

Caloundra Music Festival

A community asset
November 2022



Silver
Lining
Strategy.

The writing of a Business Plan is a part of CMF's funding agreement with Tourism and Events Queensland from 2022-2024.

To complement the festival's existing strategic documentation, the writing of this Business Plan has incorporated two independent pieces of quantitative research.

The figures provided as part of this document have been sourced from this research and provided the basis for modelling of data using desktop research and ABS Census data.

The demographic profile of the two quantitative research datasets (the first a representative sample of residents in the Sunshine Coast LGA, and the second, survey of previous attendees database) can be seen to the right.

Representative sample of Sunshine Coast residents (n=136)

Age (Aged 18+)	% of sample	% of Sunshine Coast LGA
<24	15%	9%
25-34	13%	14%
35-44	13%	16%
45-54	12%	17%
55-64	14%	17%
65-74	18%	15%
75+	15%	12%

Postcodes	% of sample	% of Sunshine Coast LGA
4517-4519	4%	5%
4551 – Caloundra	18%	19%
4550, 4552-4564	60%	58%
4572-4575	18%	18%

Gender	% of sample	% of Sunshine Coast LGA
Male	44%	48%
Female	55%	52%

Sample of previous CMF attendees (n=348)

Origin	% of sample
Sunshine Coast	44%
Elsewhere in Qld	48%
Interstate & Overseas	8%

Gender	% of sample
Male	25%
Female	75%

Average 4.4 years attended

- ...inspires the greatest sense of local pride amongst residents of any annually recurring event in the wider region
- ...inspires a sense of connectedness amongst 50% of locals (second only to the Sunshine Coast Agricultural Show which 53% of locals say “helps them feel more connected to their community”)
- ...is a high-profile, powerful illustration of our place brand. In turn, it inspires people to move to our region
- ...inspires locals to collaborate and play music more
- ...drives upward of \$3m in direct visitor spend each and every year, in large part thanks to locals inviting friends to come

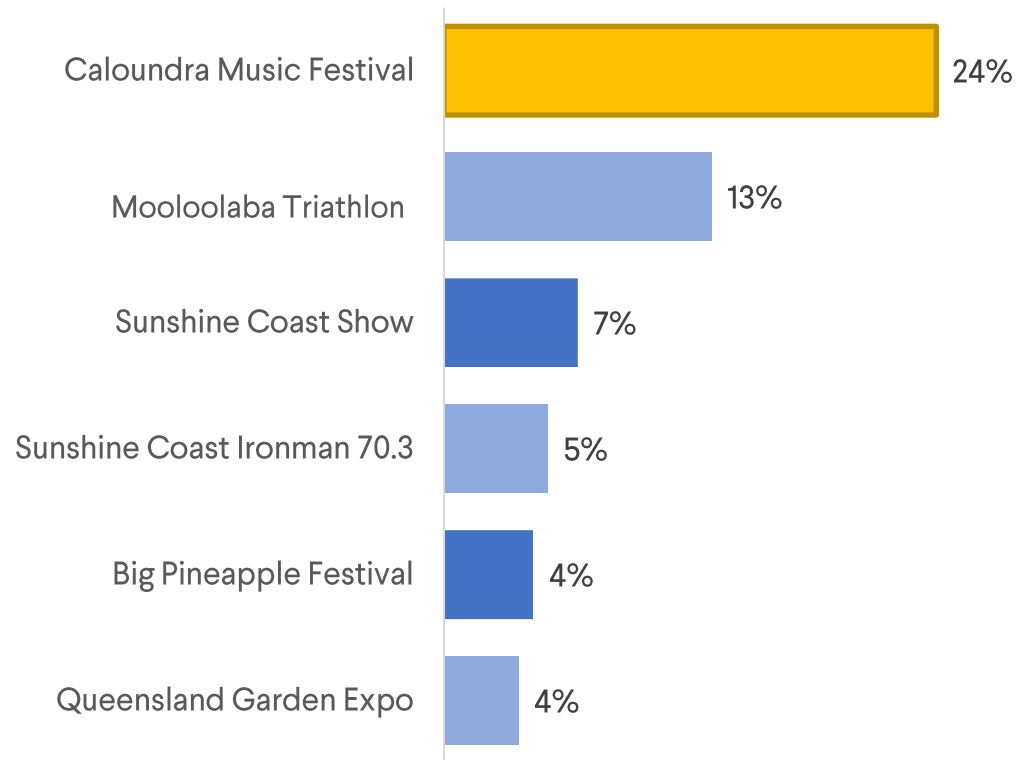
Reference – Representative sample of local residents (n=136)

CMF inspires a sense of local pride more than any other event

Spontaneous mentions (n=136)

Events that inspire a sense of local pride

“Q: In the fields below, please list up to three major events on the Sunshine Coast and surrounds that give you a sense of pride about living in the region”.

