



2011 Queenscliff Music Festival Report

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Executive Summary

The 2011 Queenscliff Music Festival was highlighted by increased attendance, the move to a new site, the introduction of low-cost camping accommodation, overwhelmingly good customer feedback (100% of surveys indicating a return to the festival) and positive press reports. Ticket sales increased by 21% with sales and attendance numbers reaching a level not yet attained in the history of the festival. An overriding aim of the festival was to increase attendance from the local and regional markets whilst maintaining a strong Melbourne presence. Increased on-line promotion was highlighted by the development of a new QMF website, comprehensive music industry website advertising and a targeted Facebook and Twitter campaign, with incentives given to those who actively networked via our fan page.

1.0 Background

The Queenscliff Music Festival (QMF) is a registered cultural organisation that provides a unique and significant contribution to the Australian contemporary music industry. The QMF Charter is dedicated to adding value to the community. Excellence, discovery and community spirit are the hallmark values underpinning QMF objectives.

The 2011 Queenscliff Music Festival was held on its traditional date of the last weekend in November for three days, celebrating 15 years. The benefits of the festival to Queenscliff, the Bellarine Peninsula, Greater Geelong and regional Victoria are attributed to increased tourism, community involvement, family participation, youth engagement/development and continued support of the Australian music industry.

The 2011 festival showcased 77 acts performing across the program, of which approximately 20% were local artists (defined as including Queenscliff, greater Geelong and the southwest Victorian coast) and a volunteer program of approximately 480 volunteers, providing a forum for people across all age groups to actively engage with the festival and local community, whilst developing new skills and networks.

In recognition of the value of the festival's contribution to the local community, significant support is provided by the Borough of Queenscliffe; a key partner in the QMF's development and operations. The festival also values strong partnerships with a range of government, industry, business and community stakeholders including the Tourism Victoria, ABC Radio, Searoad Ferries, City of Greater Geelong, Powercor and APRA. These partnerships provide an essential foundation for the organisation to plan, develop and deliver the event each year.

2.0 Purpose

The overall festival aim for 2011 was to increase attendance and build the festival's return attendee base, particularly in the population segments of families with young children and 18 – 25 year olds. The move to a new and more functional site with the capacity to meet future growth needs, the introduction of low-cost camping and an increased online promotional presence were key priorities for 2011.

3.0 Promotional Strategies

3.1 Branding

The festival brand focussed on two specific areas to provide a clear identity - the artistic lineup and artwork commissioned by the festival from local artist Doug Bartlett. The Pop Art style piece featured a theme of Queenscliff memories, associations and activities.

3.2 Stage Acknowledgements

The Borough of Queenscliffe sponsorship was acknowledged on the main Lighthouse stage via logo placement on large-scale stage visual screens, with live audio announcements at Lighthouse and Hippos stages.

3.3 On-line Advertising

The on-line advertising campaign saw a comprehensive Facebook campaign throughout the year targeting regional and interstate social network groups according to musical

interests, location, age, gender and specific artists. The Facebook campaign generated 13,339 unique clicks through to the QMF website in 2011 with 6,474 Likes on a new and updated Facebook page. This was significantly greater than the 2010 Facebook campaign which generated 6,931 unique clicks through to the QMF website. Additional on-line advertisements were featured on music industry websites - beat.com.au, thedwarf.com.au, themusic.com.au and musicfeeds.com.au.

The QMF website www.qmf.net.au was redesigned to provide improved functionality incorporating social networking tools, easier navigation and a more attractive look. More detailed and comprehensive information regarding the event, ticketing, artistic program, travel and accommodation options facilitated a greater online information portal for potential attendees. Updates regarding performers, ticket/travel/accommodation packages, competitions and latest news were featured with referral to external websites such as partners, artists, accommodation and transportation.

Multimedia and Facebook plugins were incorporated into the homepage and 2011 website visitation increased by 18% from 2010 with over 111,000 visitors. In comparison, 2010 increased by 100% from 2009 with 94,000 and 40,000 visitors respectively.

