



WOMADelaide

THE WORLD'S FESTIVAL ♥ 2019

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Thank you to our many generous donors this year and in particular the Paradise Family Foundation, Option A / Don & Nicola Prime, John Phillips and Maureen Ritchie.

A Message from our Director

This year's line-up encapsulated the extraordinary diversity of the music, arts, dance and ideas from every corner of the globe.

From the world renowned The Original Gypsies closing the festival on Monday night, to the eclectic collaboration of Yo-Yo Ma's Silkroad Ensemble, the arresting and thought provoking conversations started from WOMADelaide Planet Talks program, and the delightful discovery of The Leafies, from France's Le Phun who became so enamoured with the City of Music they 'migrated' across Adelaide after the festival.

The staging of an event like WOMADelaide would be impossible without the significant and invaluable support of our key partners, The Government of South Australia through Events South Australia, our extraordinary Presenting Partner the Hackett Foundation, our many sponsors, supporters and donors.

And importantly to the more than 700 local, interstate and international artists and speakers from 65 countries who graced the stages and spaces of the festival with their extraordinary performances.

A huge and heartfelt thank you to them all.

Ian Scobie AM
Director





2019 artist line-up

A stellar line-up of artists from all over the world performed at WOMADelaide 2019.

5AngryMen AUSTRALIA

Adrian Eagle AUSTRALIA

Alina Bzhezhinska Quartet
POLAND/UK

Amaru Tribe AUSTRALIA

Amjad Ali Khan & the ASO
INDIA/AUSTRALIA

Angélique Kidjo BENIN

Arrived SPAIN/LITHUANIA

Artonik FRANCE

Baloji DR CONGO/BELGIUM

The Bamboos AUSTRALIA

BCUC SOUTH AFRICA

Canzoniere Grecanico

Salentino ITALY

Central Australian
Aboriginal Women's Choir
AUSTRALIA

Christine and the Queens
FRANCE

Compagnie BilBobaSSo
FRANCE

Cool Out Sun AUSTRALIA

The Correspondents UK

Dangerous Song & Bukhu
AUSTRALIA/MONGOLIA

Danny Krivit USA

Digital Afrika AUSTRALIA

DJ Harvey UK

DJ SAMA' PALESTINE

Dona Onete BRAZIL

DuOuD TUNISIA/ALGERIA

Fat Freddy's Drop
NEW ZEALAND

Fatoumata Diawara MALI

Gwenno WALES

Harts AUSTRALIA

Jamie Smith's MABON
WALES

Janis Claxton Dance UK

Jason Heerah & Otentik
Groove MAURITIUS

John Butler Trio AUSTRALIA

Julia Jacklin AUSTRALIA

Kaiit AUSTRALIA/PNG

Khruangbin USA

La Dame Blanche CUBA

LaBrassBanda GERMANY

Las Cafeteras MEXICO/USA

Le Phun FRANCE

Leftfield (DJ Set) UK

Liz Phair USA

Lord Echo NEW ZEALAND

Maalem Hamid El Kasri
MOROCCO

Maarja Nuut & Ruum
ESTONIA

The Maes AUSTRALIA

Mambali AUSTRALIA

María Pagés Compañía
SPAIN

Marrugeku AUSTRALIA

Mojo Juju AUSTRALIA/PHILIPPINES

My Baby NETHERLANDS/
NEW ZEALAND

Olivier Grossetête FRANCE

Ollie English AUSTRALIA

The Original Gypsies FRANCE

Punctum's Public Cooling
House AUSTRALIA

Rebetien GREECE

The Seven Ups AUSTRALIA

Shantel & Bucovina Club
Orkestar GERMANY

Sharon Shannon Band
IRELAND

Silkroad Ensemble VARIOUS

Sona Jobarteh THE GAMBIA

Taiwu Ancient Ballads
Troupe TAIWAN

Tara Tiba IRAN/AUSTRALIA

TEEEKS NEW ZEALAND

Thando AUSTRALIA/ZIMBABWE

Thelma Plum AUSTRALIA

Timberwolf AUSTRALIA

Tkay Maidza ZIMBABWE/
AUSTRALIA

Ukulele Death Squad
AUSTRALIA

Yohai Cohen Quintet
ISRAEL/AUSTRALIA

Zephyr Quartet AUSTRALIA



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 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, transport and entertainment.

Visitor Information

- **55.2%** of attendees were visitors to Adelaide, and **46.5%** visitors to South Australia.
- **91.8%** of visitors to the state indicated that attending WOMADelaide was the main purpose of their visit.
- The average length of stay in South Australia for visitors who attended mainly because of the event was **4.78** nights.
- **5.8%** of visitors who would have come to Adelaide anyway said they stayed longer as a result of the event being held, and the average used for the extra length of stay was **4.29** nights.
- **17.2%** of SA residents who attended the event would have holidayed out of the state if the event had not been held in Adelaide.
- **10,564** new visitors to South Australia who came for the event, and **53,451** visitor nights.
- The average event specific visitor spent an estimated **\$2,566** in visiting the state – excluding tickets.







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

- Holding WOMADelaide in South Australia is estimated as producing a total net economic benefit of **\$18.3** million in terms of incomes gross state product (GSP) and 176 in full time employment (FTE).
- This is an **8%** increase of value-added outcomes relative to 2018.
- The total visitor spend attributable to the event being held in the State is estimated as being **\$15.9** million (excluding tickets).
- In addition, there was **\$3.9** million of spend retained in the state by South Australians.
- In total there was an estimated **\$19.8** million of tourism generated expenditure created in the State.
- There was also overwhelming support from those who attended the event re the impact of the event on the image of the State, as represented by the level of agreement to the statements below.

Survey responses to the statement:

