

QMF:

AT A GLANCE

Connecting people through place and music.



Acknowledgment of Country

Queensland Music Festival respectfully acknowledges the Traditional Custodians of all the lands, seas and skies where we work across Queensland. We extend our respects for their enduring connection to the remarkable terrain, where creative works take place, performances resonate, and celebrations come to life. We pay our respects to Elders past and present, and to all Aboriginal and Torres Strait Islanders of all communities who also work and live on these lands.

We are committed to a journey of continuous organisational learning, embedding First Nations' perspectives and knowledges in our programs, policies, and processes, and appropriately resourcing First Nations' expertise.

First Nations leadership will be sought and respected at all times to ensure the safekeeping of cultural content that we are entrusted with sharing through Queensland Music Festival.

Image: Between the Tides, Cape Hillsborough

Contents

About QMF 06

Our Strategic Direction 08

About QLD Music Trails 09

The Outback Trail 10

The Reef Trail 12

The Tropics Trail 14

The Scenic Rim Trail 16

Our Team 18

How To Collaborate With Us 19

Image: Quilpie, The Outback Trail

Message from our CEO

QMF and especially our flagship product - QLD Music Trails - harnesses the power of music and events to drive real impact—socially, culturally, and economically. Our iconic itineraries connect people and destinations, visitors to local communities, create jobs and enhance tourism opportunities, and celebrate the rich diversity of Queenslanders across the state.

I'm so incredibly proud to lead an organisation that brings world-class music, arts and cultural experiences to every corner of Queensland. We co-curate events with locals and industry leaders alike that are as memorable as they are meaningful, build pride, drive visitation, and supporting local economies.

Our success lies in strong partnerships. Partnerships which come in a wide range of shapes and sizes given our broad reach across a diverse group of sectors — including tourism, environment, education, and the arts — and in close collaboration with all levels of government. Together, we're collectively embedding music into the fabric of Queensland life, while unlocking new opportunities for regional development and cultural exchange.

Daryl Raven
CEO, Queensland Music Festival



Message from our Chair

At Queensland Music Festival, we believe music is a catalyst for connection, creativity, and change. It is through music that we reflect the identity of this place, empower communities, and create opportunities that are both locally meaningful and globally resonant.

As Chair of QMF, I am proud to share this overview of an organisation that continues to innovate and lead, shaping how cultural tourism, regional engagement, and artistic development intersect in Queensland. From remote outback townships to coastal national parks and tropical communities, our work demonstrates what's possible when creativity is truly grounded in place.

Our bold vision—to be an essential part of Queensland's cultural and tourism ecosystems—guides everything we do. It reflects not only the strength of our partnerships, but our commitment to inclusivity, First Nations leadership, and the creative voices that help tell Queensland's story.

Thank you to our Board, Executive, partners, artists, and communities who walk alongside us. Together, we're redefining what a music festival can be—and what it can mean.

Daniel Gschwind
Chair, Queensland Music Festival



About QMF

: Who We Are

Queensland Music Festival (QMF) is a not-for-profit arts and cultural organisation that connects people through place and music. We imagine and deliver world-class musical experiences that inspire, uplift, and unite communities—particularly in regional and remote Queensland.

We are the creators of the Queensland Music Trails (QMT), a statewide initiative that transforms the state into a stage. The Trails bring artists, audiences, and visitors together in spectacular locations—from the outback to the reef—celebrating creativity, community, and country.

: Our Vision

We believe music has the power to create meaningful connections—between people, between cultures, and between places. Our vision is a connected and creative Queensland, where everyone can experience the joy and possibility of music, no matter where they live.

: Our Story

Established in 1999 as Queensland’s premier biennial music festival, QMF has grown into a year-round producer, curator, and enabler of music-led experiences across the state. We work alongside artists, communities, and partners to deliver powerful cultural outcomes and place-based programs that support tourism, economic development, social cohesion, and regional renewal.