The Borough of Queenscliffe logo, with direct link to the Borough website, was featured on the QMF website at the base of each page and on the Partners page www.qmf.net.au/partners.

3.4 Print Advertising

Adverts were featured in the following regional publications:

- Geelong Advertiser
- The Echo
- Geelong Times
- Surf Coast Times
- Geelong Independent
- Forte magazine
- The Rip Rumour
- Queenscliffe Herald
- Geelong AFL Record
- Mornington Life Magazine
- Music Workshop Catalogue

Metropolitan Melbourne adverts appeared in:

- Beat Magazine
- The Melbourne Review
- Inpress magazine
- Melbourne Child

National advertising was featured in:

- Triple J Magazine.

3.5 Radio

The strategic partnership with 774 ABC Melbourne provided significant exposure throughout Melbourne and regional Victoria inclusive of artist interviews, giveaways and announcements which culminated in a live broadcast from the festival on Friday 25 November.

The NOVA radio campaign concentrated on increasing Melbourne and Mornington Peninsula attendance and awareness of the festival. The campaign focused entirely on the Sunday festival line up, and in particular, the younger contemporary artists appearing that day. This campaign's aim was to:

- Increase Sunday single day session and weekend attendance from the Mornington Peninsula.
- Promote our partner Searoad Ferries as a vital form of transport available for people in the SE region in the form of the Queenscliff-Sorrento car and passenger ferry.

Radio advertising campaigns were also featured on Triple R, K-Rock, Bay FM, Classic Rock, 3PBS and regional radio stations. Ticket and ticket/accommodation package competition giveaways were a key radio promotional tool.

3.6 Posters and Flyers

A total of 200 rock posters were featured at strategic street locations in Melbourne, with an additional 3200 cafe posters and DL flyers distributed throughout metropolitan Melbourne and regional Victoria.

3.7 Billboards

Community road signs were reserved during the month of November via the City of Greater Geelong, with five signs featured across the municipality. The Stead Park Overpass highway billboard was booked for the month of November via Geelong Otway Tourism for promotion to high-volume traffic on the main arterial road in and out of Geelong. Melbourne City Circle Tram panels were booked via Tourism Victoria for promotion in central Melbourne from 28 October to 20 November 2011.

3.8 Program

The QMF Official 2011 Festival Program Guide provided a free, comprehensive 62 page guide to the Festival, providing details of the music program, artist biographies, Foot-in-the-Door youth program and Rip-a-Riff songwriting competition, venue maps, tourist information and partner acknowledgements. Messages from the Minister for Tourism and Major Events, and Mayor, Borough of Queenscliffe were featured. In addition, editorial mention regarding Borough of Queenscliffe partnership and support was detailed in messages from the Board and the Director.

The 2011 program was distributed to retail outlets and organisations on the Bellarine Peninsula in the two weeks leading up to the festival.

3.9 Pre-festival Events

Four pre-festival events were held in the lead up to the Festival, with invitations sent to the Borough:

- Mid-Winter WarmUP fundraiser concert, Queenscliff Town Hall, 25 June.
- Melbourne media launch event, Transit Lounge, 19 July.
- Geelong media launch event, Deakin Waterfront Café, 19 July.
- Youth Concert, Point Lonsdale Primary School Hall, 14 October.

In addition, the Mayor was invited to officiate the opening of the festival at the musical and cultural show for over 600 local and regional Primary School children, parents and teachers on Friday 29 November. This event incorporated the traditional Welcome to Country ceremony.

3.10 VIP and Complimentary Ticket Package

The Borough of Queenscliffe was provided with a complimentary ticket allocation to the value of \$7,725, inclusive of the following tickets:

- 8 x VIP tickets providing entry all weekend and access to the festival VIP area at the Lighthouse stage with side stage viewing platform and bar.
- 7 x Big Weekend tickets.
- 10 x Sat & Sun Combo tickets.
- 5 x Friday night tickets.
- 10 x All Saturday night tickets.
- 10 x Sunday tickets.