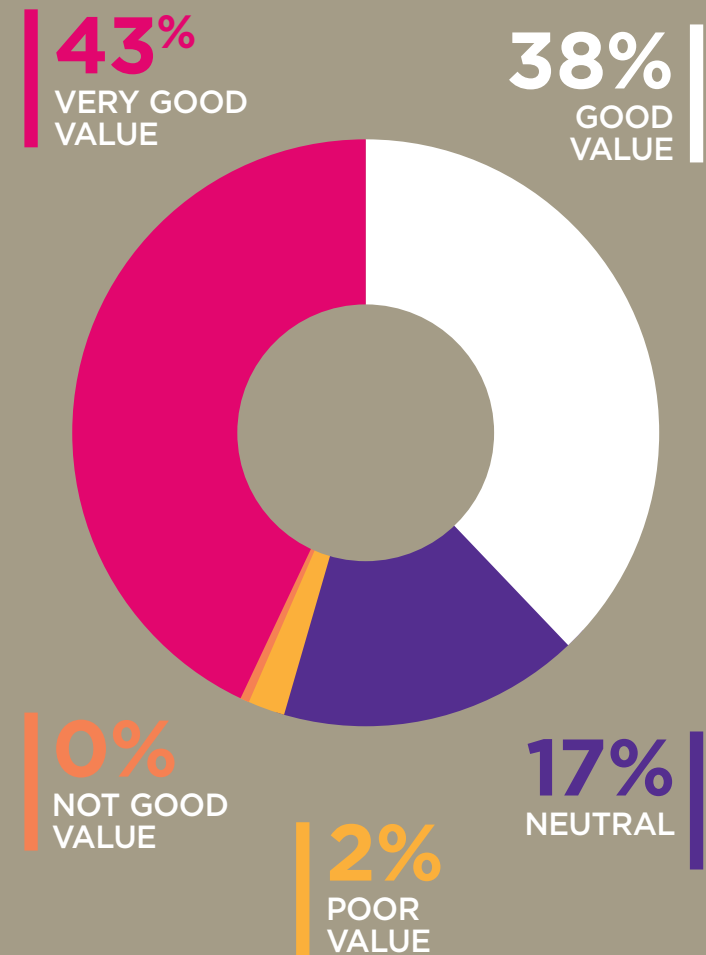
Hosting WOMADelaide significantly improves the State's Image

	Hosting WOMADelaide is good for the State's Image		The State should host WOMADelaide	
	VISITORS	LOCALS	VISITORS	LOCALS
Strongly Agree	74.9%	74.9%	68.3%	84.6%
Agree	20.4%	16.4%	14.3%	8.1%
Neutral	6.2%	2.2%	8.4%	0.8%
Disagree	0.9%	0.2%	0.0%	0.0%
Strongly Disagree	0.7%	0.6%	1.6%	0.8%

attending WOMADelaide is good value!

- The benefit associated with local attendance is demonstrated in that **81%** 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. **46%** agreed with a statement that tickets were cheaper than alternatives, while **15%** disagreed. However, **83%** said the value was created by the variety of unique performers
- 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 **82%** 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.

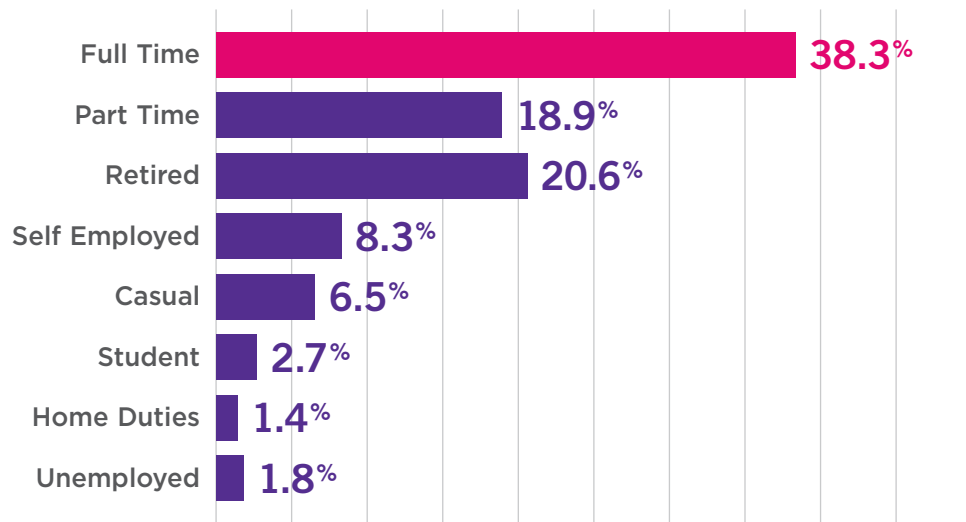
	VISITORS	EVENT SPECIFIC VISITORS
Fringe or Festival Event	39.5%	35.7%
Visit to Kangaroo Island	2.0%	1.7%
Visit to Wine Regions	16.9%	16.6%
Visit to Fleurieu	2.4%	2.4%



who are our attendees?

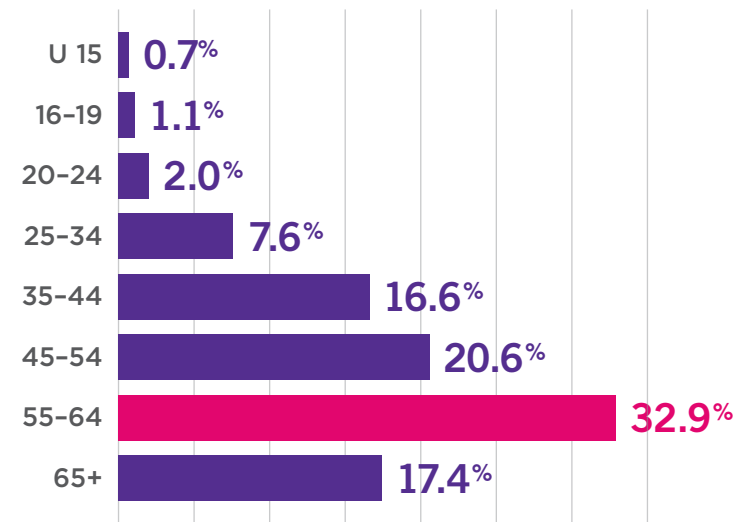
Respondents skewed towards females and the 35-64 age groups. 55% of attendees attended all four days of the festival.

OCCUPATION BREAKDOWN



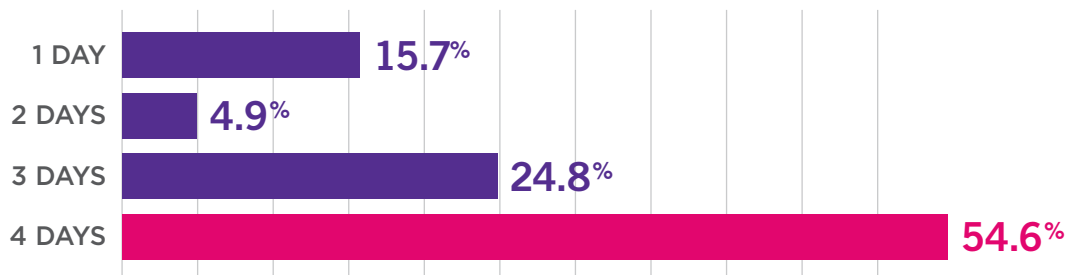
Note: 2% prefer not to say.

AGE BREAKDOWN



Note: 1% prefer not to say.