Our Impact

2023—
2025*

\$13.7M+
ECONOMIC
IMPACT



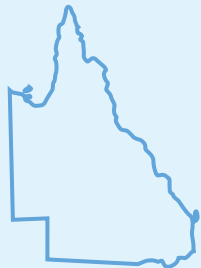
92,000+
ATTENDEES
ACROSS THE TRAILS

1,800+
ARTISTS, CREATIVES
& CREW ENGAGED



92% OF ATTENDEES RATE EVENTS
GOOD OR EXCELLENT

28+
REGIONAL
AND REMOTE
COMMUNITIES ENGAGED



3M+
SOCIAL
MEDIA REACH



1,150+ FIRST NATIONS ARTISTS
& BUSINESSES EMPLOYED

*YTD MAY 2025

Our Strategic Direction

At QMF, we are deeply committed to delivering cultural, social and economic value through music. Our strategy is shaped by five key priorities:

1.

PLACE-BASED CULTURAL TOURISM:
Creating unique visitor experiences that showcase Queensland's natural beauty and cultural diversity.
2.

DEEP REGIONAL ENGAGEMENT:
Partnering with local communities to co-create meaningful, sustainable programming.
3.

FIRST NATIONS LEADERSHIP:
Honouring and embedding First Nations voices, culture and storytelling across all we do.
4.

CREATIVE DEVELOPMENT:
Investing in Queensland artists, new works, and emerging voices.
5.

SUSTAINABLE GROWTH:
Building strategic partnerships and resilient models for long-term impact.



QLD MUSIC TRAILS

QLD Music Trails is more than a series of music events—it's a cultural invitation to discover the real Queensland.

As the flagship initiative of QMF, the Trails weave live music, storytelling, and place-based experiences into a powerful celebration of identity, connection, and regional pride. Across the Outback, the Reef, the Tropics, and the Scenic Rim, we transform iconic landscapes into vibrant stages—drawing audiences off the beaten path and into the heart of communities. The Trails program continues to grow and evolve each year, with locations and experiences shaped by new partnerships and opportunities.