3.11 Visitor Information Centre Tickets

The Queenscliff Visitor Information Centre was provided with a complimentary ticket allocation to the value of \$1,640, inclusive of the following tickets:

- 10 x All Saturday night tickets.
- 10 x Sunday tickets.

A total of 272 festival tickets were sold over the counter at the Queenscliff Visitor Information Centre, inclusive of:

- 85 x Big Weekend tickets.
- 5 x Sat & Sun Combo tickets.
- 76 x Friday night tickets.
- 30 x All Saturday night tickets.
- 19 x Sunday tickets.
- 24 x Weekend Child tickets.
- 12 x Session Child tickets.

3.12 Electronic Direct Mailout

The QMF attendee database increased from 3583 in 2010 to 6078 in 2011, with electronic direct mailouts (eDMs) sent to individual attendees promoting Early Bird ticket sales, first and second lineup announcements, ticketing, accommodation and travel options, children's activities and performers, and the release of the final program grid on the website.

3.13 Official Festival Banner and Staff T-shirt

The Borough of Queenscliffe logo was featured on the official festival partner acknowledgement banner and back of the volunteer staff t-shirt.

4.0 Festival Benefits

4.1 Community Benefit Scheme

The benefits of the festival to the community are exemplified through extensive engagement, support and contribution throughout the year in Queenscliff and the regional area:

- The festival provided \$22,020 in community donations to support local organisations such as the Bellarine Peninsula Railway, Queenscliff Coast Guard and Queenscliff CFA.
- Complimentary ticket donations to the value of \$8,830 were provided for fundraising events and activities to community groups such as Cottage by the Sea, Queenscliff Sea Scouts, Point Lonsdale Surf Club and Barwon Health Foundation.
- Engagement of 480 community volunteers, contributing approximately 4800 hours to festival operations.
- QMF annual fundraiser event held at the Queenscliff Town Hall on 25 June.
- Provision of a music training workshop at Bellarine Secondary College Youthfest on 12 August.
- Provision of live music at the Searoad Ferries MV Queenscliff launch on 25 September and Melbourne Cup Weekend.
- Free musical and cultural show for over 600 local and regional Primary School children, parents and teachers on the Friday of the festival. This event incorporated the traditional Welcome to Country ceremony.

4.2 Economic

- \$235 total average spend in town by each festival attendee.
- \$1.88 million total spend in town by festival attendees.
- \$122,046 total marketing expenditure on the festival, promoting Queenscliff and the surrounding region.

5.0 Promotional Campaign

Date	Activity
April - November	Facebook campaign
April - November	eDM campaign
1 May	Early Bird ticket sales open
25 June	QMF annual fundraiser event, Queenscliff
19 July	QMF media launch events, Melbourne and Geelong Major headline acts announced
July - November	Print, radio and additional on-line advertising campaigns
1 September	Second lineup announcement Day/Night session tickets go on sale
October - November	Billboards posted
October	Program grid available on-line Poster and flyer distribution
November	Official 2011 Festival Program Guide delivered

Table 1: Promotional action plan

6.0 Survey Evaluation

Surveys were available throughout the event at the Merchandise tent, and attendees were encouraged to complete a survey form in order to go into the draw to win an official QMF poster. The survey was available on-line via Survey Monkey, which was publicised to attendees via email and at the festival. The survey was available on-line for a week after the festival with a total of 183 surveys completed.

7.0 Survey Findings

As demonstrated in Figure 1, the percentage of audience residing interstate in 2011 (3%) was similar to 2010 (3.2%) and 2009 (3%). However 2011 attendees residing in Melbourne increased to 49% in 2011 from 2010 (40%), and were marginally less than 2009 (53%). Regional Victorian residents fluctuated within a relatively small margin across the three years – 2011 (28%), 2010 (26.7%) and 2009 (31%). In 2011, local resident attendance (including Greater Geelong) was lower (20%) than 2010 (30%) and higher than 2009 (13%).

