

QUEENSCLIFF MUSIC FESTIVAL

2018 Queenscliff Music Festival Annual Report

QUEENSCLIFF
music festival

19-TWENTY AL PARKINSON ALANA WILKINSON ALI BARTER ALICE SKYE AMISTAT
ANNE EDMONDS BEN OTTEWELL (UK) THE BLACK SORROWS WITH VIKA & LINDA
BOMBINO (NER) CARLA GENEVE CHARM OF FINCHES CHINA BOWLS (UK)
THE COLLINGWOOD CASANOVAS THE COOL CALM COREY WHITE COURTNEY BARNETT
DAN SULTAN DANIELLE WALKER DONAVON FRANKENREITER (USA) ELLA TRINIDAD
FENN WILSON FIND YOUR VOICE (ALL-ABILITIES CHOIR) FINNIGAN AUGUST FOREVER SON
FRASER A GORMAN GRIZZLEE TRAIN GURRUMUL'S DJARIMIRRI LIVE
HARRY JAKAMARRA (SMALL HALLS) HEATH ROBERTSON BAND THE HERD
HORNS OF LEROY JACK THE FOX JEN CLOHER JESSE REDWING KASEY CHAMBERS
THE KITE MACHINE THE LITTLE STEVIES MADDY JANE MADISON VIOLET (CAN) (SMALL HALLS)
MDRN LOVE THE MIK MAKs MIKE LOVE (USA) MONTGOMERY CHURCH
NANCIE SCHIPPER NATHAN SEECKTS OH PEP! OSAKA MONAURAIL (JPN) POLLYMAN
THE REFUGE SARAH BLASKO THE SENEGAMBIAN JAZZ BAND THE SIDESHOW BRIDES
SKINNYFISH SOUND SYSTEM STU LARSEN & NATSUKI KURAI
SWEETHEARTS WITH BERNARD PURDIE TEENY TINY STEVIES THANDO THIS WAY NORTH
TIDES OF WELCOME TIM SNIDER (USA) TOM BALLARD TOM RICHARDSON TRIPOD
THE TURNER BROWN BAND (USA) THE TWOKS VINCE PEACH WANDERERS
THE WHITLAMs YOGA LOVES MUSIC

23-25 NOVEMBER 2018
TICKETS AT QMF.NET.AU



Chair's Report 2018

2018 was a successful and eventful year for QMF, with another great festival, the inaugural Low Light Festival held in June, and the first Twilight Market held at the end of the year in conjunction with Queenscliff Community Market [QCM].

With this increased event activity; our commitment to emerging artists; improvements to Lower Princess Park; support for QLF; and our partnership with Queenscliffe Maritime Museum to enhance the museum site and provide a permanent workshop for us, it was a very busy year.

As we have found, success brings with it more work and these activities represent countless hours of effort by Andrew, Chris, Vivien, Louise and Monica, the Board and our team leaders in making all of these things happen.

Our festival results are covered in Andrew and Peter's report but I did want to mention a major step in QMF's evolution last year with our focus on reduce, reuse, recycle. Although there is much more we need to do, the development and highly successful implementation of our Waste Management Plan was a great achievement and a credit to many but particularly Chris. It took a lot of work, and \$\$\$, but the outcomes have been excellent and provide us with a great base for further work in 2019.

Being entrusted with \$90,000 to manage and bring together the community to provide four weeks of winter activity in June was an enormous effort by our office team and by the Advisory Committee including Wage and Fran. With Low Light 2019 now underway, this year has seen us ramping up activity to get increased business and community buy-in, and all without the support of an artistic director. I really want to acknowledge the effort by Andrew, Chris, Vivien, Taylor and Anne Horsley for the fantastic job they have done, and I am confident their efforts will result in a improved success for Low Light 2019. QMF is committed to supporting Low Light providing we can continue to have the support of BOQ, and we will be looking to commence activity for Low Light 2020 in July of this year to maximise opportunities for government funding.

Working with the Maritime museum and with RDV to receive a \$50,000 grant to progress concept plans for the Museum site also took, and is taking, significant effort from Wage and Peter, and this has only escalated in 2019, with lots of work to do to get the value from this RDV grant. We hope that all of our members will contribute their feedback to what they want from the QMM site and how best we might be able to enhance the site and give us a permanent workshop on the site in the foreseeable future.

