



ALTERNATE PERFORMING ARTS HUB

2021 Impact Report

flazedahub.com

WHAT IS FLAZÉDA?



Flazéda is the physical studio space linked with JazidaProductions. It is a social enterprise that works to help people feel comfortable with themselves, by removing barriers that prevent alternate bodies from being seen and celebrated.

Our focus is on elevating alternate performance art and artists through professional development and performance opportunities. We build community, bridge national gaps, run scholarship programs, run events, upskill role models, support community, and deliver cultural change campaigns.

We run dance classes, performance workshops, and produce vibrant fun variety nights and burlesque shows that showcase and celebrate all kinds of people in a bawdy celebration of body positivity and diversity.

We work to connect people and support representation of all types of people on stages through focusing on the elevation of alternate performing art and artists.

We work to remove barriers that prevent artists from accessing professional development and remove barriers that prevent alternate art from being easily available.



Flazéda in a snapshot

About us:

We made a real impact!



Engagement:
14x more LGBTQIA+
persons than other spaces
in Canberra



Improving mental health:
89% of people say interacting
with our service improves their
mental health or the mental
health of those around them



Providing professional
development:
Providing professional
development and
performance opportunities

Our 2021:



Produced 29 shows:
10 major productions, 13
in house, and 6 digital



Provided the LGBTQIA+
Mentorship Program:
7 Artists supported



Regular Classes:
Ran approximately 14 different
regular classes per week, plus 22 in
house workshops and 8 guest
workshops.

Despite Lockdowns:



Livestreams:
Produced 18 livestreamed or
digital events with closed
captions, with 351 streams
across 7 Countries



Moving digital:
Delivered streamed, zoom,
and pre recorded digital
classes



Assessability:
Provided Auslan
Interpretation and
accessible venues for major
productions

Key Achievements



Regional Business Awards - Category of "Performing Arts" (WINNER 2020)



Adelaide Fringe Weekly Award - Category of "Dance" (WINNER 2020)



Canberra Women in Business "Business Woman of the Year" (FINALIST 2021)



Regional Business Awards - Category of "Performing Arts" (FINALIST 2021)



Lifeline Canberra's "Women of Spirit" Award (FINALIST 2021)



Canberra Women in Business - Best Social Impact, Best Small Business (Nomination 2021)



Biggest contribution to the Australian Burlesque Industry (voted in top 10 for 2018 and 2019)



Telstra Business Awards (Nomination 2019)



ACT Office for Women "ACT Woman of the Year" (Nomination 2020)



TELL US ABOUT IT

things to love

Removing barriers

"This has given me access to support and skills that I wouldn't be able to afford on a carers' pension. And it should be available to as many as possible can be" - Mentee

Creating opportunities

"Because of her one-of-a-kind leadership and genuine devotion in leaving everyone and every place better than she found them, I have played in places I never thought I would, worked with people I could never have imagined, and been given the best networking opportunities I could have ever asked for" - former mentee

Inclusivity

"[events produced by JazidaProductions are] not only a safe, inclusive and welcoming place for any audience member, but as a non-binary artist, I offers a space to feel included, celebrated and part of a community that is encouraging and special" - Non-binary performer

Accessibility

"I am so grateful to JazidaProductions for the time and effort to ensure equal access to all. Living with a disability is exhausting, expensive, and stressful and leaves little space to explore artistic expression without assistance. People like Jazida are so valuable, and the work that she does quite literally changes lives". - Former mentee



LOCKDOWN

Living



Throughout all of 2021 Canberra lockdown, Flazéda Hub delivered a digital show EVERY SINGLE FORTNIGHT without fail

We shared Canberra artists (with a few special interstate guests) in and around their lockdown homes - generating income for these artists during a very difficult time and celebrating how resilient and supportive our community is

Over 10 lockdown weeks, we ran x5 shows and shared performances from THIRTY FIVE different performers. We also ran social zoom sessions to keep the community connected.