DAYS ATTENDED



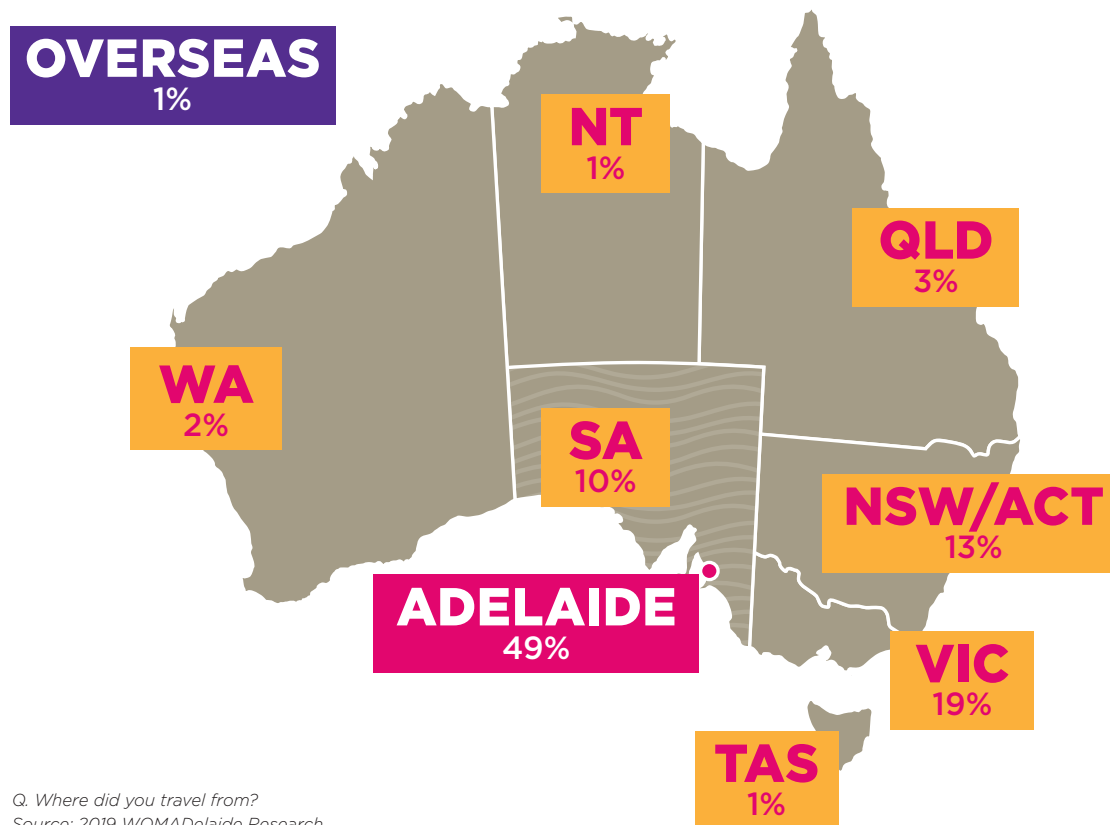
AVERAGE DAYS ATTENDED **3.2**

Source: 2019 WOMADelaide Research

where do they travel from?

Half of WOMADelaide attendees in 2019 were Adelaide locals, with 41% of all attendees travelling from outside South Australia for the festival.

Attendees from overseas or interstate visited WOMADelaide for an average of **3.5 days**, compared to **2.9 days** for visitors from South Australia.



Q. Where did you travel from?
Source: 2019 WOMADelaide Research





how many **first time** attendees?

18% of attendees' first taste of WOMAD was this year, whilst over half of attendees attended the year prior.

2019 WAS MY FIRST TIME

18%

54%

LAST ATTENDED
IN 2018

11%

LAST ATTENDED
IN 2017

5%

LAST ATTENDED
IN 2016

12%

LAST ATTENDED
PRE 2016

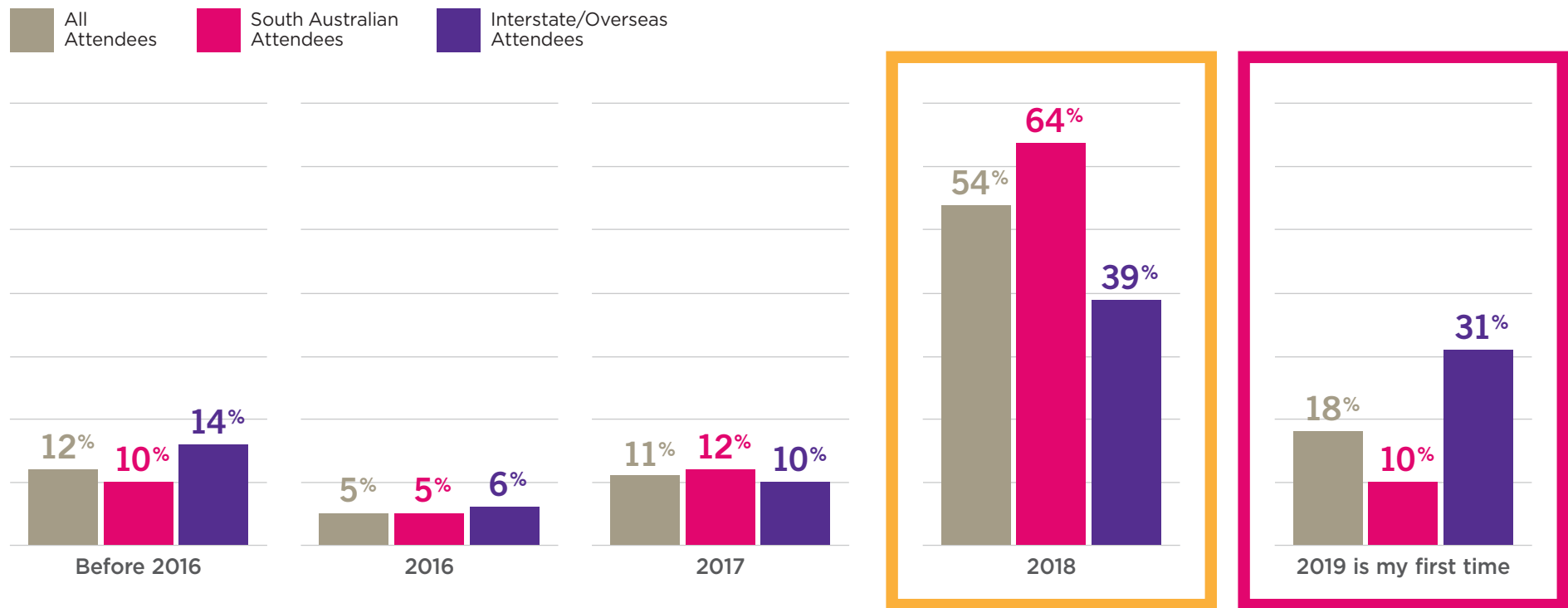


*Q. When did you last attend WOMADelaide?
Source: 2019 WOMADelaide Research*

how does this differ by region?

Travellers from overseas and interstate are more likely to be attending for the first time in 2019.

When did you last attend WOMADelaide before 2019?



