



**LIVE MUSIC
STATEWIDE**

PARTNERSHIP PROPOSAL

**GLADSTONE CORPORATE
COMMUNITY**

& QMF 2013

October 2012

QMF.ORG.AU
QUEENSLAND MUSIC FESTIVAL

Queensland Music Festival is an
initiative of the Queensland Government



**Queensland
Government**

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Executive Summary

Queensland Music Festival is inviting the Gladstone corporate community to enter into a partnership towards the delivery of the 2013 **Gladstone Celebration** (working title).

Gladstone Celebration will be a landmark event, involving hundreds of community members of all ages in the creation, development and presentation of a large-scale outdoor musical theatre production. There will be four free performances between 18th and 21st July 2013, spectacularly presented on a purpose-built stage in the Marina Foreshore Park.

The project is a result of considerable consultation with the local community and is being co-presented by Gladstone Regional Council (see letter of support from GRC Mayor Gail Sellers, Appendix I, page 9). Council recognises the long-term community benefits of such an event, as well as the unique nature of QMF's engagement model, which provides unique cultural development opportunities on a scale without parallel in Australia. This will be a ground-breaking event without precedent for the people of Gladstone, who by all accounts are currently experiencing considerable stresses and strains brought about by the resources boom. It will enable the community, both new and old, to celebrate the unique cultural identity of the town as well as explore what the future holds. It is also an opportunity for the community as a whole to project a more complex and positive image of Gladstone to the outside world.

QMF will develop a targeted marketing plan to attract audiences from across the region and based on previous events of this type, we are anticipating an audience in excess of 15-20,000. In 2011, the Festival achieved over \$300,000 in media coverage nationally for the *Classic Country* events (source: Media Monitors), and the response to a project of this scale is likely to be even greater.

Due to the scale of the event, QMF requires considerable support from the private sector and is offering multiple partnership opportunities ranging from a \$100,000 (Co-presenting *Platinum Partnership*) to \$10,000 (*Bronze Partnership*). Partnership contributions are payable over two financial years. Please see *Partnership Levels and Benefits* on page 6 for further details.

As a partner of Queensland Music Festival, your organisation will be promoted nationally as a supporter of Queensland communities and excellence in cultural development.

Locally, this partnership will provide high-profile recognition of good corporate citizenship through demonstrable support for large-scale and engaging free public events in Gladstone that combine accessibility with artistic excellence and world class community engagement. In addition, the partnership will:

- **Showcase** the commitment of your organisation to community wellbeing in the region;
- **Profile** the Gladstone Region as a thriving Queensland community;
- **Provide** extended skills development for community members;
- **Build** a strong foundation for sustainable community cultural growth;
- **Present** a cultural program for the Gladstone Region that is relevant to, and enjoyed by the community.

Event Description

Gladstone Celebration (working title) builds on the success of the QMF *Classic Country* events in 2011, which brought the divergent worlds of country musicians and chamber orchestra together, in a concert that attracted over 5,500 people, plus skills development opportunities for local musicians and school students.

The outcome in 2013 will be a world premiere open-air theatrical musical presentation that celebrates the identity of Gladstone, developed with, for and by the Gladstone community. Due to the success of the 2011 events, the reputation of QMF has now been firmly established in Gladstone and the Festival is confident the community will embrace the 2013 project and participate wholeheartedly.

There will be three to four free public performances between 18 – 21 July 2013. The anticipated venue for this production is the Marina Foreshore Park north of the Marina Stage, an area large enough to accommodate significant crowds and high-quality production elements. A total audience of over 15,000 is expected.

