

28-30 JULY

ADVANCE
ROCKHAMPTON

Rockhampton
Regional Council

RIVER FEST

MUSIC / FOOD / ARTS

rockhamptonriverfestival.com.au



WELCOME

SINCE 2014, ROCKHAMPTON RIVER FESTIVAL HAS BEEN CONNECTING OUR COMMUNITY ALONG THE RIVERSIDE PRECINCT THROUGH CELEBRATION, INNOVATION, AND CREATIVE CONNECTIONS.

This year's, signature event will bring your senses alive with an array of live entertainment, interactive installations, artisan trade sites and culinary delights from the world over.

A Festival should be festive and celebrate the personality and people of its city and with this in mind I am very excited to announce that "Country on Quay" will return to the Tunuba Stage on Friday 28th July. "Country On Quay", following its successful inception in 2022, opens the River Festival with country music superstars and Golden Guitar winners Andrew Swift and Amber Lawrence, and of course our own well-known local artists Brad Butcher and Zac Cross Band.

Complemented with a stellar Saturday and Sunday lineup of internationally recognised artists The Delta Riggs and Birdz demonstrates Rockhampton's ability to attract exceptional talent and deliver top-tier events for residents and visitors alike.

The Rockhampton Riverside precinct, it's iconic landmarks and heritage buildings will certainly captivate everyone so make sure you don't miss out on both the day and evening programming – it will amaze you.

Make sure you plan ahead using the event app and get the most out of one of Central Queensland's iconic events.

MAYOR TONY WILLIAMS

Rockhampton Regional Council





bringing
draw-card
performers
to the
region

high-level art installations not seen in the region

“The atmosphere and surroundings were awesome **JAMES JOHNSTON A HUGE DRAWCARD!** Well done Rocky River Festival.”

Tanya Egan
Facebook Reviewer



PRECINCT MAP

Preliminary precinct map.
Locations and names are
subject to change.

THE RIVERSIDE WILL
AGAIN COME TO LIFE
WITH THE RETURN OF
ROCKHAMPTON RIVER
FESTIVAL ON 28-30 JULY
2023.

This signature Rockhampton event now in its 9th year, is excited to deliver a new and exciting program of entertainment, art and cultural experiences. This years festival will round out an exciting year of events for the region with forecast crowds in excess of 60,000.

LOCATION

Riverside Precinct - Quay Street

The event will spread along Quay Street and down onto the waterfront plaza between William and Archer Street,

Both lower carparks will be part of the festival this year to deliver unique experiences.

DATES

Friday 28 To Sunday 30 July 2023

TIMES

Friday	5.30pm – 10.30pm
Saturday	10am – 10pm
Sunday	10am – 8pm

EVENT SNAPSHOT

- Free entry and activities
- Art trails for all ages
- Interactive art activities
- Street performances
- Delicious food & pop-up bars
- Zones for young and old
- Music and entertainment
- Market stalls
- Ticketed events
- Accessible & inclusive activities
- Community run spaces



respecting our past

OUR GOAL

A COMMUNITY CELEBRATION THAT FOCUSES ON THE RIVER AND THE CENTRAL ROLE IT PLAYS IN OUR COMMUNITY. THE FESTIVAL HAS SIX MAJOR CONCEPTS:

- 1** Deliver Central Queensland's signature event that celebrates the Rockhampton Region – respecting our past while looking brightly to the future.
- 2** Build the social and cultural life of Rockhampton and create an event that supports our community identity, sense of place, and Indigenous cultures.
- 3** Drive local and out of region visitation by programming draw-card performers and significant art installations never before seen in the region.
- 4** Develop a high level program of performing and visual arts, engaging the community and cementing the Region's position as the events capital of CQ.
- 5** Support Council's waste reduction initiatives and promote sustainability throughout the programming.
- 6** Ensure a significant economic impact for our region and in particular build the capacity of the CBD businesses.



looking
brightly to
the future

VISION

OUR VISION IS TO CREATE AN ICONIC REGIONAL QUEENSLAND EVENT THAT CELEBRATES THE RIVER AND THE CULTURES OF THE REGION THROUGH MUSIC, ART, CUISINE, ENTERTAINMENT, AND UNIQUE EXPERIENCES.



