ECONOMIC DEVELOPMENT FUND – APPLICATION FROM CAIRNS BLUES FESTIVAL FOR THEIR EVENT IN 2010

Mark Seedhouse :1/59/13-01: #2341682

RECOMMENDATION:

That Council supports the 2010 Cairns Blues Festival by way of a $9,940 (ex GST) cash grant and $20,060 in kind assistance from the Economic Development Fund to the organising body, Cairns Blues Festival Inc.

INTRODUCTION:

The Cairns Blues Festival Inc. seeks to support and promote live blues music in Far North Queensland through an annual festival on the Queensland Labour Day long weekend in early May each year. Support is sought from Council for the 2010 event.

BACKGROUND:

With the demise of Johno’s Blues Bar in 2007, live blues music in Cairns has been noticeably absent. The Cairns Blues Festival Inc. is tapping into the community demand this has produced with the aim of providing Far North Queensland with quality music from quality performers.

The Cairns Blues Festival Inc. was incorporated on April 4, 2008 and is a non-profit organisation dedicated to the establishment of an annual blues festival in Cairns.

The inaugural festival held earlier this year was well received as a successful emerging event. It is vying for a permanent place on the vibrant Australian festival circuit. Council was not requested to provide financial support the 2009 event.

Ticket sales have indicated that the event attracted visitors from NSW, Victoria and New Zealand despite only being advertised locally. The intention next year is to advertise to a broader market to capitalise on the interest shown from the more populist southern states.

Cairns Blues Festival Inc is now asking for Council financial support to help consolidate past achievements and set Cairns up as a permanent fixture for an annual blues festival.
The organisation also hold major fundraising events 4 times a year from Innisfail to Irvinebank to Port Douglas, the purpose of the events being to raise revenue, increase awareness, generate interest and enrol new members. The current membership base is approx 200 and growing.

**COMMENT:**

The following is an assessment of the applications stated claims relative to the Economic Development Fund criteria:

Assessment: High, Medium or Low Fit with the criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Assessment</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential of the project to deliver immediate economic benefit</td>
<td>Medium</td>
<td>Participant numbers for the 2010 Blues Festival are purported to be in the region of 3000. This includes approx 1800 attendees who are expected to stay for 2-3 nights over the long weekend.</td>
</tr>
<tr>
<td>Estimated size of the expected boost to the local and/or regional economy through direct and indirect expenditure generated</td>
<td>Medium</td>
<td>Assuming a spend of $199 per visitor per night, the benefit to the local economy is estimated as $1.2 – $1.8m</td>
</tr>
<tr>
<td>Potential for project outcomes to provide a lasting legacy for the economy</td>
<td>High</td>
<td>If the Cairns Blues festival can become established as a permanent fixture on the Australian festival circuit then it will provide an annual growing music-tourism base.</td>
</tr>
<tr>
<td>Potential for the funded activity to grow in size over time</td>
<td>High</td>
<td>It is expected that the festival will double in size next year, with substantial growth continuing in future years.</td>
</tr>
<tr>
<td>Potential for attracting more visitors to the region (tourism marketing potential)</td>
<td>High</td>
<td>New initiatives are specifically targeted at attracting southerners to the region.</td>
</tr>
<tr>
<td>Potential to impact the diversity of the local economy</td>
<td>Low</td>
<td>Music Festival Tourism is an important growth industry. It is slightly diverse from the Reef and Rainforest short stay tourism. It provides yet another reason to visit Cairns.</td>
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<tr>
<td>Criteria</td>
<td>Assessment</td>
<td>Comment</td>
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<td>-------------------------------------------------------------------------</td>
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<tr>
<td>The significance of Council's support in the applicant's decision to proceed with the project</td>
<td>Medium</td>
<td>It is unclear whether the festival will proceed without council assistance. It is likely that it will not be as widely promoted. It is likely that it will not have as any amenities/facilities to utilise.</td>
</tr>
<tr>
<td>Capacity to generate favourable media coverage for the community or region</td>
<td>Low</td>
<td>The national media will have some limited interest in reporting the festival.</td>
</tr>
<tr>
<td>Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community (show links to strategic directions identified by Council and/or Advance Cairns if relevant)</td>
<td>Medium</td>
<td>Corporate plan strategy &quot;Strengthen Council's support for economic development including tourism and economic diversification&quot;</td>
</tr>
<tr>
<td>Demonstrated success with previous projects of this type</td>
<td>Medium</td>
<td>The first festival was held this year. Although it was on a small scale, it was generally perceived as a success.</td>
</tr>
<tr>
<td>Requirement for direct support from or involvement of staff from Council or Advance Cairns</td>
<td>Medium</td>
<td>The application is seeking substantial in-kind assistance, mainly for the use and servicing of Fogarty Park.</td>
</tr>
<tr>
<td>Level of financial support from partners, other sources and from the organisation itself (ie the greater the leveraging of other funds, the better the application will be viewed)</td>
<td>High</td>
<td>The original application does not contain much information in this area other than to state that they expect to match council’s cash contribution ($9940) in the forthcoming advertising campaign. In subsequent correspondence it transpires that the support from outside CRC will come to $184,110</td>
</tr>
<tr>
<td>Level of potentially negative impacts on surrounds, environment, others</td>
<td>Medium</td>
<td>Concerns have been raised as to the timing of the event. given its proximity to the Country Rock and Blues event at Undarra and the likely clash with the Mt Garnet Races and Rodeo. These concerns are addressed to some degree in subsequent correspondence from the CBF committee.</td>
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</table>
Based on the above assessment, the application appears to be worthy of support.