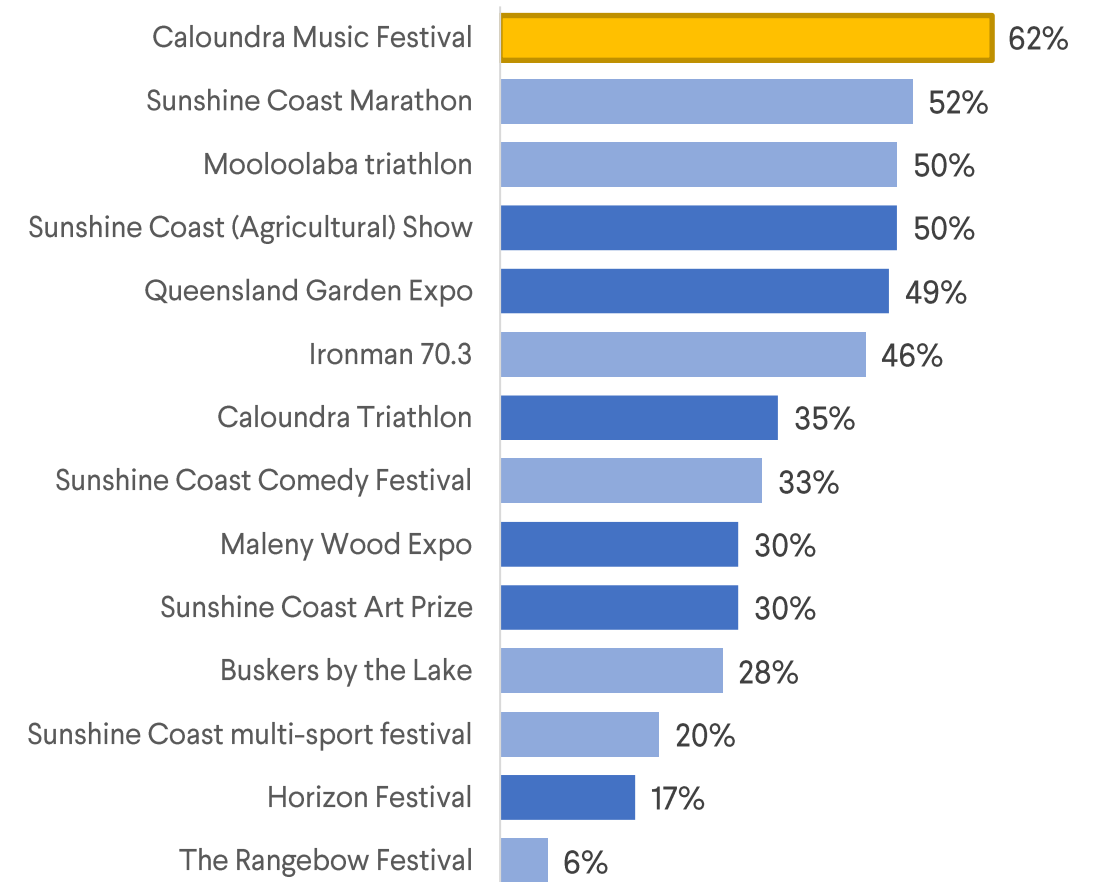


Nb: Other events that attracted 3 or more spontaneous mentions (ie: 2% of sample) included Noosa Triathlon, Woodford Folk Festival, Noosa Eat and Drink, Big Pineapple Festival, Maleny Wood Expo and Surf Lifesaving Championships.

Prompted mentions (n=136)

Events that inspire a sense of local pride

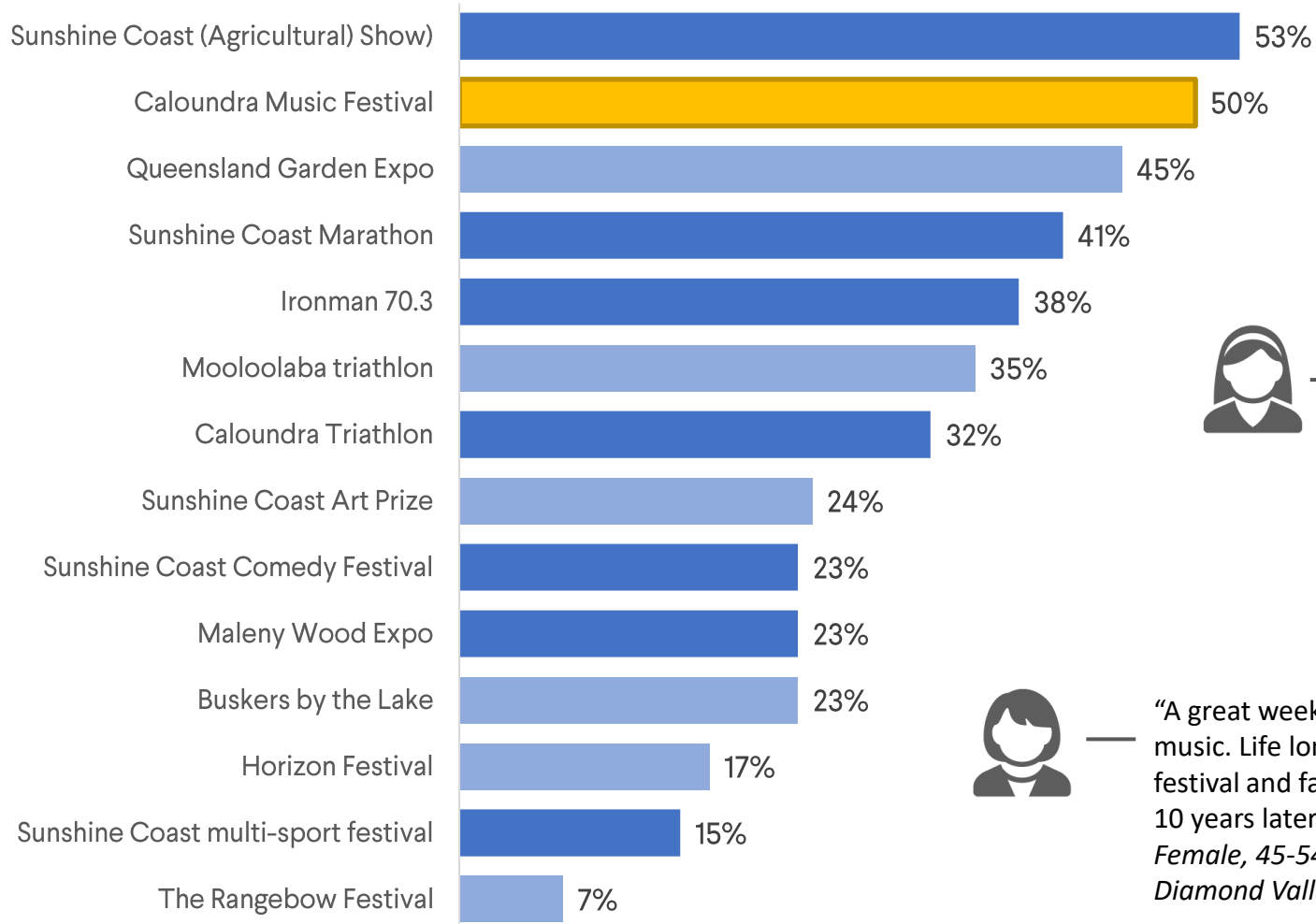
*% of Sunshine Coast residents that agree
“...makes me proud to be a Sunshine Coast resident”*



Reference – Representative sample of local residents (n=136)

CMF helps half of Sunshine Coast locals feel connected to their community

% of Sunshine Coast residents that agree
“...helps me feel more connected to my community”
(n=136)



“The friendships I've made at CMF are the people I hold closest to my heart. They are my tribe. We connected through our shared love of music and friendships grew in to festival families....”
Female, 35-44, single parent with kids at home, Mountain Creek



“(The moment that sums up CMF for me)....Michael Franti entering crowd and singing. The whole crowd was at a party together. It really felt like everyone was connected. I think of this concert often and it always gives me a great warm feeling/ memory.”
Female, 55-64, couple with children at home, Brisbane



“A great weekend of fun in the sun with awesome music. Life long friendship. I've had friends meet at the festival and fall in love and who are still together some 10 years later. Connection, and community.”
Female, 45-54, single parent with kids at home, Diamond Valley

An estimated 1,025 people have moved to 4551 over the past 15 years citing CMF as one of the reasons for doing so



“(CMF) helped create a vibe for a place which we were attracted to.

(It helped us) get to know Caloundra well and how magical it is here.”

Female, 25-34, Couple with kids still at home. First attended CMF in 2011.

Lived in 4551 since 2015.



“The Sunshine Coast lifestyle really spoke to my wife and I and the CMF represents the atmosphere and family-oriented region we wanted to raise our kids in.”

Male, 35-44, Couple kids still at home.

