

THE REEF TRAIL

Outcome Report



CONTENTS

ABOUT US

ACKNOWLEDGEMENT OF COUNTRY

CEO'S MESSAGE

QMF GOVERNANCE

ABOUT THE REEF TRAIL

IMPACT

THE REEF TRAIL AUDIENCE

TICKET SALES AT A GLANCE

ECONOMIC IMPACT

TOURISM IMPACT

SOCIAL IMPACT

ATTENDEE TESTIMONIALS

MARKETING

MEDIA REACH

TRAIL POSTER

CAMPAIGN COLLATERAL

IMAGES

IMAGES

ACKNOWLEDGEMENT OF COUNTRY

QMF respectfully acknowledges the Yuwi Peoples as the Traditional Owners and Custodians of the land, waters and skies where *Between the Tides* unfolds.

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 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.





CEO MESSAGE

QMF are delighted to present the outcome report for the 2024 Reef Trail.

This year's Reef Trail surpassed QMF's lofty expectations. The 8-day itinerary featured a variety of unique music experiences throughout, blending world-class talent, rich First Nations culture and local hospitality amidst idyllic landscapes. At the heart of the excitement was the eagerly awaited return of the coastal concert series Between the Tides with Christine Anu on Sat 6 July and Josh Pyke on Sun 7 July, as well as Tia Gostelow gracing both nights.

As we continue to build on the relationships and expand on our knowledge of the local Reef areas, identifying and engaging partners and contributors, QMF acknowledge our regional partners and their invaluable support as we solidify QMF and the Qld Music Trails role in enhancing the Mackay region's visitor economy and regional communities. Together we continue to sculpt a uniquely Queensland cultural tourism product that will be an important cornerstone to the regional tourism offering in the lead up to the 2032 Olympic Games.

As we embark on planning for the 2025 Trails, we are thrilled to explore new Trails, discover fresh destinations, and forge collaborations with regions not yet featured on the Trails map.



QMF GOVERNANCE

PURPOSE

- To engage communities throughout Queensland in collaborative processes of social, economic, and cultural development that draw on the unique power of music to create measurable outcomes.
- To elevate the cultural identity of Queensland through the co-creation of iconic, placemaking music events across the State.
- To facilitate collaboration between relevant arts sector organisations and individuals to deliver our objectives in a manner that is high-quality, cost-effective and aligned to community aspirations.

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.

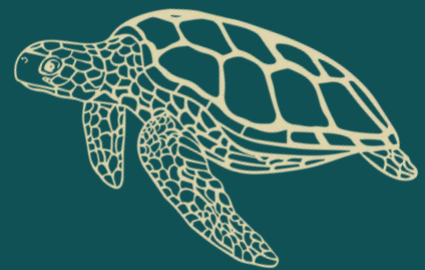
MISSION

- To contribute to the vitality of Queensland through iconic music and cultural experiences that amplify our State's diverse identity and cultivate connection to our distinct places.





ABOUT THE REEF TRAIL



From 5 - 13 July 2024, QMF curated an unforgettable eight-day odyssey along Queensland's stunning coastline, spanning from Mackay to Airlie Beach.

With the much-anticipated return of the coastal series, *Between the Tides*, topped by an afternoon of acoustic folk music and delectable local food at Lake Proserpine, and an opportunity to blaze one's own trail in between each musical highlight, this unique event allowed travellers to immerse themselves in cultural experiences and bask in the beauty of the region.

Crafted as a self-driving adventure, audiences were invited to plan their journey to attend as many events as they desired and customise their experience by selecting the events and attractions that resonated with them. With turquoise waters, pristine white sand beaches, and the majestic Great Barrier Reef as a backdrop, each moment held the promise of fulfilling bucket list dreams and revealing new and unexpected treasures along the way.