**CONSIDERATIONS:**

**Corporate and Operational Plans:**

One of the key actions identified in the Corporate Plan in relation to Goal 5 "Creating a Prosperous Region" is to “Strengthen Council’s support for economic development including tourism and economic diversification”. This includes support for "the development and growth of festivals and events across the region".

Goal 2 advises that Council will "build more creative, innovative and self-reliant communities where participation in community life is enabled and encouraged". Specifically Council will "provide enhanced arts and cultural activities that add value to the life of residents and visitors alike". It further advises that Council's Cultural Plan will be implemented, that Plan identifying the need to collaborate "with contemporary arts groups to provide fresh, innovative product and performances specifically for a festival or event.

The Community, Sport and Cultural Services Department has responsibility for managing these types of proposals.

**Statutory:**

There are no statutory considerations unique to this type of proposal.

**Policy:**

Supporting a proposal of this nature is consistent with Council's Regional Economic Development Policy.

**Financial & Risk**

Council is being asked to commit $9,940.00 ex GST cash and $20,060 in-kind assistance. No time frame has been indicated, although it is mentioned that “certain financial considerations be addressed with all speed”.

The Economic Development Fund (EDF) currently has an unallocated balance of $189,170.

There are EDF applications totalling $109,236 listed on the Agenda for Council’s Ordinary Meeting of 28 October 2009.

The risk in this application revolves around the success of the advertising campaign in doubling the number of participants to the event next year. If the response to the event is less than anticipated, the economic benefits will not eventuate to the amounts expected.
If council does not assist, this also increases the risk that the event will be lacking in amenities/facilities and that the quality of the actual event will be diminished. This could be detrimental to repeat business and the long term future of the event.

The risks to Council from this project should it proceed are considered low.

**Sustainability:**

The amount of the contribution is relatively small when compared to the estimated long term economic benefits that it will bring. If successful, the event will bring long term sustainable growth in the Music Tourism Industry.

**CONSULTATION:**

The Festivals Advisory Committee was consulted. Concerns were raised over the quality, the content and the format of the application. Also concerns were raised about the timing of the event and potential clashes with similar events at Undarra and Mt Garnet.

Further information was sought from Cairns Blues Festival Inc. This was forthcoming (See Attachment 2), along with several further letters of support (Attachment 3).

Advance Cairns has independently reviewed the application. The results of their assessment are as follows:

<table>
<thead>
<tr>
<th>REVIEW OF PROJECT CRITERIA</th>
<th>VERY HIGH</th>
<th>HIGH</th>
<th>FAIR</th>
<th>POOR</th>
<th>VERY POOR</th>
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<tbody>
<tr>
<td>Potential for the project to deliver IMMEDIATE economic benefit</td>
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<td>Potential for the project to deliver LONG TERM economic benefit</td>
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<td>Potential for attracting tourists and/or permanent residents into the region</td>
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<td>Potential to create employment</td>
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<td>Potential to diversify the local economy</td>
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<td>Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community</td>
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<td>Demonstrated synergies with strategic direction of Advance Cairns</td>
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<tr>
<td>Inclusion and level of collaboration with other regional stakeholders</td>
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<td>Quality of application presented</td>
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<td>Adequacy of letters of support provided</td>
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<td>For known initiatives that are already in place under this theme, the</td>
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<td>application demonstrates that this new project will support (not replicate or</td>
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<td>become detrimental to) those existing activities</td>
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**SUPPORT FOR APPLICATION**

