



2017 Queenscliff Music Festival Report

1 February 2018

QUEENSCLIFF
MUSIC FESTIVAL

30/70 ALLYSHA JOY ANDIE ANDREA ROBERTSON BAND THE BAMBOOS
THE BEAUTIFUL GIRLS LEARN YOURSELF & MORNING SUN 15TH ANNIVERSARY SHOW BEC GORING BECCY COLE BERNARD FANNING
BLACK RABBIT GEORGE BOB EVANS CAITI BAKER CREEK DEMI LARDNER
DIDIRRI THE EAST POINTERS (CAN) FREYA JOSEPHINE HOLLICK
GABRIEL GARZÓN-MONTANO (USA) GL HARLEY BREEN HAT FITZ & CARA
HEATH ROBERTSON BAND HEY MAMMOTH HOT POTATO BAND HUSSY HICKS
THE IMPRINTS IRISH MYTHEN (IRE/CAN) IVAN ARISTEGUIETA IZZY LOSI & THE AURACLES
JAMES FRANKLIN JAZZ PARTY JON CLEARY & THE ABSOLUTE MONSTER GENTLEMEN (USA)
LAMINE SONKO & THE AFRICAN INTELLIGENCE LINDI ORTEGA (CAN) LITTLE GEORGIA
THE MAE TRIO MAMA KIN SPENDER MIA DYSON MISS EILEEN & KING LEAR
NAI PALM NATH VALVO PAT TIERNEY THE REFUGE RON ARTIS II & THE TRUTH (USA)
ROUGH RIVER RUSSELL MORRIS SAGAMORE SAMMY J SEX ON TOAST
THE SOUTHERN RIVER BAND SPIRITUS STELLA DONNELLY SWEETHEARTS
THE TEMPER TRAP THE TESKEY BROTHERS TIDES OF WELCOME TOM RICHARDSON
TOO MANY ZOOZ (USA) TRAVIS BOWLIN (USA) TRUE SPIRIT REVIVAL YOGA
UKULELE DEATH SQUAD VINCE PEACH THE WILSON PICKERS XAVIER RUDD
YIRRMAL & THE MILIYAWUTJ YOTHU YINDI & THE TREATY PROJECT

24-26 NOVEMBER 2017
QUEENSCLIFF VICTORIA, AUSTRALIA

TICKETS AT **QMF.NET.AU**

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Executive summary

The 2017 the Queenscliff Music Festival achieved a 'Sold Out' event for the 2nd time in the Festival's 21 year history, which was also the Festivals 2nd sell out in a row. The festival experienced another increase in weekend ticket sales, up 10.09% on 2016, and a 10.57% increase in the overall number of ticket sales from 2016. This overall increase in attendance and sales was made possible by the increase in festivals capacity. The festival's main venue tent increased in size by 22% allowing us to increase the overall capacity of the event.

Festival survey feedback from attending patrons was overwhelmingly positive with 98% of surveys indicating they would return to QMF in the future whilst other key measures such as lineup, cost, facilities, service, Festival mobile app and program were given positive feedback.

Electronic marketing channels continue to grow in importance for reaching an interested and engaged potential audience. Overall marketing spend increased compared to 2016, focusing on marketing that is known to provide best results. An increased use of video content through social media channels proved to be successful with high levels of engagement.

Our successful marketing strategy to the Mornington Peninsula continued again in 2017. QMF sold 101 Sunday packages (individuals). The Sunday package included a Sunday festival ticket and return foot-passenger travel on the Ferry. QMF also recorded a record 118 QMF Ferry packages (car passes), up 55% on 2016. Our Facebook advertising campaign promoting the package reached over 34,000 people on the Mornington Peninsula.

The rate and quantity of Early Bird Ticket sales increased from previous years as the festival experienced an increase in early sales. Our focus to encourage early ticket sales, and weekend ticket sales, was extremely successful. The focus on promoting 'Queenscliff' and the 'QMF Experience' reflects the take up in early ticket purchases where there is no festival program and we successfully continue to grow our early sales.