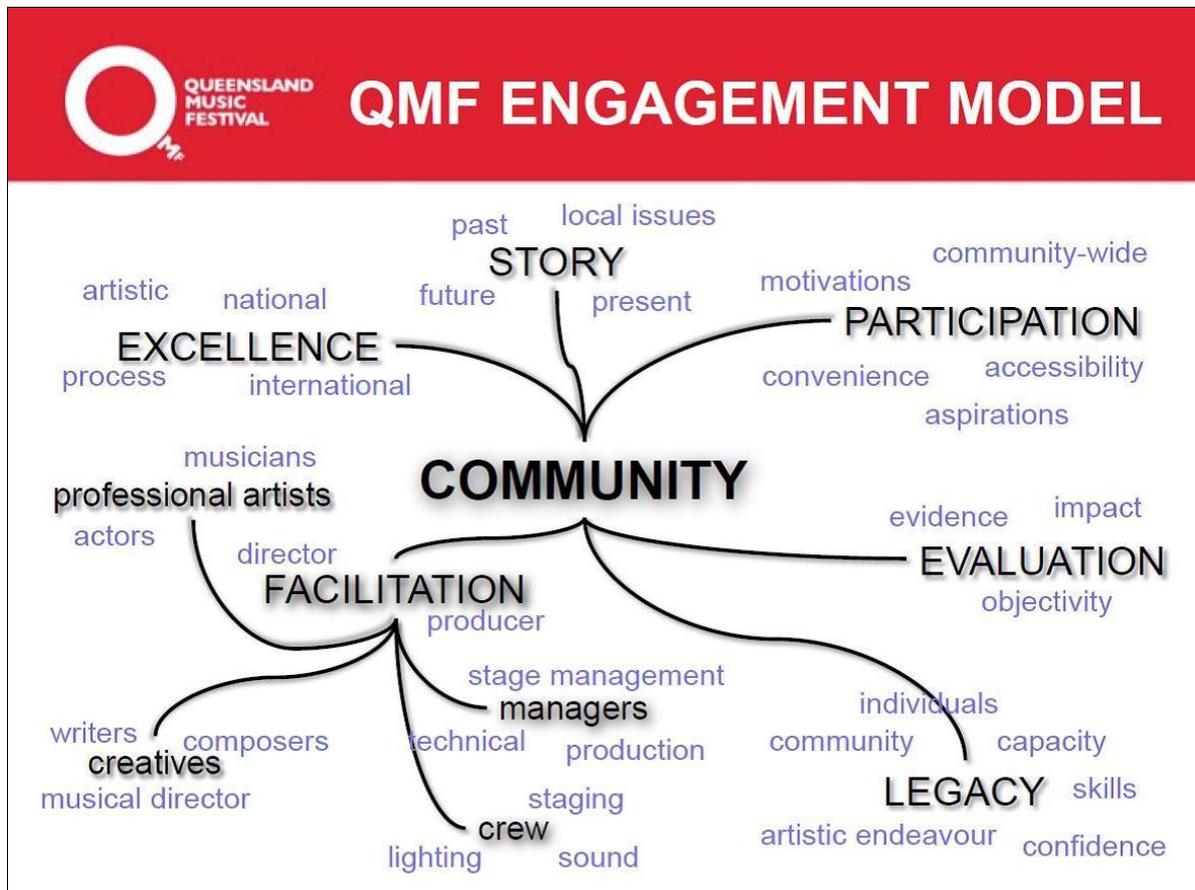
QMF has engaged Managing Producer Marguerite Pepper and Director Sean Mee, the team responsible for many of QMF's signature community events, to lead the project. Over the next twelve months, this team will work with the community to develop new arts skills, uncover emerging talent and up-skill local groups. Participation from a broad cross-section of the community will be encouraged throughout the process and for many this will be their first involvement with the arts. In the Gladstone context, opportunities to involve resource sector employees will be explored.

The process of consultation and development in 2012 has already begun, with an audit of local musical talent in April. What emerged was a plethora of enthusiastic local talent – a rich tapestry of performers and a wide range of individuals and local groups, including a Taiko Drum ensemble and a German Bell Choir. In May, Marguerite Pepper and Sean Mee completed their first major visit to Gladstone to scope the event and begin to uncover local stories. The development of the event will continue throughout 2012, and into 2013, culminating in an intensive rehearsal period in the months prior to the performances.