Based on our review of this project using the process outlined on this form (no separate due diligence has been undertaken), the application made to the Cairns Regional Council for project funding:

- [ ] IS SUPPORTED BY AC
- [ ] IS NOT CONSIDERED APPROPRIATE BY AC
- [ ] WE BELIEVE REQUIRES FURTHER INVESTIGATION BY CRC

Chief Executive Officer: [Signature] Date: 28/09/2009
OPTIONS:

1. That Council supports the proposal and agrees funding to the amount requested (i.e. $9,940 ex GST cash and $20,060 in-kind assistance); or

2. That Council support the proposal as submitted, but with amendments as proposed by Councillors; or

3. That Council not support the proposal.

CONCLUSION:

Analysis of the key features of the proposal indicates that there will be considerable and sustained economic benefit to the region. The application is recommended for support to the level sought.

ATTACHMENTS:

Attachment 1: Application from Cairns Blues Festival (#2328166)
Attachment 2: Supplementary Information supplied by CBF Committee (#2365063)
Attachment 3: Various Letters of Support

Mark Seedhouse
Business Support Officer

Ian Lowth
Community, Sport and Cultural Services
Attachment 1: Application from Cairns Blues Festival

The Cairns Blues Festival
PO Box 156
North Cairns  Qld  4870

Ian Lowth
General Manager
Community, Sport & Cultural Services
Cairns Regional Council
Spence Street
Cairns  Qld  4870

To Whom it May Concern,

The Cairns Blues Festival Inc was incorporated on April 4, 2008 and is a non-profit organisation dedicated to the establishment of an annual Blues Festival.
We currently hold major fundraisers approx 4 times a year. The fundraisers are as far south as Innisfail, west as Irvinebank, and north as Port Douglas/Julatten. Apart from revenue raising, the main purpose of these fundraisers is to raise the profile of the Festival, and to generate interest and members from the greater Cairns region.
Our current membership base is approx 200, and constantly growing. With the demise of Johnos Blues Bar in 2007, live blues music in Cairns has been noticeably absent, and our organisation is tapping into the community demand this has produced, with the aim of providing Far North Queensland with quality music from quality performers.

Our committee membership is:
President  Dan Vowles,
46 Barron River Esp, Machans Bch
Proprietor: Cairns Mobile Hoodlinings
Treasurer
Kitty Burrett
46 Nova Street, Kewarra Beach
Finance Manager, Cairns Show Assoc

Secretary
Pauline Langley
64 Christensen St, Machans Beach
Tanks Arts Centre
Currently studying for BA at JCU

Committee Member
Kathy White
12 Fogarty Street, Whitfield
Anaesthetic Technician, CBH

Committee Member
Valmai McCracken
28 Bollox Street, Whitfield
Teacher, Trinity Bay High School

Committee Member
Lea Reid
1 Limpet Close, Trinity Beach
Partner: Reid Screenprints
BA, LaTrobe Uni, Victoria

The objective of the committee is to support and promote live blues music in Far North Queensland through an annual festival, on the Queensland Labour Day long weekend in early May.
As an emerging and developing event on the vibrant Australian festival circuit, we can provide demonstrated credentials via the successful Cairns Blues Festival staged earlier this year. Ticketlink, a local ticketing agency who handled all our pre-event ticketing, provided our advertising team with a computer generated report showing clear data of ticket sales in both NSW and Victoria, (as
well as Auckland, NZ), areas that we intend to follow up in our advertising campaign for the 2010 festival.
The timing of the festival in early May does not clash with any other calendar event in the Cairns region, and could be a key lure for tourists wishing to escape the southern chill or start their Australian adventure. Our advertising campaign for 2010 (unlike that for the 2009 year where we deliberately concentrated all advertising in the local region) is envisaged to include all southern states and many media forms, as varied as motoring magazines and street press to television.
2009 crowd numbers were estimated to be appx 1500, and in 2010 we calculate that this figure can be doubled with a targeted advertising campaign. Accommodation houses and restaurants experienced a lift in business, with at least one venue (the Cairns Colonial Club, a 2009 sponsor, and keen to become a 2010 sponsor) having a full house on that weekend.
The committee is certain that this event has the potential to grow to a level where it will become financially independent by 2015. The beneficial impacts to the larger Cairns economy of hosting a major music festival at the beginning of May each year will be felt by a wide range of service providers and businesses, and add to the already diverse list of entertainments that the tourism bodies utilise to market the region both nationally and internationally.
An advertising campaign for 2010 should ideally begin around December/January, and so it is important that a venue be selected, and certain financial concerns be addressed with all speed.
The Cairns Blues Festival Inc. would like to apply for a grant of $30,000 from the Cairns Regional Council under the Economic Development Fund Grant Program. It would ideally take the form of a combination of in-kind assistance and cash. Initial costings appear below,
In-kind Assistance Sought:

4 x 3mx3m marquees $ 240.00
8 x 6mx3m marquees 800.00
85 x temporary fence panels 850.00
50 x wheeie bins 1050.00
2 x industrial bins 140.00
30 x folding tables 600.00
Cleaner x 36 hours 2880.00
Security Guard x 25 hours 1750.00
Fogarty Park hire x 2 days 5000.00
Bump in/Bump out x 3 days 3750.00
Commercial Event Bond (an initial expense) 3000.00
Total In-Kind Assistance $ 20060.00

Cash Sought: $9940.00

We anticipate that our entire budget for advertising for the 2010 festival to double this figure.

In anticipation,

Lea Reid
Grants
Cairns Blues Festival
Email: promotions@cairnsbluesfestival.com
Phone: 40 577159
QUEENSLAND
Associations Incorporation Act 1981
Section 15
Form 15
Incorporation Number: IA36191

Certificate of Incorporation

This is to certify that

CAIRNS BLUES FESTIVAL INC.

is, on and from the fourth day of April 2008
incorporated under the Associations Incorporation Act 1981.

Dated this fourth day of April 2008

Delegate of Director-General
Response to email requesting extra information.
In the order in which requests appear in email of Thursday 1 October 2009:

1. The dates for the proposed Cairns Blues Festival 2010 are Saturday 1 May and Sunday 2 May.

2. The Country Rock and Blues event at Undarra is scheduled for the 9-11 April 2010, and has been described by the organisers as an ‘experience’, not a ‘festival’. It is a generally a gathering of 200 or so people, held in their restaurant area, and in the 2009 year the committee of the Cairns Blues Festival organised reciprocal free tickets with the Undarra promoters. Similar arrangements will be made in 2010 as the cross-promotional opportunity is both well timed for our festival in May, and good value.

The Mt Garnet Rodeo and Race weekend is held on the Labour Day long weekend, which in 2010 will be the 1st & 2nd May, the same weekend as the Cairns Blues Festival. The rodeo is held on the Sunday, and races are held on the Saturday and Monday. Friday nights are a ‘Calcutta’ evening, where the patrons enjoy a light hearted gambling atmosphere. The musical entertainment takes place on the Saturday and Sunday nights in the form of cabaret evenings, with ‘variety’ bands performing so that race-goers can relax and dance to music. Both the President of the Rodeo Association, George Petersen, and the Secretary of the Race Association, Kelly Harrison, agree that approx 3,000-5,000 people attend the weekend activities, with 95% of those being country people who attend because of the atmosphere, rodeo and camping. Even though the Mt Garnet weekend conflicts with our own, it is the opinion of the CBF committee that North Queensland has the cultural capacity to accommodate both events, and that we do not compete for the same audience.
3. How the requested level of support sits within the CBF budget; Please note, I no longer have a copy of Inner City Facilities pricing structure, so all prices here are the ones I was quoted, which I presume include GST.

<table>
<thead>
<tr>
<th>a. Project Budget Item</th>
<th>Council Funding</th>
<th>d. Additional funding (ex GST)</th>
<th>e. Source of additional funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>(categories of expenditure)</td>
<td>(ex GST)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Cash</td>
<td>c. In-Kind</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Venue Hire</td>
<td>$8,750</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Equipment General</td>
<td>$2,640</td>
<td>$7,360</td>
<td>Sponsorship</td>
</tr>
<tr>
<td>Marquees</td>
<td>$1,040</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Cleaners</td>
<td>$2,880</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Security</td>
<td>$1,750</td>
<td>$8,250</td>
<td>Fundraising</td>
</tr>
<tr>
<td>Commercial Bond</td>
<td>$3,000</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Advertising</td>
<td>$9,940</td>
<td>-</td>
<td>$10,000</td>
</tr>
<tr>
<td>Total (ex GST)</td>
<td>$9,940</td>
<td>$20,060</td>
<td>$25,610</td>
</tr>
</tbody>
</table>