Survey data showed similar overall demographics amongst attendees. Gender, residential area, accommodation stats all remained similar to 2016. Age demographics showed marginal increases in older demographics and decreases in younger demographics which is in line with the Festivals marketing plan, to attract older demographics.

Nights stayed by attendees remained similar to 2016, which supports our continued push for Weekend ticket sales. Local accommodation was close to 100% capacity, with only spaces left for camping on the local sports oval which QMF coordinates. There is room though for future accommodation growth to surrounding Bellarine Peninsula towns, as well as future for growth in 'Glamping' options.

McHarrys Buslines provided bus services across Queenscliff, Point Lonsdale, the Bellarine Peninsula, and Geelong. Increased services to match up with VLine trains between Geelong & Melbourne were in place and well utilized.

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 21st Queenscliff Music Festival was held on its traditional date of the last full weekend in November for three days (24-26 Nov). The attributed 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 2017 Festival showcased 65 acts performing across the three day program. Festival operations is based on a volunteer program of 400+ 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 the Festival's contribution has to the local community and its drawcard as a significant event for regional Victoria and interstate visitors, significant support is provided by Visit Victoria. The Festival also values strong partnerships with a range of government, industry, business and community stakeholders including the Borough of Queenscliffe, Searoad Ferries, Carlton United Breweries, APRA AMCOS and FReeZA. 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 2017 was to consolidate attendance figures of previous years and build on the success of our first sold out event in 2016, whilst looking to increase in potential new markets and increase overall attendance slightly. We aimed to increase early sales in an effort to be less reliant on 'last minute' sales. A strong emphasis was again placed on family attendance, whilst focusing our promotion and marketing on our core 45+ demographics. The availability of low cost, low impact camping was again a strong promotional message as was the utilisation of electronic marketing channels via Social Media and a regular Email Mailing List campaign.

3.0 Promotional Strategies

3.1 Branding

The Festival brand focused on aligning with the summer, coastal vibe of Queenscliff. Strong emphasis on the promotion of 'Queenscliff' as a selling tool.(refer to Appendix A). The artwork was bright and colourful and worked well across different media platforms.

3.2 On-line Advertising

The Festival conducted an intensive Facebook advertising campaign, targeting regional and interstate social network groups according to a number of distinct parameters,

e.g. music genre, age. Additional on-line adverts were featured in national entertainment and music industry websites (refer to Appendix C).

3.3 Festival App

The Festival Mobile app was used as a marketing tool to the existing database, Facebook and 2016 App users. It was launched in mid-October (refer to Appendix D) thus reaching 2016 app users as an update and it was the feature of a separate EDM in October. The Festival App provides useful information to Festival attendees about the Festival, and also the local community/area. The app had a total of 9,559 users across iOS and Android devices.

3.4 Program Guide

The QMF Official 2017 Festival Program Guide provided a free, comprehensive 64 page A5 guide to the Festival. The guide provided details of the music program, artist biographies, Foot-in-the-Door youth program, venue maps, tourist information and partner acknowledgements. (See Appendix E). 10,000 copies were printed, of which 2000 were distributed throughout Geelong and the Bellarine region from early October.

3.5 Website

The QMF website www.qmf.net.au was re-launched to align itself with the 2017 artwork upon release of the 1st and major lineup. With an update in the back-end software of the site, an enhanced and more consistent data management process was put into place, ensuring consistency between the desktop and mobile versions of the website. Work was also done to ensure a smooth and refined mobile presence as we continue to see an increase in website visitors from mobile & tablet devices.

In 2017 traffic to the website from mobile & tablet devices increased for the 3rd year in a row. 67.05% (up from 61.04%) of traffic came from mobile & tablet devices.

In 2017 traffic to the website increased by 6.12% from 2017. 4.66% of website traffic came from overseas, including 1791 visits from the United States.

