1%
Unimportant	0.1%
Not Important	0.4%
	<b>100.0%</b>



The Cat Empire



Dyson Stringer Cloher



Liniker e os Caramelows



Orquesta Akokán



The Blind Boys Of Alabama



Catrin Finch & Seckou Keita



Company Archibald Caramantran

Ifriqiyya Electrique



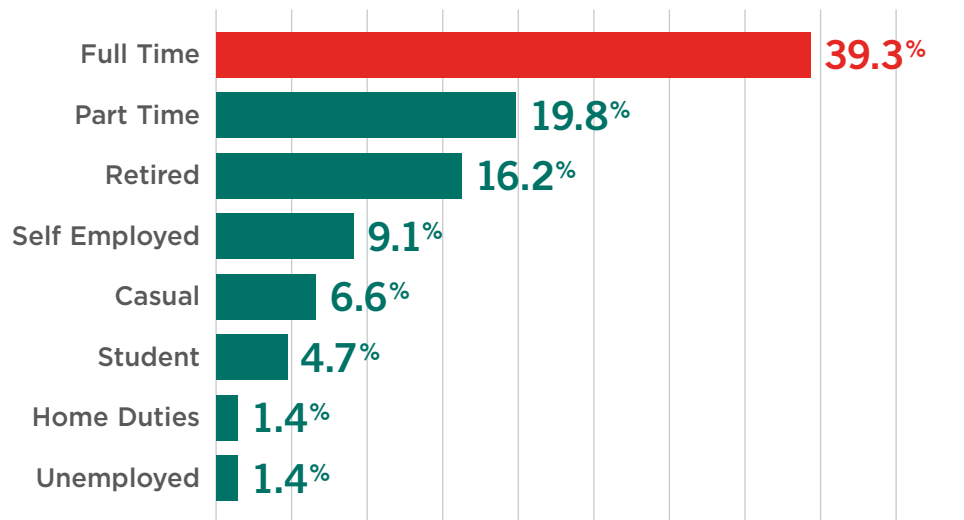
# key findings attendee research

AUTHOR: NIELSEN SPORTS

# profile of survey respondents

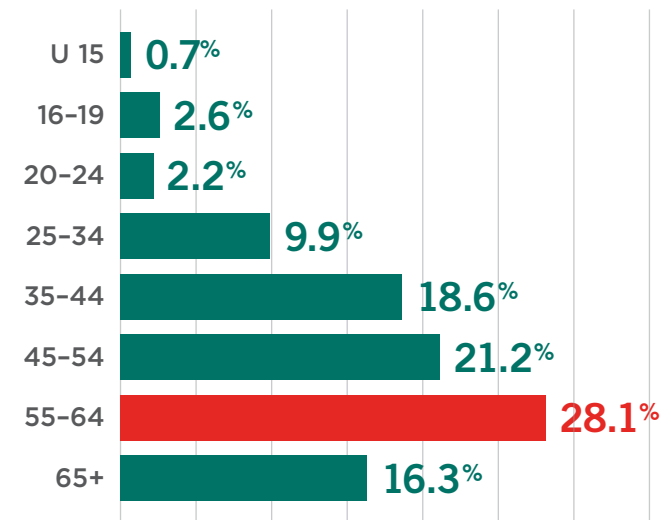
Respondents mostly fall within the 35-64 age bracket and attended the event for an average of three days.

### Occupation breakdown



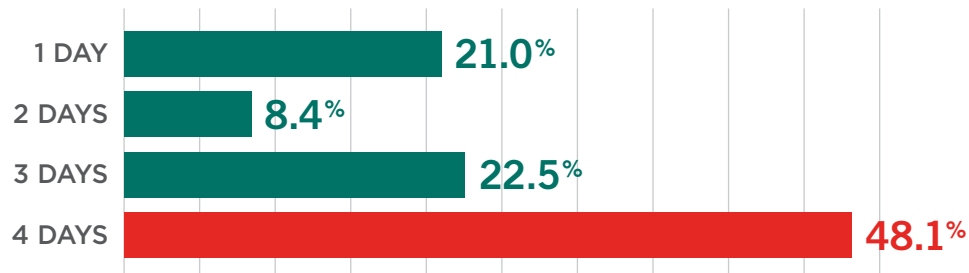
Note: 2% prefer not to say.

### Age breakdown



Note: 1% prefer not to say.