The Reef Trail featured a variety of unique music experiences throughout, blending world-class talent, rich First Nations culture and local hospitality amidst idyllic landscapes. Over the course of 8 days and 500km, QMF not only delivered on its promise to fulfil the bucket list dreams but also provided a vital economic boost to regional communities.

ABOUT THE REEF TRAIL



THE REEF SUNDOWNER

Event: The Reef Sundowner

Date: 11 July

Region: Proserpine

Venue: Lake Proserpine



BETWEEN the Tides

Event: Between the Tides

Date: 6 - 7 July

Artists: Christine Anu (Sat 6)
Josh Pyke (Sun 7)

Region: Mackay

Venue: Cape Hillsborough
National Park



Event: The Push

Date: 6 July

Region: Mackay

Venue: Arcadia Bar

THE
PUSH

EMBARK

Event: Embark

Date: 5 July

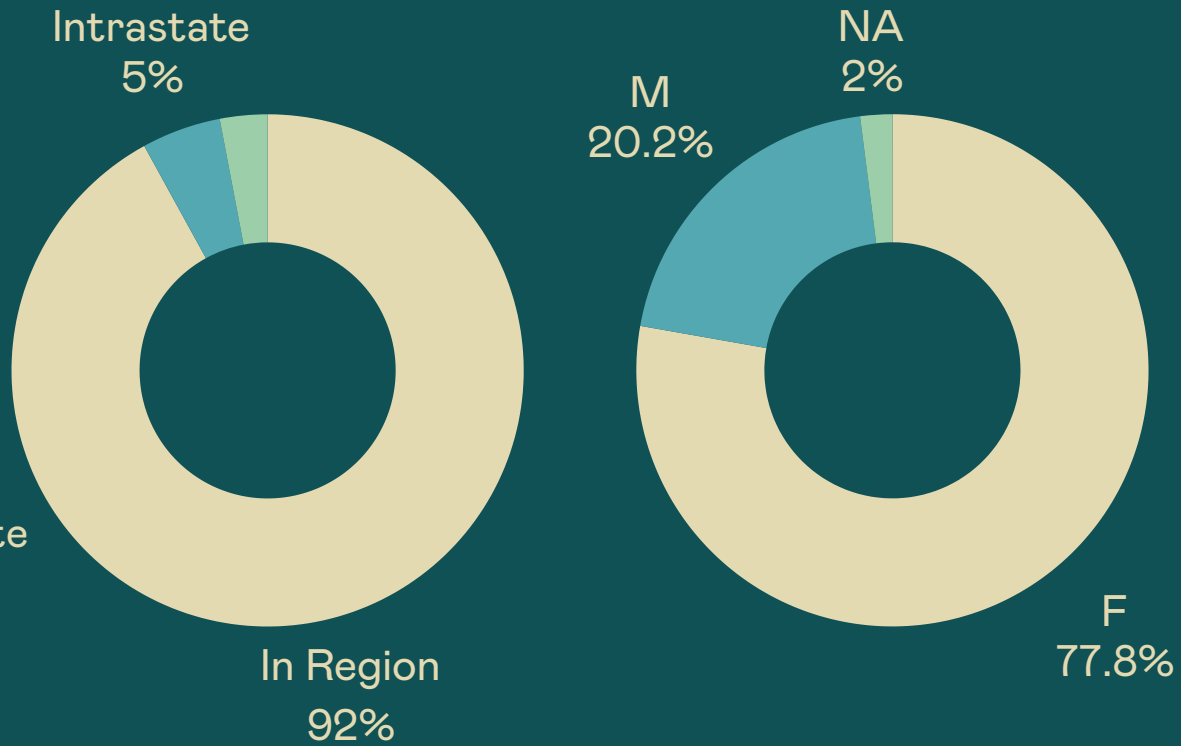
Region: Mackay

Venue: Red Dog Brewery

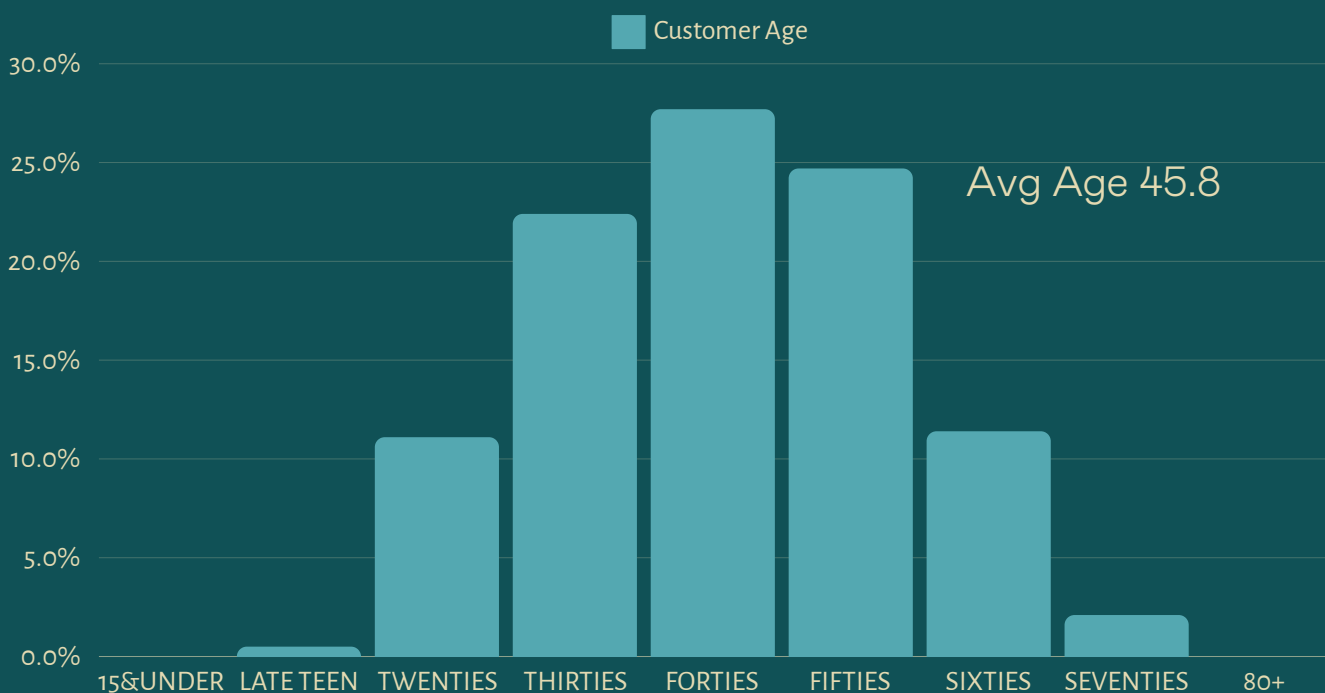


THE TRAILS AUDIENCE

Sales by Gender



Sales by Age



TICKET SALES AT A GLANCE



\$27,026 Reef Trail Total Revenue

\$22,861 Between the Tides Total Revenue

7% Retuning customers from BTT 2023



2024 OUTCOMES

EMBARK

33



**Youth Music
Organisation**

79

**THE REEF
SUNDOWNER**

247

**BETWEEN
theTides**

TOTAL tickets purchased
including comps

TOTAL actual
attendance

SATURDAY 523

SUNDAY 364

669

TOURISM IMPACT & OUTCOMES

Mackay

58

Primary purpose visitors

122

Direct
visitor nights

14%

Interstate and intrastate
visitors

\$20,598

total primary purpose
day tripper expenditure

\$234.70

average daily spend

\$44,926

total overnight
visitor expenditure

3.3

average
nights
stayed

\$78,247

total direct and incremental
expenditure for Mackay

VISITORS & ECONOMIC OUTCOMES Queensland

16

Interstate visitors

42

Interstate Overnight
Visitors

3.4

average
nights
stayed in
QLD

\$149,269

total direct and incremental
expenditure

Source: IER



SOCIAL IMPACT

THE SURVEY

Reef Trail | Sent – 303 | Surveys Completed – 79 | 26%

90% Of audience surveyed agreed or strongly agreed that Between the Tides provides an important addition to the cultural life of the area

