

Arts Centre Melbourne celebrates 35 years of *Morning Melodies* and its best season yet!



FOR IMMEDIATE RELEASE, 17 JULY 2019 – Arts Centre Melbourne’s acclaimed [Morning Melodies](#) started in 1985 when performer **Betty Pounder** and producer **Sandy Graham** decided it was time to make good use of an otherwise empty theatre on a Monday morning. Now in its 35th year, *Morning Melodies* has solidified its presence and become one of Melbourne’s quintessential live performance experiences.

*“Over the years Morning Melodies has presented luminaries such as **David Hobson, Yvonne Kenny, Teddy Tahu Rhodes, Silvie Paladino, Bernadette Robinson, Simon Gleeson, Rhonda Burchmore, Normie Rowe and Marina Prior.** David Hobson still holds the record as the highest selling show to this day,”* says Producer of *Morning Melodies* **Rebecca Armstrong**.

While showcasing these theatre greats, the collaborative programming between Arts Centre Melbourne and partners The Australian Ballet School and Victorian College of the Arts (VCA) has proven to be a valuable inclusion into the program for emerging performers.

“It is important to have a balance of established and emerging artists, and to support the work of these artists. Our artists love performing in Morning Melodies as much as the audience enjoy coming because they are able to perform their favourite songs to a warm and welcoming audience in a world class concert hall. It’s also a chance for the audience to become familiar with some of Australia’s leading men and women a little more intimately,” says Armstrong.

“The Australian Ballet School has been involved in the Morning Melodies program for 25 years. It is a highlight in our calendar as it marks the first of our performances each year, providing the students an opportunity to perform a diversity of ballets. The audiences are always wonderful and we are grateful to them for providing our students with such warm appreciation that assists them in gaining confidence in themselves while increasing their stage craft. Our students love to perform and display what they train so hard for every day and so performing in the Morning Melodies series at Hamer Hall is invaluable for them,” says Australian Ballet School Director **Lisa Pavane**.

“It has been four years since we began performing in the Morning Melodies concerts at Arts Centre Melbourne and already it has become a highly valued part of our performance calendar at the Victorian College of the Arts. Many of our

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students grow up dreaming of the chance to perform for thousands of people in a premier venue like Hamer Hall. Through *Morning Melodies*, our stars of tomorrow are given the chance to work on music they love, in a large space, to an appreciative and engaged audience. Many go on to consider Arts Centre Melbourne another home, through regular performances of major musicals but *Morning Melodies* is the introduction to this remarkable and exciting world. For that, we are most appreciative,” says Head of Music Theatre at Victorian College of the Arts **Tyran Parke**.

2018 was the first time Arts Centre Melbourne introduced [online subscriptions](#) to its *Morning Melodies* audience members. Given the pilot was so successful, the offering was increased for the 2019 season and as it stands, this year has been the most successful program to date.

The visitor experience at Arts Centre Melbourne has always been at the forefront of fostering deep connections to the performing arts and we continually strive to invite new audiences into the theatre. The *Morning Melodies* series has certainly contributed to this sentiment by bringing all Victorians together across generations and cultural divides.

“Morning Melodies is one of my favourite things!”

“It was splendid. I intend to book for next year.”

“The 2018 Christmas Melodies concert was top class.”

“Yesterday’s Morning Melodies was one of, if not the best ever, Morning Melodies show.”

“We already have our tickets for next year and are very excited.”

“We purchase tickets for the whole season of Morning Melodies each year and have done so since 2005. We are all in our 80’s and very much enjoy the shows.”

When else can you go to the theatre and be home before peak hour? And who doesn’t love a cuppa and a bikkie after a show? *Morning Melodies* is so much more than high quality performances and great value; it’s about having fun and connecting to a community who are so deeply passionate about the arts.

There are 12 more shows left for the 2019 series with 2020’s line-up to be announced in October.

Arts Centre Melbourne presents

Morning Melodies

July – December 2019 | 11am and 1:30pm

Duration: 60 minutes (per show)

Arts Centre Melbourne, Hamer Hall

Book at artscentremelbourne.com.au or 1300 182 183

For more information about Arts Centre Melbourne, please visit www.artscentremelbourne.com.au or phone 1300 182 183. Become a fan of [Arts Centre Melbourne on Facebook](#) or follow [@artscentremelb](#) on [Twitter](#) and [Instagram](#).

For further media information and interviews, please contact Media Advisor Kara Bertoncini on (03) 8699 9553, 0438 423 308 or kara.bertoncini@artscentremelbourne.com.au.

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