### Days attended



AVERAGE DAYS ATTENDED | **3.0**

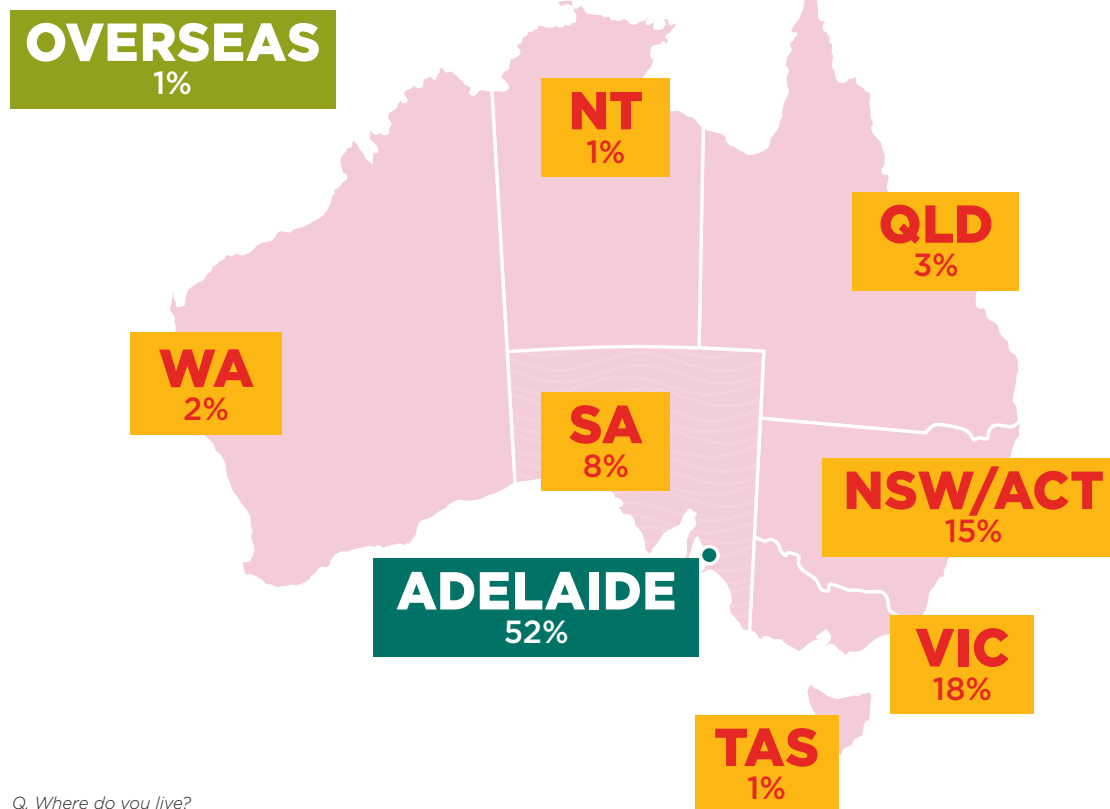
Source: 2020 WOMADelaide Research



# where do our audiences travel from

60% of 2020 attendees were based in South Australia with 18% of visitors from Victoria and 15% from NSW/ACT.

Attendees from out-of-state tended to spend **an average of 3.4 days** at the event compared to South Australian residents who spent **an average of 2.7 days**.



Q. Where do you live?  
Source: 2020 WOMADelaide Research; base n = 2,054





## how many **first time** attendees?

One-fifth of attendees experienced WOMADelaide for the first time in 2020 with over half of attendees having attended the event in 2019.