This style of event is a hallmark of QMF, and has inspired and invigorated the towns across the state since 2001. Some prominent examples are *Behind the Cane* in Bowen in 2011 (See Case Study Appendix II) *The Road We're On* in Charleville in 2009 (see Case Study Appendix III), *The Greatest Show on Earth* in Longreach in 2007, and *Bob Cat Dancing* in Mount Isa in 2005 and 2003.

The QMF engagement model provides unique cultural development opportunities on a scale without parallel in Australia. This will be a ground-breaking event without precedent for the people of Gladstone, who by all accounts are currently experiencing considerable stresses and strains brought about by the

resources boom. The event will enable the community, both new and old, to celebrate the unique cultural identity of the town as well as explore what the future holds. It is also an opportunity for the community as a whole to project a more complex and positive image of Gladstone to the outside world. From an arts perspective, we are anticipating a significant legacy of skills development and new linkages made between local artists and groups.



Partnership Levels & Benefits

QMF is offering five levels of partnership, ranging from **Bronze Partner** with a contribution of \$10,000 +GST to **Presenting Partner** with a contribution of \$100,000 +GST. Please refer to benefits matrix below for details.

The QMF team is committed to delivering a high level of partnership benefits. Your organisation will be recognised for its support of the Gladstone community through a significant regional marketing campaign, as well as nationally through the State-wide Festival campaign. All opportunities and benefits listed are outlined in the spirit of negotiation and may be broadened in accordance with partner organisation needs.

GLADSTONE PROJECT BENEFITS MATRIX	PRESENTING PARTNER	MAJOR PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
	\$100,000	\$50,000	\$30,000	\$20,000	\$10,000
Opportunities per partnership level	one	three	five	multiple	multiple
BRAND PROFILE: STATE-WIDE					
Presenting Partner Status	✓	-	-	-	-
Presenting credits - Presented by Queensland Music Festival, Gladstone Regional Council and <insert organisation name >	✓	-	-	-	-
Prominence of logo on collateral	1st-tier	2nd-tier	3rd-tier	4th-tier	5th-tier
72-page Festival brochures (40,000)					
Festival-wide sponsor category	Platinum Partner	Major Partner	Gold Partner	Silver Partner	Bronze Partner
Logo on event pages and partner pages	✓	✓	✓	✓	✓
Advertisement (@brochure size 242mm x 170mm)	full page	1/2 page	1/3 page	1/4 page	-
20-Page Festival brochures, inserted state-wide into The Courier-Mail (350,000)					
Acknowledgement on event pages	as 'Presenting Partner'	✓	✓	✓	✓
Logo on partner pages	Platinum Partner	Major Partner	Gold Partner	Silver Partner	Bronze Partner
QMF Website					
Logo on event pages	✓	✓	✓	✓	✓
Logo on partner pages	Platinum Partner	Major Partner	Gold Partner	Silver Partner	Bronze Partner
Hyperlink to partner website	✓	✓	✓	✓	✓
Media					
Partnership acknowledgement on all event-related media releases	✓	✓	✓	✓	✓
Opportunities to be actively involved in media set-ups surrounding the events	✓	✓	-	-	-

GLADSTONE BENEFITS MATRIX CONT/...	PRESENTING PARTNER	MAJOR PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
BRAND PROFILE: LOCAL					
16-page event program, inserted into Gladstone Observer and local publications (15,000)					
Advertisement	1/2 page	1/4 page	-	-	-
Logo on partner pages	Presenting Partner	Major Partner	Gold Partner	Silver Partner	Bronze Partner
Event Signage					
Logo placement on event-related venue signage	1st-tier	2nd-tier	3rd-tier	4th-tier	5th-tier
Opportunities to place additional event signage	1st-tier	2nd-tier	3rd-tier	-	-
Event Collateral					
Option for partner level acknowledgement to be attached as logo tag line on local collateral	"Presenting Partner"	"Major Event Partner"	-	-	-
Logo on TV advertisements	1st-tier	2nd-tier	3rd-tier	-	-
Acknowledgement in commercial radio advertising	✓	-	-	-	-
Logo on event flyers, posters & billboards (15,000)	✓	✓	✓	✓	✓
Logo on print advertisements	✓	✓	✓	✓	✓

