

# QLD MUSIC TRAILS THE OUTBACK

2026 & 2027  
PROSPECTUS



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# ACKNOWLEDGEMENT OF COUNTRY

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QMF respectfully acknowledges the Traditional Owners and Custodians of the land, waters, skies and communities on which QMF and Queensland Music Trails events take place.

We pay our respects to the Traditional Owners of country on whose land works are created, performed and celebrated by QMF and Queensland Music Trails.

We extend our respects to Elders past and present, and to all Aboriginal and Torres Strait Islanders of all communities who also work and live on this land.

We recognise the importance of First Nations leadership and collaboration, and QMF commits to walking together on a journey of shared learning and culture.



# INTRODUCTION



QMF is looking for councils, venues, Traditional Owners and community organisations to join us for QLD Music Trails - The Outback in 2026 & 2027. This is your chance to host a unique music event that will celebrate culture, boost local tourism, engage your community, and leave a lasting cultural impact.

QLD Music Trails is a cultural tourism adventure offering audiences itineraries that celebrate Queensland's people, places, and culture through the lens of music.

Unlike commercial promoters who take a 'band on the road', QLD Music Trails takes the 'audience on the road' programming content and talent that is unique and unrepeatable to each destination.

We know that authentic local experiences showcasing the unique charm and character of the outback will create a profound and lasting impact on our audiences. Visitors relish the opportunity to connect with locals, enjoy their performances, purchase locally made goods, learn about traditional culture, savour regional cuisine, and explore fascinating local attractions.

What unique aspects of your community would you like us to help you share and celebrate? How can we collaborate to create an experience that highlights the incredible charm of your corner of the outback?

In 2023, 2024 and 2025, QMF have programmed QLD Music Trails - The Outback in the south-west Queensland region. In 2026 and 2027, we hope to expand the trail to reach new parts of the Queensland Outback.



2023	St George, Cunnamulla, Charleville, Tambo
2024	Goondiwindi, Nindigully, Charlotte Plains, Quilpie, Tambo, Charleville, Roma
2025	Roma, Nindigully, St George, Charlotte Plains, Cunnamulla, Thargomindah, Eromanga, Charleville
2026	Calling for Expression of Interest from Outback Destinations in Central West Queensland and North West Queensland
2027	Calling for Expression of Interest from Outback Destinations in South West Queensland and Central West Queensland

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# ABOUT QLD MUSIC TRAILS - THE OUTBACK

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QLD Music Trails - The Outback invites audiences on a one-of-a-kind, self-drive musical adventure through the rugged heartland of Queensland's outback.

Driven by music, the Trail guides the audience through the outback's most breathtaking destinations, with each stop inviting a celebration of iconic music moments, enriching cultural experiences and heartfelt local hospitality.

By joining the Trail, the audience is invited to explore the outback 'their way' by customising their itinerary to include the events, destinations and attractions that resonate and meet their individual needs.

With backing from the Queensland Government, QMF's proven combination of musical excellence and community engagement remains at the heart of all our Trails, while the range of cultural, economic, and social outcomes for Queensland communities increases.

## KEY HIGHLIGHTS FROM QLD MUSIC TRAILS - THE OUTBACK 2024

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→ TRAVELLED 2,100KM  
ACROSS SOUTH-  
WESTERN QLD

→ TO 11 TOWNS,  
DELIVERING 9 EVENTS

**2,500+**

Event entry  
tickets sold

71%  
increase  
from 2023



**20%**

Trail-goers attended  
3+ events

Up from 5%  
in 2023



**60%**

Out-of-region  
audience (10% of  
that interstate)

**4,700+**

Visitor nights in host  
regions and across QLD

**\$579,000+**

TOTAL OVERNIGHT VISITOR  
EXPENDITURE IN 2024

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# WHY PARTNER WITH QMF?

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Since its inception in 1999, Queensland Music Festival (QMF) has delivered events to over 1 million people across 106 metropolitan, regional, and remote communities.

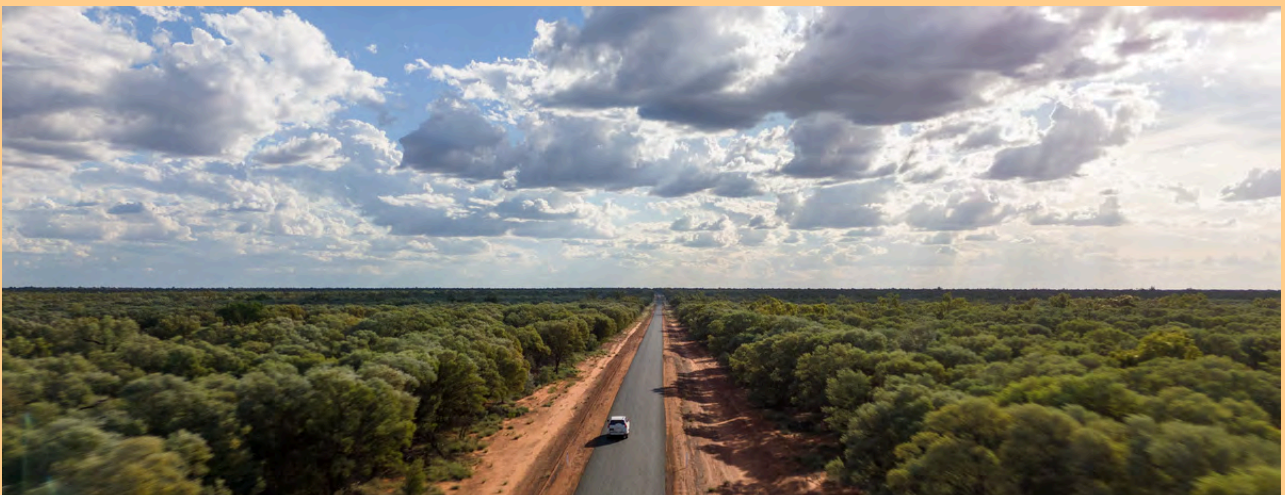
QMF is internationally known for bringing leading artists and communities together to create ambitious events that authentically celebrate the cultural identity of Queensland.