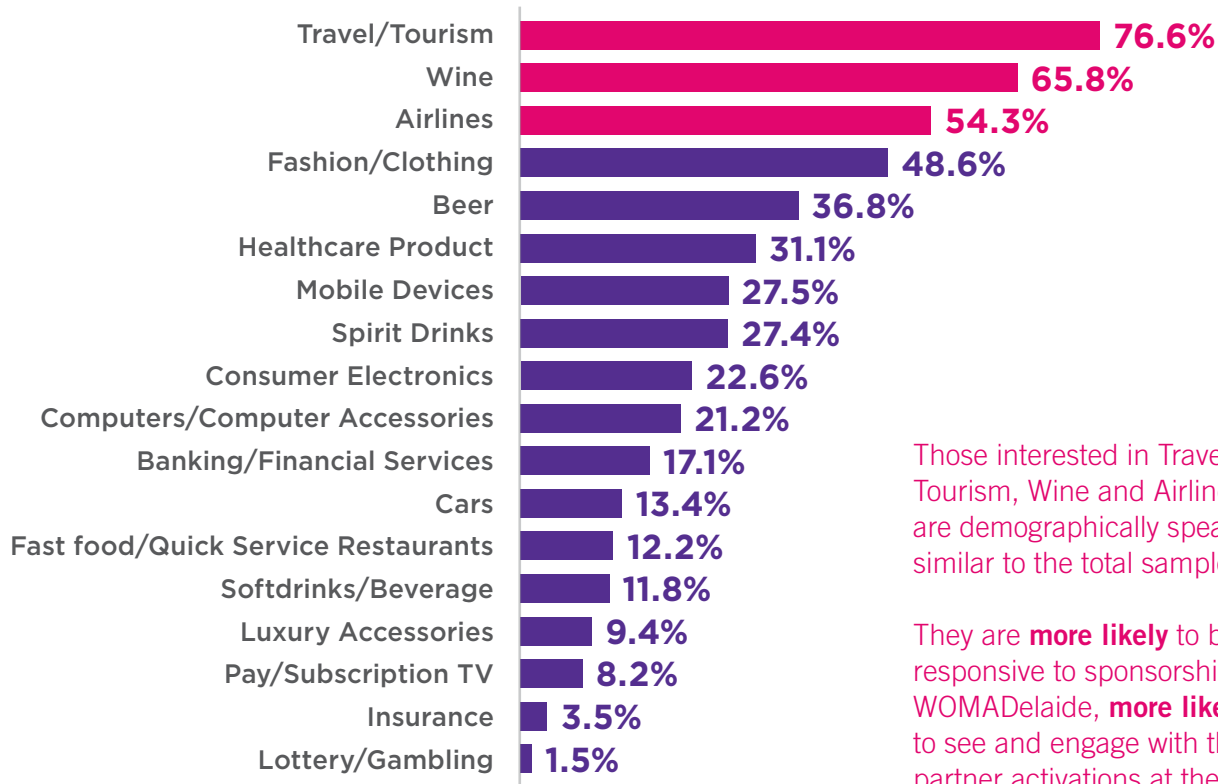
Q. When did you last attend WOMADelaide?
Source: 2019 WOMADelaide Research



what are attendees **interested** in?

Over half of attendees indicate interest in the Travel & Tourism, Wine and Airline categories.

Please indicate whether you are interested in any of the following?



Those interested in Travel/ Tourism, Wine and Airlines are demographically speaking similar to the total sample.

They are **more likely** to be responsive to sponsorship 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: 2019 WOMADelaide Research





attendee **sponsorship** opinions

South Australians are more likely to feel positive, and ultimately choose a sponsors product than those travelling from interstate or overseas.

Agreement with the following statements: (Net Rank 4 & 5)

INTERSTATE OR
OVERSEAS

SOUTH
AUSTRALIANS

55%



MORE LIKELY TO THINK
MORE POSITIVELY ABOUT
THAT BRAND



58%

15%



MORE LIKELY TO SEEK
OUT INFORMATION ABOUT
THAT BRAND



16%

42%



MORE LIKELY TO CHOOSE
A SPONSORS PRODUCT
OVER A COMPETITOR



46%



Q. Rate on a scale of 1-5 your agreement with the following statements (1 = strongly disagree, 5 = strongly agree)?
Source: 2019 WOMADelaide Research



marketing and **publicity** snapshot

Coverage published in the 212 days between
1 September 2018 and 31 March 2019.

WOMADELAIDE
MENTIONS

1,619

CUMULATIVE
POTENTIAL REACH

38,181,915

TOTAL ADVERTISING
SPACE RATE (IN AUD)

\$9,796,896

About the outlets

- The outlet with the highest volume was ABC Radio Adelaide with a total volume of **137** mentions
- The outlet with the highest potential reach was Adelaide Advertiser with a total potential reach of **10,116,027**
- The outlet with the highest ASR (Advertising Space Rate) was Adelaide Advertiser with a total ASR of AUD **\$731,069**





digital touchpoints – the stats...

Campaign Period: First announcement
18 October 2018 – conclusion of festival.

Facebook

TOTAL PAGE LIKES

35,200

AVERAGE POST REACH

12,092

AVERAGE TOTAL REACH

16,565

AVERAGE ENGAGEMENT

Reactions: 210
Comments: 44
Shares: 15

VIDEO VIEWS

Total Views: 211.1K
Minutes Viewed: 89.9K

Festival Period:
6–13 Mar 2019

AVERAGE TOTAL REACH

36,738

PEAK TOTAL REACH

174,339

Instagram

TOTAL FOLLOWS

13,072

Festival Period:
6–13 Mar 2019

AVERAGE DAILY REACH

29.4K

AVERAGE DAILY IMPRESSION

138.2K

Twitter

TOTAL FOLLOWS

9,147

Impressions:
Oct 2018–Mar 2019
160,700

Spotify

FOLLOWERS & PLAYLISTS

4,570

Website

Campaign Period:
15 Oct 2018–22 Mar 2019

Sessions: 403.3K
Users: 229.5K
Pageviews: 1,728,000
Pages/Session: 4.29
Avg. Session Duration: 02:20