Promoting, reviewing, selecting and supporting our EAG grants and the Alison McKenzie Mentor Program also takes up a lot of time and energy, and my sincere thanks to this committee led by Wayne for their work in 2018. With Fenn Wilson and MDRN Love receiving EAG grants and Heath Robertson receiving mentoring from Tom Richardson through the Alison McKenzie Mentor Program this committee continues to make a difference to emerging talent in the Barwon South West Region.

We have also made progress on enhancements to Lower Princess Park. Working with QCM and BOQ, we established an all abilities toilet in the Pavilion, and our thanks to Vivien for her project management obo of both QCM and QMF.

Chris and Stuart continue to spend hours working with council to progress long terms plans to improve power supply to Lower Princess Park, and improved sewerage/toilets is also a much discussed issue.

QMF Inc is now much more than a 3 day event. We contribute substantially to economic activity within the Borough, contributing direct and indirect economic activity as measured by Visit Victoria of over \$10 million dollars, and we contribute cash and in kind to the value of over \$150,000 per year to community groups.

We are actively supporting arts and cultural activities in their fledgling years and are seeking to continue to do that with your support and assistance, as without the help of our team leaders, long term volunteers and life members we simply could not do what we are so successfully doing. My thanks to everyone here tonight for your contribution and for making QMF such a wonderful organisation to be a part of.

Geoff Mutton, Board Chair

Festival Director's Report 2018

Welcome all to the 22nd QMF AGM celebrating the achievements of our Sold Out 2018 Festival.

Firstly many thanks to all involved. The Board, Staff and Q-Crew whom all do a wonderful job, and I am extremely grateful for all the help and support. 2018 was a big year personally, (building a house, and baby!) so I cant thank everyone enough for your assistance.

We present to you another fantastic financial result, as you will have heard from Peter's report and will see in the included financial statements. The key aspects were an increase in revenue as a result of greater than expected attendance, and continued good management of expenses.

The success of 2018 was due to a number of factors, many of which are a direct result of the Board and management's focus on minimising our risk, creating sustainable operations, and forward thinking beyond the current Festival cycle.

Some key focuses at the start of 2018 was to;

- Improve our environment impact and waste management.
- Further invest in community projects, infrastructure, and our Community Benefit Scheme.
- Consolidate on the success of recent festivals.
- Continue to strengthen early ticket sales.

The most unique selling tool we have at QMF is Queenscliff. We once again managed to promote Queenscliff as the headline act at QMF. The success of this strategy is seen in the 3 day ticket sales, and success/popularity of smaller artists within our program.

The 2018 Festival program focused on appealing to our core demographics that we know already exist. With strong early sales, and building on good sales the previous 3 years, we were able to take some more creative risks with the program. The most significant of which was the Gurrumul Djarimirri Live performance. A project and performance we should be very proud to have been able to present at QMF. We developed a clear identity in 2014, and we managed to continue with this successfully through 2015-2018. Artists such as Sarah Blasko, Dan Sultan, The Whitlams, Donavon Frankenreiter etc. appealed to a broad range of our audience and these are the types of artists that work so well for us.

We had a year of consolidation with ticket sales reaching similar numbers to 2017. Whilst sales closer to the festival slowed down, early sales clearly placed a solid foundation for the remainder of the event.

There were many fantastic achievements for QMF in 2018. To name a few of the highlights:

- Increased Community Benefit Scheme outcomes.
- \$10m+ Total Economic Impact on local region.
- Another solid surplus further strengthening our reserves.
- QMM/QMF Project progress
- Queenscliff Twilight Market in conjunction with Queenscliff Community Market.

Moving forward our goal must be to further increase our weekend ticket sales. Our short-medium term goal is to sell only weekend tickets, and no single day tickets. Essentially we would only need to sell 1500 more weekend tickets and we would not need to sell any single day tickets. Weekend punters are more likely to come to QMF for the overall experience, festival, atmosphere, etc. They also come to town for at least 3 days, meaning more tourism & economic benefits for the local community.