We have seen so much magic be made by amazing humans.... And we have supported the mental health of the participants and attendees and we believe in what we do

We've seen artists do incredible things, getting creative, moving through their houses, clever editing, sharing drinks from their bathtub, cooking and eating food... all kinds of amazing things we would never be able to experience had our hand not been forced thanks to lockdown

Our lockdown shows included: Cabaret singing, Original music, Burlesque, Fire Eating, Glass Walking, Drag kings, Drag queens, Sideshow strongmen, Storytelling, Chair dancing, Fan dancing, Comedy, Quickchange, Twerk, Bellydance, Fan dancing so so much more

2021 Community Survey

Community All individuals linked to Flazéda. Attended shows, classes, watched online, etc.

95% feel safe and welcome at Jazida events



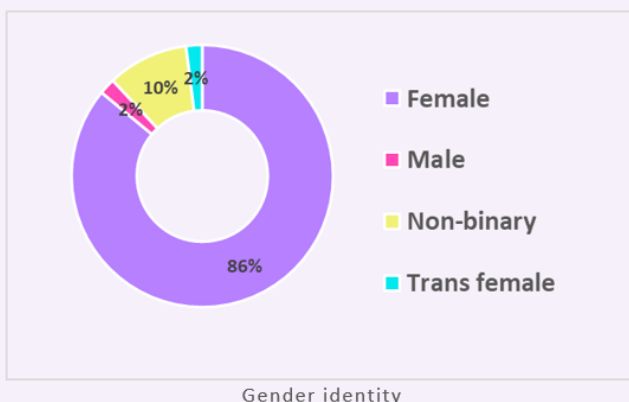
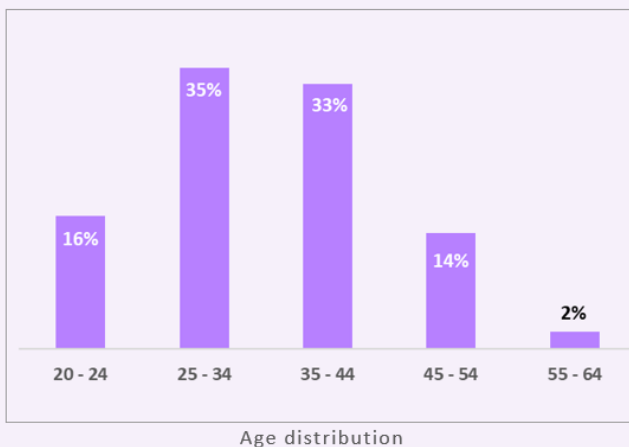
Two out of five identify as LGBTQI+, and one in ten as non-binary