2020 WAS MY FIRST TIME

**20%**

**54%**

LAST ATTENDED  
IN 2019

**11%**

LAST ATTENDED  
IN 2018

**4%**

LAST ATTENDED  
IN 2017

**13%**

LAST ATTENDED  
PRE 2017

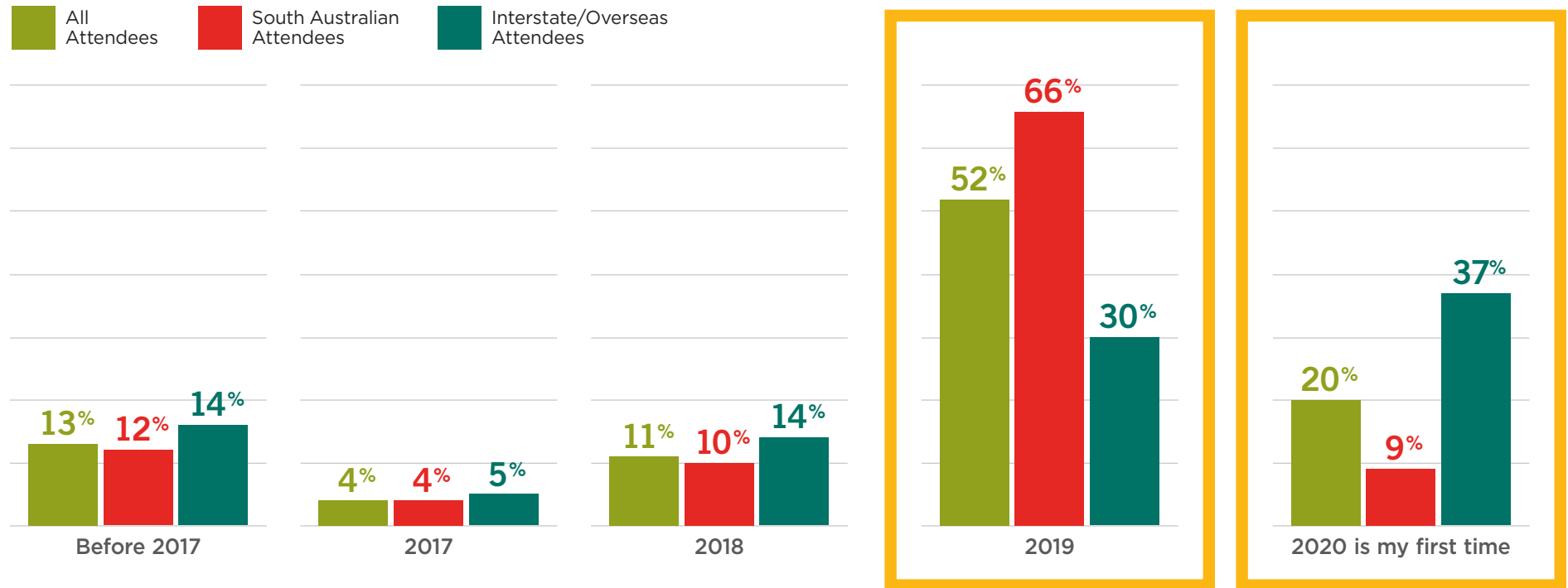


Q. When did you last attend WOMAD?  
Source: 2020 WOMADelaide Research, n = 2,054

# attendees from interstate

There was a jump of first-time attendees from Interstate/Overseas attending for the first time in 2020, with an over index of repeat visitors across SA.

## Attendance of WOMADelaide by region



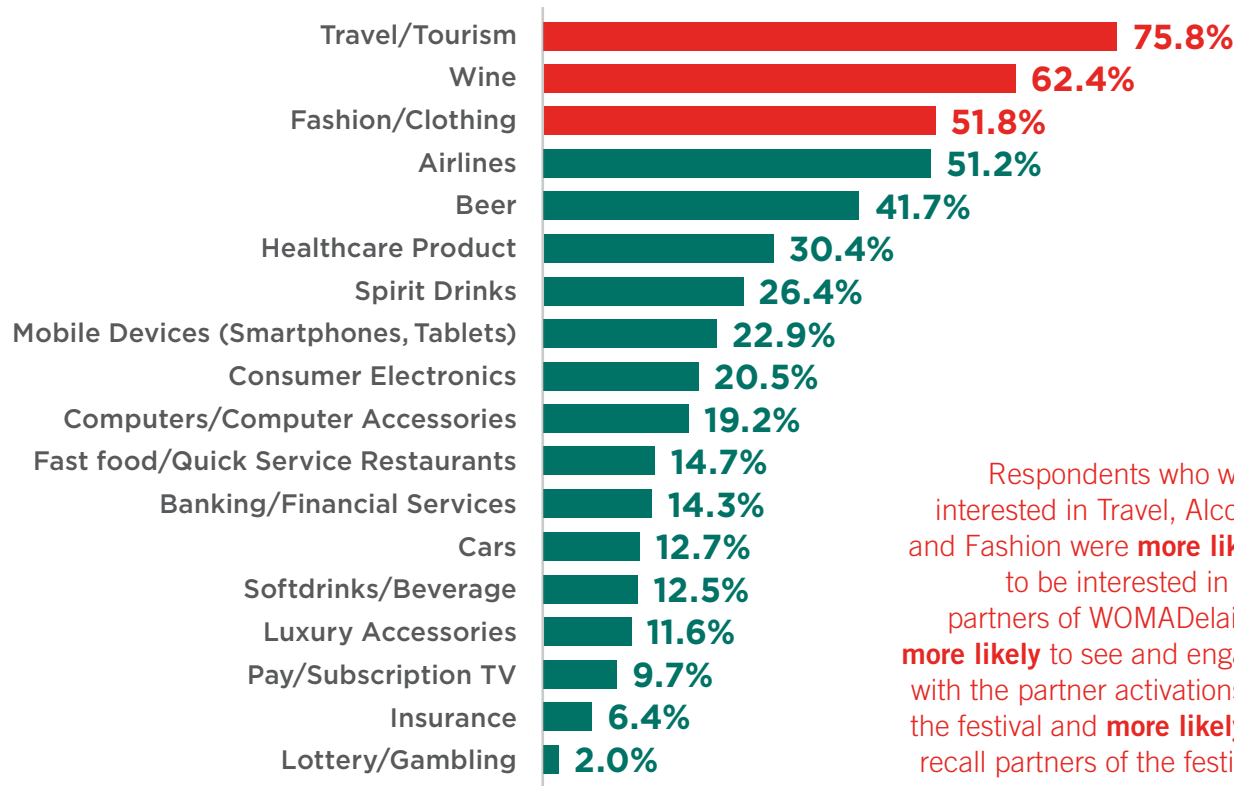
Q. When did you last attend WOMAD?  
Source: 2020 WOMADelaide Research, n = 2,054