Great family afternoon and night.
***Awesome activities. Loved the dinosaurs
and First Nations. Plenty of food options.
Dancing. Topped off with fireworks.***



Lee Field-Hamson | Facebook Reviewer



OUR AUDIENCE

Rockhampton River Festival will focus on targeting three main audiences with an aim to see an average of 20,000 people through the event per day. As the festival grows and gains recognition, future event marketing will target other market segments, with the aim to increase attendance numbers by 10% each year.

DEMOGRAPHICS

Event visitation

- 48% of visitors had kids at home, 62% of those only had kids over 5

(IER FOCUSED EVENT THINKING)

Facebook Audience

- Women 83% | Men 17%
- Women aged 25-44 made up over 50% of the entire audience.

(META, FACEBOOK AUDIENCE BREAKDOWN)

TOP AUDIENCE INTERESTS

Outdoor Enthusiasts | Music Lovers | Green Living Enthusiasts | Art & Theatre Aficionados | Frequently Attends Live Events | Travel Buffs | Luxury Shoppers | Night Life Enthusiasts | Foodies | Business Professionals

(GOOGLE AD NETWORK)

TARGET AUDIENCES



YOUNG PROFESSIONALS

- Aged 18 – 35
- Place importances on liveability and city pride
- Interests are in music, night life, culture and live events
- Luxury shoppers and travel buffs
- Seekers of experiences found only in large cities



ASPIRATIONAL FAMILIES

- Parents with children at home, usually with a child under 5
- Want their children to be amazed and inspired while enjoying themselves
- Interested in unique events that are cost effective
- Want to be proud of their region and will invite family and friends to visit



STATUS SEEKERS

- Aged 35 – 44
- Interests in food, art, culture and entertainment
- High disposable income
- Interests in status and boutique events

“Great food, entertainment and fireworks. Something for the whole family! sentiment_very_satisfied”

Karen Buchanan
Facebook Reviewer



activating
our historic
spaces

2022 SNAPSHOT

The 2022 Rockhampton River Festival attracted 34,800 attendances over the event.

River Fest generated direct and incremental expenditure of \$502,687 attributable to the Rockhampton economy.

The festival was responsible for generating 2,142 visitor nights in Rockhampton.

In total, \$339,552 was spent by overnight visitors who stayed more than 40km from their normal place of residence.

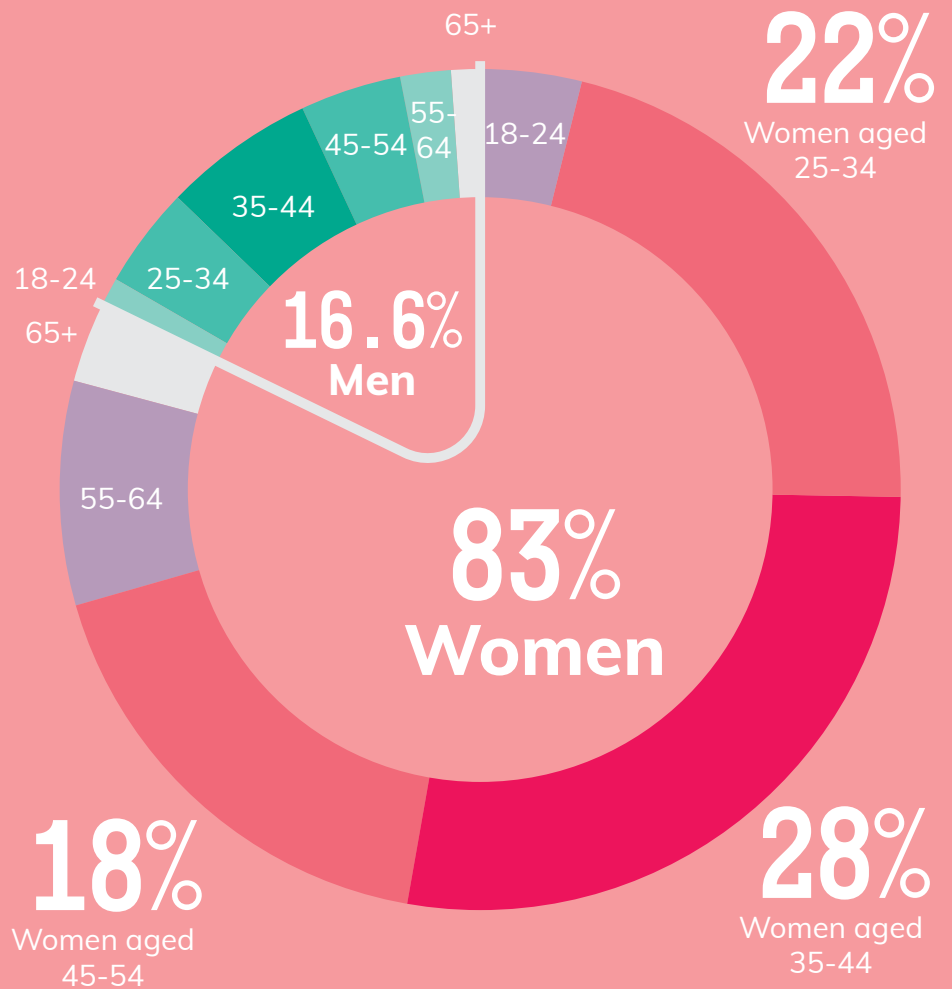
When assessing 'community pride', River Fest rates high to very high on all indicators.