**Total funding (b+c+d) (ex GST) $55,610**

Other budget expenditure items not covered here but necessary for the festival include:

- **Performance fees $50,000**
- **Merchandise $3000**
- **Liquor and License $40,000**
- **Catering $1500**
- **Staging $8000**
- **Accommodation $5000**
- **Insurances $2000**
- **Emergency personnel $4000**

These figures are at an early budgetary stage and an estimate only. This sum will be covered by a combination of fundraising, sponsorship, and other grants (eg Arts Council grant for performance fees). Attached are our latest unaudited financials.

4. The projected audience for 2010 is between 3,000 and 5,000, and the committee feels that this estimate is both realistic and obtainable given an
appropriate publicity campaign in various forms of media, (at a local, state-wide and national level). At the 2009 Festival, the CBF committee conducted a Patron Survey which included a question about the patrons’ place of origin. The results were 63% of people were from Cairns, 29% from Queensland, and 8% from interstate. Most people purchased their tickets on-line, but many purchased at the entry gate, especially people who were visitors to the city. Some patrons who traveled to Cairns specifically for the festival had friends living in the area and so our advertising to people outside the Cairns area was ‘word of mouth’. It also turns out that these patrons often had their tickets pre-purchased through Ticketlink with a Cairns postal address. Using the projected 2010 audience of 3,000 to 5,000 people, and this break-up of audience from our patron survey, we estimate that we can potentially attract between 1080 and 1800 visitors to the city for the weekend. Ticketlink reports on the pre-sold tickets reflect slightly different numbers, with 86% of sales to the Cairns region, 13% to other areas within the state, and 1% to interstate and overseas (Ticketlink sold tickets to New Zealand, N.S.W., and Victoria). This variance can be explained by the publicity campaign for the festival that was deliberately limited to the North Queensland area due to the uncertain economic climate, and purchases made on behalf of friends. The benefits to the local economy by an addition of festival patrons to the tourism mix would be felt by accommodation houses, restaurants, and tourist operators.

5. Letters of support. I am endeavoring to gain letters of support from local organizations. I will email any letters that I receive to this address before close of business Wednesday, 21st October.

Thanks
Lea Reid
Cairns Blues Festival Inc.
Attachment 3: Letters of Support

2/1 McPherson Close
Edge Hill
Cairns
Q. 4870
Ph: 07 40 53 4578
Em: tonyhillier@conxx.com

18/03/09

TO WHOM IT MAY CONCERN

As a long-time Cairns-based music writer whose articles and reviews appear regularly in national publications such as the Weekend Australian and Rhythms magazine, and as someone recently appointed to the new Cairns Regional Council Festivals Committee, I wholeheartedly embrace the concept of an annual Cairns Blues Festival (CBF).

The city is crying out for significant music festivals, and the CBF would help fill a sizeable void, caused by the demise of internationally renowned venue Johno’s Blues Bar 18 months ago.

Traditionally, there has always been a big following for blues in the area. We have many fine local acts in the genre, such as Ian “Johno” Johnson and the Flamin’ Cane Toads, who I understand have already been booked for the inaugural CBF, along with some great interstate acts such as the Bondi Cigars, Mal Eastick and Jesse Deane-Freeman, who have not played Cairns in a long while.

In my estimation, the event has the potential to attract visitors to the region. The city needs to develop new events to counter the economic downturn and the CBF strikes me as being just such an event.

I know that the committee running the event has done a considerable amount of work to get to this advanced stage. They seem totally committed to making the festival a huge success. They have certainly selected an ideal venue in Fogarty Park, which is located on the Cairns Esplanade, the busiest place in the city.

In conclusion I believe the CBF has the potential to develop into a tropical version of the East Coast Blues Festival at Byron Bay.

Yours Sincerely,

Tony Hillier
19 October 2009

To Whom it May Concern

Cairns Blues Festival

Tourism Tropical North Queensland is happy to support the application by Cairns Blues Festival Inc for funding of $30,000 under the Cairns Regional Council's Economic Development Fund, which will be part in-kind assistance, part cash.