With our staggered ticket pricing structure we were able to once again encourage earlier ticket sales resulting in early money in the bank, and an increased 'word of mouth' promotion through those already coming. As a result of the early sales and achieving an overall Sell Out, we once again needed to initiate and manage a 'Ticket Swap' facility. Whilst this does put some more work back on to the office, it alleviates any potential scalping, and allows ticket buyers to confidentially purchase an authentic ticket, through QMF.

Early sales for 2019 continue to be strong. We already have approx. 2,500 people coming for the weekend, with similar numbers compared to 2018. A great indication of the success of the 2018 Festival, is people wanting to come back again in 2019 and willing to commit so early on.

Many thanks must go to our Major partners who assist us financially and in-kind to put on the event, and without whom a lot of what we do would not be possible. Particular thanks to the continued support from the Borough of Queenscliff, Visit Victoria, FReeZA, CUB and Seaside Ferries.

We still have work to do on some key areas of focus as we move forward in order for us to strengthen and consolidate all of our hard work. We must continue to consolidate on our recent successes, and future proof the event whilst we can. A few areas the event and organisation can improve on;

- Asset development & storage
- Dealing with increased crowd numbers
- Interstate & international ticket sales
- Increased community benefits
- Improved Family/Kids offerings

In 2019 we're looking to continue with a similar site layout and setup. Small improvements in layout and setup last year, particularly in the Glaneuse and Kids areas were successful and well received by the crowd. Moving forward we need to continue to capitalise on this Family Friendly aspect of our festival, and look to further improve our offerings. I now have some pressure at home to improve things for the kids too! Bella will be running around the kids area in the not too distant future.

We are very excited to welcome Taylor Crotty to the team in 2019. Taylor started work April 1st, in the Event Assistant role, working on all things Volunteers, Artists and FReeZA. I know Taylor is looking forward to meeting all of our team, so please make welcome and provide her more of that famous Q-Crew support.

Whilst planning for the 2019 festival is well and truly underway, we have also been busy organising the second annual Low Light Queenscliff festival. Many thanks to the QMF team who has been leading this project. Whilst things have been a bit rushed, and challenging, the team has done a wonderful job pulling together a quality program throughout May & June with the help of local businesses and organisations. We hope to see you all at a few of these events, and thank you in advance for your support in this new venture for QMF.

I reinforce each year the importance that we don't rest on our recent successes. The festival and event industry continues to be volatile, with many festivals experiencing highs and lows. New competition for QMF continues to come and go, and for QMF to simply survive is a huge accomplishment over 23 years. Many thanks to all of you once again, the success of the 2018 Festival is largely due to the hard work you have all put in. QMF exists because of our wonderful Q-Crew. Well-done team!

Andrew Orvis, Festival Director

OUR PARTNERS



2018 Festival Snapshot

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 2018: -

The Festival provided cash donations to the Bellarine Peninsula Railway, Queenscliff Coast Guard, Queenscliff Cricket Club, Queenscliff 1st Sea Scouts, Queenscliff Sports Club, Queenscliff Fire Brigade, Queenscliff Uniting & Anglican Churches, SacredEdge Festival, Bellarine Lighthouse Film Festival, Point Lonsdale Board Riders, Queenscliff Community Calendar and Tides of Welcome Choir.
Total value = \$39,985

The Festival provided physical resources to assist the following groups: Bellarine Lighthouse Film Festival, Bellarine Catchment Network, Point Lonsdale Board Riders, SacredEdge Festival, Queenscliff Bowling Club, Queenscliff Football and Netball Club, Queenscliff Sports Club, Around the Bay in a Day, Queenscliff Literary Festival, Queenscliffe Neighborhood House, St Georges Anglican Church, Uniting Church Queenscliff, Lighthouse Arts Collective, Mountain to Mouth, Peninsula Film Festival and Queenscliff Hot Rod Run.
Total value = 14,520

QMF contributed \$20,000 toward the renovation of a new Accessible toilet to the Pavilion in partnership with BOQ & QCM.

QMF contributed \$3,082 toward the installation of a drink foundation on the outside of the Pavilion for general public use.

QMF contributed \$1,350 toward the QMF & QMM Fishermans Co-op project via purchase and installation of new roller door motor.

QMF contributed \$4,569 toward the inaugural Twilight Market. QMF assisted QCM in the development and implementation of this new initiative.