88% Of audience surveyed agreed or strongly agreed that Between the Tides makes a positive contribution to and impact on Mackay

89% Of audience surveyed agreed or strongly agreed that Between the Tides makes a positive contribution to and impact on the cultural reputation of Queensland

80% Of audience surveyed agreed or strongly agreed that the event helped them appreciate Cape Hillsborough's cultural and environmental characteristics

82% Of audience surveyed responded they would be likely or very likely to attend the event again

Source: IER





COLLABORATION & ENGAGEMENT

INDUSTRY

3 QLD arts and cultural businesses employed

17 QLD artists and arts workers employed

3 QLD tourism businesses employed

6 QLD suppliers engaged to support Trails

\$61,936

Total value of local and regional
businesses contracted



FIRST NATIONS

26 First Nations artists and arts workers employed

9 First Nations cultural business employed

14 First Nations businesses employed

\$58,343

Total value of First Nations contracts
(artists and businesses)

ARTISANS & VENDORS

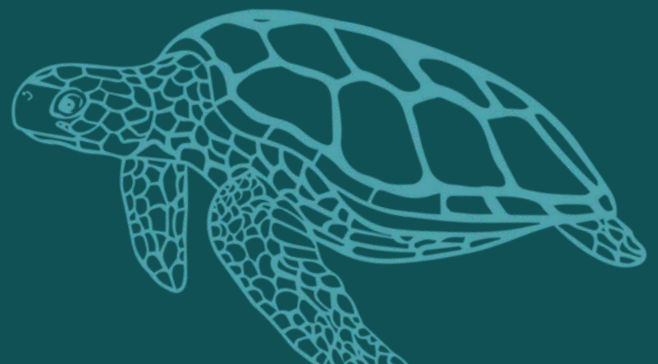
EXPERIENCES

- Gifts were purchased for the artists through Mackay's first Indigenous owned and operated shop, Naturally Yours by D&D.
- QMF staff attended the Opening Day and purchased hand-made gifts from artists - Ayesha's Art Co, T-Scrubs, and D-Trait Designz.

WORKSHOPS

- Weaving workshops
- Traditional Aboriginal and Torres Strait Islander painting workshops
- Yuwi Caring for Country volunteer sign ups and cultural guide knowledge building talks

"This event provides a platform where culture can showcase their uniqueness while also inviting audiences to take part,." - Attendee



TESTIMONIALS

*"I am a regular road tripper to regional Queensland; specialty cultural music events will entice me more to travel more to coastal and regional Queensland to experience (once in a lifetime) unique events." - **Attendee***

*"This event brought awareness of the Mackay beauty & The People of that Place! Connecting to the people & land was amazing." - **Attendee***



PAID MEDIA REACH

News Items Estimated Broadcast Audience	➔	379,533
News Items Media ASR value	➔	\$237,097
Radio Estimated Listeners	➔	86,000
Print Estimated Readership	➔	289,000
Billboards/OOH Estimated Impressions	➔	243,572
TV Estimated Impressions	➔	850,000
Paid Social Media Impressions	➔	1,112,358
Paid Social Media Engagement	➔	104,821
Paid Social Media Reach	➔	312,907
In-house Promotion (billboards, radio, socials)	➔	3,000
Total estimated impressions across all mediums/platforms	➔	2,963,463+



