

# PRESS RELEASE



**FOR IMMEDIATE RELEASE - JULY 2023**

## **THE UNMISSABLE AFRICAN MUSIC AND CULTURAL FESTIVAL (AMCF) RETURNS TO FED SQUARE FOR THREE DAYS FROM FRIDAY 17 - SUNDAY 19 NOVEMBER 2023, CELEBRATING ITS 10-YEAR ANNIVERSARY.**

This three-day celebration of the very best of African culture is a spring highlight and the only place where you will see over 35 African countries and community organisations represented through music, food, fashion, film, dance, art, and culture - right in the heart of Melbourne.

In its tenth year, AMCF is a firm fixture on the Melbourne events calendar. The three day showcase will include:

### **DAY ONE: Friday 17 November 2023 – 12pm – 10pm**

A fantastic outdoor cinema vibe, broadcasting African Australian short films, spoken word performances and live jazz music. Friday night at the AMCF will be the ideal opportunity for our fans and city workers to pop by with friends and colleagues, enjoy a delicious African Street Food lunch, dinner and drinks in a great festival atmosphere. The perfect way to start the weekend.

### **DAY TWO: Saturday 18 November 2023 – 10am – 10pm**

The main festival day returning with a multi-layered program delivering 12 hours of non-stop live entertainment - showcasing cultural band performances, music, dance, fashion, arts, shopping at a swag of market stalls selling African wares, free drumming lessons, for adults and children alike; along with authentic mouth-watering African street food. There is plenty of opportunity to learn about the diverse African continent.

### **DAY THREE: Sunday 19 November 2023 – 10am – 8pm**

A continuation of day two featuring 10 hours of non-stop entertainment plus a forum on a topical African Australian issue with interesting panelists. Across all three days there is a fantastic opportunity to soak up the atmosphere and enjoy even more authentic flavours of Africa.

For families, there is kid's entertainment including free African drumming classes, Australian Football League (AFL) activities, face painting, jumping castles, Santa's grotto, mascots, balloonist, African board games, and more!

Attracting over 55,000 Victorians and interstate and international visitors, including senior representatives from government and corporate organisations, it is the "must-do" event of the spring. Time Out Melbourne, which is Melbourne's most respected arts, entertainment, and food guide magazine, rated the AMCF as one of the top 5 events to do in summer for 2018 and 2019.

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With the rhythms, sounds, and tastes of Africa spread throughout Federation Square, the atmosphere is electric and guaranteed to make you feel good. With so much happening throughout the three-day festival, it can be hard to know where to start! We recommend grabbing breakfast, lunch or dinner on the River Terrace at one of our African street food stalls and then immersing yourself in the incredible main stage live performances and shopping at the many market stalls.

The essence of AMCF lies in embracing the theme of "Celebrating Diversity and Harmony," through cross-cultural awareness, mutual respect, education, understanding, and unity, while providing locals and visitors with a unique opportunity to experience and celebrate Africa's diversity.

The festival also pays respect to our traditional elders, the Wurundjeri people of the Kulin Nation, with an opening Welcome to Country ceremony each day of the festival.

*"To be back this year for our 10-year anniversary is next level! It's so exciting and is a testament to the hard work of our team. The vibrancy of the African culture comes alive through the sounds, sights, rhythms, and tastes that are on show at the festival. We are edging ever closer to one day being in the position that when the festival happens, we will bring the Melbourne CBD to a halt because millions of people are attending the AMCF from across Australia and beyond."* – **Fred Alale AM, AMCF Chair**

*"Cultural events like this are so important. They remind us of our nation's strengths—our diversity, our community spirit and our multicultural success. They remind us of the vital contributions of our many migrant communities, and their generations of hard work, commitment and creativity."* – **Prime Minister of Australia, The Hon Anthony Albanese MP**

*"This festival plays a critical role in strengthening communities, and sharing African culture here in our state. On behalf of our Government, and all Victorians, I'd like to thank our African communities for all that you do. Each and every day, you make an enormous contribution to our state, and for that we will always be grateful."* – **The Hon Daniel Andrews MP, Premier of Victoria**

*"Congratulations to the event organisers, performers, stall holders and volunteers for bringing people together, and cementing Melbourne's reputation as the events capital of Australia. In sharing this celebration of African culture and heritage, you help to make Melbourne a more vibrant, welcoming and magnetic city."* – **Lord Mayor of Melbourne, Sally Capp AO**

This FREE festival is an incredible family day out for all ages.

The AMCF sincerely thanks the Victoria State Government for their invaluable \$400,000 funding over four years (\$100,000 per year) to celebrate African music and culture.

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AMCF is possible thanks to the generous support of the following sponsors and partners: Platinum sponsors and partners: City of Melbourne, Victoria State Government, Department of Families, Fairness and Housing (DFFH), Department of Education, North Melbourne Football Club (NMFC), The Huddle, Victoria Police, Slater and Gordon Lawyers, Fire Rescue Victoria (FRV) and Fed Square.

Gold sponsors and partners: National Basketball League (NBL), Swinburne University, AMES Australia, Jesuit Social Services, Centre for Multicultural Youth (CMY), Cricket Australia, Australian Multicultural Foundation, Zuya African BBQ and Orange Monkey Media.

Silver sponsors and partners: Commonwealth Bank, Morris Cohen Glen & Co Chartered Accountants, City West Water and Youth Activating Youth (YAY).

Join the celebration: If you're interested in sponsoring or partnering with the 2023 AMCF, contact [media@amcf.org.au](mailto:media@amcf.org.au).

Find out more:

 [www.amcf.org.au](http://www.amcf.org.au).  [www.facebook.com/AMCFOZ](https://www.facebook.com/AMCFOZ)

 [www.instagram.com/AMCFOZ](https://www.instagram.com/AMCFOZ)

Photos from previous year's festivals:

<https://bit.ly/3x793E1>

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