# what are attendees interested in?

Travel, Alcohol and Fashion were the key areas of interest shared across attendees of WOMADelaide 2020.

## Industry interest across attendees



Respondents who were interested in Travel, Alcohol and Fashion were **more likely** to be interested in the partners of WOMADelaide, **more likely** to see and engage with the partner activations at the festival and **more likely** to recall partners of the festival.



Q. Please indicate whether you are interested in any of the following types of product?  
Source: 2020 WOMADelaide Research, n = 2,054



# attendee sponsorship opinions

Adelaide Metro and South Australian residents tended to be more receptive towards partners whilst actively informing and choosing sponsored products.

A comparison of attitudes interstate vs SA: (net rank 4 & 5)

	INTERSTATE	ADELAIDE METRO	SOUTH AUSTRALIANS
More likely to feel more positively about that brand	55%	58%	57%
More likely to actively inform themselves about brands that sponsor the event	14%	16%	15%
More likely to choose a sponsors product over a competitor	39%	42%	42%

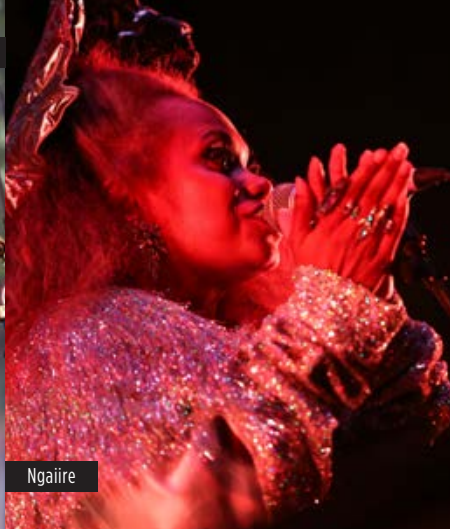
Q. Rate on a scale of 1 – 5 your agreement with the following statements (1 = strongly disagree, 5 = strongly agree)?  
 Source: 2020 WOMADelaide Research, n = 2,054, n = 1,235



Wired Aerial Theatre – As The World Tipped



Los Amigos Invisibles



Ngaiire



KermesZ à l'Est



Spinifex Gum



B.DANCE



Catrin Finch & Seckou Keita



Party Dozen



## marketing & publicity





# marketing and publicity snapshot

Coverage relating to WOMADelaide between October 1 and March 13 2020 hit more than 1,300 mentions across all media platforms.

CUMULATIVE  
POTENTIAL REACH

**25,508,017**

ADVERTISING SPACE  
RATE (IN AUD)

**\$12,299,291**

## Key highlights

- Top media supports being ABC Adelaide and News Limited.
- Coverage highlights included a number of articles in The Australian, features and review in The Guardian.
- Number of SA Weekend (gloss newspaper lift out) features in SA.
- Numerous Radio National interviews, including The Music Show Broadcasting from site on the Saturday morning of the festival.
- Melbourne's RRR and its program On The Record did a three day live broadcast from the festival.
- All major TV news covered the festival across the event week.
- Ziggy Marley was highlighted on Channel Nine's morning breakfast program, Today, with a live interview from LA.