First attended CMF in 2008.

Lived in 4551 since 2014.



“(CMF) partly had an influence on my decision to move here.

I was already visiting Caloundra regularly and decided I wanted to move here.

Having the festival literally on my doorstep was an added bonus.”

Female, 55-64, Single person.

First attended CMF in 2008.

Lived in 4551 since 2012.



“We have been taking our kids since they were 10yrs old.

My son at the time started playing music at home and each year a love of music got stronger and stronger.

He used to say he would be big enough to play there one day. Then in 2016 he played for the first time on the sand stage.

Then in 2021 he played on all 3 days across all 3 stages with different bands. It's been amazing watching him love this festival as a little kid to see him now playing at the festival.”

Female, 45-54, Couple with children at home.

Lived in 4551 since 2007.



“When I first attended the festival I had literally just moved to Caloundra a few days before with my family which includes 2 sons. They were 4 and 1 year old at the time. We have loved going to the festival each year to foster a love of music and culture, but also just to have fun together as a family.

It has been great to see the boys' music tastes evolve and to watch them enjoy such a variety of music. They have been inspired to learn guitar and create their own music over the years.

They have even organised their own music concerts at home involving our neighbours and friends. We have nicknamed these concerts the Dicky Beach Music Festival. The boys are 18 and 15 now (and) they still love coming to CMF.

The group of people we have attended CMF with has grown over the years. Friends have come from interstate to join us and many local friends come too.

Thanks for organising such a great festival each year. Our family really appreciate it.”

Female, 45-54, Couple with children at home.

Lived in 4551 since 2008.



Being a music fan it's so amazing to have an iconic festival in the beautiful place that I live on the Sunshine Coast.

The first year we went, my brother in law played the Soul Bar stage and it was a special family memory.

I've also discovered so many new artists attending over the years, along with enjoying some of my absolute favourites.

It's a pretty magical event set bedside the beach down at Kings in Caloundra.

Female, 35-44, Couple with no children

4564 - Mudjimba

Over 50,000 Sunshine Coast residents have invited friends living outside of the region to CMF.

93% of them had friends actually come to the festival because of their invitation.

In any given year, up to 80% of visitation and subsequent economic impact is driven
by either repeat visitation or word of mouth.

Appendix



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The charts that follow are sourced from both the representative sample of Sunshine Coast residents (n=136), and the previous CMF attendees sample (n=348).

The sample that the chart has come from can be seen in the header of each slide.

As seen on Page 2 of this document, the profiles of the two samples can be seen to the right.

Representative sample of Sunshine Coast residents (n=136)

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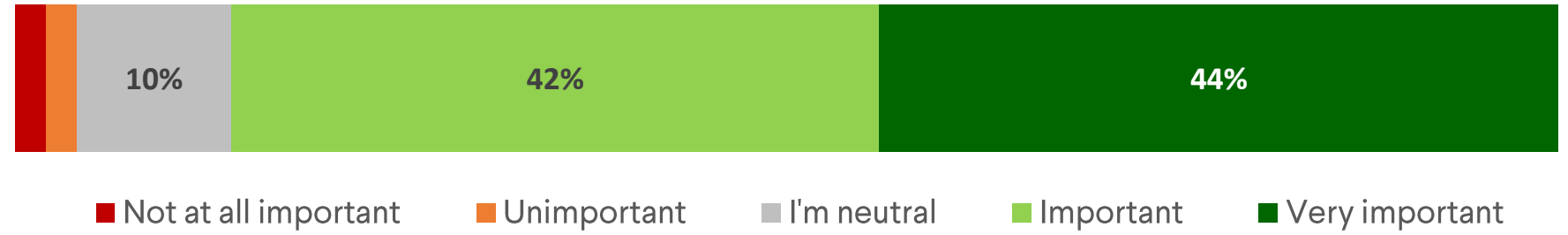
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Average 4.4 years attended

Reference - Representative sample of local residents (n=136)

Residents see events as an integral part of living on the Sunshine Coast

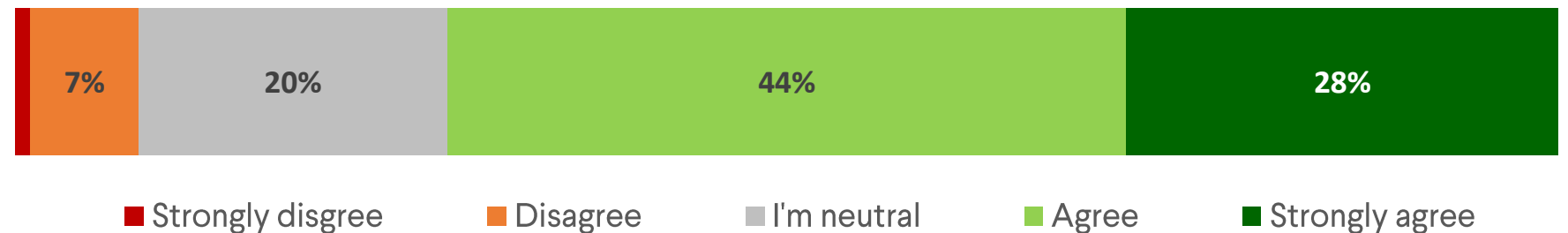
To what extent do you believe it is important for the Sunshine Coast to have major sporting, artistic, cultural, lifestyle and/or community events in any given year?



An overwhelming majority of Sunshine Coast residents see events as being a critical part of living in region.