The highest level of agreement was recorded for the statements 'Rockhampton River Festival adds to the appeal of Rockhampton' (84%) and 'Rockhampton is a great location for Rockhampton River Festival' (93%).

Evaluation Method

Rockhampton Regional Council engaged an independent consultant, IER Pty Ltd Focused Event Thinking, specialising in research, economic and social impacts and performance measurement in the entertainment industry to prepare an economic impact analysis on the 2022 Rockhampton River Festival. Data was primarily collected through face-to-face surveys; online surveys and online ticket sales.

building
civic pride



ATTENDANCES

34,800

Individuals visited over 3 days

FACEBOOK

Page post reach
1,109,831

Page engagement rate
59,107 | 3.6%

Page likes
11,706

Event rating



(4.5, from 90 Facebook Reviews)

WEBSITE PAGEVIEWS

37,032
(2022 Number due to
measurement platform change)

Unique Users
12,450

IOS AND ANDROID APPLICATION

2,200 downloads of the app

32,000 app views

TARGETS

Attract an average of 20,000
people per day

Increase attendance by 10% on
previous years

Raise visitation from outside the
region to see 20% from regional
locations (four hour drive) and
30% from outside local and
regional areas interstate



COUNTRY ON QUAY TUNUBA STAGE - FRIDAY 28 JULY

The very successful **Country on Quay** returns to the Tunuba Stage as the Friday night opening event with Award Winning Country Music Stars supported by our very own local talent.

Andrews Swift is our headline act – Swift has released two ARIA #1 albums and garnered three CMAA Golden Guitar Awards and most recently been awarded Male Artist of the Year 2023. With his latest album just recently released, "Lightning Strikes and Neon Nights" the crowd is going to be highly entertained.

Swift is supported by **Amber Lawrence**. Amber is a Multi-Golden Guitar Winner, Australian singer-songwriter and one of Australia's most celebrated country artists. She has just been announced as the 2023 Female Artist of the Year at the CMAA Golden Guitar Awards.

The local country music scene will be kicking off the evening with the one of our local country soloists, **Brad Butcher** and then the unique sounding, multi-inspired Country Rock band home grown here in Rockhampton - the **Zac Cross Band**.

Can you see your business name right beside these amazing artist, to kick off the 2023 Rockhampton River Festival?

TUNUBA STAGE SATURDAY 29 JULY

If you listen to Triple J or love a whole lot of indie-folk-rock vibes, then you will not want to miss sponsoring this day at the Rockhampton River Festival.

Saturday kicks off on the Tunuba Stage with **Kids Gone Country** with the amazing **Amber Lawrence**. Followed by an array of bands and artists like **Leonie Kingdom**, **Weathered**, **Lucid Safari**, **Owls of Neptune**, **Mitch King** and **Katanak** who are fresh off playing at Brisbane Festival.