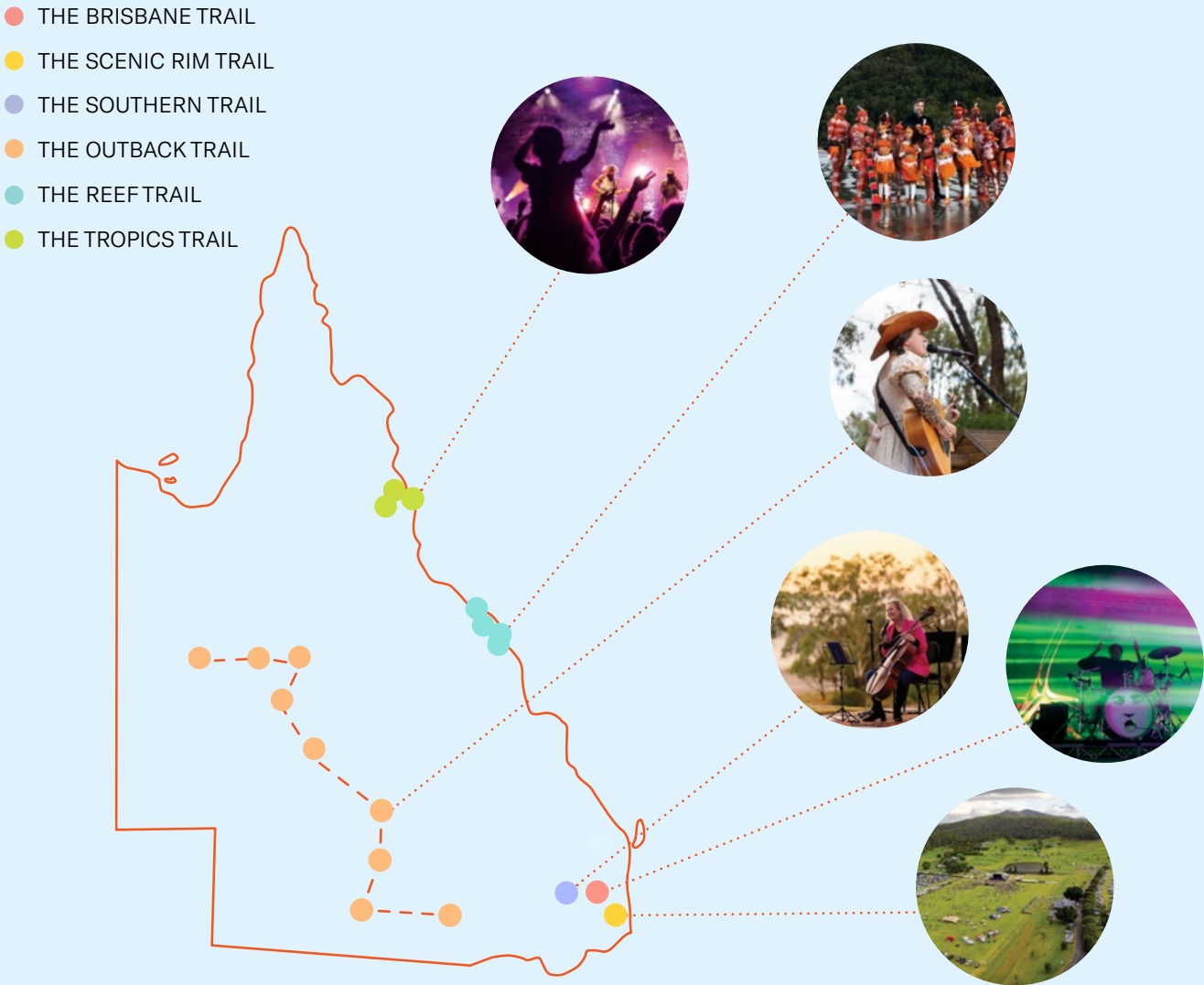
By working in close partnership with local artists, Traditional Owners, tourism operators and councils, we present experiences that are deeply rooted in place. From barefoot concerts on secluded shorelines to intimate gigs under outback stars, the programming

is as authentic as the places that inspire it—designed not to impose culture, but to reveal it.

QLD Music Trails plays a unique role in reframing how visitors see and experience Queensland. We spotlight the places in between—the small towns, the rich cultures, the natural wonders—and give audiences a reason to stay longer, travel deeper, and return again.

For locals, the Trails reignite pride of place. For visitors, they offer a new lens through which to experience this vast and diverse state. And for Queensland, they help position our regions as not just destinations to visit, but places to connect—with stories, with communities, and with something bigger than ourselves.

Through music, we're not just attracting audiences—we're building a new kind of cultural tourism for Queensland: one that is creative, connected, and genuinely place-led.



The Outback Trail



The Outback Trail introduced me to places I'd never been before.
A tremendous experience.