QMF provided in-kind support through staffing, administration, management, insurances toward the inaugural Low Light festival to the value of \$45,000.

QMF contributed \$6,819 toward the installation of a new door in the rear of the Waiting Shed.

Complimentary ticket donations to the face value of \$10,210 were provided for 16 fundraising events and activities to various schools, community groups, sporting clubs and other charitable organisations.

QMF Emerging Artist Grant in its 9th year gave \$10,000 in total cash to two emerging Barwon South West artists to further advance their careers and opportunities.

QMF Alison McKenzie Mentor Program provided \$1000 mentoring to a young emerging artist from the Barwon South West region.

Total value of QMF Community Benefit Scheme = \$156,535

Plus Engagement of 427 volunteers, contributing approximately 4270+ hours to Festival operations.

Economic

\$10,349,000 Economic Impact as a result of the Festival. 2018 results based on Survey data provided by Visit Victoria (2017 based on Remplan Report).

\$195,900 total marketing expenditure on the Festival, promoting Queenscliff and the surrounding region.

Environmental Impact

In 2018, QMF set out to review the impact the event has on the environment and put in place measures to mitigate this. The Festival laid out a plan to achieve a landfill diversion rate of 80%, re-establish itself as leaders in event waste minimisation and create a model that other events; groups and organisations could use to meet their sustainability objectives. Through separation and education QMF recycled, re-used and up-cycled most of the waste generated at the event. The Festival exceeded its targets, achieving a landfill diversion rate of 90.07% and sending the equivalent of just 32 wheelie bins of waste to landfill.

QMF achieved a 90.7% landfill diversion rate

42% of this was organics, which was turned into compost for re-use.

We sent the equivalent of just 32 wheelie bins of waste to landfill

By using reusable and fully compostable coffee cups (including the lids), we removed over 2,500 single use coffee cups from landfill.

By using compostable food service ware (plates, cutlery etc) we offset 4 tonnes of carbon emissions and avoided 592kg of plastic being made

We turned 210kg of soft plastics collected into 3 picnic tables for community use throughout the year (currently on loan to the Football/Netball club).

Survey Evaluation

The survey was available on-line and distributed to attendees via email. The survey was available for three weeks after the Festival with a total of 965 surveys completed. In addition, comprehensive data was obtained with every ticket sale allowing an accurate snapshot of the Festival patronage.

Survey Findings

The 2018 festival saw 77% of attendees come from outside the local region, with the majority being Intrastate Overnight visitors.

