

MEDIA ALERT - **For Immediate Release**

## Queensland Music Festivals Wins Prestigious *Best Music Tourism Initiative* at Music Cities Awards in Riyadh, Saudi Arabia

**December 9<sup>th</sup>, 2024 - Brisbane, Queensland** – Queensland Music Festivals (QMF) has been awarded the **Best Music Tourism Initiative** at the internationally renowned **Music Cities Awards** for their groundbreaking project, **Between the Tides**. The award was announced at a ceremony in Riyadh, recognising QMF's exceptional efforts in promoting cultural tourism through immersive and sustainable music experiences.

The accolade underscores QMF's ability to transform Queensland's diverse landscapes into world-class cultural destinations, highlighting the state's rich heritage and natural beauty. By presenting **Between the Tides** at Cape Hillsborough National Park—on Native Title land in collaboration with the Yuwi People and Queensland Parks and Wildlife Service (QPWS)—QMF delivered an unforgettable celebration of First Nations culture and music.

Daryl Raven, CEO of QMF, expressed great pride in receiving this global recognition:

"This award highlights the transformative power of music to unite people with the stories and spirit of place. **Between The Tides 2023** seamlessly wove together the ancient wisdom of the Yuwi People, the natural beauty Cape Hillsborough National Park, and the universal language of music to create an experience that deeply touched everyone involved. We are incredibly grateful to our partners, including the Queensland State Government, and Mackay Regional Council including Mayor Greg Williamson, for their unwavering support, and to the Yuwi People for their generosity in sharing their culture and helping us honour their remarkable Country. Together, we are proud to champion Queensland as a global leader in regenerative tourism and cultural sustainability."

This milestone comes on the heels of **Between the Tides winning silver** at this year's Queensland Tourism Awards, further solidifying QMF's reputation as a pioneer in eco-conscious and culturally respectful tourism.

**Arts Minister John-Paul Langbroek** congratulated QMF on winning the Music Cities Awards' Best Music Tourism Initiative for its 2023 Between the Tides event.

"Between the Tides engages local Queenslanders and drives cultural tourism through once-in-a-lifetime live music performances set against the iconic backdrop of Cape Hillsborough National Park," Minister Langbroek said.

"The Queensland Government is proud to support QMF and our state's vibrant arts and cultural scene to create more to see and do, while providing local jobs for Queenslanders."

**The Music Cities Awards** celebrate initiatives that leverage music to enhance tourism, attract investment, and foster community development. This year's competition featured 36 projects from 19 countries, with nominees evaluated on their innovation, community impact, and ability to drive tourism. QMF's **Between the Tides** was lauded as a model for balancing celebration with stewardship, ensuring that Queensland's iconic natural assets and First Nations cultures are honoured and preserved for future generations.

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**Member for Mackay Nigel Dalton** congratulated QMF for making *Between the Tides* an unforgettable weekend.

“*Between the Tides* has set a new benchmark for authentic concert experiences at idyllic regional Queensland locations,” said Mr Dalton.

“Having the likes of Busby Marou, Christine Anu and Josh Pyke perform on the beach in Yuwibara Country with the Coral Sea and rainforest-covered headland as a backdrop has been simply incredible.

“The Queensland Government is committed to backing our music industry with a \$20 million, three-year investment into music trails that showcase diverse parts of Queensland.

“The Reef Trail has clearly been a highlight and aligns perfectly with the Government’s focus on creating immersive eco-tourism experiences that promote conservation and give people a real connection to the environment.”

QMF’s approach prioritises sustainability, from eco-friendly event practices to authentic collaborations with traditional owners, ensuring that their events leave a positive impact on both people and place. **Between the Tides** will be back in 2025 with artist, locations, and date announcements due to take place in January 2025.

**Mayor of Mackay Regional Council Greg Williamson** said it was a privilege to host this tremendous cultural event on our iconic Cape Hillsborough beach.

“This is a beautiful and unique event that invites both locals and travellers to experience legends of the music industry perform on Yuwi country,” Mayor Williamson said.

“We are proud to support this event through the Mackay Region Events and Conferences Attraction program, which aims to build the tourism and economic opportunities for our region, as well as a Fringe Event of the Mackay Festival of Arts,” he said.

“Congratulations to the QMF team for this well-deserved accolade.”

For more information about QMF and their award-winning initiatives, and further news about **Between the Tides 2025**, please visit [www.qmf.org.au](http://www.qmf.org.au)

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## **Contact for Media Enquiries:**

Corey Cooper

QMF Head of Media and Communications

[corey@qmf.org.au](mailto: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.