— 2025 ATTENDEE

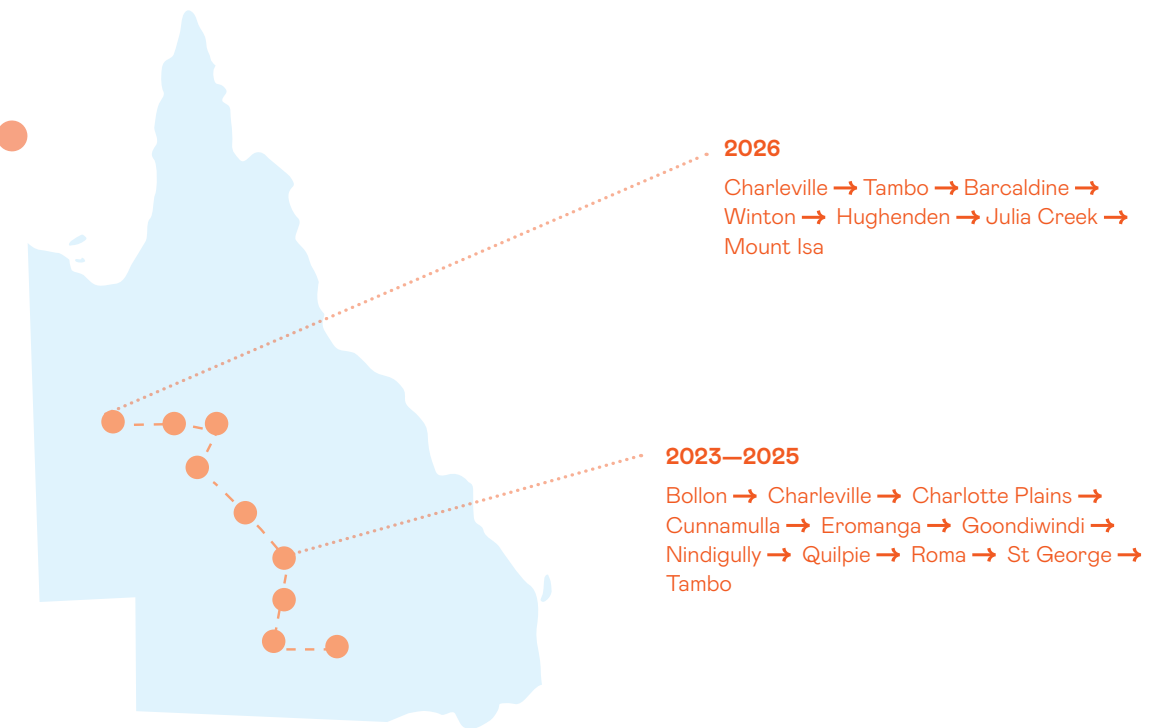
Driven by a spirit of adventure, *The Outback Trail* invites audiences on a self-drive musical journey through some of Queensland's most remote and welcoming communities. From sunset concerts to red dirt dance floors, the Trail blends music, local storytelling and country hospitality into an unforgettable experience.

Trail-goers are experience-seekers—caravanners, road trippers, adventure seekers and curious travellers drawn to connection and discovery. The Trails invite them to slow down, take the scenic route, and uncover the stories that live beyond the highway. Whether it's a detour to a historic pub or a night under the stars with prehistoric dinosaurs, every stop offers a deeper way to engage—with place, with people, and with the real Queensland.

April–May | Western Queensland

GENRE: Contemporary Country, Folk

PAST TALENT: James Johnston, Ball Park Music, Paul Dempsey, William Barton, Troy and Jem Cassar-Daley



Impact Highlights

3,920+

ATTENDEES IN 2025
(183% GROWTH FROM 2023)