Email Subscribers

TOTAL SUBSCRIBERS

37,982

16 campaigns:
Average Open Rate: 25.1%
Average Click Rate: 3.9%

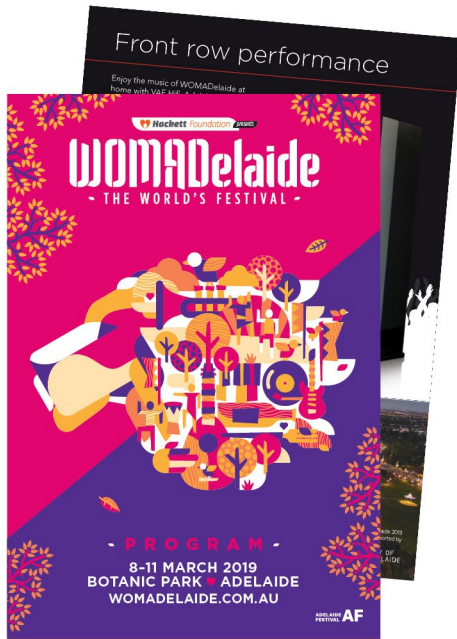
Mobile App

DOWNLOADS

iOS & Android: 16.8K
Total Sessions: 178.5K



Phone App



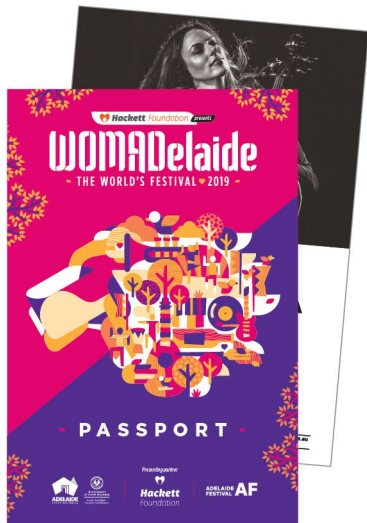
Program - 32 pages



Posters - 2 versions



Event Passes



Passport - 64 pages



Press Ads - multiple sizes and publications



Singer turns up the volume on big issues



Picture: AIDA MULUNEH

PATRICK McDONALD
CHIEF ARTS WRITER

AFRICAN singer, actress and social activist Fatoumata Diawara, former member of the Gipsy Kings and US indie rock favourite Liz Phair, are among 40 acts added to next year's WOMADelaide world music festival.

Also coming to Botanic Park from March 8-11 are The Original Gypsies, featuring "gottara" brothers Canut and Paul Reyes and their brother-in-law Chico Boischichi from 1980s flamenco hub Seville's Gipsy Kings. Diawara's new album *Fenfo* translates Bambara as native language Bambara as "Something to Say" and she has been outspoken on such issues as female genital mutilation and trafficking of black migrants in Libyan slave markets.

SEE WOMADELAIDE.COM.AU

ACTIVIST: African performer listed for WOMADelaide Fatoumata Diawara.

World at her feet but Adelaide's still home



Picture: EMMA BRASER

WORLD MUSIC

NATHAN DAVIES
MUSIC WRITER

GROWING UP in Adelaide, Thyri Madiza never made it to WOMAD — she was more of a fringe girl. Last night she finally got to see what all the fuss was about, stepping a stunning hip-hop set under the trees at Botanic Park.

"I'm so excited to finally be here," the 22-year-old rapper told *The Advertiser*. It's a homecoming for the former St. Michael's College and UNSA student, with her mum, dad and a bunch of friends turning out to catch her 9pm set.

"I think it will only be the third time my dad has seen me perform because he travels a lot for his job," Madiza said. Despite international success — including scooping Best Australian Act at the 2018 MTV Europe Music Awards — Madiza was never far from Madiza's heart.

"Adelaide is definitely still home for me. It's where all my belongings are and I still have a lot of friends here. I think coming home a resident is necessary. I've recognised him immediately, having long been a fan of his hugely original oeuvre, which spans a compelling live show, three acclaimed studio albums and a wealth of colourist short films and videos filmed at locations in the Democratic Republic of Congo, most of them made by and featuring himself. As we shake hands I notice he fingers adorned with rings inlaid with a bandaid are green stone malachite, alleged absorber of negative energies and a mineral derivative com-

Mambali take the big stage

By DARREN COYNE



IT'S a long way from the Top End if you want to rock and roll, and the boys from Mambali are about to take the journey. The group of musicians and dancers from the Northern Territory's Gulf of Carpentaria will be boarding flights next month to take their brand of music to feathery-goes in Adelaide.

They will perform two shows and facilitate workshops at which participants will learn about the didgeridoo, clapsticks, and how to dance the Devil Dance.

Lead vocalist Bradley Bara, who is from Groote Eylandt, is the only one of the group to have travelled outside of the Northern Territory. "For the rest of the boys it will be their first time leaving the NT and they are very excited."

Mr Bara told the *Koori Mail*. "I'm from Groote and most of the boys are from Numbulwar, which is on the Gulf right next to the beach, about 300 kilometres from Katherine," he said.

"We've been playing around the NT since late 2009, and our music is about singing our culture out to the mainland."

"Our music is a mix of culture, ancient chanting and modern music. In two weeks time we fly by to Perth to play at the Nitroxx festival and then we head over to the Nitroxx festival and then we head over to the Nitroxx festival and then we head over to the Nitroxx festival."

"It's very exciting for the boys because they mainly do small community festivals, travelling by road but this time they'll be jumping

on the big plane in Darwin." Mr Bara said the band would be releasing its first single in about three weeks time, which will be called *Fish Hawk*.

"It's a traditional song about the sea eagle flying along and catching fish in the ocean," he said.

At WOMADelaide, they will also be sharing the Devil Dance, the legend of which revolves around the ancestors who danced all night until the morning star rose.

"We do these dances in cultural ceremonies and smoking ceremonies," he said.

Mr Bara said the members of the band had been inspired to take up music after watching the progress of other NT bands such as Broken English and NT Express.

"We also grew up watching Yothu Yindi so that's when we decided that we would get into music and have it go."

"Our music is becoming very popular... it's high energy and the crowds always enjoy it."

WOMADelaide runs from March 8-11. Mambali will be performing on the Saturday and Monday, with a workshop on Sunday.

Other First Nations acts appearing at WOMADelaide include the Central Australian Aboriginal Women's Choir, dance troupe Aboriginal Women's Choir, dance troupe performing *Le Dernier Appel (The Last Cry)*, Mojo Juju, the Yawa Ancient Salt Lake Troupe, and Thelma Plum.

Coloured Stone hortman Bunna Lawrie, a Murrumbidgee, will speak about the fight for the right against oil.



SOUNDS OF A SORCERER

Ahead of performing at WOMADelaide, Congolese-Belgian polymath Baloji tells **Jane Cornwell** his aim is to 'make people think and act and dance'

It's peak hour outside the central station in Ghent, Belgium, and amid the commotion of buses and public toiling, the boarding of bikes and locking of bikes, there is no music. Baloji, the Congolese-Belgian rapper and experimentalist is waiting in a corner of the concourse, all 195cm of him, black garb and under a bowler hat and blue designer overcoat, the sole of one orange trainer resting against the wall, his demeanour louche, self-contained, effortlessly charismatic.