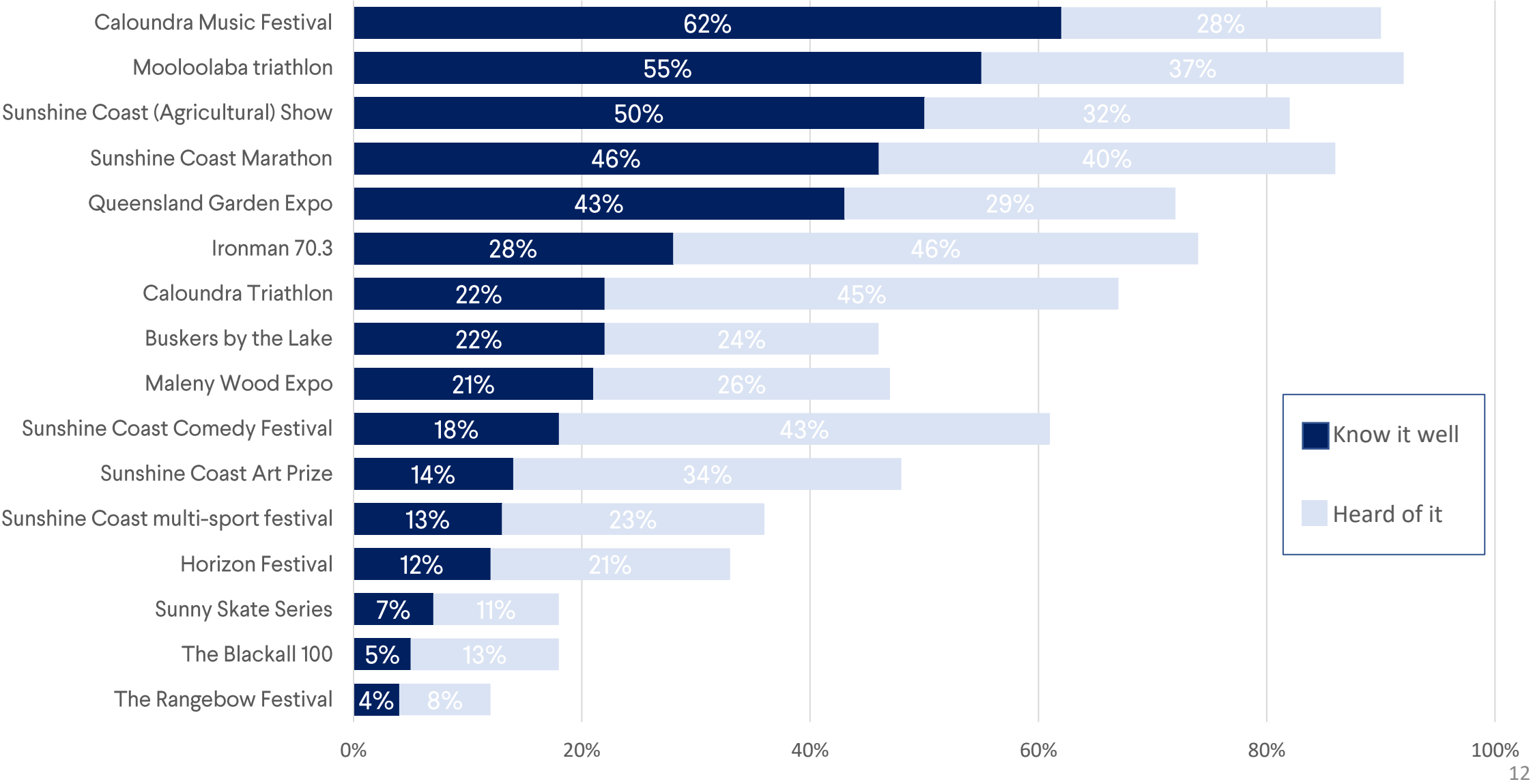
Please indicate the extent do you agree with this statement:

Having regular major events throughout the year helps to make the Sunshine Coast a more enjoyable place to live

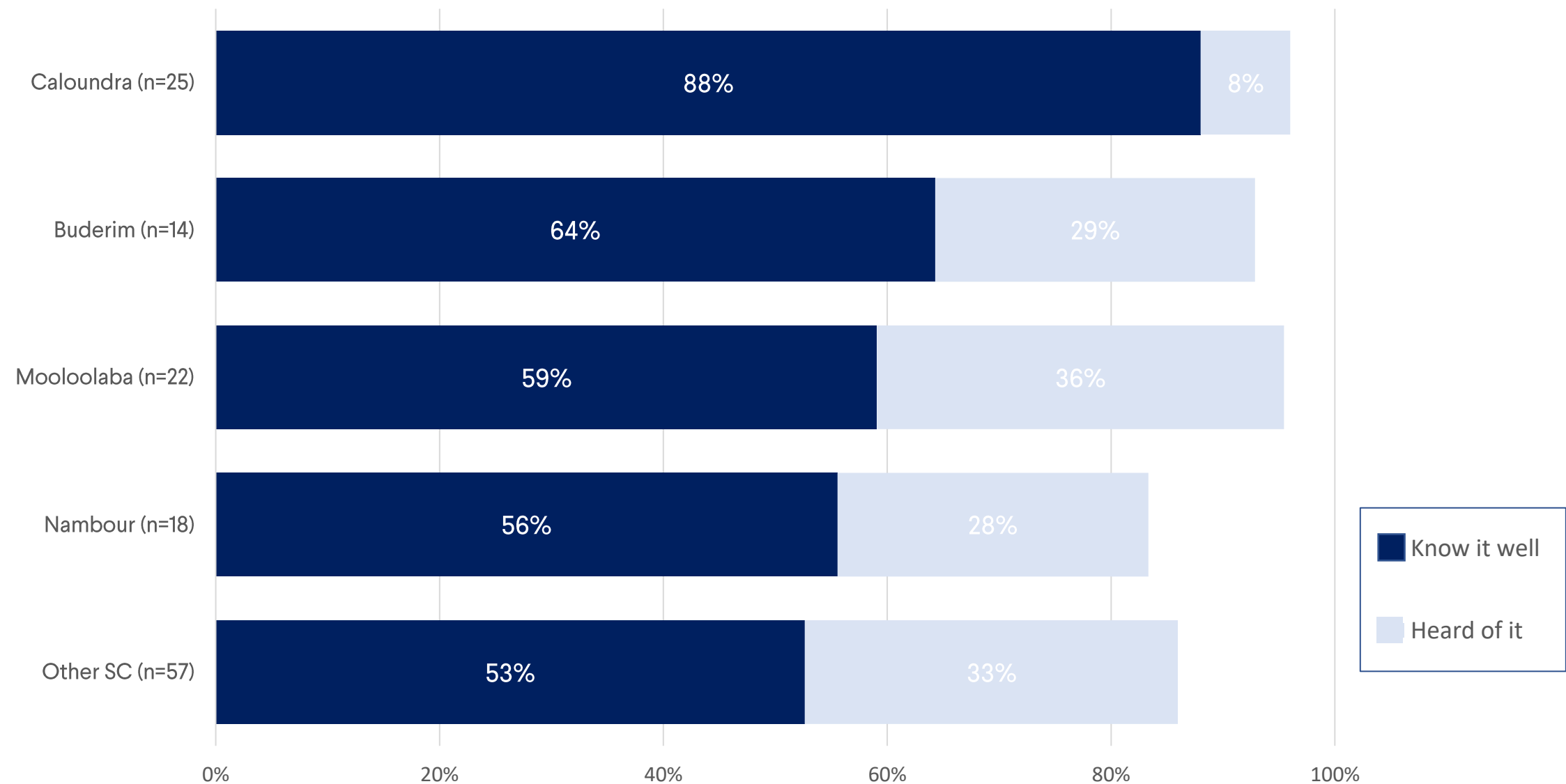


Reference - Representative sample of local residents (n=136)

The Caloundra Music Festival has the highest level of awareness of any local event



Reference - Representative sample of local residents (n=136)
CMF has strong awareness levels across the Sunshine Coast

