



**QMF**: QLD MUSIC TRAILS

# First Nations Engagement Strategy

## Artwork Story

This artwork by Gaja Kerry Charlton and Nathaniel Chapman tells the story of QMF, based in West End overlooking the Brisbane River on Yagara Country.

For thousands of years, First Peoples have held song-and-dance festivals here, gathering neighbouring Tribes and distant communities. The central meeting place bears QMF's colours, surrounded by concentric circles representing QMF's statewide engagement – music, technology, communities, environment and place.

Koot-ha (the honeybee) acknowledges Mount Coot-tha, the culturally significant mountain watching over QMF. Clapsticks mark the meeting place, symbolising festive gatherings and music's role in cultural exchange. The dolphin tooth necklace references Ciala-li-ba-djin (musical festivals). Magan (Tulipwood) leaves and seed pods recall Brisbane's original name, Magan-djin – a place rich in resources for food, medicine and tools. Warrarr, the Brisbane River, thrived with watercraft and communities, its tributaries connecting people and sustaining life. The canoe shapes reflect the journeys QMF supports – moving people, stories and culture. Rippling circles echo sound across Country, reinforcing the Goori belief that music, dance and story keep Country, spirit and people strong.

Today, QMF continues this work, bringing music, people, place and communities together.

## Acknowledgment of Country

QMF respectfully acknowledges the Traditional Owners and Custodians of the land, waters, and communities on which QMF events take place. We pay our respects to the Traditional Owners of Country on whose land works are created, performed, and celebrated.

We pay our respects to Elders past and present, and recognise the importance of First Nations leadership and collaboration as we commit to walking together on a journey of shared learning.

## QMF Vision

QMF will be an essential part of Queensland's cultural and tourism ecosystems, co-curating and delivering enduring and impactful experiences for locals and visitors.

# Strategic Objectives

<b>1: Acknowledge and engage with First Nations leadership to cultivate respect and recognition</b>	
<b>1.1</b> Foster cultural recognition, understanding, and respect through collaborative engagement and continuous policy enhancement	<ul style="list-style-type: none"> <li>a) Adopt dual naming practices in event locations (where appropriate)</li> <li>b) Acknowledgment of County on QMF collateral</li> <li>c) Commitment to anti-discrimination, inclusivity &amp; equality via the QMF People &amp; Culture Strategy &amp; Policy</li> <li>d) Bi-yearly review of all QMF policies &amp; procedures to ensure cultural appropriateness, inclusivity &amp; equality</li> </ul>
<b>1.2</b> Promote greater diversity and inclusivity within the industry through engagement and advocacy for First Nations representation and collaboration	<ul style="list-style-type: none"> <li>e) Position QMF as thought-leader and advocate for First Nations arts and communities</li> <li>f) Actively pursue QMF's presence on industry panels and workshops focused on First Nations engagement</li> <li>g) Actively engage with QTIC's Champions Network and other relevant organisations</li> <li>h) Continuous market surveillance to ensure QMF remains at the cutting edge of cultural tourism</li> </ul>
<b>1.3</b> Embrace Indigenous cultural engagement and acknowledgment in local community involvement and QMF protocols, ensuring authentic and respectful representation of Indigenous cultures	<ul style="list-style-type: none"> <li>i) Actively and meaningfully involve Traditional Owners and/or local Elders in the planning and delivery of all QMF events</li> <li>j) Acknowledge and celebrate Traditional Owner/Elder contributions to QMF and its events</li> <li>k) Develop First Nations engagement protocols &amp; procedures</li> </ul>
<b>2: Advance representation and participation of First Nations artists and arts workers within QMF planning and programming</b>	
<b>2.1</b> Empower First Nations talent through strategic partnerships for economic growth while fostering collaboration and capacity-building opportunities	<ul style="list-style-type: none"> <li>a) Collaborate with partners and industry to offer specialised support to First Nations artists and arts workers</li> <li>b) Assist First Nations artists and arts workers with the sourcing and securing of grant and other funding opportunities</li> </ul>
<b>2.2</b> Advance representation, access, and cultural diversity through inclusive initiatives, driving meaningful change in the music and arts sectors by amplifying Indigenous voices	<ul style="list-style-type: none"> <li>c) Commit to programming at minimum 40% First Nations artists across all QMF events</li> <li>d) Identify and collaborate with local First Nations artists for First Nations focused events to create unique and culturally rich artwork</li> <li>e) Develop and launch a MobTix initiative for discounted tickets for each QMF event</li> </ul>
<b>2.3</b> Strengthen operational processes and support for First Nations initiatives and businesses, providing support and resources to bolster the success and sustainability of Indigenous-led initiatives	<ul style="list-style-type: none"> <li>f) Develop and maintain a comprehensive database of First Nations Traditional Owners, Elders, artists, musicians, stallholders, retailers and tourism providers</li> <li>g) Develop a standardised Letter of Agreement for First Nations performers and artists</li> <li>h) Deliver training and mentoring opportunities for Aboriginal and Torres Strait Islander secondary and tertiary students in the areas of tourism and event management</li> </ul>