"Bonjour, I'm Baloji," he says somewhat un-recognisably. I've recognised him immediately, having long been a fan of his hugely original oeuvre, which spans a compelling live show, three acclaimed studio albums and a wealth of colourist short films and videos filmed at locations in the Democratic Republic of Congo, most of them made by and featuring himself. As we shake hands I notice he fingers adorned with rings inlaid with a bandaid are green stone malachite, alleged absorber of negative energies and a mineral derivative com-

mon to the Congo — particularly to Baloji's birthplace, the "copper capital" of Lubumbashi. "It's the only Congolese stone that has no real value except sentimental," says the 40-year-old after we jump into his chest-strewn Audi and head for a cafe in Ghent's cobblestoned old town. "Much of what I do in music is computer-based, and most of the soil in Congo is used by other countries to mine for copper: for computers and phones. Malachite minerals for computers and phones. Malachite is copper ore, worthless but pretty."

One of the most innovative artists to have emerged from Africa — from anywhere — in recent years, a creative whose name translates as "sorcerer" in Swahili, Baloji wants to prompt thought, provoke action. The video for *Capture*, taken from 2015's *64 Bits & Molochite* sees him taking a road trip through the beleaguered DRC in search of a statue of Welsh explorer Henry Morton Stanley, rapping scathing critiques of colonialism en route. *Point de Chaux* — *Bea de* from current album *10 Avenue Kamami* — makes the personal political as it follows three

The Sydney Morning Herald

DECEMBER 15-16, 2018

SPECTRUM

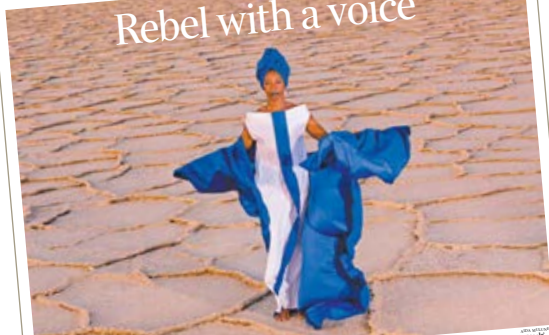
SINGING FOR CHANGE
Angelique Kidjo on music and activism

LUNCH WITH Garbo turned teacher Murat Dizar P4
FIRST PERSON A solitary Christmas P7
PHOTOGRAPH Annie Leibovitz's top 10 tips P14
BOOKS The best kids' reads P18

Woodford Festival reconnects

Contributing to the reconnection between the Woodford Festival and the Adelaide community, a group of young musicians from the Adelaide area performed at the festival. The group, which includes members of the Adelaide Symphony Orchestra and the Adelaide Chamber Music Centre, performed a selection of their own compositions. The festival, which is held annually in Woodford, is one of the largest music festivals in the world.

and Angus Hall, already showed at last year's festival, and will be performing at Woodford this year. The festival is a celebration of music and culture, and is a great opportunity for young musicians to showcase their talents. The festival is held over two weeks in Woodford, and features a wide range of musical acts, from classical to contemporary. The festival is a must-see event for anyone who loves music.



Rebel with a voice

Fatoumata Diawara performs in Adelaide. She has released her vibrant new album for WOMADelaide. **JANE CORNWELL**

There they all were at the 61st Grammy Awards ceremony last month. Lady Gaga, Miley Cyrus and Shawn Mendes. Dua Lipa and St Vincent. Dressed up and spotted, performing music before a giant worldwide audience of millions.

But the artist that evoked the most curiosity was a relative unknown, a statuesque African in a headscarf, wearing green and yellow, looking low headscarf, her neck looped with beads, a red Stetson slung across her chest. Fatoumata Diawara. The title of the song she sang.

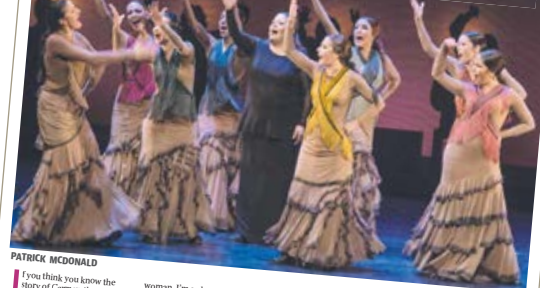
she had downloaded her second album, *Fenfo* (which was piped around the world music album by South Africa's Soweto Gospel Choir), and said that she'd also been nominated for best dance recording for *Ultimatum*. In English, which she speaks fluently, Diawara sampled her otherworldly voice, which she has always embraced modestly as well as tradition. As a child she made things tricky. "I had fit inside me I couldn't control," she says.

Neither could anyone else. Today she's a self-styled Malawian freedom fighter, writing songs whose lyrics span contentious topics including inter-ethnic marriage and female genital mutilation, with exhortations to take pride in culture, to show respect, share, improve.



A world of colour lights up Womad
LEATHER CULTURE ALIVE! The Babes Archival Ballet, Trance from Jamaica is one of the many artworks, from all corners of the globe, to be part of the Womadelaide festival in Botanic Park, this year. **THEY'VE GOT TO HAVE THE POLIGNON DANCE AND CHIEF OF THE DANCE** performance of the Womadelaide festival in Botanic Park, this year. We interview Francesco Ghisla, the performer and artist of the troupe. See the **FELICE, FRUSTRATED AND WOMADelaide** article, page 41-43. Photo: NICKI BLOOM

Working women's Carmen



PATRICK McDONALD

If you think you know the story of Carmen, the gypsy femme fatale of Mérimée's 1845 novella and Bizet's 1875 opera, think again says Spanish flamenco dancer innovator Maria Page.

Her latest work, *To, Carmen* coming to Womadelaide this weekend radically reimagines the tale as a vibrant ode to modern womanhood.

Pages, who began dancing with the Antonio Gades company before founding her own company in 1990, has found fame as a guest artist in Michael Flatley's *Riverdance*, says traditional interpretations of Carmen are "like a stereotype woman from Seville".

"I'm from Seville, I'm a woman, I'm a choreographer - always we have had a resistance to do that. Probably, we don't agree with the message of the novel, of the story," Page says.

"After reflection... we think this story is not about a woman who has a voice, who can speak, who can say what she really is."

Much of what Pages found problematic with *Carmen* was that she was a character created by men for men.

"*Mérimée* is a man, Don José is a man and the persons around Carmen, they are men. In the end, what they did was destroy this woman. It's more interesting for us to talk about the real woman, and give the voice to her."

"We liked the music of the opera. We grew up with this music and I started to dance with this music when I was child."

"Always we heard this beautiful music. So, in that show, we love to use part of this music but we put it in a different context."

With her all-female dance ensemble and working with her regular director and partner Jorge El Harti, Pages reworks *Carmen*'s myths and stereotypes to delve deeper into the feminine psyche.

"*Carmen* is always seduced by Don José in a tavern... we put women working in the morning in the house."