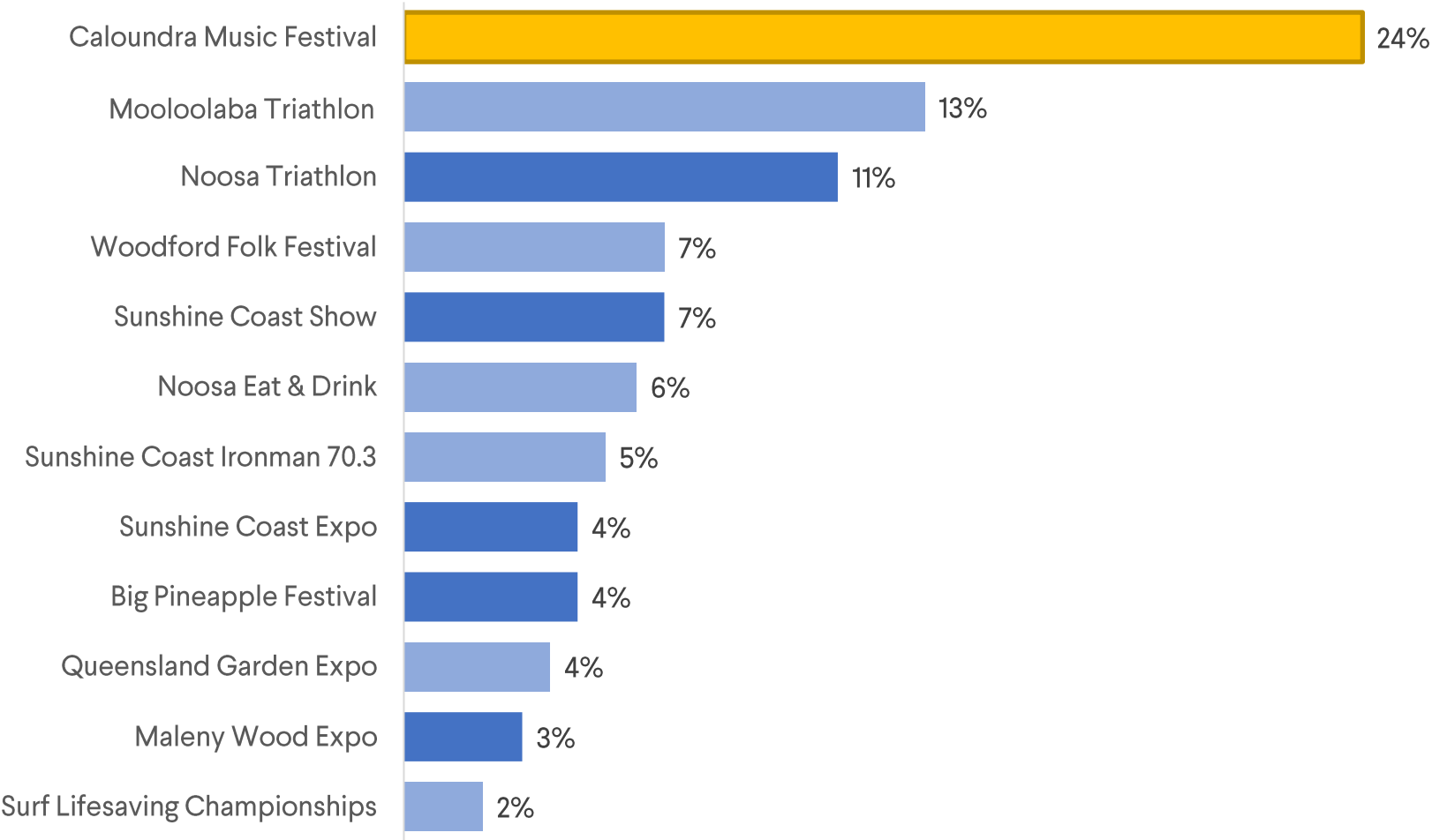


Reference - Representative sample of local residents (n=136)

Almost a quarter of Sunshine Coast residents spontaneously state that CMF delivers them a sense of local pride



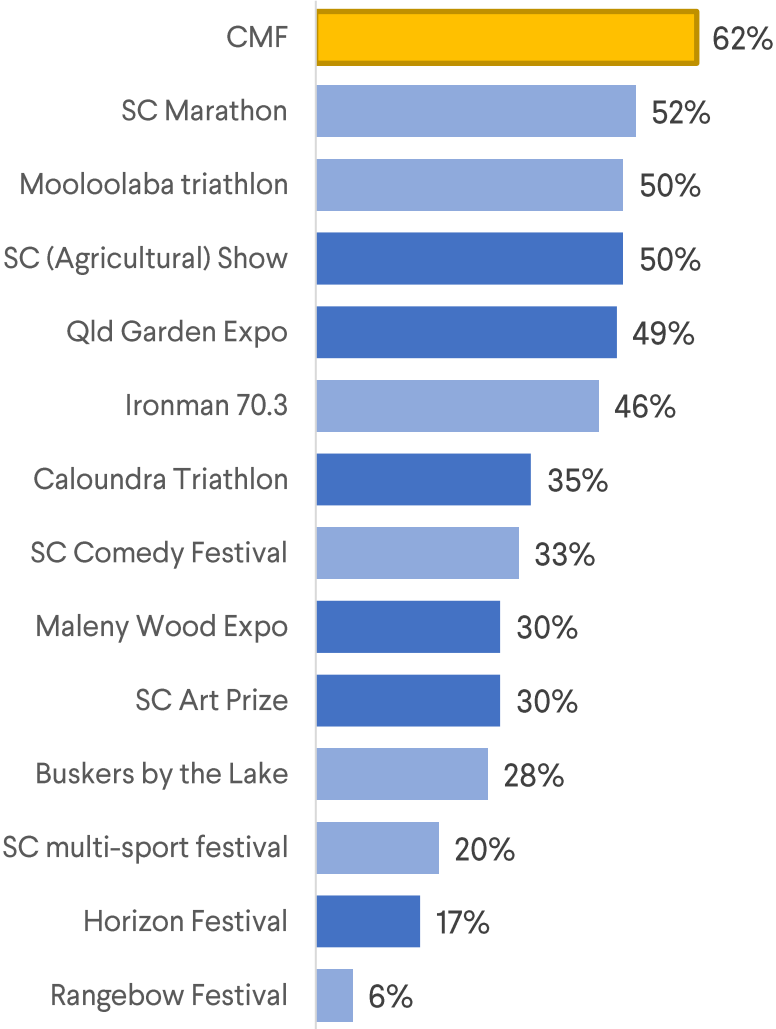
*“Q: In the fields below, please list up to three major events on the Sunshine Coast and surrounds that give you a sense of pride about living in the region”
(Specific events with more than 3 mentions)*