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<b>3: Meaningfully incorporate, empower, and celebrate all First Nations businesses in QMF events</b>	
<b>3.1</b> Empower First Nations economic development and entrepreneurship to foster economic self-determination and prosperity	<ul style="list-style-type: none"> <li>a) Prioritise procurement and partnerships with authenticated First Nations businesses to ensure authenticity and cultural respect</li> <li>b) Reduce entry barriers for First Nations vendors and stallholders seeking to participate in QMF events</li> <li>c) Actively promote First Nations businesses and artists participating in QMF events</li> </ul>
<b>3.2</b> Promote recognition, visibility, and representation of First Nations peoples through advocacy, media engagement, and cultural representation to foster greater recognition, appreciation, and respect	<ul style="list-style-type: none"> <li>d) Elevate the profile of QMF events and activities that are delivered in partnership with First Nations communities, businesses and artists</li> <li>e) Position QMF as a leader in the delivery of First Nations music experiences</li> </ul>
<b>3.3</b> Celebrate and promote First Nations cultural diversity and empowerment to enhance cultural engagement and representation across QMF events and initiatives	<ul style="list-style-type: none"> <li>f) Actively support and participate in First Nations events, eg. NAIDOC and National Reconciliation Week, Indigenous Business Month, etc</li> <li>g) Commit to First Nations representation through planned content for QLD Music Trail promotional campaigns</li> </ul>
<b>4: Strengthen approach to recruiting, developing and retaining First Nations staff within QMF and across our events</b>	
<b>4.1</b> Enhance QMF's First Nations staff knowledge and capacity through secondments to provide opportunities for professional development, skill enhancement, and cultural immersion	<ul style="list-style-type: none"> <li>a) Seek out training and development opportunities for First Nation staff</li> <li>b) Establish reciprocal secondment placements with First Nations-led organisations</li> <li>c) Support attendance at First Nations-led conferences, gatherings and creative intensives</li> <li>d) Develop personalised professional development plans for each First Nations staff member</li> </ul>
<b>4.2</b> Enhance job opportunities for First Nations individuals across various roles within QMF events promoting diversity, inclusion, and representation, and to create economic empowerment and career advancement	<ul style="list-style-type: none"> <li>e) Offer secondment and internship opportunities to First Nations staff from other arts organisations at QMF First Nations focused events</li> <li>f) Implement a targeted Aboriginal &amp; Torres Strait Islander recruitment plan</li> <li>g) Establish partnerships with Indigenous employment services and business directories</li> </ul>
<b>4.3</b> Foster professional development for QMF First Nations staff, investing in the growth, training, and skill development through tailored programs and mentorship opportunities while promoting cultural understanding and inclusion for the wider team	<ul style="list-style-type: none"> <li>h) Support First Nations staff to participate in recognised professional and member programs</li> <li>i) Develop an internal mentoring program for First Nations staff</li> </ul>