92% see diversity on the stage, and one in five say they enjoy this the most

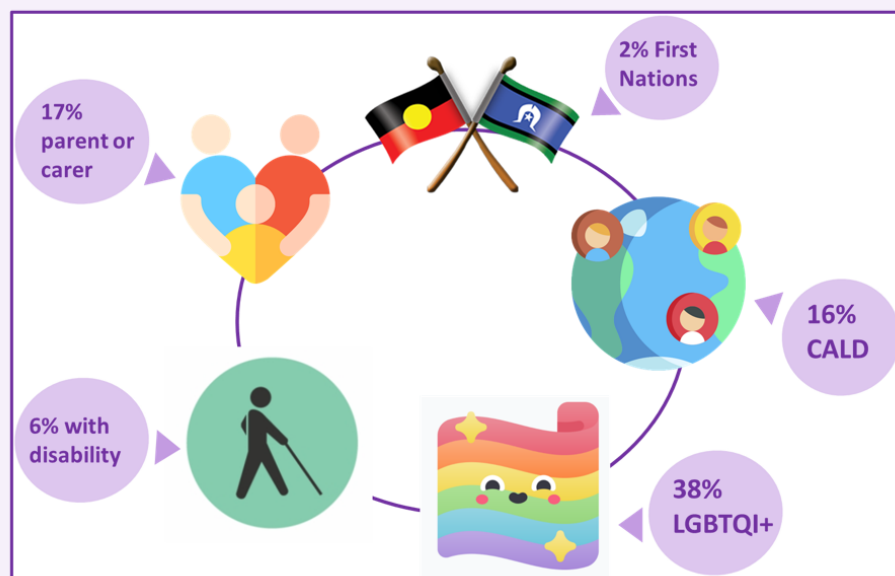


76% agree that Getdown in Lockdown kept them connected to community

Support is strong for social enterprise goals



Community demographics



"Your community is making something magic."

"I loved seeing an entirely new type of performance - not something you'll ever really see on a stage, but something you get to see as a one off."

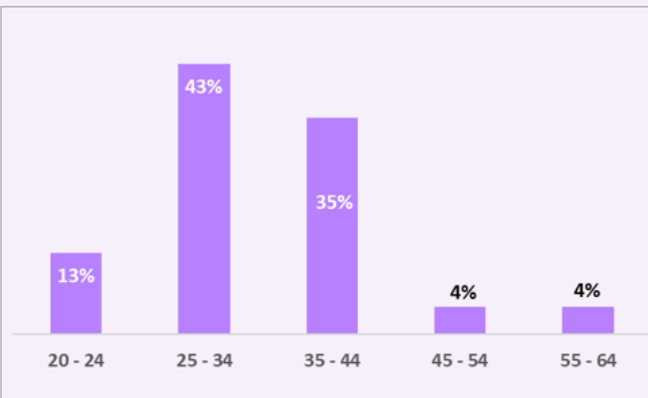
2021 Student Survey

Students All individuals who attended classes, private lessons, choreography lessons, and workshops.

96% agree that the environment is positive and supportive



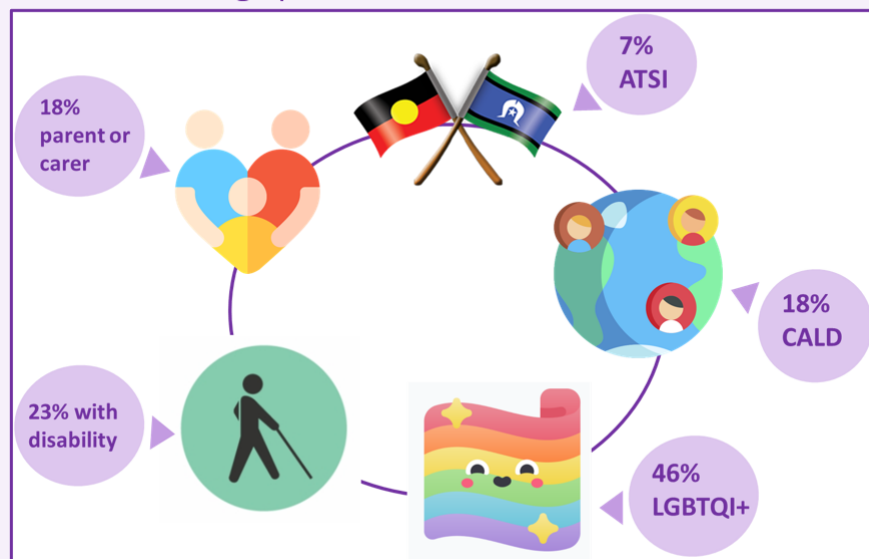
Demand is highest for circus skills, costume and prop, and behind the scenes classes