QMF is offering exclusive corporate hospitality opportunities across our program, including a generous ticketing package to the broad range of additional events across Brisbane and in regional Queensland. Partner organisation representatives will be invited to all Festival networking events, providing access to senior state and federal politicians as well as high-level representatives from the corporate sector. These events will include:

- Festival launch in Brisbane early May
- Gladstone event launch in Gladstone early June
- Networking functions during Festival in Brisbane and selected regional venues, in July;
- Networking functions at Gladstone performances, including special viewing area

GLADSTONE BENEFITS MATRIX CONT/...	PRESENTING PARTNER	MAJOR PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
CORPORATE HOSPITALITY					
Opportunity to host corporate function at main event	✓	✓	-	-	-
Invitation to networking events in Brisbane	✓	✓	✓	✓	✓
Ticketing package (Brisbane and selected regions)	60 tickets	30 tickets	18 tickets	12 tickets	6 tickets
First preference ticket selection	✓	✓	-	-	-

Partnership Summary

Queensland Music Festival is inviting the Gladstone corporate community to enter into a partnership towards the delivery of the 2013 **Gladstone Celebration** (working title).

In order to make the presentation of these events financially viable, QMF is seeking multiple partnerships across five partnership levels:

Platinum Partner & Co-Presenting Partner	\$100,000 +GST
Major Partner	\$50,000 +GST
Gold Partner	\$30,000 +GST
Silver Partner	\$20,000 +GST
Bronze Partner	\$10,000 +GST

Partnership contributions are payable either over two financial years (50% in June 2013 and 50% in July 2013), or as a single payment in July 2013.

Your organisation will be recognised as one of Platinum, Major, Gold, Silver or Bronze Partner of QMF 2013, and as a Partner for all events relating to this proposal. QMF will retain the right to appropriately acknowledge partnerships that are essential to success of the venture. These will include:

- Queensland Government, as our core funders;
- Gladstone Regional Council as Local Government Partner and Presenting Partner;
- Media partners and in-kind partners required to adequately produce and market the proposed events;
- Other government grant partners such as Australia Council for the Arts (Federal Government);
- Philanthropic Partners.

As a partner of Queensland Music Festival, your organisation will be promoted nationally as a supporter of Queensland communities and excellence in cultural development.

Locally, this partnership will provide high-profile recognition of good corporate citizenship through demonstrable support for large-scale and engaging free public events in Gladstone that combine accessibility with artistic excellence and world class community engagement. In addition, the partnership will:

- **Showcase** the commitment of your organisation to community wellbeing in the region;
- **Profile** the Gladstone Region as a thriving Queensland community;
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Appendix I

Letter of Support from GRC Mayor

1 November 2012

TO WHOM IT MAY CONCERN

I am delighted that Queensland Music Festival has chosen Gladstone as the location for its landmark community musical theatre production to be staged at Gladstone Marina Parklands in July 2013.

Cultural events play an important role in building communities, and also contribute greatly to lifestyle experiences for people living in those communities. I believe that events play an even more important role in places like Gladstone where the strains of rapid growth on our people, infrastructure and services are too often foremost in our thinking.

Gladstone Celebration will provide opportunities for a broad cross-section of our community to engage with the arts, in an inclusive and entertaining way. Large-scale community participation and skill development programs will ensure an event that is accessible to all, and that leaves a lasting legacy for us all.

Queensland Music Festival (QMF) partnered with Gladstone Regional Council to deliver both *Classic Country* and *SongTrails* in 2011 and we couldn't have been happier with the results. *Classic Country* attracted audiences of some 5,000 for a single, free performance and drew wonderful feedback from our community, its media and our valued corporate partners. *Gladstone Celebration* in 2013 will build on the success and enthusiasm engendered through our 2011 partnership.

Similar QMF events with large-scale community participation and skill development that have taken place in regional Queensland towns have demonstrated a high level of benefits, including generating positive profile, enhanced education experiences and improved retention of skilled workforces. Our Council is therefore keen to work with local people and businesses in supporting this important community event, and has already committed considerable cash and in-kind support to deliver the project.