Partners logos featured on all web pages of www.qmf.net.au. (See Appendix F for screenshots of the desktop and mobile website)

3.6 Print Advertising

Adverts were placed in the following regional and interstate publications :-

- Geelong Advertiser
- Bellarine Echo
- Beat Magazine
- The Music Magazine
- Forte Magazine
- Mornington Peninsula Magazine
- Surf Coast Magazine

See Appendix B for examples of the above print ads.

3.7 Radio

Radio advertising & promotional campaigns were featured on Triple R & PBS. Ticket competition giveaways were a key radio promotional tool. QMF Partnered with ABC Radio for a nation wide live-to-air broadcast from the event on Friday 24th Nov as part of their Aus Music Month series of live broadcasts on Friday afternoons.

- 3.8 Posters, Flyers & Stickers
2000 cafe posters and DL flyers distributed throughout Melbourne, Geelong, Regional Vic, and the local Bellarine Areas. Bumper style car stickers were distributed to 400+ QMF Volunteers and handed out to 1000+ patrons at the event.
- 3.9 Official Staff (Q-Crew) T-shirt
Partners logos featured on the back of 600 volunteer & staff t-shirts (refer to Appendix G).
- 3.10 Electronic Direct Mailouts (EDM)
The QMF mailing database increased from 24,993 in 2016 to 28,033 in 2017 with EDM's sent to individual attendees promoting Early Bird ticket sales, lineup announcements, ticketing, accommodation and travel options, children's activities and performers, mobile app launch and the release of the final program grid on the website.

4.0 Promotional Campaigns

Date	Activity
March - November	Facebook campaign
March - November	EDM campaign
17 March	Early Bird ticket sales open
16 June	1st Lineup Announcement
21st October	Rock the Boat - QMF annual warm up event. In association with Searoad Ferries
June – October	Promotional campaigns. Media including Print, Radio, online. Various lineup announcements.
September - October	Print, radio and additional on-line advertising campaigns
September - November	Posters/Flyers throughout Melbourne/Country regions, Program grid available on-line
September	App available for download

Table 1: Promotional action plan

To maintain a strong Melbourne market presence and increase regional and interstate promotions, the funding from Visit Victoria for cooperative marketing was assigned to on-line activities and publicity & media campaigns. There was a continued focus on increasing the Festival's on-line presence via its upgraded website, mobile app, a social networking and advertising campaign on Facebook, Instagram, Youtube & Twitter, as well as the national music industry website advertising campaigns. An increased focus on video content online was successful in increased social media interactions.

The Facebook advertising campaign reached 172,342 people engaging with the posts, and 1.34 million impressions. The QMF Facebook page attracted another 3800 likes increasing its total likes to 37,300.

5.0 Festival Benefits

5.1 Community Benefit Scheme

The QMF Community Benefit Scheme is multi-faceted in that it provides cash support via engaging community groups to provide services via voluntary support for the running of the Festival in addition to ticket donations for various fundraising causes. In summary, for 2017 :-

- The Festival provided cash donations to the Bellarine Peninsula Railway, Queenscliff Coast Guard, Queenscliff Cricket Club, Queenscliff Primary School, Queenscliff 1st Sea Scouts, Queenscliff Sports Club, Queenscliff Fire Brigade, Point Lonsdale Primary School, Queenscliff Uniting Church, Point Lonsdale Board Riders, Red Cross, Community Calendar and Tides of Welcome Choir, in return for services or facilities pre/post/during the Festival.
- The Festival provided physical resources to assist the following groups: Queenscliff Film Festival, Bellarine Catchment Network, Point Lonsdale Board Riders, Community Calendar, Queenscliff Bowling Club, Queenscliff Football and Netball Club, Queenscliff Sports Club, Great Victorian Bike Ride, Queenscliff Literary Festival, Queenscliffe Neighbourhood House and Queenscliff Hot Rod Run.

