

The Country Music Festival

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Executive Summary

The Country Music Festival is one of the most important cultural events in Australia. It usually takes place in Tamworth City through the partnership of Tamworth Regional Council, Toyota, Tesla, Radio 2TM, and other companies. However, this report presents an overview of what occurs during the event and the stakeholders involved in the events as well. It provides a clear description of the event, including participants, stakeholders, and performances that took place. It is noted that most performances were concerts from different groups and artists' performances from different types of music, such as alternative country rock, blues, and country music. The report also provides a brief history of the Tamworth County Music Festival, which includes when it started and why, as well as the main goals and objectives. The further includes the success factors, impact, and marketing strategies used by the organizer to market the event, which made it one of the most successful events in the history of the Tamworth Country Music Festival event. The report finally provides recommendations on how transportation and accommodations challenges can be sorted. It illustrates that transportation problem can be addressed by organizing alternative transport systems during event and hiring a firm to install temporary accommodation for the visitors to solve the accommodation problem.

Introduction

The Tamworth County Music Festival is an annual music festival that is held in January of each year. It brought together different artists in the country to celebrate Australia's music, culture, and heritage. The event occurred in Tamworth City, and the artists performed on different occasions and in different rooms throughout the city. Besides music performances, the event includes street dance, folk song performances, traditional dancing competitions, and street concert performances. It brings together over sixty thousand people from different towns and cities within and outside Australia. It is, therefore, one of the most significant cultural events in Australia. The limitation of the event is the timing since it usually takes place in January when students are going back to school; people have spent money during the Christmas Holiday and, therefore, can raise enough finances to spend on the event. If possible, the event should be rescheduled to February for it to improve the number of participants.

Description

The Country Music Festival took place in Tamworth City, New England. The event is an annual music festival meant to celebrate Australia's country music, culture, and heritage. It brings together the

best-performing artists in music activities, which include traditional folk songs, soloists, choirs, concerts, and live performances at various venues. Classical music, country rock, blues, world music, and alternative country music are mostly performed at the event. However, the event is usually staged to celebrate Australia's country music history, culture, and heritage. The event was organized by the Ministry of Heritage in partnership with Tamworth Regional Council. It started at NSW Police discretion on Saturday, January 18, 2018 (Benneworth, 2017).

The performers at the event are renowned musicians like Keith Urban, Lawrie and Shelley Minson, Brett Clarke, Jodie Crosby Music, and Aleyce Simmonds. There were other artists lined up to perform at the event, such as Adam Harvey, Catherine Britt, Troy Cassar-Daley, Lee Kernaghan, Tommy Emmanuel, and Bill Chambers. The music performance ranged from rock, blues, and alternative country music. In addition, there were other performances in traditional folk songs and choir music.

According to Gibson (2009), stakeholders are individuals or corporations that associate with an event or a project. Therefore, the stakeholders of the Country Music Festival are Toyota Australia, Tesla, Heritage Ministry, Tamworth Regional Council, Coca-Cola, Regional Australia Bank, Radio 2TM, BALL Marketing, Destination Tamworth, and Sanity. It is noted that every stakeholder had a specific role to play to make sure that the event was successful (Gibson, 2009). First, Tamworth Regional Council was the main organizer in charge of coordination and other arrangement which made the event successful. The rest were in charge of financial mobilization to make sure that the financial need was met.

History

Tamworth Country Music Festival is an annual event that started in 1968, and it has been held every year since then to celebrate the Australian country's music, culture, and heritage. It was started as a talent quest program known as CCM National Talent Quest, which later became the Festival in January 1973. The performances were mainly radio music activities and later expanded to music awards and performances by various artists. Later, it started to attract partners like Coca-Cola and Toyota, which also led to the formation of the Tamworth Songwriters Association Award. Since it was started, the event has been held and celebrated by different people and corporations. It is noted that in previous cases, the event had been solely sponsored by Coca-Cola (Coca-Cola Concerts Award) and Toyota, which is known as Toyota Talent Quest. The Country Music Festival has a special day, which is a holiday, and that shows how the event is important to the Australian community and especially to the city of Tamworth (Hopkins, 2017).

Objectives And Aims

The objective and aims of the Tamworth Country Music Festival are to seek music talent and celebrate the musical culture and heritage of the people of Australia. It is also supposed to promote

music activities in Australia so that residents can take music as a career for ventures, not only for attainment.

Success Factors

The event was 90% successful since it ended as expected without any major casualties. It ended with the issuing of Awards for various personalities and groups. The Toyota Award went to the best concert performance; the Tesla Award was given to the live performance personalities Kasey Chambers and Lee Kernighan. Most importantly, there were other Awards such as Kids Talent Quest, which went to the best kids' performer on soloist and folk song, and No Holds Barred Fiddle Contest, which went to the best Alternative Country Music Performance. The event was completed with the award of encouragement from the Toyota County Director, Matthew Callachor, who noted that "Country Music Festival does not only celebrates culture and heritage, it brings the promote the growth of music in Australia and therefore, it needs corporate support" (Tamworth Council, 2017).

Marketing

The Country Music Festival was marketed through various platforms to attract many people, which was achieved. First, the stakeholders used one of the partners, Radio 2TM, to advertise the event through its shows and programs. This came out to be very helpful since it could attract several young people to the event. The organizing committee also contracted a Daily Mail, Australia Guide, and the Guardian to publish print advertisements in their Newspaper. The intention was to reach several people from different parts of the country. The use of social media was also not left behind since the event had a Facebook, Twitter, and Instagram page that was well maintained and running concurrently (Diggers & Kable, 2016). The social media pages were activated or formed two months after the event, and therefore, it is one of the platforms that were used to market the event. From the analysis, it is evident that Radio 2TM was the key marketing platform for the event, which made it possible to be successful.

Impact

The Tamworth Country Music Festival is an important activity for the community, and it has brought different people from various parts of the country to Tamworth City. This brought a lot of activities to the community, and therefore, the county music festival activated the economic activity of the community. This is because, during the event, hotels, restaurants, and even the tour guides are busy and fully booked. It is also important to note that during the event, there are several jobs available for the local community, and therefore, the Tamworth Country Music Festival treats several jobs for the community during the event.

The event has little impact on the environment since the carbon emission is very low. It is also noted

that low carbon emission is important since it helps the community remain clean, which makes it attractive to many visitors and sponsors. In addition, job positions were created through the promotion of the activities and the organization of the event. The Tamworth County Music Festival is, therefore, an important occasion for the community of Tamworth.

Conclusion

The Country Music Festival is an important event in the history of Australia that brought people from different walks of life to celebrate the music council, and therefore, it plays an important role in promoting music and building a community. The festival improves the economy of the community since several companies injected funds to build different projects in preparation for the events. The Toyota Company injected \$51.4 million into the event, which went to security trends and performance. In short, the event improves the economy of the local community, creates unity, and creates employment as well. It also promotes local music by giving artists an opportunity to showcase their talents to the world.

Recommendations

Transportation and accommodation have been identified as some of the main challenges faced by Tamworth Regional Council. Several people usually get stranded and find it difficult to travel to the event, and therefore, it is recommended that the organizers arrange for transportation services from different cities or towns to Tamworth City. It is also recommended that the organizers arrange prior accommodation since most people could not get accommodation, which was very frustrating. It would be proper for the Tamworth Regional Council to partner with a company that can install temporary accommodation during the event. This will increase the number of people who attend the Country Music Festival event.

References

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