I would be pleased for you to join us on the QMF journey as we plan to deliver an inspiring experience for this community like nothing that has come before.

Yours sincerely,



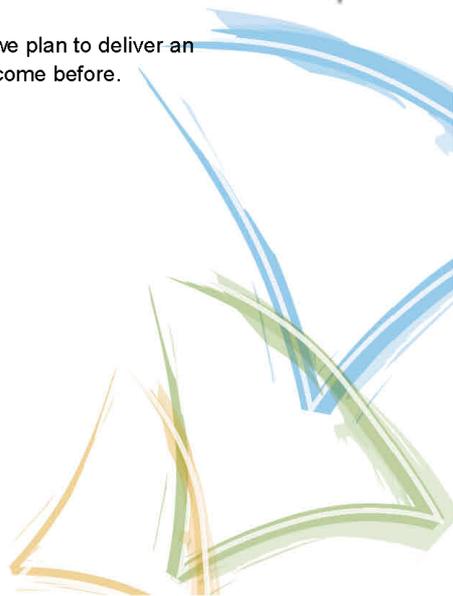
Cr Gail Sellers
MAYOR



**GLADSTONE
REGIONAL COUNCIL**

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Office of the Mayor



Appendix II

Case Study Bowen 2011: *Behind the Cane*

Project Behind the Cane
Where Bowen Sound Shell, Bowen Foreshore
When 3 nightly performances 28-30 July 2011

For a Highlights Video of the Behind the Cane Project click here:

http://www.youtube.com/watch?v=oii_HwgzAMU&list=UUcRSC5AhH2cr8Z2ruO8LAmw&index=19&feature=plcp

Key Outcomes:

- 180 community participants
- Audiences of 8,000 over three nights (population 9,000)
- World and Australian premiere with critical acclaim in *The Australian*
- Highlights of participant survey include 96% of respondents strongly agreeing that it had made them feel proud of where they live and that *Behind the Cane* told stories about their community, and that they were now more likely to participate in music, arts or cultural activities



Over three nights 8,000 people attended *Behind the Cane*

A stunning show with superlative music and a touching and well-crafted script, libretto by Marjorie and Michael Forde, *Behind the Cane*, brought the story of the Australian South Sea Islanders to life in a way that was memorable and stunning, with 120 community participants on stage, and a further 60 participants involved through other means. David Bridie and Andree Greenwell composed a beautifully evocative score that met the story with its dark and sad beginnings to the inspirational present.

There was only one professional actor, Dirk Hoult, and he worked with the local cast and community choir to present the strong story in a series of vignettes. The design and staging was exceptional, down to the designer wind-breaks, sandy beaches and ships' sails. Bowen lived up to its reputation of Blowin' Bowen, as commented upon by the Governor in her speech, but nothing could break the spell of the show.



Community performers in Behind the Cane, Bowen, July 2011

Directed by Sean Mee and produced by Marguerite Pepper, all performers, choir, children's choir and actors, ukulele orchestra from Airlie Beach, were sourced locally and augmented by professional musicians. The children's choirs were trained in four localities – Airlie Beach, Proserpine, Bowen and Collinsville – with a different school group participating in the public performance so that each group had their moment on stage.

The audience grew over the three nights, with a final night of over 4,000, and a total of over 8,000 saw the show. Community feedback was overwhelmingly positive; particularly for members of the Australian South Sea Islander community, the impact of sharing this story is still unfolding.

“The story was brought to life for me. My mother told me how my great, great grandfather was brought out to Australia. I cried and could feel the pain, being a mother of seven boys. Seeing their determination not to let the circumstances dictate their life style and their hard work. It made me appreciate and be proud of my heritage. Thanks a million QMF.” - Anne Power from Tweed Heads

The project has been proposed for an ARC study lead by Sean Mee through QUT. The event was documented in film, photographs and process was detailed. A plethora of QUT students were seconded to the project and worked alongside the creative team as part of their studies. Participants also completed surveys for QMF.