# digital touchpoints – the stats...

Campaign Period: First announcement  
17 October 2019, until conclusion of festival.

## Facebook

### TOTAL PAGE LIKES

38,000

### AVERAGE POST REACH

23,440

### AVERAGE TOTAL REACH

28,029

### AVERAGE ENGAGEMENT

Reactions: 202  
Comments: 36  
Shares: 14

### VIDEO VIEWS

Total Views: 317K  
Total video reach: 779K

Festival Period:  
4–11 Mar 2020

### AVERAGE TOTAL REACH

93,706

### PEAK TOTAL REACH

135,367

## Instagram

### TOTAL FOLLOWS

16,059

Festival Period:  
4–11 Mar 2020

### AVERAGE REACH

7,649

### IMPRESSION

607K

## Twitter

### TOTAL FOLLOWS

9,167

Impressions:  
Oct 2019–Mar 2020  
50.7K

## Spotify

### FOLLOWERS

5,015

## Website

Campaign Period:  
17 Oct 2019–16 Mar 2020

Sessions: 396K  
Users: 221K  
Pageviews: 960K  
Pages/Session: 2.4  
Avg. Session Duration: 02:20

## Email Subscribers

### TOTAL SUBSCRIBERS

44,400

16 campaigns:  
Average Open Rate: 32%  
Average Click Rate: 6.7%

## Mobile App

### DOWNLOADS

iOS & Android: 19.2K  
Total Sessions: 226K



Phone App



Program - 32 pages



Posters - 2 versions



Event Passes



Passport - 64 pages



Press Ads - multiple sizes and publications



# WOMADelaide

Festival season is upon us. Longer days and warmer nights mean a truckload of events are going down over the next few months. As well as the awesome array of Melbourne festivals, other cities have also got some tasty things on offer – especially Adelaide.

BY GEMMA ANDREWS



The three Adelaide events are starting to take shape. WOMADelaide runs from 11-13 October at the Adelaide Entertainment Centre. The festival is a multi-day celebration of world music, featuring a mix of traditional and contemporary sounds. It's a great opportunity to experience a wide range of musical styles in a vibrant setting.

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25



## No gain without the pain

Scottish singer-songwriter Kathryn Joseph, who's heading to WOMADelaide with her creative juices. How when life becomes difficult

WOMADelaide Adelaide 2012

When I step outside I feel sad," says Joseph, 45, who has been close to her husband since they met in 1992. She is a mother of two young boys, and her life has been a mix of joy and sorrow. Her music is a reflection of her experiences, and she is excited to share it with the world at WOMADelaide.

**“This will make me better, though it's making me feel worse right now”**

Joseph is a multi-talented artist, and her music is a blend of folk, rock, and soul. She is a powerful performer, and her songs are full of emotion. She is looking forward to performing at WOMADelaide, and she is sure that it will be a great experience for her.

Her husband died in 2009, and she has since written and recorded several albums. Her music is a reflection of her experiences, and she is excited to share it with the world at WOMADelaide.

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# Kate hand on heart

ANTIMO JANELLA

ASUSSE songstress Kate Miller-Heidke will add another unique string to her list of collaborations this year when she performs at WOMADelaide for the first time tonight.

The classically-trained singer-songwriter, who represented Australia in the Eurovision Song Contest last year, says she feels honoured to be a part of the 'reflexive lineup'.

Miller-Heidke adds she's also looking forward to seeing some of the other acts on opening night, which includes the likes of King of Kings, The Cat Empire, and King of Kongs. She is excited to be part of the festival, and she is sure that it will be a great experience for her.



## A change is gonna come

The battle over gay rights and civil rights has been raging in the US for years, and it's still going strong. Here's how it's shaping up.

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## WOMAD drums up a record

A musician from the King Ayobaku group from Ghana performing at WOMADelaide yesterday.

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# Behind the March madness

Supercars roar through the streets, colourful characters roam venues across the state and music blazes. Once Mad March arrives, it's impossible to ignore. We know there's a lot going on this month, but who exactly is coming in 2020? Here's a sneak peek. Words by **Lauren Ferrone**



# Melting pot of harmony and soul

Even coronavirus couldn't stop the music and dance. **BRIDGET CORNACK**

It was Brad Davis, but not as we know him. The renowned composer appeared before a packed house at the Adelaide Town Hall on Sunday night via video across town. Just days before the isolation at the Royal Adelaide Hospital after being diagnosed with COVID-19 following a trip from Tinnis, via Brisbane.