The Delta Riggs is our headline act for Saturday evening on the Tunuba Stage, fresh off the back of their sold out Australian Modern Pressure tour. Promising to deliver their high energy, enchanting disco fuelled form of 'Brit-Hop' and fan favourites from across all releases, back to a more intimate setting for some surprises. These are shows that will guarantee to put a smile back on your face and beer spilt on your shoes. Don't miss possibly the greatest Rock & Roll shows of this year.

28-30 JULY 2023

ADVANCE ROCKHAMPTON

RIVER R FEST

MUSIC / FOOD / ARTS

TUNUBA STAGE

30 JULY
SUNDAY

FEATURING
BIRDZ

IN ALPHABETICAL ORDER

Charlie Needs Braces
Dave Dow | Kate Mahood
Kirk Lorange's Mumbo Gumbo | Scott Foden
Sunday Lemonade | Tom Mac

rockhamptonriverfestival.com.au

Licensed Venue
FREE ENTRY
All Ages Event

TUNUBA STAGE SUNDAY 30 JULY

Sunday line-up is filled with cool vibes, real messaging and probably the best day for a Sunday Sesh.

Headlining will be **Birdz**, renowned for his unique brand of hard-hitting hip hop embodying strong messages of hope and self-determination. He is an unapologetic rapper, critically acclaimed and award-winning. Birdz is a strong favourite on all streaming platforms and has collaborated with some amazing talent like Missy Higgins and Ngaiire. If you're a Triple J listener, you would definitely hear Birdz on high rotation.

Supporting Birdz are artists like **Dave Dow** who will captivate you with just vocals and guitar alone. Dave has a contagious humour and charismatic personality that shines through. Then there are bands like **Charlie Needs Braces** and **Sunday Lemonade** – with band names like that they must be chilled! Sunday Lemonade is a nomadic duo who traverse the spectrum from heartfelt folk through to powerful indie rock. Their songs provide a unique standpoint exploring observations of life on the road, friendships and introspection, a culmination of two individuals experiences bottled up in optimism. The bubbly pair are powered by connection, evident in their uplifting, energetic performance.

28-30 JULY 2023

ADVANCE ROCKHAMPTON

RIVER R FEST

MUSIC / FOOD / ARTS

SHIPYARD STAGE

HOME GROWN

28 JULY
FRIDAY NIGHT

FEATURING
THE STONE APES

IN ALPHABETICAL ORDER

MATH
Transvaal Diamond Syndicate
Weathered

rockhamptonriverfestival.com.au

Licensed Venue
FREE ENTRY
All Ages Event

HOME GROWN FRIDAY 28TH JULY

Home Grown, where the beats are electric and the talent is extraordinary!

It's time to celebrate the incredible talent that originated right here in our own city! This sensational line-up of artists will have you dancing, singing, and experiencing the true essence of our vibrant music scene.

Headlining the night is none other than **The Stone Apes**! Bridging the gap between tropical guitar riffs and a hard-hitting rhythm section, The Stone Apes deliver an infectious blend of Australian indie and stadium rock that will leave you craving more.

Prepare to be blown away by the foot-stompin' swamp and dirty blues rock of **Transvaal Diamond Syndicate**. This powerhouse of a band has

been captivating audiences across the country with their raw, energetic, and exciting live shows.

Kick-back to the mesmerizing sounds of **MATH**. This talented band, featuring Maddi McDonald and joined by brothers Clay, Dylan, and Sam Hooper, has been captivating audiences since 2018.

Get ready to be immersed in the enchanting nu-folk music of **Weathered**. Led by Upile Mkoka, Weathered's heartfelt lyrics will transport you to another world.

Join us at The Shipyard in the Rockhampton Riverside Precinct for a night of home-grown talent that will leave you buzzing with pride.



EVANESCENCE



BLOOM



SAL THE SNAIL



DAMSELFLY



LOVE BIRDS



OCULUS

ART INSTALLATIONS

Our world is ever changing, and our art installations reflect on the importance of colour in our world and the joy of free movement in any form.