\$1.93M

TOTAL VISITOR SPEND



13,790+

PRIMARY PURPOSE VISITOR
NIGHTS ACROSS QLD



8.5
AVERAGE
NIGHTS STAYED IN REGION



95%
OF ATTENDEES
AGREED THE TRAIL POSITIVELY
CONTRIBUTED TO HOST REGIONS



Social Impact Case Study

HEALTHY AGEING & THE CHARLEVILLE DANCE HOUSE

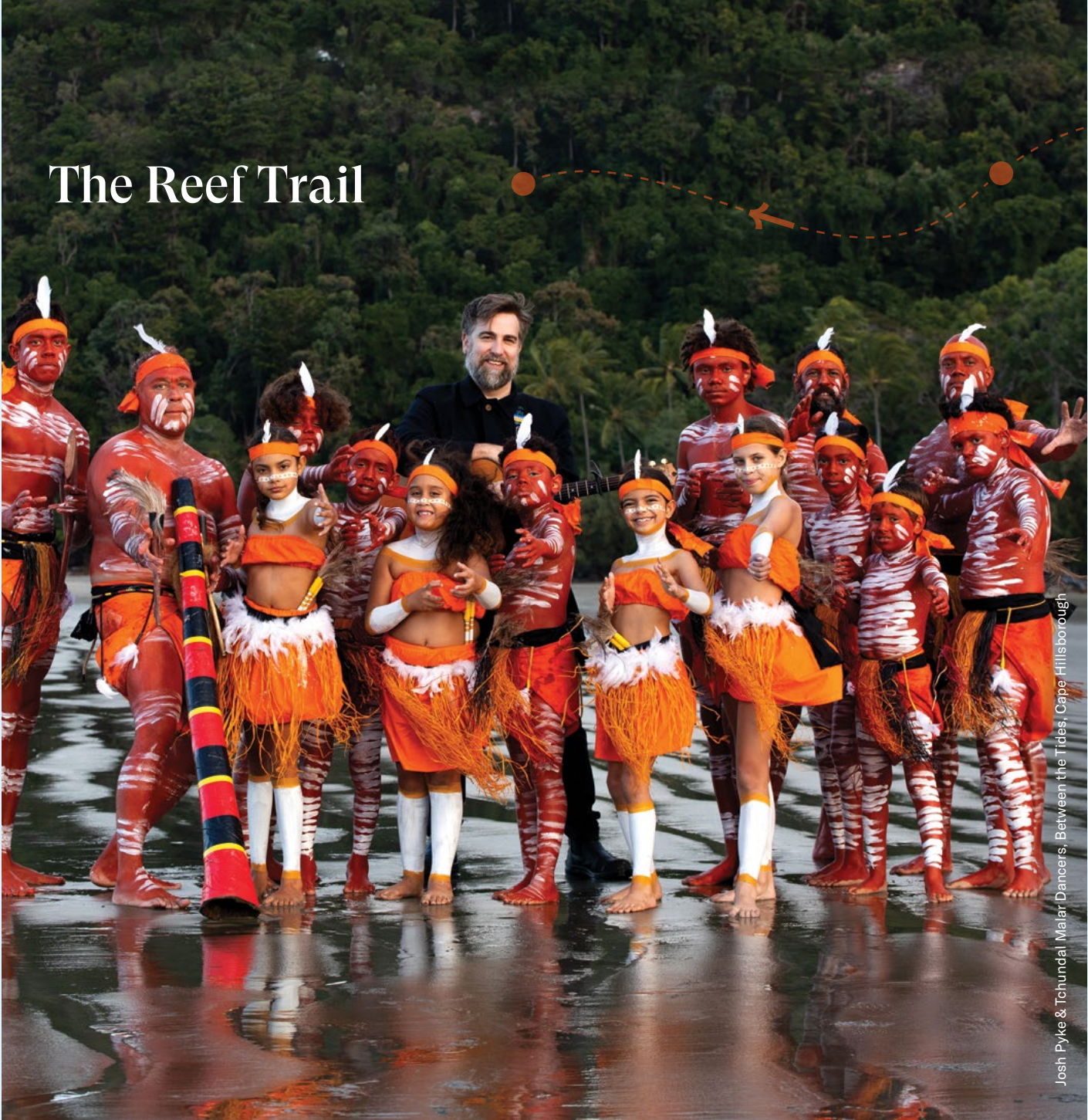
Since 2023, QMF has partnered with *Charleville Dance House* and *Healthy Ageing Charleville & District* to deliver a joyful, all-ages, all-abilities performance as part of *The Outback Trail*.

What began as a community-led project has evolved into a cherished tradition—one that bridges generations and fosters deep social connection. Over three years, more than 20 local participants have taken part, dancing alongside professional Outback Trail artists in front of 1,200+ audience members.