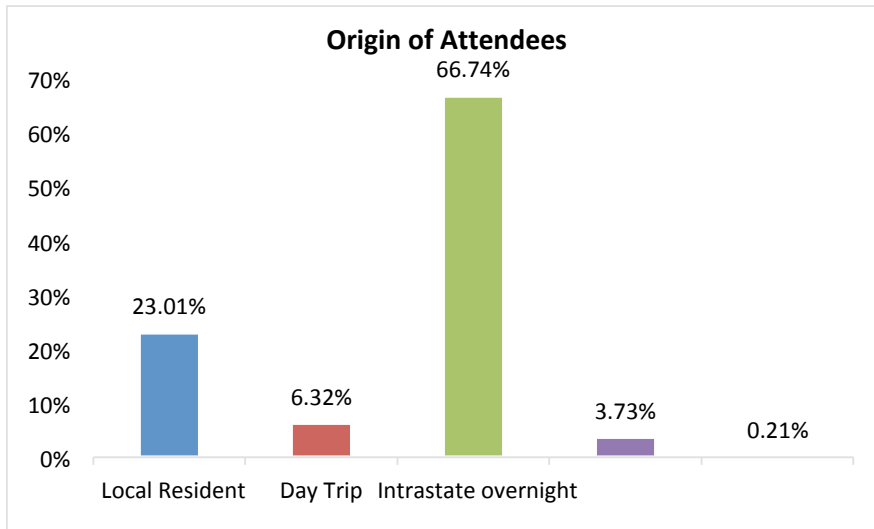
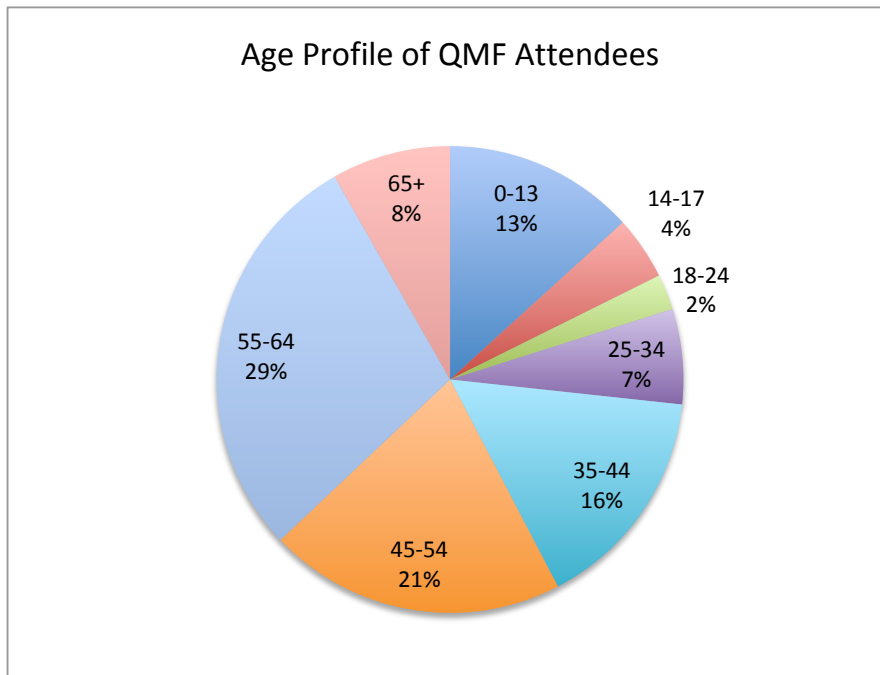


Figure 1: QMF 2018 Audience analysis – Origin of Attendees

Figure 2 shows that the 2018 age profile of Festival attendees remained similar to 2017 attendees. 58% of the audience was over 45 years of age, up 1% on 2017.



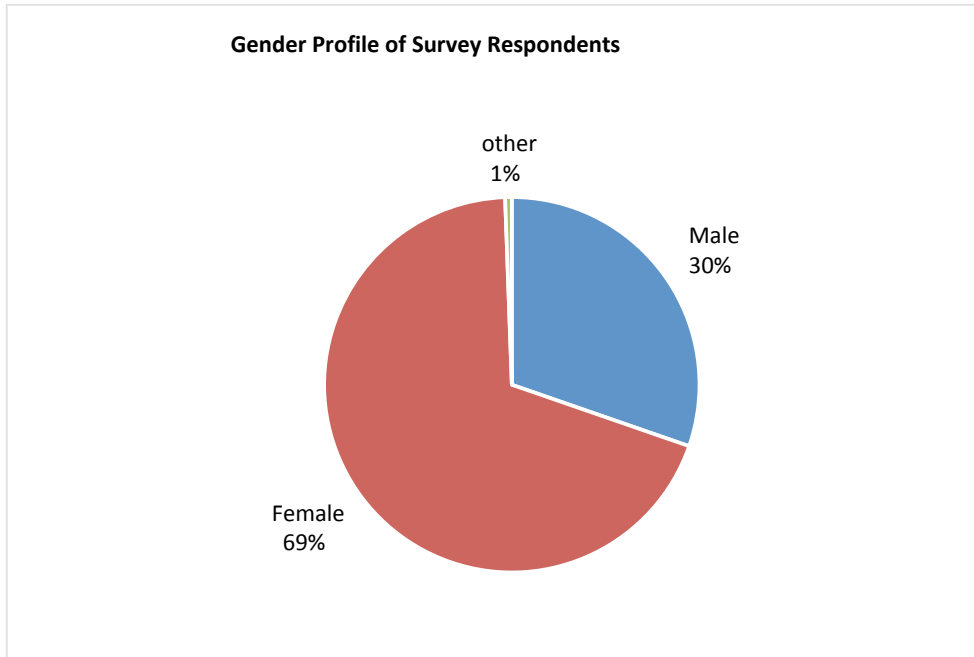


Figure 3: QMF 2018 Audience analysis – gender

The length of audience stay is demonstrated in Figure 4. This remains consistent with 2017. 91% of attendees stay for multiple nights whilst attending the event.

