



2020 Toyota Country Music Festival, Tamworth Backgrounder

Tamworth is one of NSW's best-known locations, thanks to its annual Country Music Festival. It is the largest music festival in Australia, the largest country music festival the southern hemisphere and among the top 10 festivals in the world.

Following its 1973 debut, the Toyota Country Music Festival Tamworth has evolved into what is now recognised as "Australia's largest music festival" and a cornerstone summer celebration, hosting Australian country music's hottest stars, emerging talent and local favourites along with over 300,000 visitors each year for an unforgettable live music experience.

What makes, the Toyota Country Music Festival, Tamworth remarkable is, the thousands of visitors attending free outdoor concerts headlined by country music's biggest names, Tamworth's main street turned over to pedestrians to enjoy buskers and market stallholders, and opportunities to be up close and personal with performers in a dynamic Fanzone precinct. Then there's country music's night of nights, the Golden Guitar Awards when the stars strut the red carpet and appear on stage as presenters, performers, or join the ranks of more than 400 Golden Guitar winners. The Golden Guitar Awards is the nation's longest running music awards event and the pinnacle event of the Toyota Country Music Festival, Tamworth each year

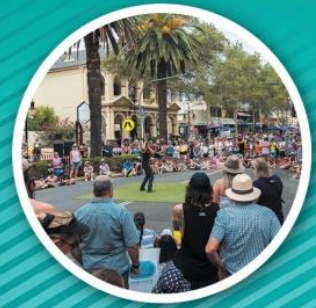
Held in Tamworth over ten days in January, the Toyota Country Music Festival will celebrate a monumental 48 years in 2020, a brilliant milestone for this iconic annual event.

"Tamworth in January is hot, it's casual, its stars and Golden Guitars; it's happy crowds, it's tents and caravans, it's easy going camaraderie... "G'day mate and where are you from?", it's concerts and shows, it's buskers, it's folding chairs, big hats and eskies." - Max Ellis, Festival Co-Founder.



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The TCMF is unique in the way it is a truly community-owned, non-gated, organic Festival. There is not one central coordinating agency, not one central ticketing agency and not one promoter. The Tamworth Regional Council (TRC) does play a critical role in the coordination of the Festival, but it is the local business community: pubs, clubs, restaurants, transport providers, the Chamber of Commerce, are responsible for arranging their own line-up of artists or event schedule.

Country Music also represents one of Tamworth Regional Council's five major tourism segments and the Council places a great importance on the event as a pillar of the local economy. To this end, Tamworth Regional Council works closely with Destination NSW, the County Music Association of Australia (CMAA), County Capital Music Association (CCMA) and the Toyota Country Music Festival Stakeholders Group to promote Tamworth and country music year-round.

The economic benefit of the Toyota Country Music Festival, Tamworth is calculated using overnight visitation data and measurements tools, plus figures from the Quarterly results of the National Visitor Survey from Tourism Research Australia, estimating an economic impact to Tamworth of around \$50M.

The indirect economic impacts of the TCMF are those that result from the introduction of new money into the economy, spent on areas such as wages or local product. The "ripple in a pond" metaphor is best used to explain these secondary impacts. The 'ripple effect' is measured using multipliers and cross-referenced with annual TCMF visitation figures.