Held in the lead-up to the Trail, rehearsals bring together young dancers and local seniors to co-create a performance inspired by a featured artist's track. With choreography designed to accommodate all abilities, participants engage whether standing, seated, or supported by mobility aids.

But the true impact lies off-stage: in friendships formed, stories shared, and the pride felt by participants and their community. For many seniors, it's a once-unimaginable experience; for students, it's a lesson in empathy and shared joy.

This project is a shining example of QMF's social impact in action—where the power of music, movement and togetherness leads to a more connected and inclusive community long after the music stops.



The Reef Trail

The beach setup, the music, the vibe—it was magical, even in the rain!

— 2024 ATTENDEE

A celebration of eco-conscious creativity, The Reef Trail features barefoot-in-the-sand concerts, music hikes, and coastal community gatherings. Events like *Between the Tides* (Cape Hillsborough) and *Sundowner* (Lake Proserpine) connect audiences to Country, culture, and coastline.

Trail-goers include nature lovers, conscious travellers, creatives, families, and mid-career professionals seeking meaningful experiences. Each Trail is designed to complement its surroundings—offering low-impact, inclusive programming that responds to the character of the place. Whether it's music on a tidal sandbar, in a rainforest clearing, or by the glow of a campfire, every event invites audiences to engage with the environment—not just as visitors, but as participants in something uniquely Queensland.

June–July | North Queensland

GENRE: Contemporary alternative, coastal

PAST TALENT: Busby Marou, Josh Pyke, Christine Anu, Xavier Rudd



Impact Highlights

3,337
TICKETS SOLD IN
2025 (UP 148% FROM 2024)

1.1M
PEOPLE REACHED
THROUGHOUT THE CAMPAIGN

15%+
OUT-OF-REGION
AUDIENCE IN 2025

129K
WEBSITE VISITS

90% OF ATTENDEES
AGREED BETWEEN THE TIDES
ENHANCES REGION'S CULTURAL LIFE



Did You Know?

Between the Tides - QMF's award-winning event on the Reef Trail - is staged entirely between the tides on the beach within Cape Hillsborough National Park and sacred Native Title land. The stage is wheeled on and off the beach as the tide shifts, creating a powerful, time-limited experience. Delivered in close partnership with Traditional Owners and designed with strict environmental care, this low-impact, high-impact event earned Silver at the **2024 Queensland Tourism Awards** and won Best Music Tourism Initiative at the global **2024 Music Cities Awards**.





The Tropics Trail

This was about more than music. It connected me to a place and people in a whole new way.

— 2024 ATTENDEE

A cultural celebration led by First Nations voices, the Tropics Trail offers audiences a rich and immersive experience in the heart of Tropical North Queensland. Anchored by the *Dream Aloud Festival* in Cairns, the Trail champions Indigenous music, storytelling, and language—bringing together acclaimed artists and emerging talent in spaces that hold deep cultural and historical significance.

Trail-goers include young families, First Nations communities, culture seekers, and experience-driven travellers seeking more than just a holiday—they're looking for connection. Through the Tropics Trail, QMF offers a platform for stories that are too often overlooked, and a blueprint for cultural tourism that is respectful, authentic, and led by those to whom the stories belong.