"In many ways, isolation is a habit of choice for a composer," he said before expressing regret for his inability to conduct the Adelaide Symphony Orchestra in the Sound of 20th anniversary.

Adelaide Festival on-artist director Neil Amfield also addressed the audience at the top of the concert. "When Brad was detained on his arrival in Adelaide as one of our first victims of COVID-19, his whole project was thrown into doubt," he said before thanking Australian composer Richard Mills, "who is such a beautiful soul."

As commentators by a series of small multicultural ensembles with the second wave of the international arts festival getting underway was Womadelaide welcomed more than 60 artists from 12 countries for its four-day program.

About 10,000 visitors attended the 20th iteration of the festival, which were blessed with sun-drenched weather across the four days, surpassing the 2018 record for the first time. It was a record that has not been met to see the festival was named from the city-

# Womadelaide

Womadelaide festival director Ian Scobie was "bunching the air" when Kim So Ra, a master of the on-the-spot jamming drum, honed by the slant of her teeth, arrived in Adelaide from Seoul on Thursday morning before the other kicked in an open that night. Instead of the city's Ruzic Park to be headline Ziggy Marley and of reggae legend Bob, who pulled out two days before the start, hip-hopers Congre and rappers rappers singer-songwriter Minty night, came another sign of the festival.

On the main stage, five-time Grammy Award-winning gospel group The Blind Boys of Alabama kicked off proceedings on Friday. Adelaide Festival on-artist director Neil Amfield also addressed the audience at the top of the concert. "When Brad was detained on his arrival in Adelaide as one of our first victims of COVID-19, his whole project was thrown into doubt," he said before thanking Australian composer Richard Mills, "who is such a beautiful soul."

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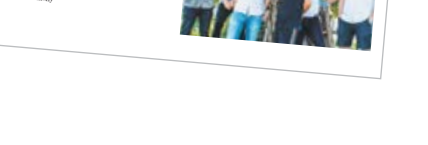


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## CONFIDENTIAL

### Cats keep on empire building at Womad

**T**he Cat Empire, above, will make an unprecedented fifth appearance at Womadelaide this year, alongside US soul great Mary J. Blige, and African star Koffi Olundikara. The band, which has been touring for over 15 years, is set to perform at Womadelaide on Friday, 13 March. The band's lead singer, Adam, says the band is excited to be back in Adelaide. "It's a great moment for us to be here again," he says. The band's music is a mix of soul, funk, and jazz. They have released several albums and have toured extensively. The band's lead singer, Adam, says the band is excited to be back in Adelaide. "It's a great moment for us to be here again," he says. The band's music is a mix of soul, funk, and jazz. They have released several albums and have toured extensively.



The Cat Empire, above, will make an unprecedented fifth appearance at Womadelaide this year, alongside US soul great Mary J. Blige, and African star Koffi Olundikara.

# As The World Tipped

Described as a real life disaster movie in the sky, *As The World Tipped* will be presented nightly at Womadelaide 2020 from 6 to 13 March. Tearing 13 metres above the audience, communicating the message that climate change is real and immediate concern.

The World Tipped was written by director Stuart Williams and is a 13-metre high aerial performance. The performance is a mix of acrobatics, dance, and music. It is a powerful statement on climate change and its impact on the world. The performance is a mix of acrobatics, dance, and music. It is a powerful statement on climate change and its impact on the world.



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# THE BOYS ARE BACK IN TOWN

After eight decades the Blind Boys of Alabama are still inspiring listeners around the world. **By Tracy Hillier**

The Blind Boys of Alabama are a gospel group that has been performing for over 80 years. They are known for their powerful harmonies and soulful performances. The group has released several albums and has toured extensively. They are a true inspiration to many people around the world.



After eight decades the Blind Boys of Alabama are still inspiring listeners around the world.



# HIATUS KAIYOTE

WOMADELAIDE  
**LIQUOR, FUNK AND THE BEAT**  
**THE BEAT OF A GLOBAL BEAT**

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# Melting pot of harmony and soul

Common fears, centuries apart in musical journey

WOMADELAIDE  
 LIQUOR, FUNK AND THE BEAT  
 THE BEAT OF A GLOBAL BEAT

# Feast of enchantment for fans

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 THE BEAT OF A GLOBAL BEAT

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# Tips for the unwary

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 CORNWELL

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 CORNWELL

# Real-life movie in

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WORDS ZOE RICE

# playing in the park

Botanic Park will once again be transformed into a global melting pot of sights and sounds when WOMADelaide calls its town, from March 6 to 9, 2020. Treat yourself to everything from the sounds of Cuban mambo's golden era to the most recent of a Finnish foursome. We've picked out some of the highlights from the festival to help you plan ahead.