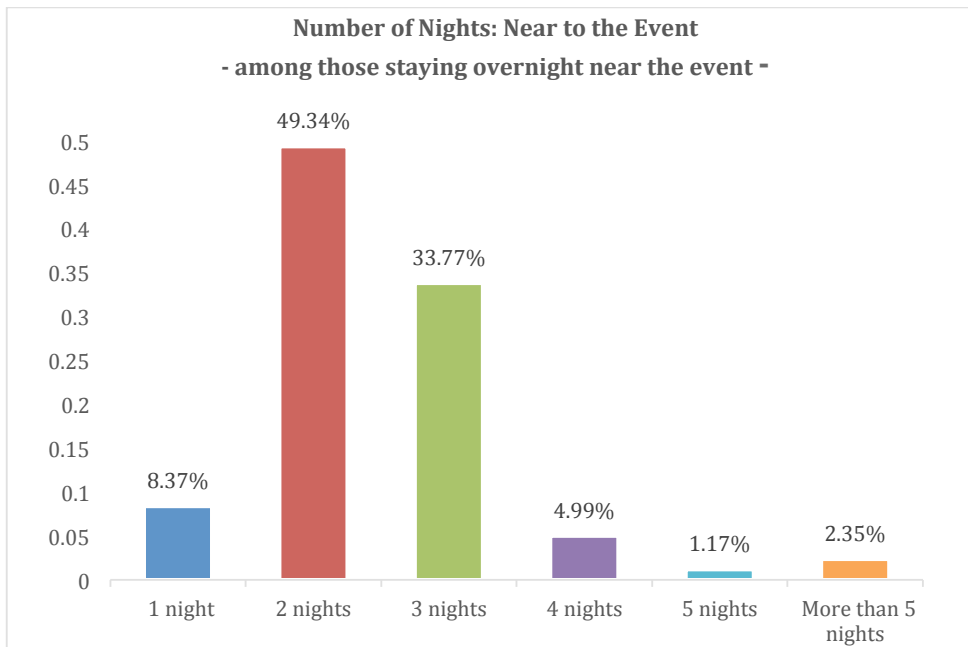


Figure 4: QMF 2018 Audience analysis – length of stay

Overall Performance

The following tables show 2018 ticket sales in relation to Festival's since 2014.

Table 2: Overall ticket sales

	2014	2015	2016	2017	2018	2018 +/-
Weekend	4092	3918	4599	4790	4782	-0.17%
Session	3429	3234	2459	2624	2722	3.73%
Total Tickets	7521	7152	7058	7414	7504	1.21%

Table 3: Attendance per day/session

* 2018 attendance figures include 'participants' (comps, artists, workers, volunteers, donations, giveaways, sponsors, media).

	2014	2015	2016	2017	2018*
Friday	3863	3717	4697	5175	7359
Saturday	5502	5182	5600	5870	8804
Sunday	5594	5419	5500	5764	8186
Total PAX	14959	14318	15797	16809	24349