October | Cairns & Far North Qld

GENRE: First Nations-led; hip hop, R&B, rock

PAST TALENT: King Stingray, Jessica Mauboy, Bumpy, Baker Boy



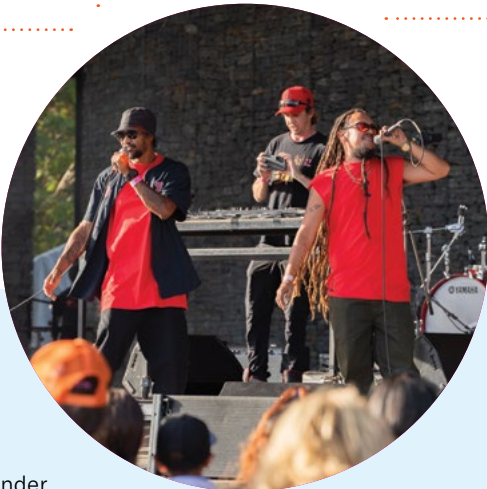
Impact Highlights

2,000+
ATTENDEES AT INAUGURAL
DREAM ALOUD

128+
FIRST NATIONS
ARTISTS & ARTS
WORKERS EMPLOYED

730+
VISITOR NIGHTS GENERATED

97%
OF ATTENDEES AGREED THE
EVENT POSITIVELY IMPACTS
QLD'S CULTURAL REPUTATION



Creative Impact Case Study

R3B

In 2024, QMF discovered R3B - a dynamic Cairns-based Torres Strait Islander hip hopgroup - whose raw talent and authentic storytelling were making waves in their local community. Recognising their potential, QMF programmed R3B for their first ever large-scale performance as part of the inaugural *Dream Aloud* concert. Performing in front of an audience of 2,000 people, this milestone marked a turning point for the group, providing them with a professional platform to share their music and culture on a major stage.

Since that breakthrough moment, QMF has continued to work closely with R3B, providing advice, mentoring, and pathways to grow their careers. In 2025, through our partnership with Cairns Regional Council, R3B has been engaged as the local headliner for *Blak Rising* - a First Nations music showcase - cementing their place as a rising voice in Far North Queensland's contemporary music scene.

R3B's journey demonstrates the impact of QMF's commitment to identifying and nurturing First Nations artists, creating opportunities that support cultural expression, confidence, and industry connection.

The Scenic Rim Trail



Leisure, The Long Sunset, Canungra

The music, the vibe, the scenery, and the family-friendly feel made for a perfect weekend

— 2024 ATTENDEE

Tucked in the green heart of South East Queensland, the Scenic Rim Trail offers a boutique festival experience that celebrates music, nature, creativity and community. Anchored by QMF's flagship event, *The Long Sunset*, the Trail transforms a lush rural landscape into a haven of sound and connection.

Across a long weekend, audiences are invited to enjoy headline music performances with family-friendly workshops, wellbeing offerings, and late-night fire-side vibes. Local vendors, craftspeople, and creatives are front and centre—ensuring that what's consumed and celebrated is rooted in place.

The Scenic Rim Trail is a compelling example of how music can activate place, boost the visitor economy, and shine a spotlight on one of Queensland's most distinctive and beautiful regions.

November | Scenic Rim Region

GENRE: Indie pop, folk, soft rock

PAST TALENT: Angus & Julia Stone, Lime Cordiale, Matt Corby, Angie McMahon

Impact Highlights

5,340+
ATTENDEES IN 2024

\$1.5+M
TOTAL VISITOR SPEND

5,035+
VISITOR NIGHTS ACROSS QLD

85%
OUT OF REGION AUDIENCE

92%
OF ATTENDEES AGREED THE TRAIL POSITIVELY CONTRIBUTED TO HOST REGIONS



Creative Impact Case Study

LYRIC

Lyric is an emerging artist from the Gold Coast whose career trajectory has been supported and amplified through QMF's commitment to showcasing and nurturing regional talent.

Identified through our involvement in the Road to BIGSOUND program in partnership with QMusic, Lyric was first introduced to the QMF audience as part of this development initiative. Building on that momentum, Lyric was invited to perform at *The Long Sunset* - our flagship Scenic Rim Trail event - providing a major platform to reach new audiences and perform alongside some of Australia's leading contemporary artists.

Later that same year, QMF showcased Lyric at our BIGSOUND 2024 mixer event, creating further opportunities for industry exposure, networking, and career development.

This journey reflects QMF's strategic role as a talent pathway for regional artists: identifying and elevating local voices, connecting them with industry networks, and creating opportunities that inspire the next generation of Queensland artists.

Our Team

QMF is led by a passionate, experienced, and multidisciplinary team guided by a shared commitment to place, creativity, and impact.

