

QLD MUSIC TRAILS THE REEF

Media Release – **Immediate Release**

Regenerative Tourism, First Nations Cultural Experiences, Social Impact, and Public Private Partnerships are at the Forefront of QMF's QLD Music Trails Plans for 2025.

QMF Presents, QLD Music Trails, The Reef from June 5th – 14th, Culminating in the Award-Winning *Between the Tides* at Cape Hillsborough, June 13–14. Headlined by Xavier Rudd

Queensland Music Festival (QMF) is thrilled to announce the return of **The Reef**, a ten-day journey of regenerative and eco-tourism, First Nations cultural celebration, and environmental education, running from June 5 through to June 14, with more brand-new Reef events to be added to the trail in early 2025. This immersive series of events culminates in the highly anticipated award-winning **Between the Tides** on June 13 and 14, held in the breathtaking Cape Hillsborough National Park featuring an incredible line up of artists including **Xavier Rudd, Kee'ahn, Keely** and the **Tchundal Malar Dancers**.

QLD Music Trails - The Reef, is a curated experience that blends the stunning natural beauty of Queensland's Mackay, Townsville, and Whitsundays regions with music, storytelling, and community engagement, creating opportunities for visitors to connect deeply with the region's environmental and cultural heritage. New to the 2025 Reef Trail will be **Magnetic Island Live** on **Magnetic Island**, where music, nature, and celebration come together. Reef Trail-goers can also enjoy performances from **Tom Busby**, and **Amber Farnan**.

Regenerative Tourism and Sustainability at the Forefront

In line with QMF's commitment to sustainable and eco-tourism, **Between the Tides** offers an unparalleled experience that aligns with the state's regenerative-tourism priorities. By connecting audiences to the world-heritage beauty of Queensland's coastlines and marine ecosystems, the event showcases how tourism and conservation can work hand-in-hand to deliver meaningful, transformative experiences with a positive social and community impact.

"Throughout The Reef Trail and specifically at **Between the Tides**, we're demonstrating that tourism is so much more than sightseeing. It educates, inspires, empowers and leaves a legacy of sustainability for the natural environment, people and culture, and the destination's economy," said Daryl Raven, CEO of QMF.

“This is more than an event—it’s a movement to redefine how we experience, protect and are inspired by the natural world through the power of music, storytelling, and culture,” said Raven.

“We invite visitors to join us on **The Reef Trail** and witness firsthand the future of regenerative tourism in Queensland.”

A Testament to Partnership and Collaboration

Between the Tides is a true community achievement, brought to life by the collaboration of QMF with the support of the Queensland Government, Queensland Parks and Wildlife, NRMA Parks and Resorts, the Yuwi Peoples, the Mackay Regional Council, and Mackay Isaac Tourism. These partnerships are a powerful reminder of the importance of collective effort in creating experiences that are impactful, sustainable, and culturally respectful.

By working with the Yuwi Peoples on their Native Title land and alongside Queensland Parks and Wildlife Service, the event celebrates First Nations heritage, fostering deeper connections between visitors and the region’s cultural significance. Together, we can create lasting memories in this sacred setting, leaving nothing behind but footprints.

Minister for the Arts, John-Paul Langbroek said QMF’s QLD Music Trails invites people to engage with great music and celebrated artists, while respectfully exploring Queensland’s iconic landscapes.

“The Crisafulli Government supports QMF to generate local jobs, as well as economic and social benefits through high quality music events, such as the award-winning *Between the Tides* event at Cape Hillsborough.

“The music-driven events offer extraordinary cultural experiences for Queensland communities and visitors, enhancing the state’s reputation as a premier cultural tourism destination.

Minister for the Environment and Tourism Andrew Powell said The Reef Trail is an incredible example of what Queensland has to offer in sustainable, eco-tourism experiences.

“The Reef Trail is a great example of fusing unique musical performances with Queensland’s natural landscape to create a must-attend event for visitors from around the country.

“From Magnetic Island to Mackay and Cape Hillsborough, this Trail highlights our world-heritage areas, internationally recognised beaches, and diverse ecosystems for environmentally conscious visitors to engage in eco-tourism experiences that promote conservation and support our tourism industry.

“The Queensland Government is committed to backing the State’s music industry with a \$20 million, three-year investment in the Queensland Music Trails that showcase amazing music across Queensland and boost economic activity in our regional communities.

“Sustainably capitalising on the natural beauty of Queensland is a key priority for the Queensland Government and we will continue to support events that drive eco-tourism opportunities such as The Reef Trail.”

