

# QLD MUSIC TRAILS THE REEF

## 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.

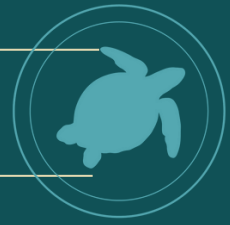
We pay our respects to the Traditional Owners of Country on whose land works are created, performed and celebrated by QMF and Queensland Music Trails.

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 Reef in June 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 region 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 region?

In 2023, 2024 and 2025, QMF have programmed QLD Music Trails - The Reef between Townsville and Mackay. In 2026 & 2027 we hope to expand the trail to reach new parts of the North and Central Queensland coastline.



2023 July	Cape Hillsborough
2024 July	Mackay, Cape Hillsborough, Lake Proserpine
2025 June	Townsville, Magnetic Island, Lake Proserpine, Cape Hillsborough
2026 June/ July	Calling for Expressions of Interest from coastal destinations in the Mackay, Whitsunday, Burdekin and Townsville regions.
2027 June/ July	Calling for Expressions of Interest from coastal destinations in the Bundaberg, Mackay, Isaac, Livingstone, Rockhampton and Gladstone regions.



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# ABOUT QLD MUSIC TRAILS - THE REEF

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QLD Music Trails - The Reef invites audiences on a one-of-a-kind, self-drive musical adventure through the awe-inspiring coastline of the Great Barrier Reef.

Driven by music, the Trail guides the audience through the coastlines 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 regions coastal communities 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 REEF

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AWARDED 'BEST MUSIC TOURISM INITIATIVE' AT THE 2024 INTERNATIONAL MUSIC CITIES AWARDS FOR BETWEEN THE TIDES

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**2,300+**

Total entry tickets sold for The Reef Trail in 2023 & 2024

**1,400+**

Visitor nights in host regions and across QLD for 2023 & 2024 Trail

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**18.5%**

Average out-of-region audience for 2023 & 2024 Trail

**90%**

Audience members who agreed The Reef Trail is an important addition to the cultural life of the area

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# CURATORIAL FRAMEWORK

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QLD Music Trails - The Reef, places new work at the centre of the musical experience, with the spectacular locations that the region has to offer acting as a backdrop.

Qld Music Trails - The Reef seeks to:

- Deliver experiences that reveal the natural beauty of this extraordinary region, and amplify ancient and contemporary First Nations arts, culture, and storytelling.
- Showcase new artistic work and bring the audience on a participatory-led experience that deepens connection to place, culture, and each other.
- Leave only footprints behind - create a trail of eco-conscious, low impact events that leave little to no trace in the natural environment, but leave a positive cultural and community footprint that leads to future collaboration.
- Foster collaboration and showcase the interwoven nature of community, the arts, and place-based audience experiences.
- Through co-curation with community organisations, local artists and artisans, Traditional Owners and local businesses, collectively, we tell the unique story of the community through the event personality.





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# WHY PARTNER WITH QMF?

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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 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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# WHAT QMF CAN PROVIDE

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QMF's 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 QMF's 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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# 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 Reef 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.

## 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.

## 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.

# PARTICIPATION DETAILS AND CRITERIA

The following is an overview of the events:

	ROLE OF PARTNER^				
EVENT TYPE	Host & Support	Co-Produce	Produce	Investment (\$ and in-kind)	Ideation/ Co-Curation
SIGNIFICANT EVENT	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.
REGIONAL EVENT		Delivered and co-produced by QMF with Partner.			
COMMUNITY EVENT			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.
EXISTING EVENT					

## ^ 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



# EVENT TYPES

Over the past three years, the Reef Trail has featured a diverse mix of events that showcase the spirit of the region. Each event is carefully curated to reflect community feedback and respond to key local priorities.

QMF works closely with destinations to scale events in line with venue capacity and the aspirations of the community. Above all, we seek to ensure every event aligns with the destination's unique personality and celebrates its local stories.

## MAGNETIC ISLAND LIVE

### EXISTING EVENT

Existing events can form part of the Trail  
Benefits from additional marketing exposure and the potential of new audiences

● Magnetic Island

● Townsville

## NORTHERN SOUND

### COMMUNITY EVENT

Foster community pride and spirit  
Caters to the needs of the local community

## THE REEF SUNDOWNER

### REGIONAL EVENT

Approximately 500 pax  
Out of region and local audience  
Late afternoon/evening event  
Featuring the best Australian talent

● Lake  
Proserpine

● Mackay

## BETWEEN theTides

### SIGNIFICANT EVENT

Over 1,000 pax  
Out of region and local audience  
Whole day event  
Features multiple acts including major national headline talent



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# AUDIENCE TESTAMONIALS

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*"This event brought awareness of one of Mackay's beauties & the People of that Place! Connecting to the people & land was amazing!"*

*"It is a great opportunity for creatives to see local talent on stage. Tia went to school in Mackay and has worked hard to excel in the Music industry. As a community it is important for us to support our local talent and the beauty of our surroundings."*

*"I really enjoyed taking the time out to be a tourist in my own backyard. It was great to see Cape Hillsborough being used in this way and it would be great to see more events like this in the region."*

*"To have events like Between the Tides within a regional location not only gave local retailers and tourism a boost with an opportunity to put their name and location out there; it acknowledges that smaller communities or regions have the ability to hold such events which in turn draws much needed promotion and income."*





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# NEXT STEPS

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## HOW TO APPLY

Submit an EOI form via our website:



## TIMELINE

EOIs close at 5:00pm AEST on  
20 June 2025



## CONTACT

For more information, contact:

Alice

Head of Event Experience

[alice@gmf.org.au](mailto:alice@gmf.org.au)

Jana

GM - Communities and Impact

[jana@gmf.org.au](mailto:jana@gmf.org.au)

Lowana

Head of Government Partnerships

[lowana@gmf.org.au](mailto:lowana@gmf.org.au)





Josh Pyke, *Between the Tides*, Cape Hillsborough - The Reef Trail, 2024