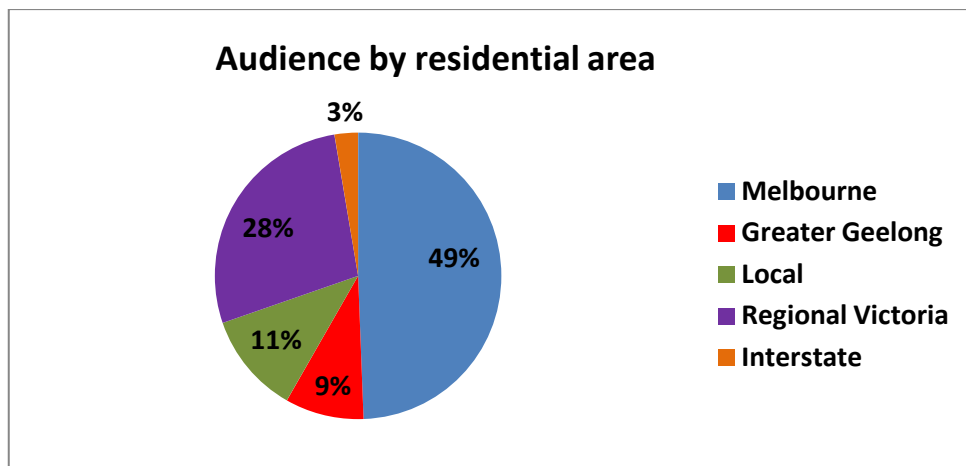


Figure 1: QMF 2010 Audience analysis – residence

Figure 2 shows that in 2011 the Under 18 and 18 – 24 age group increased to 15.9% and 17% respectively from 2010 (2.9% and 12.9%). Despite a smaller percentage of attendees in the 25 – 29, 30 – 34 and 35 – 39 age groups in 2011 (16.5%) than 2010 (29.9%), the 40 – 44 and 45 – 49 (27.5%) age groups were significantly higher in 2011 than 2010 (19.7%). These figures align with the festival purpose of increasing the youth and family support base.

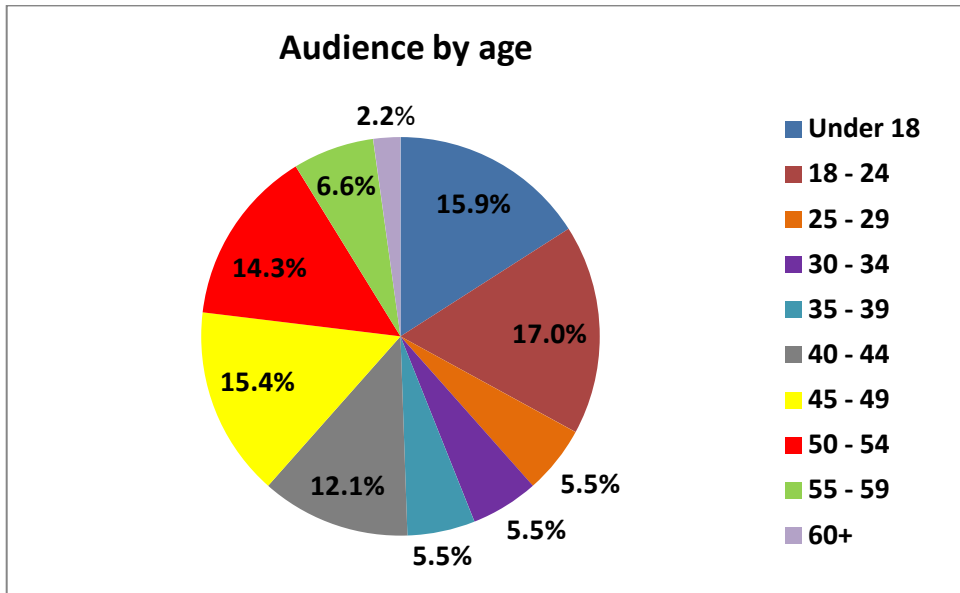


Figure 2: QMF 2011 Audience analysis – age

As demonstrated in Figure 3, there were a larger number of female attendees, which was similar to previous years with 2010 recording 40% male and 60% female attendees and 2009 recording 35% male and 65% female attendees.