"We used the same part of the music, so everybody can

Three minutes with... Founder of ORSO and André's Cucina and Pokenta Bar, André Ursini

Are you looking forward to WOMADelaide's Taste the World restaurant?
 Our restaurant will be located in WOMADelaide 2019 and we are looking to Taste the World restaurant, ORSO and André's Cucina & Pokenta Bar bringing the best of André's Cucina & Pokenta Bar bringing a world of flavours to the festival.

What are your favourite global cultures and flavours to draw inspiration from?
 I have been inspired by many cultures and flavours to draw inspiration from. I have always been inspired by the flavours of Europe, Asia and America. I have always been inspired by the flavours of Europe, Asia and America. I have always been inspired by the flavours of Europe, Asia and America.

Where have you travelled, and what is your favourite country?
 I have travelled to many countries through Europe, Asia and America. I have always been inspired by the flavours of Europe, Asia and America. I have always been inspired by the flavours of Europe, Asia and America.

Do you follow to meals when you cook at home, if so what genre?
 I follow to meals when I cook at home. I follow to meals when I cook at home. I follow to meals when I cook at home.

What do you do to relax?
 I do what I do to relax. I do what I do to relax. I do what I do to relax.

What is your favourite restaurant/pizzeria?
 My favourite restaurant/pizzeria is... My favourite restaurant/pizzeria is... My favourite restaurant/pizzeria is...

What makes you proud of and proud in South Australia?
 I am proud of and proud in South Australia. I am proud of and proud in South Australia. I am proud of and proud in South Australia.

INTERNATIONAL WOMEN'S DAY

The Advertiser

We're for you

WOMAD OPENS... WITH A MESSAGE

TODAY'S EDITION IS GUEST-EDITED BY Penny Wong, Vickie Chapman, Teresa Palmer and Erin Phillips
 [SEE PAGE 2]

STRONG VOICES Probably the most powerful voices in the world, our guest editors, Penny Wong, Vickie Chapman, Teresa Palmer and Erin Phillips, will edit the WOMADelaide this weekend. Along with Maria Page, who will edit the WOMADelaide this weekend. Along with Maria Page, who will edit the WOMADelaide this weekend.

Meet your new team of Advertiser editors

KARA JUNG

ERIN Phillips is arguably the best female AFL player in the world. Teresa Palmer is blazing a trail in Hollywood. Penny Wong is a Canberra powerhouse. Vickie Chapman is the state's first female Deputy Premier and Attorney-General. So why did they agree to edit today's edition of *The Advertiser*? They pitched story ideas, had their say on others in terms of treatment and placement and have contributed columns and their own stories.

Politics were (mostly) put aside when the SA Labor's Deputy Premier stood side-by-side to edit our news, sports and arts sections and Ms Palmer became boss of opinion, entertainment and world.

Ms Palmer, pregnant with her third child, said it was "mind-blowing what goes into this such an important job - there's a real responsibility and I felt that today," she said.

Senator Wong said international Women's Day was an

▲ WORLD PARTY

Botanic Park will once again be filled with the sights, sounds and tastes of WOMADelaide, from March 8 to 11. In addition to the line-up, which features Angélique Kidjo, John Butler Trio and Silke Road Ensemble, crowds will be kept busy with plenty going on around the park. The Global Village will allow for people to connect with not-for-profit organisations and community groups. The Healing Village is all about pampering, while the WOMADelaide design market will showcase locally created products. WOMAD is a new addition with LUISA A MOD to bring a taste of artistic museum to the festival. For the full line-up and information about all WOMADelaide has to offer, visit the website. Details: womadelaide.com.au

Backstage with... JEFFREY BEECHER

The bassist and co-artistic director of Silkroad Ensemble discusses the group's identity since Yo-Yo Ma's departure, its upcoming Australian tour, and how to bring the bagpipe and the samajichin together!

"It's really like making a multi-layered quilt, to put a program together"

We often talk about how we create music, and how we create music. We often talk about how we create music, and how we create music. We often talk about how we create music, and how we create music.

Silkroad Ensemble performs at North Esplanade Mall as part of North Festival on March 5, March 6, and at the Macquarie Stage as part of WOMADelaide on March 8 and 9.

Songs without frontiers

CHOOSING BORDERS Dense Carlos with Youssouf Ndiaye, Jose Cano, Jorge Milgrom, Hector Flores and Daniel Francis of Meakim/US band, Las Caleras at Victoria Square and inset, below, Malin singer Fatmahan Davaeva, also performing at Womadelaide this weekend. Photo: TRICHA WATKINSON

PATRICK McDONALD

World music festivals give women a platform to exercise their political voice and that I can be someone that a little girl can look up to and say 'I can do that'.

International festivals provide important forums for artists like Carlos to hold those discussions with counterparts from other cultures.

"Just because we are women does it mean we live the same lives. I am always in a place of humility and understanding that I can always grow and become stronger," she said.

"These kinds of festivals that celebrate the beauty of different cultures, that celebrate the beauty of different stories, really give an avenue for women to be leaders, be powerful and be empowered."

Las Caleras was drawn into a political controversy last year when US President Donald Trump attacked the National Committee, Keith Ellison, for wearing the band's T-shirt at a May Day Parade.

"We had President Trump see our shirt, that says 'Yo-yo Ma on frontiers' which means 'We don't believe in borders,'" said vocalist Hector



THE PLANET TALKS

AND International Women's Day Address

In the new Frome Park Pavilion the world's great minds discussed issues, ideas and solutions for an environmentally sustainable planet.

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International Women's Day
Address supported by



INTERNATIONAL WOMEN'S DAY ADDRESS

speaker: Natasha Stott Despoja

host: Annabel Crabb

Can Trees Talk, Think and Heal?

speakers: Brian Pickles, Monica Gagliano and Alex Gaut

host: Robyn Williams

The Party Room podcast - Live!

speakers: Fran Kelly, Patricia Karvelas, Senator Penny Wong and Minister Simon Birmingham

The Magic of Mushrooms: A mycelial path to saving the planet.

speakers: Gavin McIntyre, Brian Pickles, Alison Pouliot and Mike Hornblow

host: Robyn Williams

First Dog on the Moon's Guide to Living Through the Impending Apocalypse.

speaker: First Dog on the Moon

host: Jules Schiller

Less Meat, Less Heat: Is the elephant in the room a cow?

speakers: Angie Plummer, Cecile Godde, Matthew Evans and Andy Lowe

host: Deb Tribe

Adani, Coal Wars and the National Interest.

speakers: Quentin Beresford and David Ritter

host: Deb Tribe

The Fight for the Bight Against Big Oil.

speakers: Peter Owen, Bunna Lawrie and Jodie Rummer

host: Clare Press

TASTE THE WORLD

presented by SMEG

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 combined 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 'performing' this year:

- Jason Heerah & Otentik Groove
- DuOuD
- 'The Travelling Table' Italian Nonnas
- María Pagés Compañía
- BCUC
- Las Cafeteras
- Taiwu Ancient Ballads Troupe
- Amaru Tribe
- Dona Onete
- My Baby
- LaBrassBanda
- Angélique Kidjo
- Tara Tiba
- Alina Bzhezhinska
- Sona Jobarteh



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

Andre Ursini, the man behind Andre's Cucina and Orso curated a six-course shared meal especially for WOMADelaide. Festivalgoers could enjoy a sit-down meal of beetroot-and-gin-cured salmon, Gruyere croquettes, charred-chicken fattous, cispy polenta "smash" with port ragu, spinach-and-ricotta rotollo and a summery berry trifle.