QMF's remit has evolved over the past 20 years to incorporate a diverse range of music programs that respond to Queensland's social, cultural and economic challenges.

Since transforming from a biennial festival organisation to a cultural tourism business in 2023, QMF seeks to proactively create a platform through the Qld Music Trails product to attract new visitors, disperse audiences across the State and articulate the story of Queensland.

By partnering with QMF to bring a QLD Music Trails to your community, you will drive:

- **Economic Benefits:** Boost local business, increase tourism, and create jobs.
- **Cultural Value:** Showcase local talent and create pathways for emerging talent to grow.
- **Social Impact:** Create memorable experiences for your community by promoting community pride, increasing liveability and fostering stronger connections among residents.
- **Diversified Tourism Offering:** Diversify and extend your existing event calendar by attracting out-of-region audiences into your community, stimulating increased stay and spend.



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# PARTICIPATION DETAILS AND CRITERIA

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From large-scale regional festivals to intimate community events, find a format that fits your community.

QLD Music Trails - The Outback is made up of four types of events:

## SIGNIFICANT EVENT

Seeking to attract over 1,000 pax with audiences from out of region and the local community, this whole day event features multiple acts including major national headline talent. Example: Outback Sounds, Charleville 2024.

## REGIONAL EVENT

Seeking to attract over 500 pax with audiences from out of region and the local community, this event is typically delivered in the late afternoon into the evening, showcasing the best of Australian talent. Example: Ballads and Bush Yarns, Charlotte Plains 2024.

## COMMUNITY EVENT

This event seeks to foster community pride and spirit, and typically caters to the needs of the local community.

## EXISTING EVENT

Existing events can form part of the Trail and benefit from additional marketing exposure and the potential of new audiences. Example: Easter in the Country, 2025.

# PARTICIPATION DETAILS AND CRITERIA

The following is an overview of the events:

EVENT TYPE	ROLE OF PARTNER <sup>^</sup>				
	Host & Support	Co-Produce	Produce	Investment (\$ and in-kind)	Ideation/ Co-Curation
<b>SIGNIFICANT EVENT</b>	Delivered and produced by QMF, and/or co-produced with Partner.			Supported by Partner through combination of in-kind and financial support	QMF is lead producer/ curator. Partner supports the curation of event.
<b>REGIONAL EVENT</b>				Delivered and co-produced by QMF with Partner.	
<b>COMMUNITY EVENT</b>			Delivered and produced by Partner with support from QMF.	Supported by Partner through combination of in-kind and/or financial support	Partner is the lead producer/ curator. QMF supports the curation of event.
<b>EXISTING EVENT</b>					

## <sup>^</sup> Role of Partner Key:

Host & Support - Support an event delivered by QMF, which forms part of the QLD Music Trail, in your community

Co-Produce - Suggest an event to be delivered by QMF, which forms part of the QLD Music Trail, in your community

Produce - Deliver an event in your community that forms part of the QLD Music Trail



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# WHAT QMF CAN PROVIDE

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QMFs support and resources seek to ensure that a premium and high-calibre event is delivered in each destination. With a 25-year track record, and leading team of music and event experts, QMF will ensure:

- **Artist Curation and Programming:** Curation of a high-quality event that showcases the uniqueness of each destination. QMF will identify and negotiate with leading Australian artists and provide the opportunity for local emerging talent to be showcased, delivering a unique and authentic place-based event.
- **Marketing and PR Support:** Full promotional backing by QMF through targeted campaigns that drives audiences. QMF will lead and provide support with brand, media, social media development and more.
- **Event Management and Technical Support:** QMF has expertise in production, staging, and all technical aspects of the event delivery. Each event will be seamlessly delivered to QMFs sustainability and accessibility targets.
- **Funding and Sponsorships:** QMF will provide a mix of financial and in-kind support to enable successful event delivery.



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# NEXT STEPS

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## HOW TO APPLY

Submit an EOI form via our website:  
[qldmusictrails.com/host-an-event-outback](https://qldmusictrails.com/host-an-event-outback)



## TIMELINE

EOIs close at 5:00pm AEST on  
3 February 2025



## CONTACT

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William Barton, Culinary Constellations, Quilpie - The Outback Trail, 2024