A full-length DVD of the performance has been created, along with two versions (12 min and 6 min) of behind the scenes highlights. A 16 page newspaper insert was produced featuring background notes and the names of all community participants, in partnership with the Bowen Independent. Copies of the DVD have been given to participants.

Appendix III

Case Study Charleville 2009

The Road We're On

Project The Road We're On
Where Levee Bank, Charleville, Murweh Shire
When 3 nightly performances from 29-31 July 2009

For a Highlights Video of the Charleville Project click here:

<http://www.youtube.com/watch?v=256zp40zSi0&list=UUcRSC5AhH2cr8Z2ruO8LAmw&index=21&feature=plcp>

Outcomes:

- 120 community volunteers and performers
- 36 artist development opportunities
- New work by Steven Carleton and Scott Saunders commissioned
- World and Australian premiere
- Estimated attendance 2500 (population 3519)

The Road We're On was a musical and theatrical celebration of local Charleville stories centred on the four elements. They encounter flood, fire and hardship along the path to knowledge.

Under the wintry skies of Charleville the stage was set in the middle of town on the levee bank with dramatic lighting and plenty of live action.

The local community were extensively involved in the production. The four leading players were all members of youth band Hyperdrive, who along with the motocross club, the School of the Air, the local horse whisperer, Mayor Mark O'Brien and his band, Ned and the Kellys, and the Healthy Ageing dancers all contributed to putting on an unforgettable show. In the ten months leading up to the performance, the QMF creative team, led by producer Marguerite Pepper, spent considerable time in residence in the community. Community participants were involved in auditions, workshops, rehearsals and the performance, as well as making sets and costumes. Many commented that the opportunity to be part of QMF was a fabulous experience for the whole town.

The Road We're On was awarded the Community Event Award for 2009.

Impacts in the community

Overall *The Road We're On* was highly successful in generating and contributing social, cultural and economic benefits for local participants, artists, businesses and the Charleville community. The event achieved positive community participation and engagement and has been highly valued because it was fun, new connections were made and people could engage with art and culture in a way not previously possible.

Community pride and a willingness to participate in future community and arts events was also expressed as well as renewed confidence, self-esteem and sense of wellbeing for individuals involved.



Charleville children practising for THE ROAD WE'RE ON flood scene, Charleville, June 2009



Community members of the core cast of THE ROAD WE'RE ON, Charleville, July 2009

Appendix IV: About Queensland Music Festival

For a Highlights Video of the 2011 Queensland Music Festival, click here:

<http://www.youtube.com/watch?v=DjqBt6vCPIM&list=UUcRSC5AhH2cr8Z2ruO8LAmw&index=5&feature=plcp>

Queensland Music Festival (QMF) is a biennial state-wide celebration of music, a major cultural and artistic success story with a national and international reputation, and an unparalleled geographic reach.

Our vision is to transform lives through unforgettable musical experiences.

The best of local, national and international talent perform every conceivable style of music to Queenslanders from all walks of life, in Brisbane, and in regional and remote centres from Thursday Island to the Gold Coast.

The majority of events are free, and many feature large-scale collaborations with communities. No music is left unloved in a program that moves and inspires with new and surprising musical exchanges from around the state, the country and the globe.

Working with communities throughout the state, QMF makes the joy of music accessible to all, creates unique experiences that connect people with place and community, and celebrates the richness and diversity of Queensland.

The festival ignites artistic potential. In collaboration with councils and the communities, QMF inspires participation in music-making and performances that reflect local culture and tell local stories.

With record audiences of 178,000 people, sell-out Brisbane shows, and both popular and critical acclaim for world premiere performances, QMF's most recent Festival in July 2011 featured a staggering 202 events in Brisbane and 34 regional and remote centres throughout Queensland.

Appendix V:

Artistic Director James Morrison

Besides the trumpet, this multi-instrumentalist also plays trombone, euphonium, flugel horn, tuba, saxophones, double bass and piano.

At the age of seven, he was given his first instrument, at nine he formed his first band and at thirteen he was playing professionally in nightclubs. His international career developed just as quickly. At only age sixteen James debuted in the USA with a breathtaking concert at the Monterey Jazz Festival.