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<b>5: Support promotion of cultural preservation, language revitalisation, and transmission of traditional and contemporary knowledge within First Nations communities</b>	
<b>5.1</b> Enhance the QMF team’s understanding of and respect for First Nations cultural protocols and practices, fostering a culture of inclusivity, respect, and collaboration	<ul style="list-style-type: none"> <li>a) Provide Cultural Awareness training to all QMF staff</li> <li>b) Provide Cultural Capability training to QMF’s General Managers, Senior Leadership Team, and staff forward-facing roles</li> <li>c) Offer ongoing opportunities for QMF staff to connect to Indigenous cultures</li> </ul>
<b>5.2</b> Integrate Indigenous language and storytelling into QMF initiatives to amplify Indigenous voices and cultural expressions, promoting diversity and preserving traditions with authentic storytelling	<ul style="list-style-type: none"> <li>d) Work with Traditional Owners and Mob to weave local stories, customs and language into all QMF events</li> <li>e) Include workshops and cultural activations in all QMF events, providing platforms for community members to share their traditions, stories, and practices with a wider audience</li> </ul>
<b>5.3</b> Develop and implement First Nations cultural preservation programs to safeguard Indigenous heritage, knowledge, and practices through dedicated initiatives aimed at preserving and revitalising traditional customs, languages, arts, and practices	<ul style="list-style-type: none"> <li>f) Prioritise and support initiatives and activations that focus on language revitalisation and the transmission of traditional knowledge</li> <li>g) Facilitate opportunities for Elders to share knowledge and skills with younger generations</li> </ul>
<b>6: Engage with First Nations communities to develop environmentally responsible event planning and delivery that supports Caring for Country</b>	
<b>6.1</b> Establish meaningful partnerships with First Nations health and support services to promote safe well-being in all communities, to address health and well-being needs of Indigenous peoples	<ul style="list-style-type: none"> <li>a) Take a place-based approach to partnering with health organisations, focusing on the issues most relevant in community</li> <li>b) Establish charity partnerships with relevant health and wellbeing organisations at First Nations focused events</li> </ul>
<b>6.2</b> Host engagement events in First Nations communities outside of QMF events to create opportunities for dialogue, collaboration, and cultural exchange to promote community empowerment	<ul style="list-style-type: none"> <li>c) Engage directly with Aboriginal communities (where appropriate) to build relationships and seek out opportunities for collaboration</li> <li>d) Co-design informal cultural gatherings or yarning circles on Country, led by Traditional Owners or Elders</li> </ul>
<b>6.3</b> Implement sustainable event practices and environmental stewardship initiatives in collaboration with First Nations communities, prioritising traditional ecological knowledge and practices to minimise environmental impact and promote sustainable event planning	<ul style="list-style-type: none"> <li>e) Partner with Traditional Owners and Indigenous Land and Sea Rangers to develop and implement sustainable event guidelines that incorporate traditional ecological knowledge and practices</li> <li>f) Support community-initiated projects or seasonal activities linked to Caring for Country practices</li> </ul>



**Daryl Raven**  
CEO, QMF

It's my pleasure to share QMF's inaugural First Nations Engagement Strategy. Since 1999, QMF has worked to share the voices and stories of Aboriginal & Torres Strait Islander peoples on stages across the State. This strategy is the next step in our commitment to respecting and recognising First Nations perspectives and knowledge in our planning, programming and partnerships. I acknowledge the effort and leadership of Angela Barney-Leitch and QMF's Indigenous Australian's Advisory Committee who through this strategy, have championed the powerful role that music can play in continuing culture, preserving language and inspiring audiences. On stage and off, this strategy ensures First Nations voices, stories and leadership are embedded and honoured in all that we do.



**Angela Barney-Leitch**  
Chair, QMF Indigenous  
Australians Advisory Committee

As a proud Woppaburra woman, Chair of the Indigenous Australians Advisory Committee, and QMF Board member, I'm deeply proud of the work that has shaped this strategy. It reflects the strength of our cultures, the depth of our stories, and the importance of doing things the right way - with care, accountability, and cultural integrity. This strategy is more than a commitment; it's a shared responsibility. One that ensures First Nations voices are not only heard, but empowered to lead. I commend QMF for walking alongside our communities and embedding culture in every part of its work - from programming to partnerships, and everything in between. It stands as a living document, one that will grow and evolve with us as we continue to listen, learn and lead together.

## QMF Indigenous Australians Advisory Committee

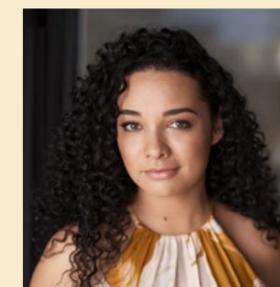
QMF is committed to nurturing meaningful and enduring partnerships with First Nations communities across Queensland, ensuring that First Nations voices, stories, and cultures are at the heart of its programming and initiatives. As part of this commitment, QMF has established the **Indigenous Australians Advisory Committee (IAAC)** —a collective of respected industry leaders who provide cultural guidance, strategic direction, and advocacy to strengthen First Nations representation within the arts, music, and cultural tourism sectors.

The IAAC plays a vital role in shaping QMF's approach to engagement, ensuring that its projects and events authentically celebrate and support First Nations artists, creatives, and communities. Through collaboration, cultural exchange, and leadership, QMF and the IAAC work together to create opportunities that amplify Indigenous talent, foster economic empowerment, and contribute to a richer, more inclusive cultural landscape across Queensland.

The committee includes the following distinguished industry leaders:



Rhonda Appo



Naomi Andrews



Simon Carmichael



Rochelle Pitt-Watson

● **Have any questions?**

- Reach out to QMF's First Nations Engagement team at [firstnations@qmf.org.au](mailto:firstnations@qmf.org.au)