The in-kind component of the grant involves venue hire and assorted equipment hire/services from within Council's core business in the Inner City Facilities area. The cash component will facilitate advertising and promotion of the event in state and national media.

We believe this event has the capacity to attract and entertain visitors to Cairns, with as many as 30% of festival patrons expected to be from outside the region. Organisers expect attendance figures for the 2010 event to be in the 3,000 to 5,000 range, with significant growth potential in future years.

The flow on benefits to the wider Cairns economy can only be positive, with this festival contributing to overall diversity of cultural entertainments available in the region.

Yours faithfully

[Signature]

Rob Giason
Chief Executive Officer
10 October 2009

Re: Cairns Blues Festival

To whom it may concern,

We were involved with the inaugural Cairns Blues Festival this year as the official publicists for the event. The festival received a considerable amount of local media coverage (from Townsville to Cooktown) and was well supported by a large number of media outlets who attended (and covered) the event.

I have been asked to supply a letter to outline what we think it is possible to achieve with the correct publicity / advertising budget. In 2009, we worked with a minimal budget for both publicity and advertising, and achieved outstanding results. However, this was partially due to the fact it was the inaugural festival - there was a lot of buzz surrounding the fact that this was the first (of many) Cairns Blues Festival events and media was overwhelmingly supportive to ensure it was a success (and therefore a permanent on the Far North Queensland music calendar). Media certainly pledged support for the festival ongoing, but it will no doubt be more difficult to achieve the same level of (free) support from media now that the festival is off the ground and heading into its second year.

With these issues in mind, it is essential the 2010 Cairns Blues Festival has a strong marketing budget to spend on not only local media, but other outside media around Australia. The inaugural event marketing and publicity (because of budget) was focused on a very localised level. Now that it has achieved that success, it is time to start marketing this event to broader festival audiences around Australia - marketing the festival as not only a key event on the Far North Queensland calendar, but on the Australian festival calendar. The festival certainly has the potential to appeal to a wide demographic of audiences around the country - and while word-of-mouth is a great attribute, it will only go so far to getting the word out to the greater market.

The Cairns Blues Festival also needs its budget to set up complementary marketing - such as online mediums like myspace / facebook / and its own website. Its advertising budget also needs to be broad to encompass publications around the country - and with enough lead-time to generate advertising in monthly glossy magazines that will give audiences in southern states notice to book travel and accommodation to be part of the festival.

We believe the Cairns Blues Festival has the potential to be a key event on the Australian festival calendar. Cairns is a unique location that appeals to visitors for its natural attributes. Generating a live outdoor concert experience will only complement this appeal and hopefully attract a wider demographic whose focus is heading to festivals around Australia, from the Big Day Out in metropolitan centres, to the Byron Bay festival contingent like BluesFest and Splendour in the Grass. These festivals (including Tamworth Country Music Festival) have launched from being a festival name in a location, to people associating the location with the festival. There is no reason this can’t be the same for North Queensland in time. However, to achieve this, the Cairns Blues Festival needs a solid marketing and publicity budget to attract exposure nationally.

If you need any more information, or a brief about our company, please don’t hesitate to contact us. You can find out information about our current national projects at www.myspace.com/hottoffthepresspublicity. We are currently working on national tours for Lec Sayer, The McClymonts, Angry Anderson (Rose Tattoo) and The Screaming Jets to name a few.

Regards

Eva Roberts
Publicist - Hot Off The Press Publicity
Ph: 0404 848 666 / publicity@hotoffthepress.com.au
To Whom It May Concern

I am pleased to support this application for funding by the Cairns Blues Festival Inc.

Cairns Blues Festival Inc was established early last year and now has a membership of approximately 200 people from all over the Cairns region.

Funding is sought to assist the members in organising and promoting the Cairns Blues Festival.

Cairns City has been a renowned destination for world class blues music bands and musicians for many years. The genre is well supported by audiences and has generated many talented and successful local players and groups.

A spate of venue closures recently has galvanized local musicians, music lovers and industry figures to search for new ways to grow live music. Festivals have been identified as a proven way to diversify opportunities for musicians and audiences alike.

Local music festivals such as the Yungaburra Folk Festival and The Kuranda Roots Festival have enjoyed success and there is every reason to expect a well promoted and managed blues music festival would be well supported as well.

I would therefore be grateful for your favourable consideration of this application for funding by the Cairns Blues Festival Inc.

Yours faithfully

Steve Wettenhall MP
Member for Barron River

20 October 2009