Patron:

Her Excellency the Honourable Dr Jeannette Young AC PSM
Governor of Queensland

Board:

Daniel Gschwind (Chair)

Daniel is a seasoned leader in the tourism and hospitality sectors, bringing extensive experience in advocacy and strategic development.

Alison Mobbs (Deputy Chair)

Alison offers a wealth of knowledge in governance and community engagement, with a strong background in regional development.

Angela Barney-Leitch

Angela brings expertise in Indigenous affairs and cultural heritage, advocating for First Nations communities.

Wendy Blucher

Wendy is a legal and governance professional passionate about rural and regional Queensland.

Brydie-Leigh Bartleet

Brydie-Leigh is an academic and practitioner in music education and community music, focusing on inclusive practices.

Jeff Oates

Jeff is a Chartered Accountant with extensive experience in financial, project, and management consulting internationally.

Kath Rose

Kath is a leading Queensland communications professional, storyteller and connector with 30+ years' experience.

Executive Team:



Daryl Raven

Chief Executive Officer
E: daryl@qmf.org.au



Stu Watters

General Manager, Creative, Programming & Production
E: stu@qmf.org.au



Oriana Wyrozebska

General Manager, Tourism, Government & Commercial
E: oriana@qmf.org.au



Jana Hesketh

General Manager, Communities & Impact
E: jana@qmf.org.au



Laura Dodd

General Manager, People & Culture
E: laura@qmf.org.au



Breeze Guo

General Manager, Finance & Business Intelligence
E: breeze@qmf.org.au

How To Collaborate With Us

LET'S WORK TOGETHER TO AMPLIFY THE POWER OF MUSIC AND CULTURE

QMF thrives on collaboration, believing that great things happen when passionate people and organisations come together. We're eager to explore fresh ideas and build meaningful partnerships with those who share our ambition to shape a thriving, inclusive, and creative Queensland.

As an essential part of Queensland's cultural and tourism ecosystems, QMF co-curates and delivers enduring, impactful experiences for locals and visitors. Through this lens, we invite you to help shape a future where cultural experiences are not only unforgettable - but transformational.

There are many ways to get involved:



STRATEGIC PARTNERSHIPS

that align your organisation's goals with QMF's bold vision



SPONSORSHIP AND IN-KIND SUPPORT

that bring high-impact events to life across Queensland



CREATIVE COMMISSIONING OPPORTUNITIES

that nurture new talent and amplify diverse voices



INVESTMENT IN COMMUNITY IMPACT INITIATIVES

that champion inclusion, wellbeing, and cultural pride



MAKE A TAX-DEDUCTIBLE DONATION

to support our mission and help create a vibrant, accessible cultural future for all



CORPORATE VOLUNTEERING

that strengthens team culture while supporting meaningful community outcomes

Social Impact Case Study

CHAMPIONING ACCESSIBILITY IN ALL ITS FORMS

QMF is committed to breaking down barriers and redefining what it means to create accessible and inclusive cultural experiences. With a vision to ensure that everyone, regardless of ability, background, or identity, can access and enjoy music, QMF has embedded accessibility into the heart of its programming and operations.

Through strategic partnerships and bold programming choices, QMF has enhanced access to its events for First Nations communities, people with disability, and those with diverse access needs. From integrating culturally safe ticketing options to building physical infrastructure and providing on-ground wellbeing support, QMF has set new standards in creating welcoming, inclusive environments for all.

Importantly, QMF implements enhanced accessibility measures across all events with a range of initiatives such as MobTix, tactile sensory silent discos, Auslan-interpreted performances, and the presence of ConcertCare professionals.

QMF's commitment to accessibility reflects its dedication to fostering inclusive cultural experiences that celebrate diversity and ensure everyone can participate and enjoy.

Image: Mike Webb, Auslan Interpreter, The Long Sunset, Canungra