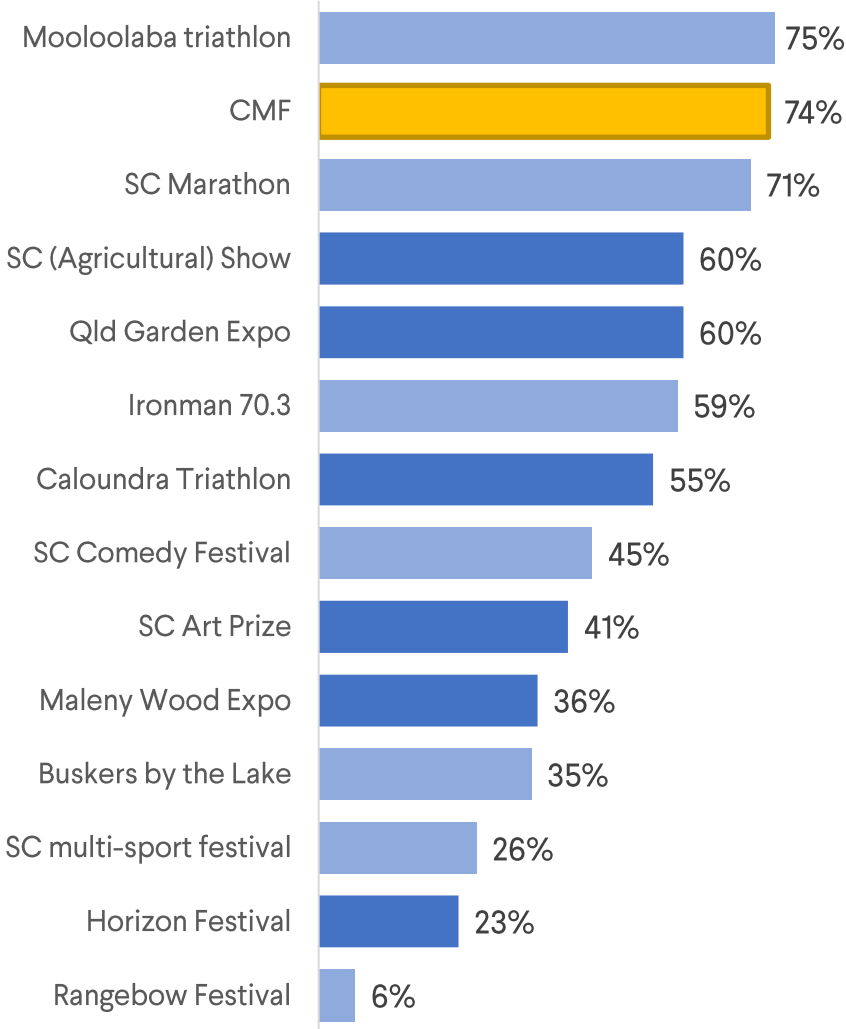
Reference - Representative sample of local residents (n=136)

CMF is admired alongside the SC Show and the Mooloolaba triathlon amongst locals

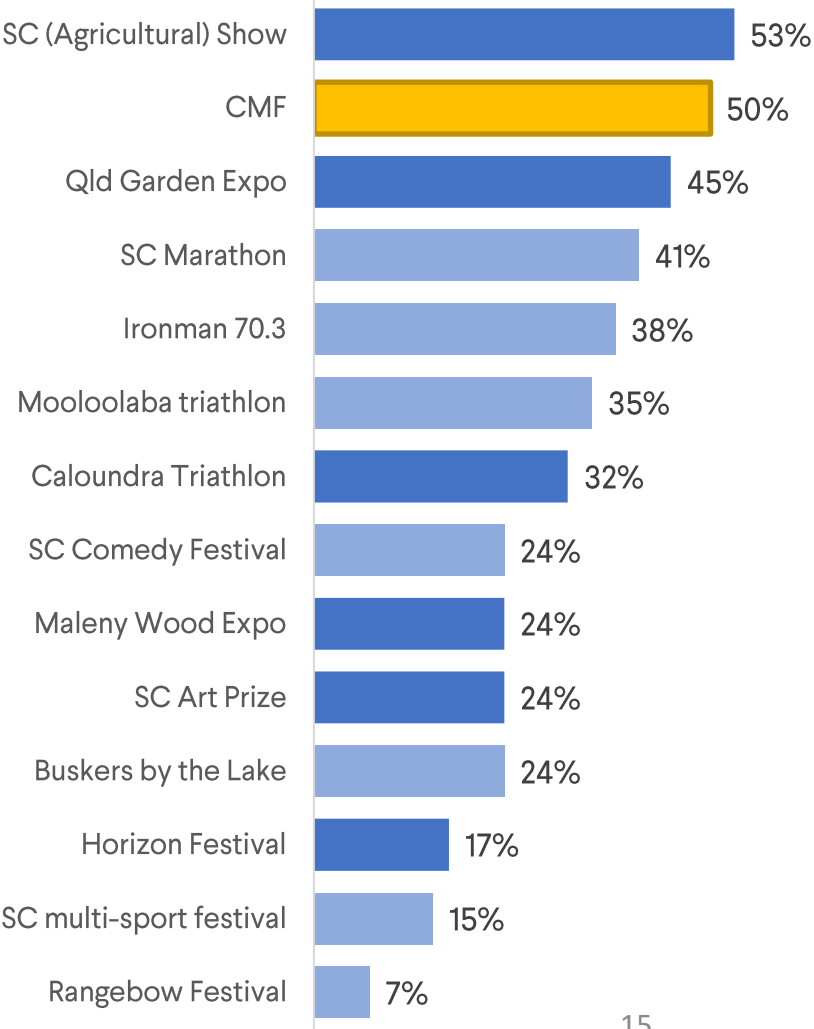
% of Sunshine Coast residents that agree
“...makes me proud to be a SC resident”



% of Sunshine Coast residents that agree
“...is good for the Sunshine Coast’s image”



% of Sunshine Coast residents that agree
“...helps me feel more connected to my community”