Table 4: Under 18 overall attendance

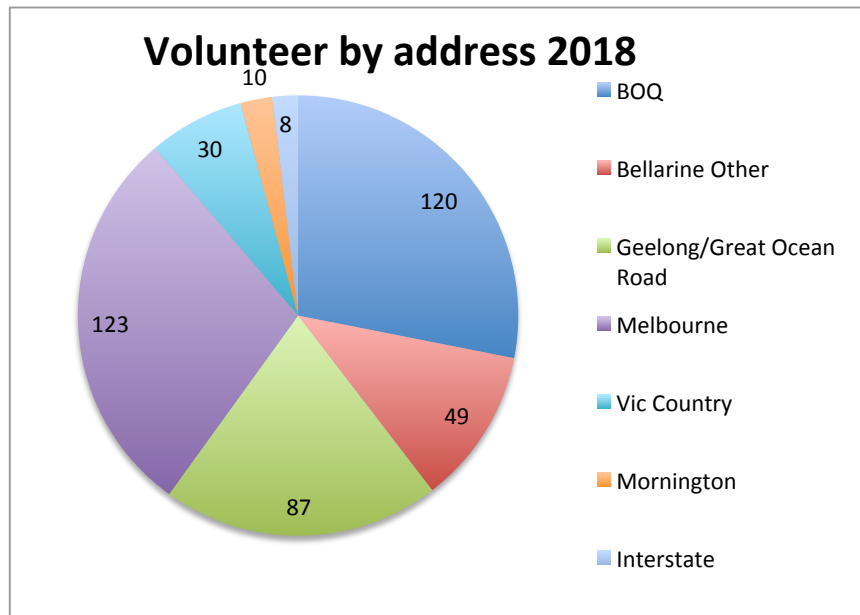
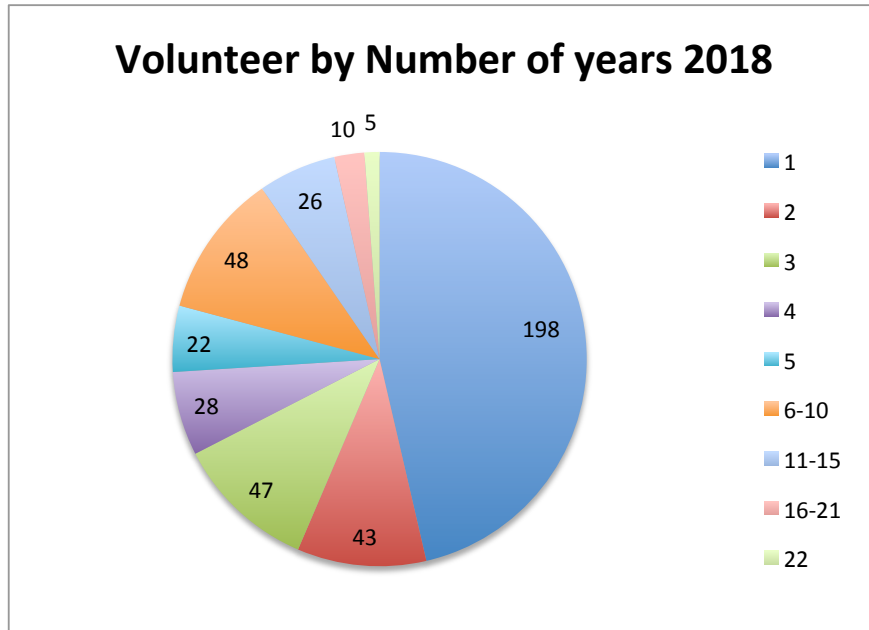
Figures included in Table 3 figures above

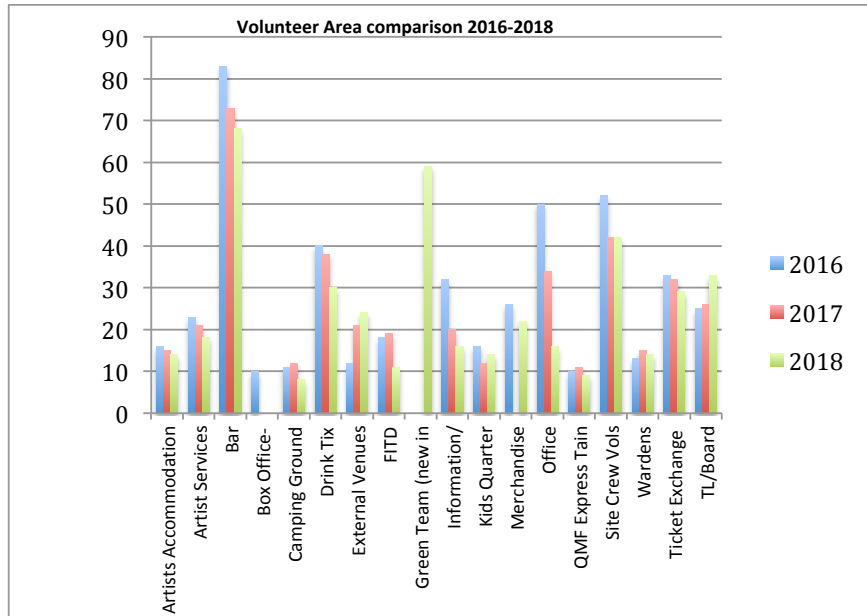
	2018
Child 13 & Under	1233
Accompanied Youth 14-17	260
Total	1493

Volunteers 2018

Again, nearly 70% of our volunteers have volunteered for two or more years and over 25% having volunteered for 5 or more years.