Total value \$54,401.16

- Complimentary ticket donations to the face value of \$7,880 were provided for 13 fundraising events and activities to various schools, community groups, sporting clubs and other charitable organisations.
- Engagement of 391 volunteers, contributing approximately 3,910+ hours to Festival operations.
- QMF Emerging Artist Grant in its 8th year, gave \$10,600 in total cash to two emerging Bellarine & Surf Coast music acts to further advance their careers and opportunities.
- Free musical and cultural show for over 600 local and regional Primary School children, parents and teachers on the Friday of the Festival.

5.2 Economic

- \$4,618,000 Total Economic Effect (refer to Appendix K). A 40% increase from 2016.
- \$152,913.39 total marketing expenditure on the Festival, promoting Queenscliff and the surrounding region.

6.0 Survey Evaluation

The survey was available on-line which was publicised to attendees via email and Facebook. The survey was available for three weeks after the Festival with a total of 981 surveys completed. In addition, comprehensive data was obtained with every ticket sale allowing an accurate snapshot of the Festival patronage.

7.0 Survey Findings

2017 saw very similar attendance by residential area to 2016 where the majority of attendees (69%) coming from outside of the local region.

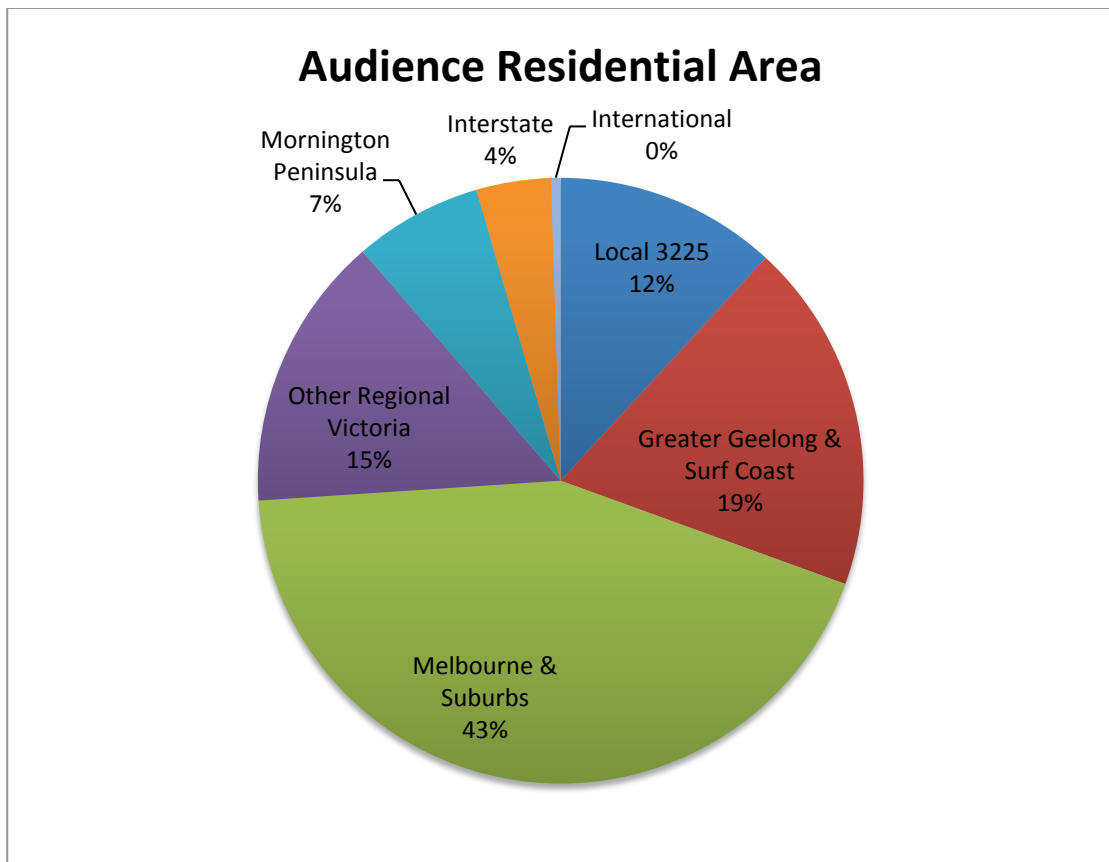


Figure 1: QMF 2017 Audience analysis – residence

Figure 2 shows that 69% of the audience was over 45 years of age, up 7% on 2016. 2017 saw increase in older age demographics, and decreases in younger age demographics, consistent with the last 2 years. A significant increase was seen in the 60+ age group (up 5%). Whilst decreases we seen in Under 18, 18-24 and 30-34 age groups.