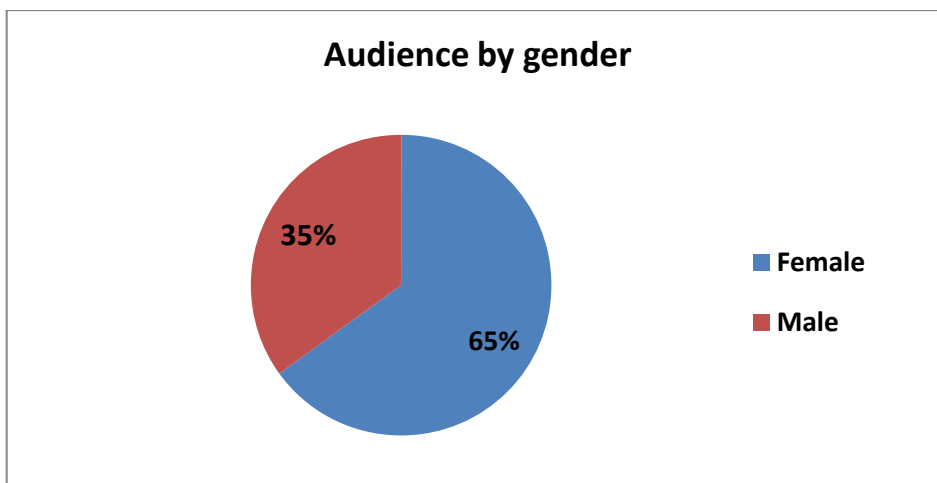


Figure 3: QMF 2011 Audience analysis – gender

The length of audience stay is demonstrated in Figure 4, with an increased number of attendees (95%) staying at least one night over the duration of the festival, compared to 90% in 2010 and 69% in 2009, reflecting the higher volume of ticket sales and overall attendance numbers.

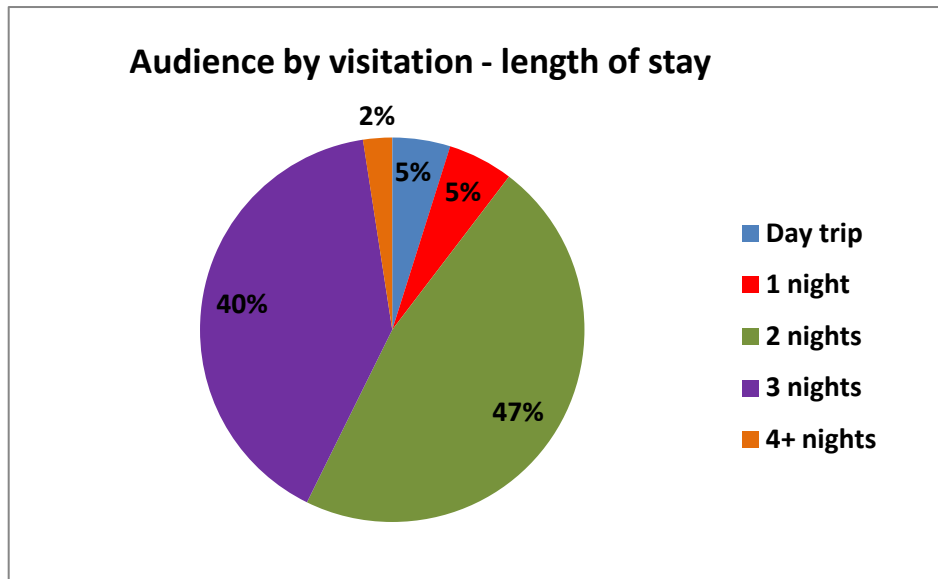


Figure 4: QMF 2011 Audience analysis – visitation

Figure 5 shows the accommodation style of festival attendees, with 65.9% staying in paid accommodation compared to 42.6% in 2010. The introduction of camping and a record number of ticket sales and attendees can be attributed to this increase.