The figure includes 58 new volunteers for the new Green Team. Figure shows a growth in returning volunteers





ACKNOWLEDGEMENTS

BOARD OF MANAGEMENT

Geoff Mutton, Chair
 Fran Briard
 Peter Callahan
 Sarah Cohen
 Dennis Farrugia
 Wayne Jury
 Lui Lipari
 Jane Wager
 Carolyn Williams

FESTIVAL OFFICE

Festival Director: Andrew Orvis
 Admin Officer & Volunteer Coordinator: Viv Fogarty
 Operations & Production Manager: Chris Longmore
 Admin and Youth Coordinator: Louise Roberts
 Finance Officer: Monica Clemow
 Printing & Laminating: Anne Molloy & Julie Walker
 IT Department: Lachlan Miller

ARTIST SERVICES

Artist Services Team Leader: Lui Lipari
 Backstage Host: David Child, Kate Engler & Simon Thorne
 Accommodation: Edith Fahey & Sue Sherriff
 Kids Quarter: Tracey Rickard & Bellarine Kids
 FITD: Caitlin Reynolds

CUSTOMER SERVICES

Registration & Information: Jane Wager
 Ticket Exchange: Anne Horsley & Ivka Taylor-Moss
 Bar Tickets: Ross McDonald, Monica Clemow and Fran Briard
 Merchandise: Nick Ohlson
 The Bank: Peter Callahan
 Complaints: Michael Carrucan

OFF SITE VENUES

Circa 1902
 Queenscliff Uniting Church
 Saint George the Martyr Anglican Church
 Salt Contemporary Art
 Shelter Shed
 Queenscliff Brewhouse
 The Bellarine Railway

OFF SITE VENUE SERVICES

External Venues: Carolyn Williams, Jacinta Farrugia & Dennis Farrugia
 The Blues Train: Claire Ingham & Sam Parry
 Buskers: Louise Roberts
 QMF Campground: Margaret Scott, Bernadette Nitz
 Weekend Markets: Queenscliffe Community Market

MARKETING SERVICES

Festival Publicity & Media Relations: Penney & Logan PR
 Photography: Lisa Kenny, Rodney Nicholson
 Poster & Merchandise Design: Jack Tierney – Listen to the Graphics
 Program Booklet Design & Production: Furst Media
 Phone App: Codeacious

SITE SERVICES

Site Manager: Brad Morton
 Site Volunteer Coordinator: Claire Hedger & Glennys Bibby
 Site Guru & Special Projects: Stuart Miller
 Signage & Decorations: Graham Ryan & Laura Hinds
 Bar Manager: Simon O'Keefe
 Electricians: Surf Coast Electrical
 Area & Venue Wardens Coordinator: Bruce Golightly
 Waste Management: Queenscliff Cricket Club
 Green Team: Wayne Jury
 Gates: Queenscliff Coast Guard

TO ALL OUR VOLUNTEERS, STAFF, CREW, ARTISTS AND FRIENDS – THANK YOU!

LIFE MEMBERS

Hugo T Armstrong, John Barry, Ruth Beard, Robyn Birrell, Jill Boyle, Marilyn Brown, Richard Bull, Peter Callahan, Michael Carrucan, David Child, Ian Curtis, Ross Ebbels, Margot Farman, Alan Farman, Dennis Farrugia, Vivien Fogarty, Steve George, Kim Goodall, David Hutchison, Rob Hurley, Rob Hutton, Lynne Huxley, Alan Joyce, Lynne Knight, John Lesser, Lui Lipari, Neil MacPherson, Jude McCudden, Colleen McEwan, Steve McEwan, Alison McKenzie, Lisa Meyers, Stuart Miller, Jenny Moon, Barbara Moss, Anne Molloy, Geoff Mutton, Rodney Nicholson, Greg Parry, Jacky Porter, Gary Price, Alan Quafe, Sally Riddle, Graham Ryan, Jane Wager, Julie Walker