

QMF:

Singing the Praises: Evaluating the Impact of Regional Music Festivals

Arts On Top: Western Downs Arts Forum

Bunya Mountains, May 2021

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→ qmf.org.au



Queensland Music Festival → QMF

.Overview

- Established by the Queensland Government in 1999 as a state-wide biennial music festival
- Our remit has evolved to incorporate a range of strategic music programs that promote the artistic, economic, social and cultural development of Queensland communities
- In April 2021, we formally acknowledged this shift, with a name change and rebrand to “QMF”—a strategic music agency, with a mission to help Queensland communities by designing new, music-based solutions to social, cultural and economic challenges



The Queensland Music Trails

As part of this shift, QMF has launched The Queensland Music Trails.

- A series of regional drive itineraries between music events that create an enhanced experience of place and return meaningful economic and social returns to communities
- A world-first music tourism platform that facilitates a unique discovery of Queensland places and culture
- An immediate and regionally dispersed COVID-19 stimulus response with sociocultural, economic and tourism benefits
- A music tourism and events brand for Queensland with a national and global reach and differentiation

QLD MUSIC TRAILS



INTRODUCING

THE ULTIMATE MUSIC FESTIVAL → MEETS → ROAD TRIP



STARTING

25 June 2021



BOOK TICKETS

qldmusictrails.com

OLD MUSIC TRAILS



THE OUTBACK TRAIL



1

2

3

4

5



JIMBOUR



CHARLEVILLE



QUILPIE



WINDORAH



BIRDSVILLE



STARTING

25 June 2021

BOOK TICKETS

qldmusictrails.com

The Outback Music Trail

The inaugural Trail is the Outback Music Trail, from Jimbour to Birdsville, taking place in late June and early July

- **Opera at Jimbour:** Dalby, 27-29 June
- **Music for Stargazing** w/ Kate Miller-Heidke and William Barton: Charleville Cosmos Centre, June 30-31
- **Echoes in the Dust:** Quilpie, 1-2 July
- **Oasis Afternoons:** Windorah, 3-4 July
- **Birdsville Big Red Bash:** Birdsville, 6-8 July

Why an Outback Trail?

Provides a supportive framework for existing events (ie Big Red Bash) and tourism providers, reducing risk for commercial/independent promoters, while attracting broader audiences and creating further opportunities for local business to leverage existing visitation.



Social and Community Outcomes

The Trail is not only a timely and much-needed tourism and economic solution for hard-hit regional areas. In line with QMF's overarching commitment to working with and for Queensland communities, it's also designed to deliver a range of social benefits:

Creative Placemaking

- Using music as a means to tell new stories and engender new understandings of our regional people and places

Social Cohesion and Community Wellbeing

- Reduce isolation
- Facilitate community pride

Capacity Building

- Employment and training of locals, and on the job mentoring in how to reproduce these outcomes in the future

Importantly, the Trails are envisioned as annually-recurring, meaning these benefits and opportunities for communities will accrue and develop year on year.

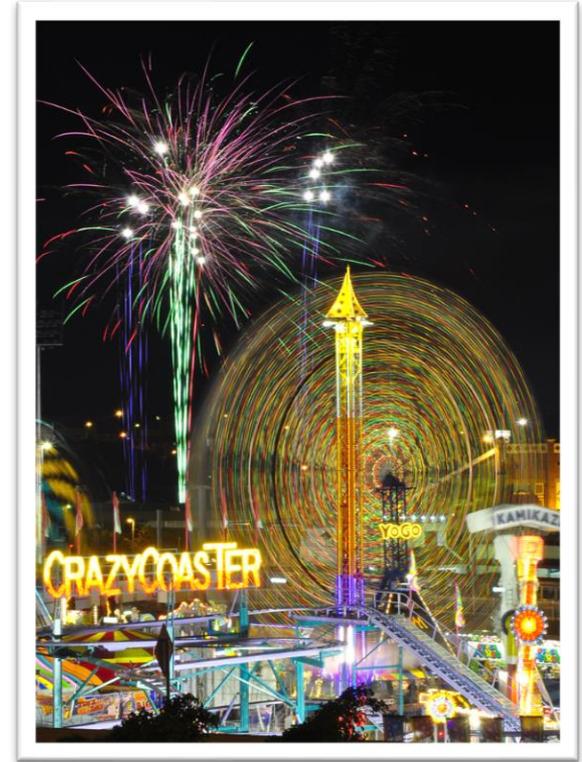
Aims of this study

Festival research has tended to focus on the experiences of

- Performers
- Audiences
- Economic outcomes for the host communities

This study will explore

- The experiences of host community residents
- The influence that this has on community wellbeing
- What attracts performers to regional and remote locations?