### ▼ The Blind Boys of Alabama

The Blind Boys of Alabama's original members first sang together as children at the Alabama Institute for the Deaf and Blind in the late 1930s. They're now recognized worldwide as being signifi- cantly gifted. They've received a Grammy Lifetime Achievement Award. The group sings everything from traditional spiritual music to contemporary spiritual music by songwriters such as Eric Clapton, Prince and Tom Waits. They've appeared on recordings with a host of artists, including Miles Davis, Lou Reed, Peter Gabriel and Ben Harper. In the early 1960s, they gave a performance for Martin Luther King Junior and were part of a soundtrack to the Civil Rights movement.

### ▼ Touletier

Traditional Finnish folk music with a twist. Touletier will bring their fierce, fiery ballads, rhythms and other worldly harmonies to WOMADelaide. Performers of the vocal folk. Founders of the vocal folk. Founders of the vocal folk. Founders of the vocal folk.

### ▼ As the World Tipped

As the World Tipped is a politically charged performance by English company, World Aerial Theatre. The show will be presented in the Frimley Park, where the audience. The audience. The audience. The audience.



### ▼ Calvin Finck

Calvin Finck is a multi-instrumentalist and producer. He has worked with artists like Kanye West and Jay-Z. He is known for his work in hip-hop and R&B.

### ▼ Subramaniam

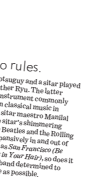
Subramaniam is a multi-instrumentalist and producer. He has worked with artists like Kanye West and Jay-Z. He is known for his work in hip-hop and R&B.



## Music Tuning out beyond the fog

For free-flowing Japanese rock band Kikaku Mojo, there are no rules.

When it comes to the band Kikaku Mojo, there are no rules. The band's music is a mix of rock, jazz, and funk. They have a unique sound that is both experimental and accessible. They have released several albums, including 'The Fog' and 'The Fog 2'. They are currently touring in Australia.



## SPOTLIGHT Singer-songwriter Felix Riech, 38, is the frontman behind indigenous choir Spinifex Gum. Occasionally, he finds himself muttering in a language he doesn't understand

Interview by Bridget Conroy. Felix Riech is a multi-instrumentalist and producer. He has worked with artists like Kanye West and Jay-Z. He is known for his work in hip-hop and R&B.



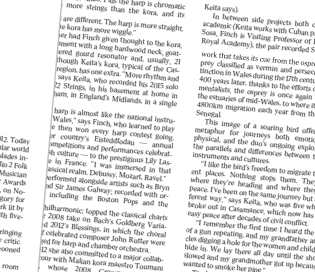
## SPOTLIGHT The Cat Empire and one of the creative forces behind indigenous choir Spinifex Gum. Language he doesn't understand

Interview by Bridget Conroy. The Cat Empire is a multi-instrumentalist and producer. They have worked with artists like Kanye West and Jay-Z. They are known for their work in hip-hop and R&B.

## WORLDS APART, UNITED IN MUSIC

Their musical foundations could not be any more different, but Catrin Finch and Sekou Keita thrive as a duo, writes Jane Cornwell

Catrin Finch and Sekou Keita are a duo of multi-instrumentalists and producers. They have worked with artists like Kanye West and Jay-Z. They are known for their work in hip-hop and R&B.



## SPOTLIGHT Catrin Finch and Sekou Keita

Interview by Bridget Conroy. Catrin Finch and Sekou Keita are a duo of multi-instrumentalists and producers. They have worked with artists like Kanye West and Jay-Z. They are known for their work in hip-hop and R&B.



## SPOTLIGHT Kikaku Mojo

Interview by Bridget Conroy. Kikaku Mojo is a multi-instrumentalist and producer. They have worked with artists like Kanye West and Jay-Z. They are known for their work in hip-hop and R&B.