EVENT POSTER


QLD MUSIC TRAILS PRESENTS

BETWEEN theTides

YUWIBARA COUNTRY IN CAPE HILLSBOROUGH

SATURDAY 6 JULY
CHRISTINE ANU
TIA GOSTELOW

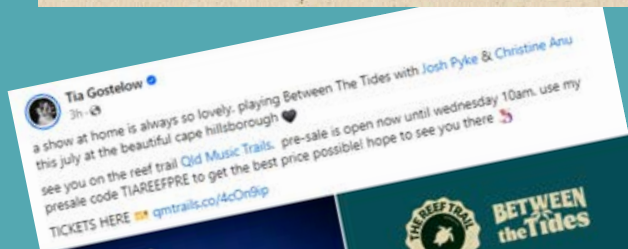
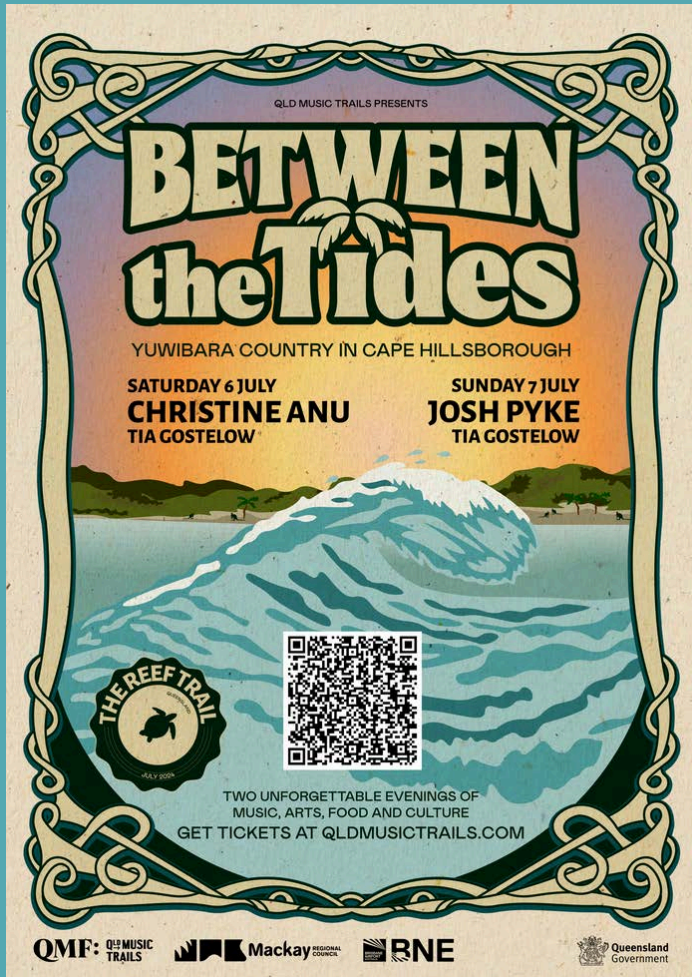
SUNDAY 7 JULY
JOSH PYKE
TIA GOSTELOW



TWO UNFORGETTABLE EVENINGS OF
MUSIC, ARTS, FOOD AND CULTURE
GET TICKETS AT [QLDMUSICTRAILS.COM](https://qldmusictrails.com)

QMF: QLD MUSIC TRAILS  **Mackay** REGIONAL COUNCIL  **RNE**  **Queensland** Government

BETWEEN THE TIDES CAMPAIGN AT A GLANCE



THE SUNDOWNER COLLATERAL AT A GLANCE



THE REEF SUNDOWNER

FREE LIVE MUSIC, FOOD
TRUCKS + MORE

SAT 13 JULY

LAKE PROSERPINE • FROM 3PM

FREE
FAMILY EVENT

RSVP HERE



QLDMUSICTRAILS.COM

QMF: Q11 MUSIC
TRAILS

Whitsunday
Regional Council

RNE

Queensland
Government

IMAGES





BETWEEN theTides

EMBARK

THE
PUSH

THE REEF
SUNDOWNER