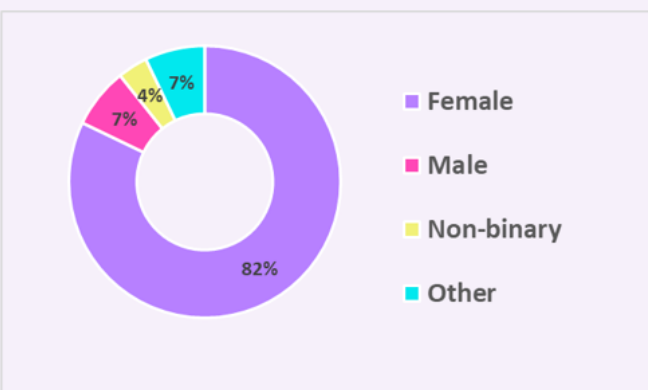
Age distribution

"It's a space where I feel safe to not know how to do something, and can be free to mess it up! This is the scariest part about going to any class for me, and Flazéda have created a genuinely safe learning environment where I feel encouraged by not nailing a particular skill but being able to work at it until I get it right!"

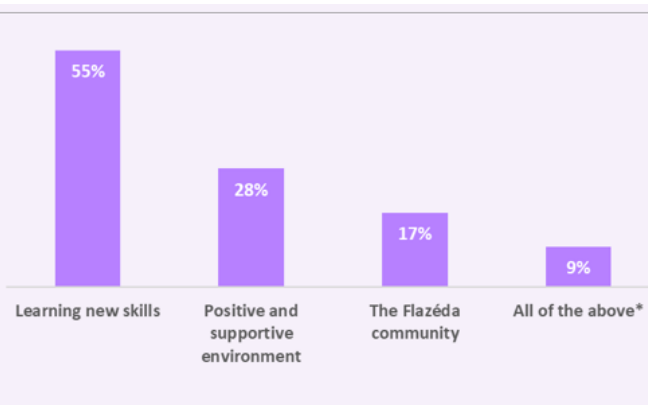
Student demographics



"There is a really unique and enjoyable access to the community of performers and personalities in Flazéda's orbit at every event – and it is accessible, and inclusive; I have never felt that I don't belong in that space."



Gender identity



What do you like most about classes?



2021 HIGHLIGHTS

you did what?

Some of the highlights for Jazida and Flazeda in 2021

Opening Flazéda Hub
Get Down in Lockdown
Catch Jazida Round 2
Adelaide Fringe
Decadence and Debauchery
Belco Arts Residency
Resident dancing at Wakefield's Bar and Wine and Bar Beirut
World Pride in Copenhagen, Luna Park, and other incredible events with Finucane and Smith
Becoming finalist for ACT Business Woman of the Year, ACT Women of Spirit Award, and Canberra Local Business Awards

Over 2021

Jazida performed at
64 shows

Ran 22 workshops (outside of the regular weekly classes taught) and facilitated 8 guest workshops

Produced 29 shows (10 major productions and 13 in-house shows at Flazeda and 6 digital shows)

Supported 23 other shows produced at Flazéda by other producers

To support accessibility we

Made 18 shows available by livestream (thanks to the Livestream Dreamteam)

Made regular weekly classes available via stream/zoom
Added closed captions to zoom events and used picture-in-picture for auslan interpretation

Had Auslan at 3 shows (something we want to do more of in 2022)

Delivered the LGBTQIA+ mentorship program giving free access to professional development to x7 artists



DIGITAL READINESS



Through 2021, Flazéda was thrilled to continue in partnership with Captavita Photography to develop the in-house Livestream Dream Team!

Thanks to building our digital capabilities in this way, we have been able to offer live stream options for classes, workshops, and events, regardless of the size!