# what the media said...

*“WOMADelaide helps us understand our complex, beautiful, challenging world”*

**DAN CONDON ABC**

*“Melting pot of harmony and soul”*

**THE AUSTRALIAN**

*“Feast of enchantment for fans. It’s always the cumulative impact of multiple sensory experiences that makes WOMADelaide so memorable.”*

**THE AGE**

*“WOMADelaide delivers enchantments to the crowds”*

**SYDNEY MORNING HERALD**

*“WOMADelaide 2020 festival served up a smorgasbord of delights sufficient to sate the senses of any world music connoisseur.”*

**RHYTHMS**

*“That, my friends, is hope, is love, is WOMAD.”*

**SA STYLE**

*“WOMADelaide 2020: uplifting, political and expansive festival offers hope amid the doom.”*

**THE GUARDIAN**

*“It’s always the cumulative impact of multiple sensory experiences that makes WOMADelaide so memorable.”*

**THE AGE**

*“managed to maintain its air of relaxed charm despite tripling its audience figures since the debut edition in 1992”*

**THE AGE**

*“WOMADelaide 2020 – Some Kind of Wonderful”*

**THE CLOTHESLINE**

*“WOMADelaide 2020 showed us once again what a perfect music festival should be like: diverse, sustainable and thriving with a vibrant atmosphere and positive energy.”*

**THE AU REVIEW**

*The artists have stories. Their songs are full of stories. This is of course true at any concert, anywhere in the world. But when you pull together such a disparate array of performers, from different cultures, of different generations, and with vastly different experiences, you can learn so much.*

**DOUBLE J**

*“Time and time again WOMADelaide have a knack of bringing out artists that so few Australians have heard of, who just steal the hearts of the audience.”*

**HIFI WAY**

*“Attendance this year was 97,000, just beating the 2018 WOMADelaide record of 96,000. But remarkably it never seems too many for the bountiful Botanic Park”*

**NEW INTERNATIONALIST**



Mavis Staples



General Levy



Thandi Phoenix



The Blind Boys Of Alabama



Late Nite Tuff Guy



The Cat Empire



Orquesta Akokán



Circolombia

A vibrant outdoor festival scene, likely a fair or market, set in a lush green park. The foreground is filled with people sitting on colorful folding chairs and blankets on the grass. Some are eating, while others are talking. In the middle ground, a large crowd of people is walking around, some pushing strollers. The background is dominated by tall, leafy trees. Numerous colorful decorations are hanging from the trees, including paper lanterns, fabric ornaments, and small structures. A large white banner with the text "sponsors & supporters" is overlaid on the right side of the image. The overall atmosphere is festive and community-oriented.

## sponsors & supporters

# Foundation Stage

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# As The World Tipped

Wired Aerial Theatre

Supported by

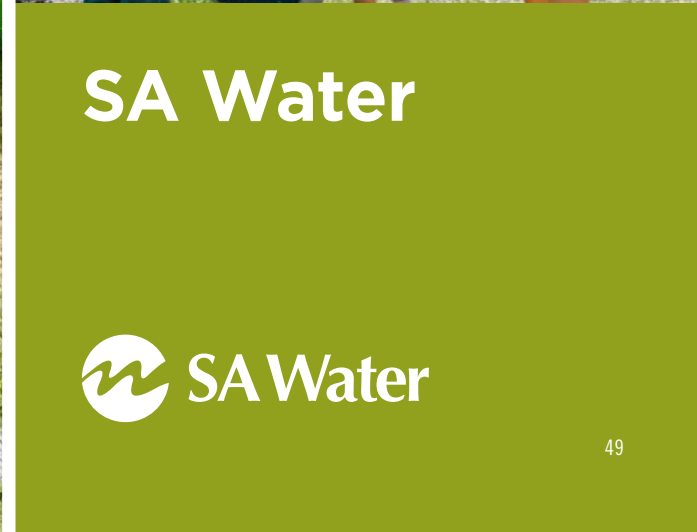


# International Women's Day Talks

Presented by The Bob Hawke Prime Ministerial Centre







# TerryWhite Chemmart





## Channel 9 News



## ABC Radio Adelaide



# Around the park

PALM BAR



COOPERS GARDEN BAR



HILLS CIDER BAR



YALUMBA BAR



BOTANICAL GIN BAR



HEALING VILLAGE



TASTE THE WORLD RESTAURANT



GLOBAL VILLAGE



WOMADE DESIGN MARKET



WOSHOP



MR V MUSIC



STRATCO PARENTING ROOM



STRATCO GARDEN



SUPERLOOP



HEALING  
AGE



EVENT MANAGER

## Arts Projects Australia

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Nicola Prime - Marketing Manager  
Email: [nicola@womadelaide.com.au](mailto:nicola@womadelaide.com.au)

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