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KIDZONE



KidZone is WOMADelaide's dream destination for children, packed with enough nature-play activities, stories, singing, dancing, education and adventure to keep all young WOMADelaideans and their adults happy.

From arts and crafts sessions, story-telling, explorations of Kaurna culture and amazing museum discoveries to loose-parts nature play and interactive entertainment, KidZone caters for kids 12 and under in a fun and engaging family-friendly environment.

This year's program included:

- Evelyn Roth's Nylon Zoo
- Adelaide City Libraries Book Nook
- The Nature Village
- Talking Trees – SAYarts
- Story Time with Peter Helliard
- Kiddo Silent Disco
- Uncle Stevie's Kaurna Classroom
- Face Painters & Henna
- SA Museum Explorers' Tent

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green and global

Did you know

- **\$2** from every WOMADelaide ticket is invested in re-forestation projects by Greening Australia
- The first WOMADelaide forest has planted over **70,000** trees, offsetting **16,280** tonnes of carbon and re-introducing threatened species like the Diamond Firetail
- A second WOMADelaide forest is underway on Kangaroo Island to provide habitat for the rare Glossy Black Cockatoo.

And did you know?

- WOMADelaide has a zero waste to landfill target with help from Australian Green Clean
- The Festival diverted around **98%** of all festival waste from landfill and leads the way with industry waste reduction
- All food and serving utensils are compostable green waste
- The Green Team helps direct the audience's waste into the correct bins.

Reduce and Reuse

- In 2018 the festival eliminated single use plastics. Re-usable cups and water bottles enabled the audience to be part of a circular economy.


Greening Australia

AUSTRALIAN
greenClean





Stage 1

FOUNDATION STAGE

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Stage 7

NOVATECH STAGE

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Le Phun

THE LEAFIES

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WoMOD.
Feeling Human

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MOD.

Gelista
Artisan Gelato

Gelista

Around the park

YALUMBA VINE ROOM



COOPERS BEER GARDEN



HILLS CIDER BAR



BOTANICAL GIN BAR



HEALING VILLAGE



GLOBAL VILLAGE



WOMADE DESIGN MARKET





WOSHOP



MR V MUSIC



ABC RADIO ADELAIDE



THE TISER T BAR



TERRYWHITE CHEMMART



STRATCO PARENTING ROOM



STRATCO GARDEN



SUPERLOOP

what the artists said...

"I have to say that my weekend at WOMADelaide was close to the best festival experience I've ever had.

Beautiful surrounds, amazing food, smoothly operated and incredible music.

And seeing Boos play to that crowd once again is a real career highlight."

THE BAMBOOS

"A little email to tell you how much I enjoyed my trip down under!

I was so proud to part of Womad festival. The Festival is such a strong symbol of hope in the world we are living today."

ANGÉLIQUE KIDJO

"Indeed it has been an incredible experience for us all.

Amazing festival, great line-up. And from the beginning it has been a real pleasure working with you & the whole team. WOMADelaide is over the top with the smoothest organization and one of the most "artists friendly" festival I've experienced."

BALOJI

"WOMADelaide just gets better and better"

SHARON SHANNON

"I just wanted to thank you and the staff at WOMADelaide for being amazing.

This was my first one, I've worked in many festivals both as an artist and also stage managed for many years.

Heres a list of things I noticed that made it amazing.

- Artist minder... great, it really helped us and kept the artists calm and comfortable.

- Communication from you and the staff was concise, clear and not overwhelming

- Itinerary layout was clear and easy to follow

- Artist area in Adelaide was the best I've ever seen at any festival

I would love to work with you all again."

REBETIEN

"Hands-down, WOMADelaide is in my now top 3 festival experiences in relation to the bookings process, on-ground artist handling, and performance experience. Woah, just woah! As you know I had the chance to make it over this year and the organisational effectiveness of WOMADelaide left me floored."

THANDO

"I can venture to say that I cannot remember as well a run festival (and I've done a few) as the WOMADelaide shows..... truly pinpoint in their whole workings, and a true treat to be involved with."

JAMIE SMITH'S MABON

"To all the wonderful staff of WOMADelaide, thank you for everything and a huge kiss to all the wonderful audience and artists, a lot of new friends and great experiences!"

ARRIVED

"We spent 4 days of sharing, music and friendship, with your team and all the others musicians.

It was a kind of "summer camp for musicians" ;) I'm sure it's not the first time you are listening that kind of comment, but it's really incredible. Normally musicians don't have the time to meet in such great conditions. There have been a lot of jam sessions in backstage and hotel rooms... it is almost certain that from this will happen musical collaborations between La Dame Blanche and BCUC, and Las Cafeteras.

LA DAME BLANCHE





what the **media** said...

"WOMADelaide 2019 dazzles amid smorgasbord of sound."

THE GUARDIAN

"WOMADelaide encompasses joy, discovery and experimentation across a weekend marked by artists whose work explores themes of intersecting cultures, race, gender and the end of the world."

ADELAIDE REVIEW

"Joyful and thought-provoking – WOMADelaide is so much more than a music festival. Womad embodies the spirit of diversity, inclusiveness and optimism."

THE AGE

"A veritable jewel in the crown of Australian music festivals."

RHYTHMS MAG

WOMADelaide 2019



FEST MAGAZINE

"A perfect and wonderful weekend where people come together to experience fun, music, art, food, dust, colour, stillness, dance and leave feeling a bit more whole."

HI-FI WAY

"The beauty of WOMADelaide can be imbibed via osmosis, snatches of music heard over Yemeni flatbread or a Persian sour cherry drink. And throughout the festival, there is the chatter of young and old attendees who have just discovered their new favourite band. WOMADelaide is a festival dedicated to the curious and there were many delights to be found in 2019."

SCENESTR

"There is nothing else like WOMADelaide in Australia, no better setting ... a fenced off blissful oasis."

GLAM ADELAIDE







Arts Projects Australia

12 King William Road, Unley, South Australia 5061
Tel: + 61 8 8271 1488

Nicola Prime - Marketing Manager
Email: nicola@womadelaide.com.au

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