Following this were performances at the big festivals in Europe including Montreux, Pori, North Sea, Nice and Bern - playing with many of the legends of jazz. Dizzy Gillespie, Cab Calloway, Woody Shaw, Red Rodney, George Benson, Ray Charles, B.B. King, Ray Brown and Wynton Marsalis to name a few. There were also gigs in the world's most famous jazz clubs - The Blue Note and Village Vanguard in New York, the New Morning in Paris and Ronnie Scott's in London.



Now 49, James Morrison's career thus far has been diverse and perhaps not typical of most jazz musicians. He recorded *Jazz Meets the Symphony* with The London Symphony Orchestra conducted by Lalo Schifrin, performed concerts at the Royal Albert hall with the London Philharmonic Orchestra and at the Royal Opera House, Covent Garden for Princess Anne, Royal command performances on two occasions for Her Majesty Queen Elizabeth II, and for US Presidents Bush & Clinton at Parliament House in Australia. In 1997, James was recognised for his service to the arts in Australia and awarded a medal of The Order of Australia.

James was also the artistic advisor to the Sydney Symphony's *Kaleidoscope* series, which has included performances by Chick Corea, Dianne Reeves, Gary Burton and Kristjan Jarvi.

He spends much time in education, doing master classes and workshops in many countries and presenting the James Morrison Jazz Scholarship at *Generations in Jazz*.

An avid user of the latest technologies James is very involved in furthering the presence of jazz and music education on the Internet and also uses computers extensively in his writing, recording and performances.

When not writing film scores, composing or being patron of several youth orchestras, James relaxes in some fairly unconventional ways for a musician - flying his private plane or driving in a rally championship. His love of cars is well known, as he was a host on the TV program Top Gear Australia.

With interests so broad and a career so filled with highlights it seems that James must have done just about everything he could want to do - but not so...

James describes his appointment as Artistic Director of QMF as an extremely exciting new chapter in his life and says that having spent many years performing all over Queensland, he is looking forward to working with the QMF team to continue and expand the spectacular work for which the Festival is renowned.

Appendix VI: Organisational Structure

QMF is funded by the Queensland Government through Arts Queensland. QMF acknowledges the support provided through significant partnerships with funding bodies, corporate organisations, universities, arts companies, and regional communities as well as the co-operative and reciprocal partnerships with local governments.

Event Production Team

Working with local councils and the community, the highly experienced production team will deliver the event in a timely and professional manner.

Marketing & Development Team

A team of marketing, development and media specialists will deliver an innovative marketing and communication campaign to maximise exposure, awareness and attendances.

QMF Board & Core Team

The board of Queensland Music Festival Pty Ltd is committed to producing and promoting festival events that achieve both international excellence and accessibility for Queenslanders from all walks of life.

Kate Farrar CHAIR	Managing Director, Q Energy
Darren Busine DEPUTY CHAIR	Chief Financial Officer, ENERGEX
Leigh Cleave	Corporate & Major Gifts Director, Salvation Army
John Evenhuis	Teacher of Music, Rockhampton Grammar School
Greg Hallam	Executive Director, Local Government Association QLD
Simon Lockyer	Managing Director, Simon Lockyer Consulting

Queensland Music Festival engages the services of a wide range of people and organisations to ensure the professional delivery of an innovative, creative and engaging program. The Festival's Core Team is:

James Morrison ARTISTIC DIRECTOR
Nigel Lavender EXECUTIVE DIRECTOR
Oddur Augustsson FINANCE & OPERATIONS MANAGER
Erica Hart PROGRAM DIRECTOR
Giannina Periz ASSOCIATE PRODUCER
Tara Hobbs ASSOCIATE PRODUCER
Ken Francey TECHNICAL DIRECTOR
Simon Buchanan DEVELOPMENT & MARKETING DIRECTOR
Wendy Mansell DEVELOPMENT EXECUTIVE
Giuliana Bonel DEVELOPMENT & MARKETING MANAGER