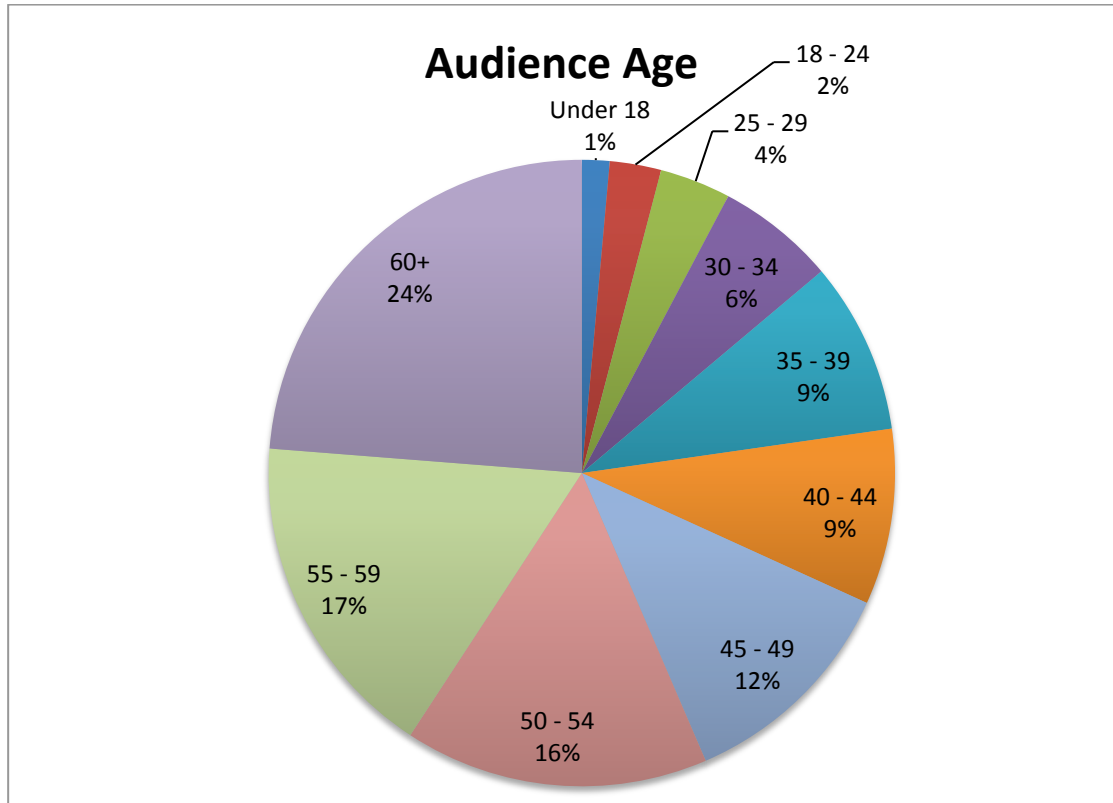


Figure 2: QMF 2017 Audience analysis – age

As demonstrated in Figure 3, QMF remains an experience that has a majority female attendance, which reflects previous years findings since its inception.