BLOOM

Bloom is where you will find an epic landscape of giant illuminated Australian gumnuts and gumnut flowers. Inspired by the *Corymbia Ficifolia* 'Fairy Floss' flowering gums (native to southwest Western Australia). Like the soft pinks of the Fairy Floss blossoms, our giant flowers glow soft pinks and salmons at night and are white during the day. Each flower is illuminated inside, and has its own unique soundscape inspired by the Australian bush. The giant gumnuts are designed for 1 adult or 2 children to sit inside.

LOVE BIRDS

Love Birds is an immersive and naturally kinetic installation that you will find along Quay Street. Gliding above the audience, the birds flutter with colour and light in the wind. Constructed from 100% carbon neutral Megara Polypropylene, the birds spread a message about the power of a community coming together to tackle an issue as one.

SAL THE SNAIL

Sal the Snail is a whimsical interpretation of the humble garden snail. The audience is treated to a delightful out-of-this-world experience as they move around the snail during the day, and when night falls, he illuminates in vivid colours.

OCULUS

Oculus is our first solar illuminated work.

The design maximises the potential of fixed white light through reflection, refraction, kinetic movement, transparent layers, and dichroic acrylic.

Each Oculus is a playful, almost 2m tall, interactive toy exploring pre-tech optical play in a unique way. Spinning the praxinoscope inside each Oculus beacon reflects the animation stills to create a moving image. The rotation throws beams of reflected and refracted light in a wide arc. This dual engagement encourages play-based interaction while creating a dynamic, immersive environment.

EVANESCENT

Evanescent (the bubbles) is an artwork driven by the forces and natural occurrences within the changing world around us. A bubble exists for only a split second, creating a captivating vision for those who surround it. As the audience approaches the pavilion-esque structure, the form of the bubble is reminiscent. The bubbles that create the work give the audience a reflection of their world that lasts only for an instant. As the audience constantly moves through the space the images reflected on the form are in a constant state of flux.

RIVERSIDE
ICE RINK

RIVER FEST

WINTER WONDERLAND

WINTER IN ROCKHAMPTON IS THE MOST BEAUTIFUL TIME OF THE YEAR AND A PERFECT TIME TO ENJOY OUR **WINTER WONDERLAND** PRECINCT FOR THE ROCKHAMPTON RIVER FESTIVAL.

That's right, the ticketed event for the Rockhampton River Festival will be an outdoor ice-skating rink in the lower Victoria Parade carpark.

An ice-skating rink in this unique location will be a fabulous attraction to children and adults of all ages and will draw visitors to the wider Rockhampton River Festival.

SKATERS OF ALL AGES and levels are expected to enjoy the fun and laughter that an ice-skating rink brings.

For those younger skaters or those who are a little slippery on their ice-skates, we will have Ice Pal Penguins to help them out.

RIVER FEST

MEDIA RELEASE FOR IMMEDIATE USE

BIRDZ AND THE DELTA RIGGS TO HEADLINE SPECTACULAR FESTIVAL LINEUP!

Rockhampton River Festival returns this July to claim its place as the quintessential winter festival in its 9th year on the Central Queensland calendar, igniting the Rockhampton Riverside Precinct from 28th to 30th July.

Rockhampton Region Mayor Tony Williams said Rockhampton River Festival is back with an outstanding line-up of nationally recognised artists supported by exciting up-and-coming talent that will captivate audiences of all ages across the 3-day festival.

"This is a great example of Rockhampton's ability to attract stellar talent and deliver top-tier events for residents and visitors alike."

"This year's Rockhampton River Festival will also introduce the first-ever River Kids Precinct, a fully immersive children's zone featuring live shows, workshops, and activities," said Mayor Williams.

"The festival aims to create a memorable and inclusive atmosphere, catering to the whole family."

The Delta Riggs will grace the festival stage on Saturday, bringing their explosive energy and genre-bending compositions that have redefined rock 'n' roll.

"Rockhampton, it's been a long time, but we're coming for ya! Can't wait to migrate north for winter and give the people of Rocky what's going to be a stunner of a show. See ya soon!"

Headlining the Sunday program at Rockhampton River Festival is none other than BIRDZ, a proud Butchulla man, renowned for his unique brand of hard-hitting Hip Hop embodying strong messages of hope and self-determination.

