



JAM Orange Inc

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To the Australian Council

1st August 2023

JAM Orange, a not-for-profit organisation founded in 2016, is dedicated to promoting live music and local musicians in the Orange region.

By working with SIMA, JAM Orange has been able to fulfill its ambition of creating an event of national significance that brings the best musicians in the country to Orange in an explosion of creativity. This began with Jam Orange securing the interest and support of the Orange City Council, but it was the knowledge and experience of SIMA that took this event to a level we could not have achieved on our own.

Before the inaugural Orange Winter Jazz Festival in 2022, the Orange region did not have any form of contemporary music festival. SIMA's support enabled us to secure further public and private funding, and commercial sponsorships for both 2022 and 2023.

The festival's success is due to our collaborative partnership: with Jam Orange's knowledge of the local market, and SIMA's experience producing jazz and improvised music events for four decades. Across both years, we had 2000 attendees and energised the musical life of Orange.

There was an overwhelming positive response from local musicians, the artistic community, and general public who were exposed to contemporary music through the festival's diverse programming, including showcasing local regional artists alongside Australia's leading metropolitan musicians. The festival boosted the local economy through cultural tourism, and engaged the community with its volunteer program.

We strongly support SIMA for Multi-Year Investment from the Australia Council. They are essential to the future success and ongoing regional impact of the Orange Winter Jazz Festival and the future of music in our community.

Luke Wilkinson

A handwritten signature in black ink that reads "Luke Wilkinson". The signature is written in a cursive, flowing style.

President
Jam Orange
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