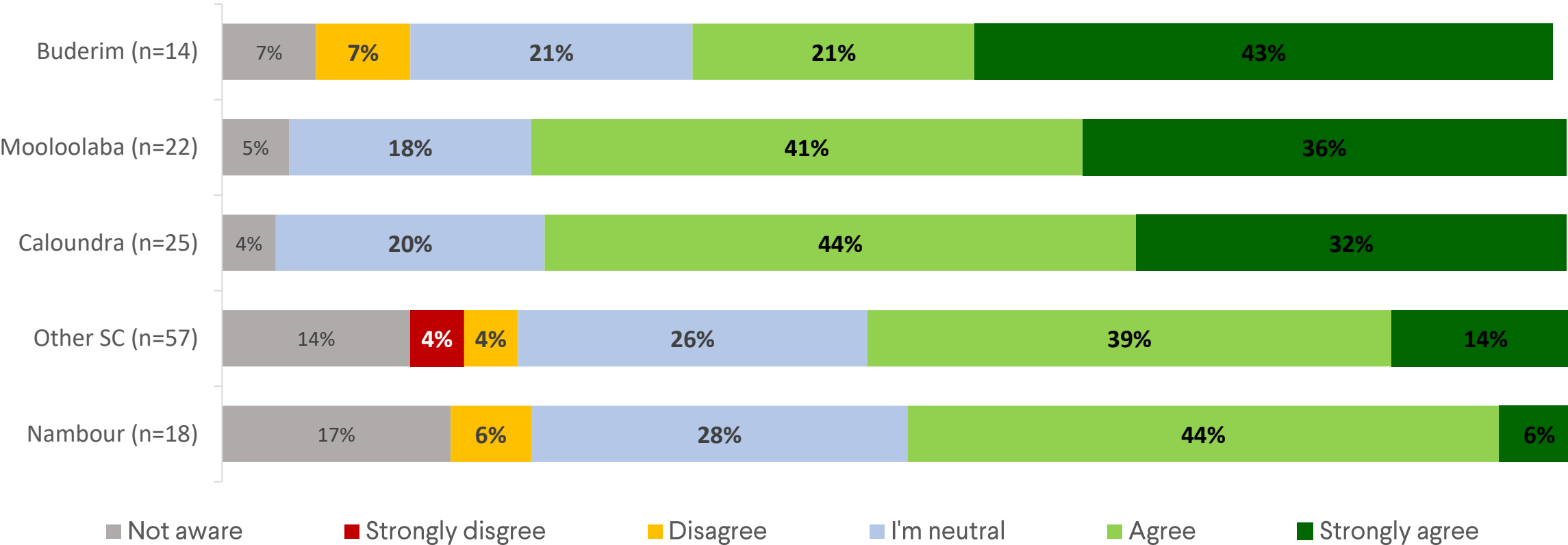


Reference - Representative sample of local residents (n=136)

At least 50% of residents agree that CMF makes them proud, irrelevant of where in the Sunshine Coast they live

Please indicate the extent do you agree with this statement:

The Caloundra Music Festival makes me proud to be a Sunshine Coast resident



Investing in existing events to help them grown and owning and delivering events are also seen as important roles for the Sunshine Coast Council to play.

This result provides a level of assurance that the community is comfortable with the idea of rate payer monies being spent on existing events.

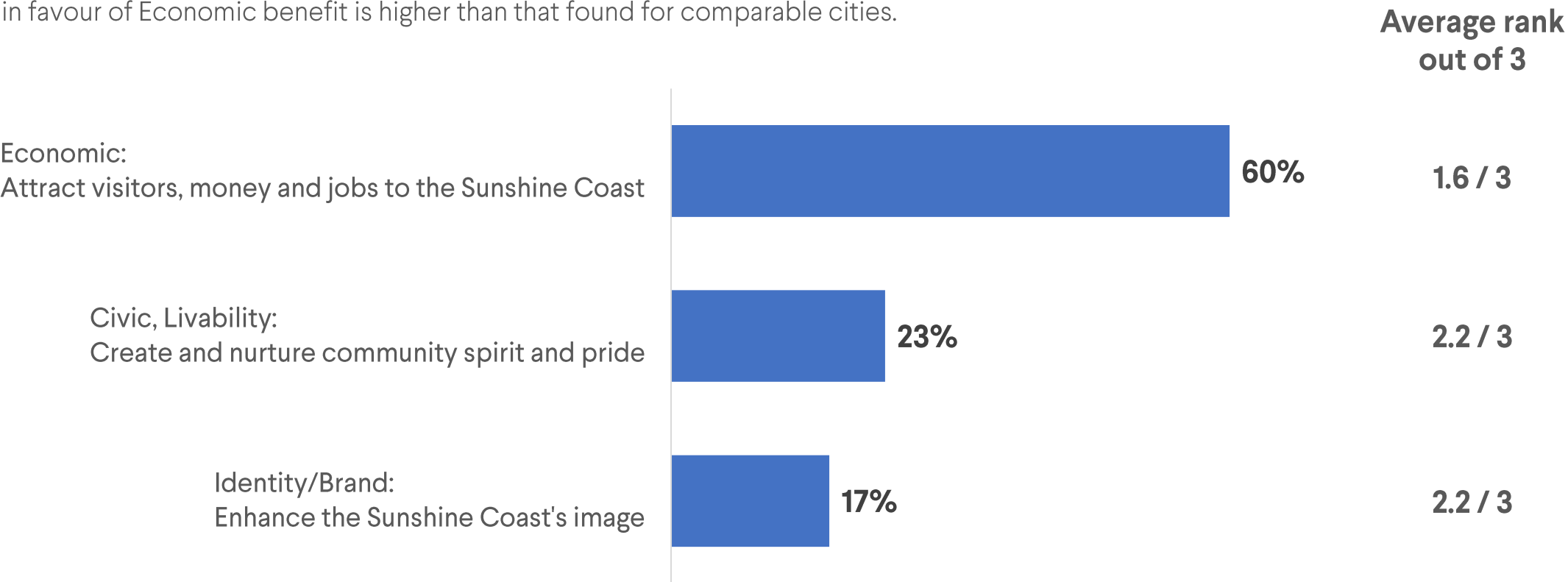
To what extent do you think it is important for the Sunshine Coast Council to...

(% of respondents that answered "5=Very important or 4=Important" on 5 point scale)