Community, Culture, and Economic Impact

At the heart of **Between the Tides** is a celebration of Queensland’s coastal beauty and cultural vibrancy. Past performers have included acclaimed First Nations and Australian artists like **Christine Anu, Busby Marou, Tia Gostelow** and the **Tchundal Malar Dancers**. The event weaves music into the natural landscape, offering an unforgettable experience that unites audiences with the environment and the stories of the land’s traditional custodians.

Beyond its cultural resonance, **Between the Tides** has made a tangible economic impact. In 2023:

- **Between the Tides** generated 122 visitor nights in the Mackay region, primarily from intrastate visitors.
 - Contributed \$149,269 in direct and incremental expenditure to Queensland’s economy, with \$78,247 benefitting the Mackay region directly.
- Award-Winning Recognition - **Between the Tides** 2023 received:
 - Silver in the Cultural Tourism category at the Queensland Tourism Awards 2024.
 - The title of Best Music Tourism Initiative at the Global Music Cities Awards in Riyadh, Saudi Arabia 2024

"Between The Tides and the broader QLD Music Trails, The Reef program represent the pinnacle of how tourism, culture, and community can come together to create something truly transformative. Events like these showcase the Mackay Isaac region’s stunning natural landscapes, while also celebrating First Nations heritage and fostering a genuine connection between visitors and the stories of the land”, said Jeff Stewart-Harris, Interim CEO of Mackay Isaac Tourism.

“The economic and cultural benefits are immense, but even more so, these initiatives leave a lasting legacy for our environment and communities. We are proud to partner with QMF to elevate Queensland’s regenerative tourism narrative and invite travellers to be part of this unique journey into 2025.”

These accolades reflect the event’s ability to merge tourism, culture, and environmental advocacy into a world-class offering.

Explore **QLD Music Trails, The Reef** and join us at **Between the Tides** to celebrate the beauty of Queensland’s coastline, the richness of First Nations culture, and the importance of preserving our environment for future generations.

<https://qldmusictrails.com/>

2025 QLD Music Trails, The Reef Journey:

- **Magnetic Island Live – June 7 – Magnetic Island** - Join us for an unforgettable day on the magical **Magnetic Island**, for **Magnetic Island Live**, where music, nature, and celebration come together. As the day unfolds, relax and groove to the soulful, evocative melodies of **Amber Farnan**, followed by an exclusive showcase of fresh tracks from **Tom Busby**. With high vibes, cool ocean breezes, and incredible tunes, all set against a breathtaking beachside backdrop, this event promises an island experience like no other.

- **Reef Sundowner – June 12 – Lake Proserpine** - Escape to the tranquil shores of **Lake Proserpine** for the unforgettable **Reef Sundowner**, an afternoon where music, food, and breathtaking scenery come together. Set against a stunning lakeside backdrop, this event features soothing acoustic folk performances and a delicious selection of local foods.

As the sun sets, connect with new friends, chat with locals, and soak up the uplifting vibes. Located just 30 minutes inland from Proserpine, **Lake Proserpine** is celebrated for its serene natural beauty and spectacular sunsets—a perfect retreat to unwind and embrace the magic of the moment. The line-up includes, Those Folk, David Flower and Harold Bowen, and Adi Thomas.

Enjoy fresh sourdough pizza, a jumping castle for the kids, and the warmth of shared company. Trail-goers and visitors are invited to extend the experience by camping overnight at the nearby campground. It's a lakeside celebration not to be missed!

- **Between The Tides – June 13th and 14th – Cape Hillsborough** – This extraordinary musical and cultural event is set along the stunning coastline of **Yuwi Country** in Cape Hillsborough, just 40 minutes north of Mackay. Over two magical evenings, this world-first event invites locals and travellers alike to immerse themselves in a harmonious blend of music and nature, surrounded by the pristine beauty of this remote coastal paradise. Taking place between two tidal movements, this unique experience is guided by the custodians of the **Yuwi Nation**, offering a profound connection to the land. Witness the timeless expressions of Country—both ancient and contemporary—brought to life through captivating performances by renowned artists, **Xavier Rudd, Kee'ahn and Keely** who honour this ever-changing landscape. Each evening begins at the **Gathering Space** in the parklands, where visitors can enjoy live music, interactive workshops in weaving, ochre painting, and woodwork, as well as savour locally crafted food, beverages, arts, and crafts. As dusk falls, **Yuwibara hosts** will lead guests onto the delicate sands for an unforgettable concert under the stars.

Between the Tides is more than an event; it's a celebration of culture, music, and the natural world.



More QLD Music Trails, The Reef events will be announced in 2025, head to <https://qldmusictrails.com/>

For additional images and assets – [HERE](#)

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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.