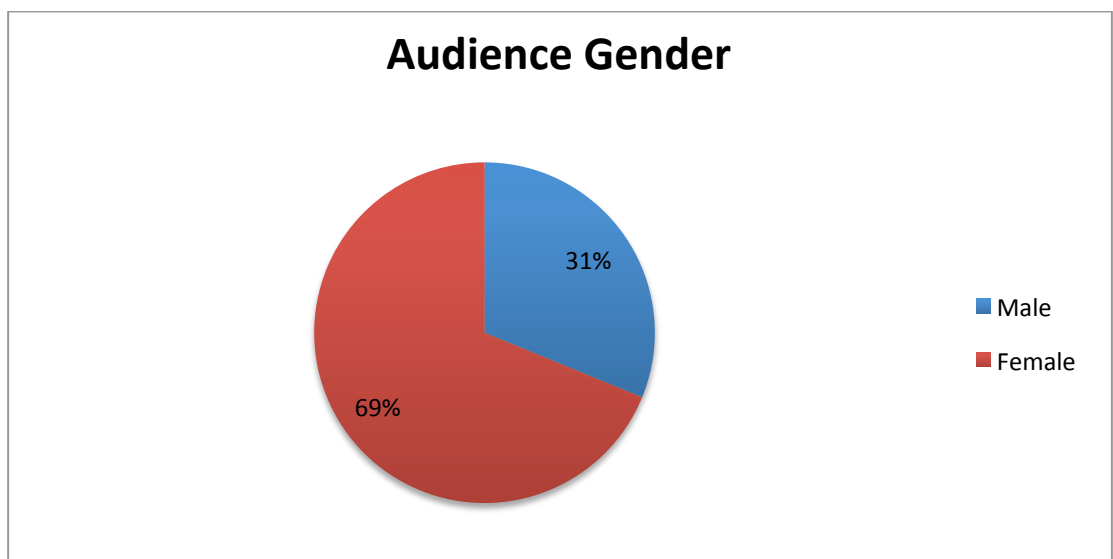


Figure 3: QMF 2017 Audience analysis – gender

The length of audience stay is demonstrated in Figure 4. This remains consistent with 2016, with 3 night and 4+ night stays increasing by 1% each.

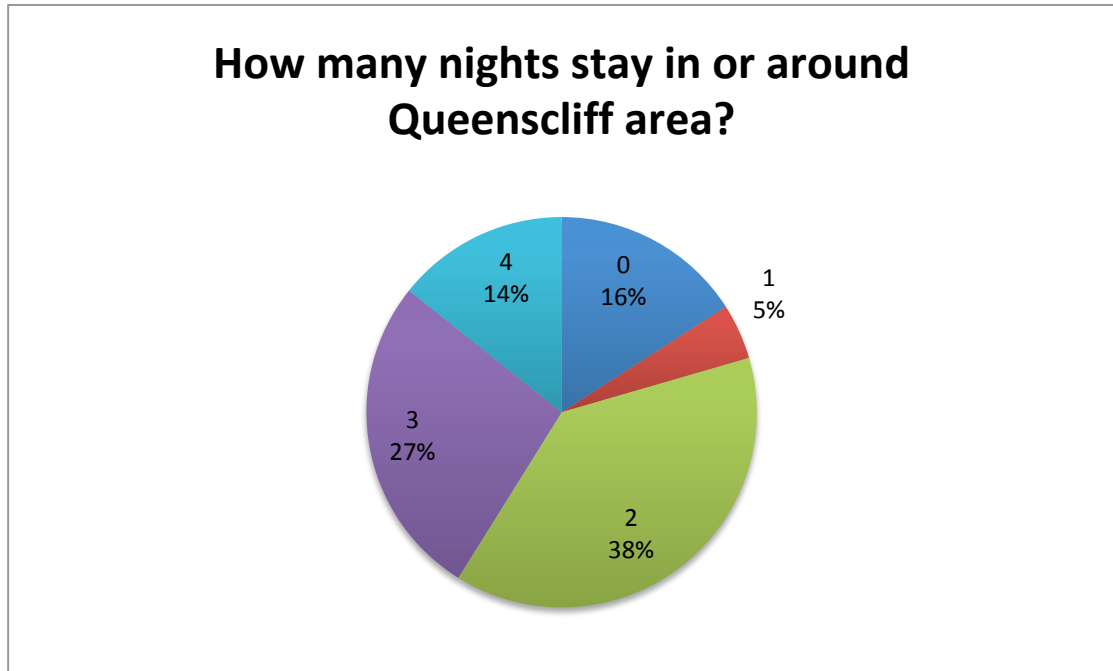


Figure 4: QMF 2017 Audience analysis – length of stay

Figure 5 shows the accommodation location of Festival attendees with a 4% increase in attendees taking up options in nearby Point Lonsdale from 2016. A 2% overall increase from 2016 in people taking up accommodation options within the region.