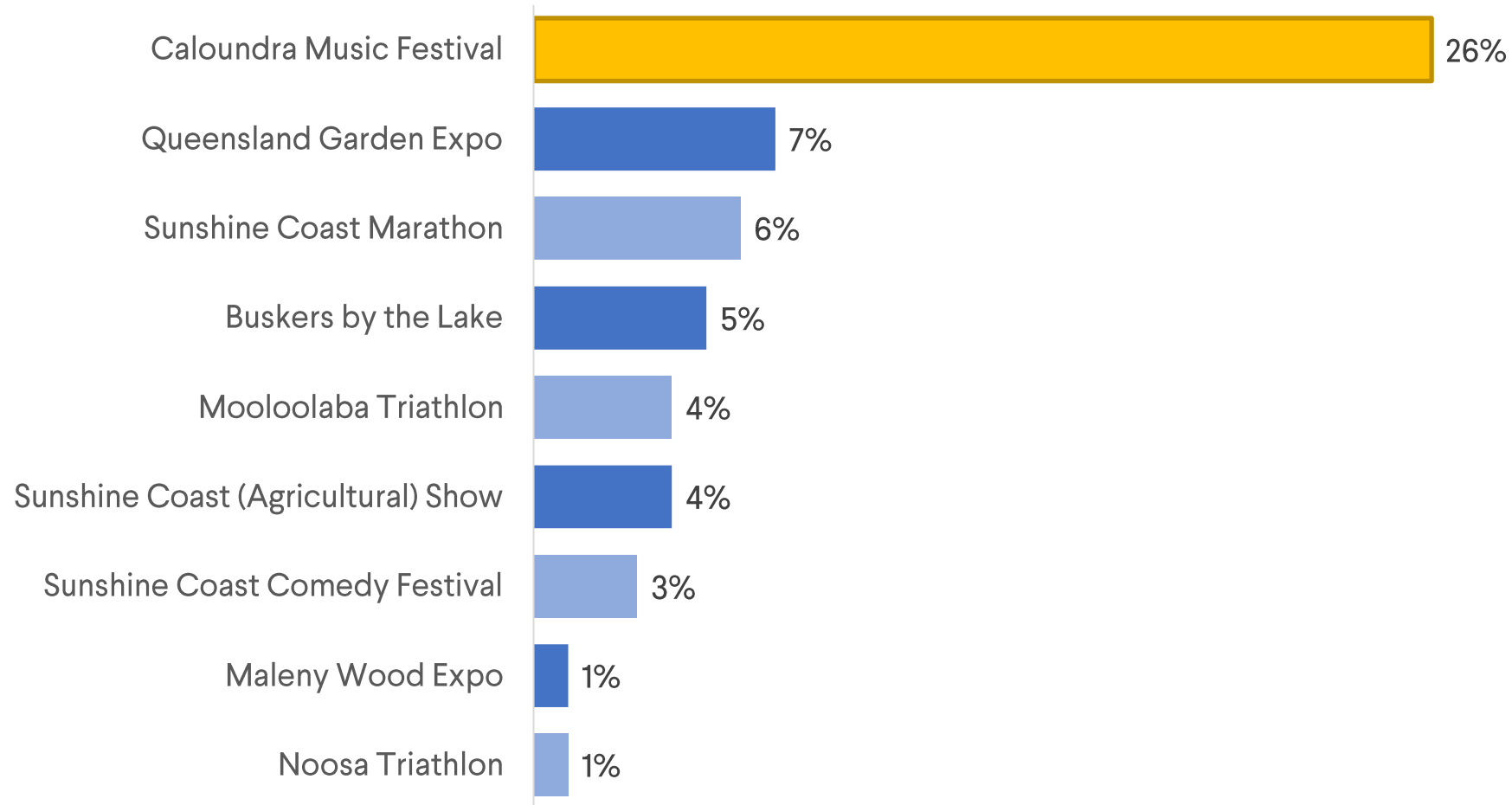


Of the three most commonly cited benefits of an event, Economic Impact is clearly seen by local residents as the most important benefit delivered by events.

By way of context, Silver Lining Strategy have asked this question of numerous communities and this result in favour of Economic benefit is higher than that found for comparable cities.



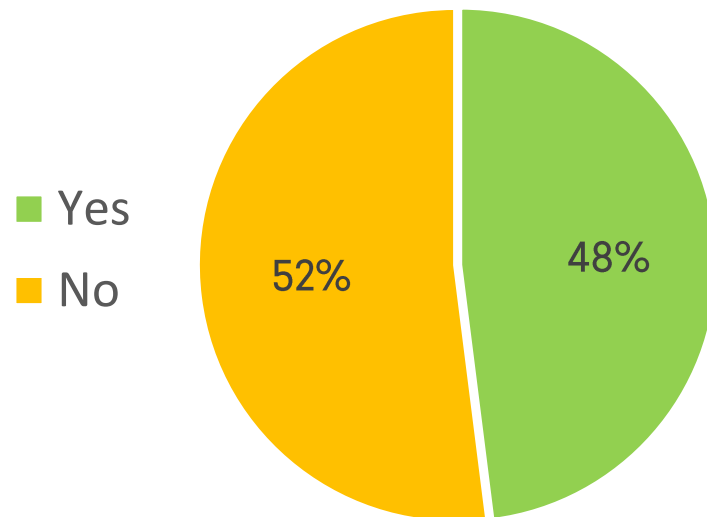
*Q: "Of the events that the Sunshine Coast currently hosts,
which one do you think has the most potential to grow?"*



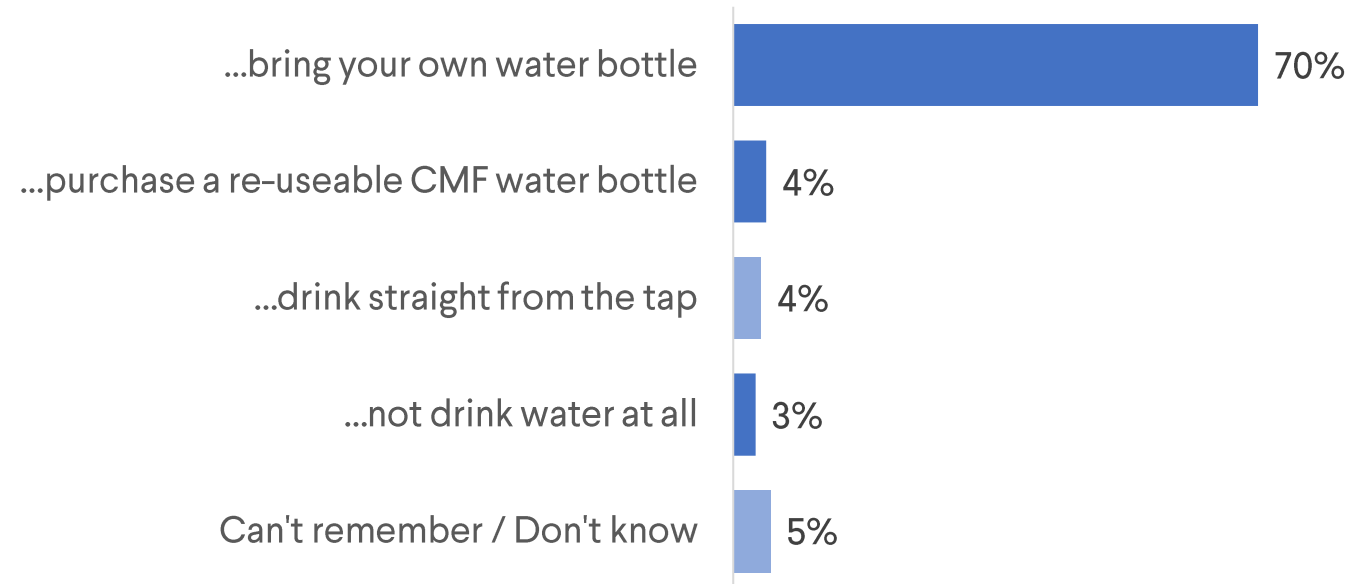
Reference - Previous event attendee sample (n=348)

Less than half of previous attendees know that CMF was the first festival to ban the plastic bottle

Did you know that CMF was the first music festival in Australia to eliminate the use of disposable water bottles on site?



And thinking back to the last time you attended CMF, did you...



And to what extent do you agree or disagree with the festival eliminating disposable water bottles?

