

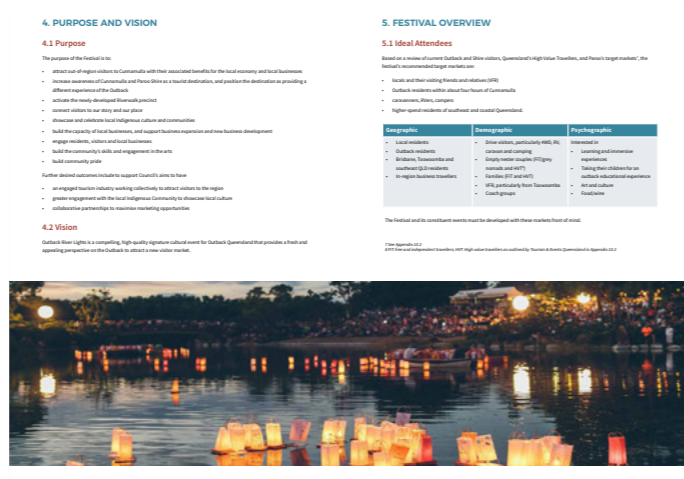
## NEW EVENT DEVELOPMENT

The event development plan developed by Tilma Group provides a framework for the creation of a new illuminated arts festival for Cunnamulla in Paroo Shire, 800km west of Brisbane.

The festival is intended to be a high-quality cultural event for Outback Queensland that provides a fresh, appealing perspective on the Outback to attract a new visitor market.

It is hoped it will become one of Australia's signature outback arts festivals, something Tourism & Events Queensland have wanted for some time for Outback Queensland. Alice Springs' Parrtjima, Ballarat's White Night and Penrith REAL Festival were benchmarks.

The proposed governance model is for Paroo Shire Council to coordinate the event, supported by external professionals and the community, with some of the program's events run by local businesses and community groups.



## PROJECT PURPOSE

Growing significant and sustainable events that attract new markets is a key challenge identified in Council's Tourism Plan.

The purpose of the new festival is to attract visitors and their economic benefits, and increase awareness of Cunnamulla as a tourist destination. It will activate the new Warrego River Walk and Cunnamulla Artesian Hot Springs. New art installations developed during the festival for the river walk will provide Cunnamulla with a unique attraction in outback Queensland.

Held during Easter, the festival will leverage the flow of southerners passing through at the beginning of the Outback's tourism season, and the QLD and NSW school holidays to attract families.

Other purposes of the festival are to

- showcase and celebrate Indigenous culture and communities
- connect visitors to the region's story and place
- build the capacity of local businesses, and support business expansion and collaboration, and new business development
- build the community's engagement in the arts, and community pride



## PROJECT OUTCOMES

Paroo Shire Council extended Tilma Group's contract to provide 12 months of mentoring to support the plan's implementation. This support includes

- monthly video conferences with the event team to discuss progress and assist with concerns and challenges
- helping to identify partnership and funding opportunities
- meetings with and pitches to high level prospective partners and stakeholders critical to the success of the festival
- supporting community engagement, particularly with Paroo's Indigenous communities.

Support has been secured from Tourism & Events Queensland and the federal Restart Investment to Sustain and Expand (RISE) Fund. Brisbane Festival is considering partnering as the festival's creative partner.



## PROJECT OVERVIEW

The event development plan was based on stakeholder consultation, including with producers of illuminated festivals, desktop review of the strategic context, and benchmarking. The plan covers

- event trends, and learnings from illuminated festivals
- the festival's purpose, ideal attendees, themes, timing and location
- risks and critical success factors
- program, governance, and financial models
- how to maximise the festival's economic and social impact, and how to measure this

Tilma Group also developed a marketing plan and planning timeline for the festival.



## REFEREE

**Tony Koch**

Director Community Support & Engagement  
Paroo Shire Council

PO Box 75,  
Cunnamulla QLD 4490  
0439 642 068

[www.paroo.qld.gov.au](http://www.paroo.qld.gov.au)

**TILMA**  
GROUP

[www.tilmagroup.com.au](http://www.tilmagroup.com.au)