Community Wellbeing



Community wellbeing

Community wellbeing in regional and remote South West Queensland

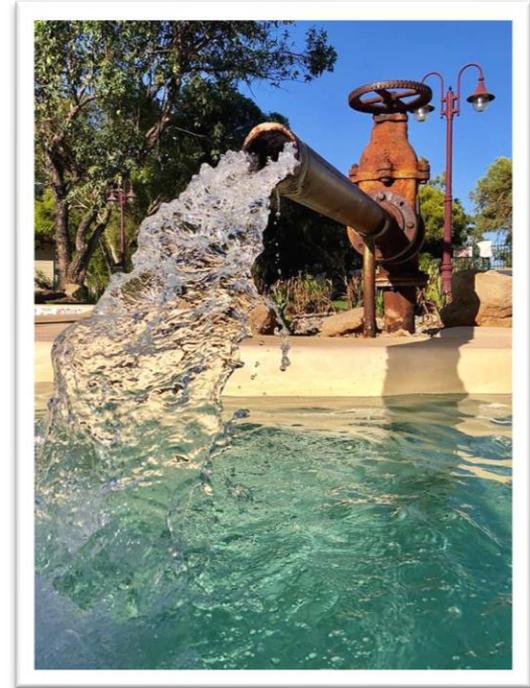
- Personal safety, social cohesion, community participation
- Management of the environment, services and facilities, good planning
- Opportunities to be heard and included in decision-making
- Economic aspects including income sufficiency, employment
- and business opportunities
- Physical and mental health
- Often impacted by natural disasters including
 - Drought
 - Bushfires
 - Floods
 - COVID-19



Community wellbeing & resilience

Community resilience is linked to community wellbeing

- Includes the responses made by a community to adverse changes
- Responses may aim to reinstate, maintain, or enhance community wellbeing
- Actions that promote community resilience include
 - Strategic thinking and planning
 - Timely access to information
 - Social cohesion within the community
- Does hosting a festival
 - Support community responses to adversity, and thus resilience?
 - Influence community wellbeing?



Past Research - Festivals



Past research - festivals

Community wellbeing outcomes may include:

- Enhances shared identity
- Community pride
- Social cohesion
- Feelings of belonging
- Work towards common goals
- Opportunities for community learning that may increase:
 - Social capital
 - Self-efficacy

Potential negative outcomes may include:

- Some groups within the community feeling excluded
- Increased anti-social behaviour from visitors during the festival



Assessment of community wellbeing outcomes

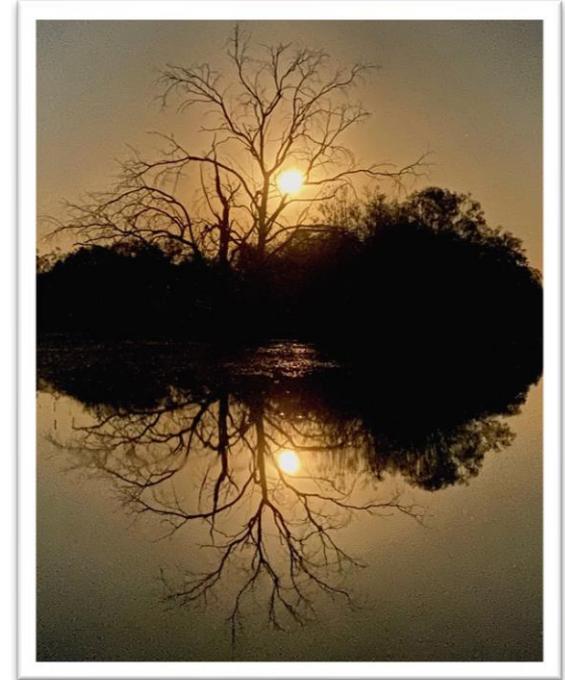


Assessment of community wellbeing outcomes

Methodology

Qualitative interviews including

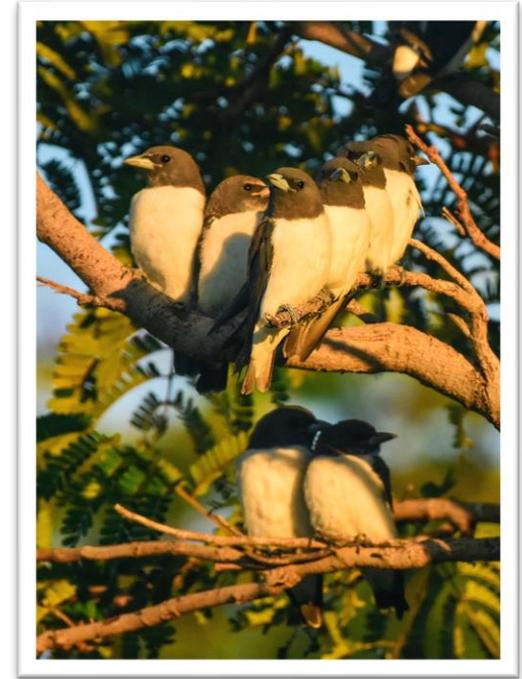
- Group yarning circles
- Individual interviews
- Similar interview questions before, during and after the festival
 - Opportunities for participation and strengthening of networks
 - Opportunities for everyone's culture to be expressed and shared
 - Inconveniences / anti-behaviour / safety



Assessment of community wellbeing outcomes

Aim to explore indicators of community wellbeing including

- Social cohesion
- Sense of pride
- Collective identity, belonging, and pride
- Opportunities to participate in, and develop new,
- networks within the community
- Opportunities for cultural expression
- Safety, including freedom from violence and discrimination



Questions and Feedback?



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