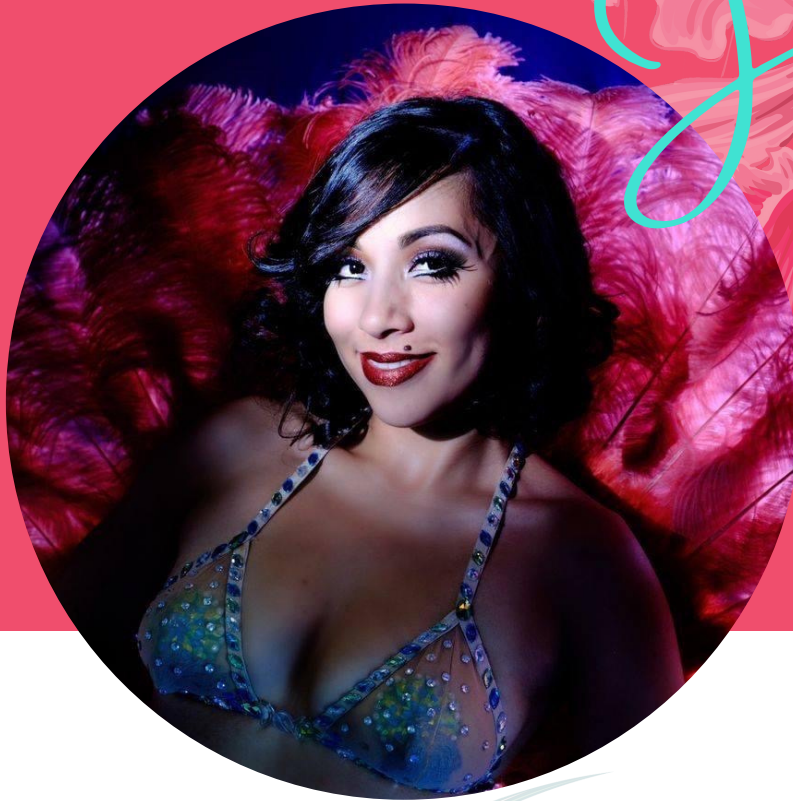
This work has supported accessibility, and helped local artists digitise their work and support online bookings and career sustainability through the pandemic.

Thanks to the hard work of the dedicated team, countless Canberra artists have been able to share high quality professional streams and videos of their performances across the Country and the Globe.

The team have not only worked to deliver services directly to artists and producers, but have also worked to upskill otherwise, providing opportunities for professional growth.



ABOUT



Jazida (aka Rachel Reid) is the founder and CEO of Flazéda / Jazida Productions.

She started running Jazida Productions - producing shows, hosting workshops, and teaching classes for the alternate performing arts community in Canberra in 2016. In January 2021, she opened up Flazéda as a dedicated space to continue the work of Jazida Productions in a custom created studio space running professional development for artists during the week (with mirrors and sprung flooring), and events on weekends (with a licenced bar and PA/AV set up).

Jazida has been appointed as a member of the Minister's Creative Council, reporting to the Minister for Arts in the ACT. She is also a director of the Australian Burlesque Museum.

She has been acclaimed by the ACT Minister for Arts and sat on a peer assessment panel for ArtsACT. She has a strong network of partners, sponsors, and support across Australia with formal collaborative relationships established with key other organisations.

In addition to running this Social Enterprise, Jazida is also an acclaimed independent artist in her own right having been listed as #32 in the Top 50 most influential burlesque performers across the globe in 21st Century Burlesque Magazine, performing at the Burlesque Hall of Fame in Las Vegas, and headlining many other festivals.

Our Data Shows We're Making a Difference...

Market research into our past customers (students and audience) conducted by the Millhouse Clinic at University of Canberra shows that:

- We create safe space, with 14 times as many LGBTQIA+ people in our community than in other spaces
- People come to our artforms looking for something (something special) and the spaces we curate help them connect... Not just externally with others, but also internally with their own damn selves! Over 89% of people said it enhanced their mental health or that of those around them
- People who were unhappy in themselves were able to experience radical self-love and self-actualisation
- People who had previously in their lives felt like they had no option but to resort to eating disorders and self-harm have found a space where they can feel happy with themselves



C O N T A C T

Unit 4, 58 Emu Bank
Belconnen ACT 2617

flazedahub@gmail.com
0433 727 857

www.flazedahub.com