Born in Rockhampton, Nathan Bird, professionally known as BIRDZ is thrilled to have the opportunity to perform at the River Festival and return to his roots.

"I was born in Rockhampton, and still have family in the area, so I'm really looking forward to performing at River Festival. It'll be my first-ever show in Rocky, and I can't wait to bring what I do back to where it all started."

Acting Advance Rockhampton Executive Manager, Zac Garven, expressed his excitement about the festival's return to July, stating, "we continue to position the region as a must-see destination and the Events Capital of Central Queensland with signature events like Rockhampton River Festival."

"Queensland is calling this winter, and we look forward to welcoming visitors from out of the region heading to Rockhampton for our idyllic warm winter weather, hero events and experiences," Mr Garven said.

"Rockhampton River Festival, a free entry event, promises entertainment for all ages, making it the perfect outing for families, music enthusiasts, and adventure-seekers alike. Don't miss the opportunity to be part of this momentous celebration of music, art, food and culture."

To stay updated on the latest news, program release and to gain access to pre-sale event tickets, sign up to be on the Rockhampton River Festival Insider mailing list. Visit www.rockhamptonriverfestival.com.au or follow www.facebook.com/rockhamptonriverfestival and www.instagram.com/rockhamptonriverfestival for more information.

About Rockhampton River Festival

Friday 28 – Sunday 30 July 2023

Rockhampton Riverside Precinct - Quay Street, Rockhampton

Free Entry, All Ages event

Full program and ticketed events to be released soon at www.rockhamptonriverfestival.com.au

Rockhampton River Festival is the quintessential winter festival on the Central Queensland calendar, showcasing a diverse line-up of nationally recognized artists and up-and-coming talent. Held in the picturesque Rockhampton Riverside Precinct, the festival aims to create a vibrant celebration of music, art, food and culture that captivates audiences of all ages. With its commitment to delivering unforgettable experiences, Rockhampton River Festival solidifies the region as the Events Capital of Central Queensland.

HOW YOU CAN HELP PROMOTE RIVER FESTIVAL

Helping promote major events in Rockhampton is crucial as it not only attracts visitors from far and wide, but also brings immense benefits to the region. By showcasing these events, you contribute to the growth of tourism, boost the local economy, and create a vibrant atmosphere that showcases Rockhampton as a must-visit destination.

Here are some suggestions on how you can promote Rockhampton River Festival.

SOCIAL MEDIA PROMOTION

Utilise your social media channels to highlight the upcoming festival, share event details, and create engaging content that generates excitement.

Encourage guests to share their experiences using event-specific hashtags.

OUR CHANNELS

fb.com/RockhamptonRiverFestival

instagram.com/RockhamptonRiverFestival

#RRF #RRF23 #RockhamptonRiverFestival

DOWNLOAD RIVER FESTIVAL MARKETING ASSETS [HERE](#)

DISPLAY PROMOTIONAL MATERIALS

Let us know if you have capacity to place festival posters or brochures in your reception area, and other common areas.

ONLINE PROMOTION

Including festival information on your website can help your guests find out about the event if this isn't the reason for them visiting the region.

EMAIL MARKETING

Leverage your email list to send newsletters or dedicated festival promotion emails to previous guests, subscribers, and potential customers. In addition to providing event information you could offer exclusive deals, and booking incentives.

CONCIERGE SERVICES

Train your staff to be knowledgeable about upcoming events and provide recommendations to guests. Share [Explore Rockhampton](#) event itineraries or guides that highlight nearby attractions, dining options, and free experiences.

GUEST REVIEWS & TESTIMONIALS

Encourage guests who have attended the festival to share their positive experiences on review websites, social media, or through testimonials on your hotel's website. Positive word-of-mouth can significantly influence potential guests' decision-making process.

HOT TIP! [DOWNLOAD](#) THE FREE ROCKHAMPTON EVENTS APP FOR ALL ADVANCE ROCKHAMPTON MAJOR EVENTS.





28-30 JULY

ROCKHAMPTON

RIVER FESTIVAL

MUSIC / FOOD / ARTS

PROUDLY BROUGHT TO YOU BY



PRESENTED BY