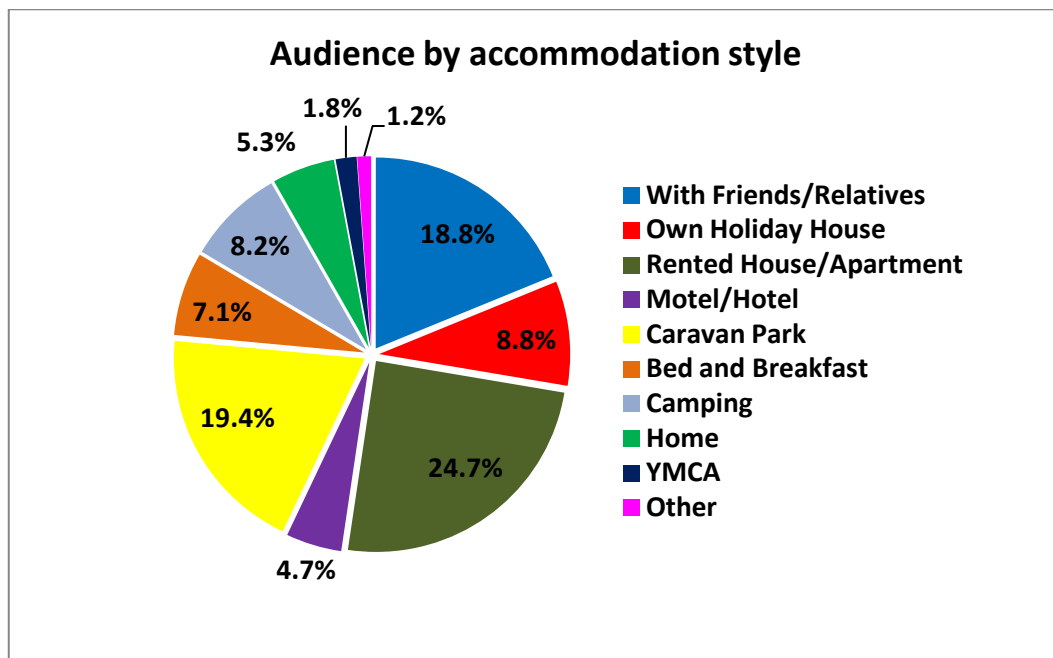


Figure 5: QMF 2011 Audience analysis - accommodation

8.0 Overall Performance

The following tables show the increase in 2011 ticket sales and attendance from the 2010 festival. Ticket sales and attendance numbers were the highest recorded in the 15 year history of the festival.

	2010	2011	2011 Increase
Weekend	3318	3807	14.7%
Session	3329	4239	27.3%
Total Tickets	6647	8046	21%

Table 2: Overall ticket sales

	2010	2011	2011 Increase
Friday	3801	4728	24.3%
Saturday Day	3935	4491	14.1%
Saturday Night	4450	5113	14.8%
Sunday	4528	5118	13%
Total PAX	12779	18520	44.9%

Table 3: Attendance per day/session

The growth in all aspects of the festival in 2011 is attributed to the following factors:

- Increased spend on Artist Budget.
- Redevelopment and upgrade of the QMF website.
- Increased on-line promotion via Facebook, Twitter and eDM.
- The introduction of a low-cost camping accommodation option for the first time.
- Move to a new site at Princess Park allowing for an increase in capacity and future growth.
- Local provider ticket/accommodation packages and ticket/ferry packages.
- Marketing and promotional focus on individual day/session line up.
- An artistic program appealing to all demographics across each session of the weekend.
- Promotion of session tickets with a focus on the Friday night at a low price, a reduction in the price of the All Saturday ticket and maintaining the same price for the Sunday session ticket as in 2010.