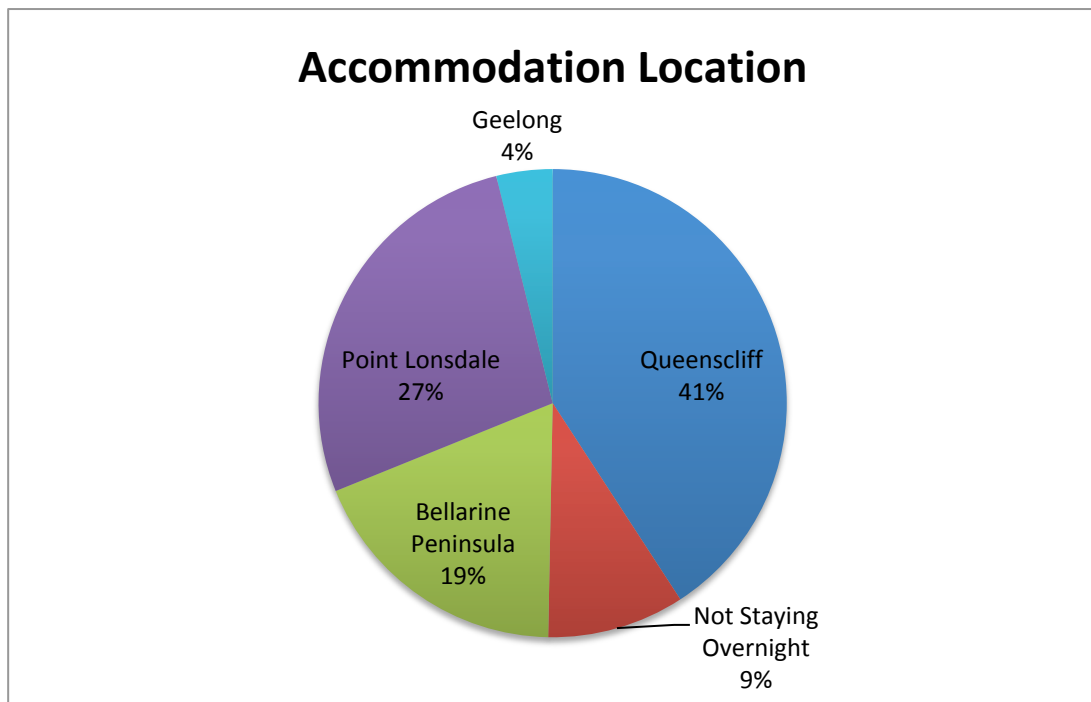


Figure 5: QMF 2017 Audience analysis – accommodation location

8.0 Overall Performance

The following tables show 2017 ticket sales in relation to Festival's since 2013.

	2013	2014	2015	2016	2017	2017 +/-
Weekend	3728	4092	3918	4599	5063	10.09%
Session	3118	3429	3234	2459	2741	11.47%
Total Tickets	6846	7521	7152	7058	7804	10.57%

Table 2: Overall ticket sales

	2013	2014	2015	2016	2017	2017 +/-
Friday	3928	3863	3717	4697	5175	10.18%
Saturday	5458	5502	5182	5600	5870	4.82%
Sunday	4387	5594	5419	5500	5764	4.8%
Total PAX (Fri+Sat+Sun)	13773	14959	14318	15797	16809	6.41%

Table 3: Attendance per day/session