

MEDIA ALERT - For Immediate Release

Queensland Music Festivals – Between the Tides 2023 Wins Silver for Cultural Tourism at the Queensland Tourism Awards.

Brisbane, November 18, 2024 – Queensland Music Festival (QMF) is proud to announce its **Silver Award** win in the Cultural Tourism category at the Queensland Tourism Awards on Friday evening for **Between the Tides**, an immersive cultural and musical celebration held in the iconic Cape Hillsborough National Park. This prestigious recognition underscores QMF's dedication to promoting Queensland's diverse landscapes and vibrant cultural heritage through unique, location-based music festivals and events.

Following last year's Bronze Award for **The Outback Trail**, QMF's consecutive wins affirm the organisation's leadership in cultural tourism and its commitment to creating captivating experiences that celebrate First Nations heritage and Queensland's natural beauty. **Between The Tides** not only highlights Queensland's rich cultural tapestry but also serves as a model for sustainable tourism, balancing celebration with conservation.

Between the Tides came to life through a meaningful partnership with the Queensland Parks and Wildlife Service (QPWS) and the Yuwi people, the traditional custodians of Cape Hillsborough. This collaboration allowed QMF to celebrate First Nations culture within a breathtaking landscape of deep cultural significance, merging storytelling, music, and nature to honour the Yuwi heritage. Set between two tides, this special event invites locals and travellers alike to experience Australian music legends in the pristine beauty of Yuwi Nation, creating unforgettable memories and leaving only footprints behind.

Daryl Raven, CEO of QMF, expressed his excitement over the **Silver Award** win: "We are incredibly honoured to have **Between the Tides** recognised at the Queensland Tourism Awards with a **Silver Award** in the **Cultural Tourism** category. This industry recognition acknowledges our team's passion for creating experiences that not only showcase Queensland's breathtaking landscapes but also honour the deep cultural heritage of our First Nations communities. Our sincere thanks go to Mackay Regional Council Mayor Greg Williamson for his steadfast support, and to the Yuwi people for their trust in sharing their stories and helping us honour this extraordinary landscape. This award reinforces our commitment to respectful, sustainable, and cultural tourism that balances celebration with regeneration."

QMF's **Silver Award** highlights its role as a leader in cultural tourism, and sustainable event practices, showcasing the organisation's commitment to eco and cultural-tourism and partnerships

QMF: QLD MUSIC TRAILS

that protect and respect Queensland's natural assets. **Between the Tides** has set a new standard for sustainable cultural tourism by balancing the celebration of the land and its stories with a commitment to conservation, working closely with local stakeholders to ensure positive impacts for both the land and its communities.

As QMF continues to expand its repertoire of immersive, location-based music experiences, under the Queensland Music Trails umbrella, the organisation remains dedicated to creating respectful, culturally enriching events that engage communities and honour and prioritise Queensland's Indigenous and multi-cultural heritage. This latest recognition positions QMF as a pioneer in cultural tourism, inspiring visitors to explore Queensland through meaningful, respectful, and transformative experiences.

ENDS

Contact for Media Enquiries:

Corey Cooper
QMF Head of Media and Communications
corey@qmf.org.au
0437 764 779

About QLD Music Trails

The **QLD Music Trails** is a groundbreaking initiative by Queensland Music Festival, inviting music lovers to explore Queensland's diverse landscapes through a series of curated musical experiences. These trails take participants on an adventure to unique and often unexpected locations, where live performances are set against the stunning backdrop of Queensland's natural beauty. With a focus on connecting communities, the QLD Music Trails celebrate both local and national talent, weaving together music, culture, and the spirit of discovery.