



# Mt Beauty Music Festival

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[www.musicfestival.org.au](http://www.musicfestival.org.au)

## Music Festival Goes Into Recess

The Organising Committee of the Mount Beauty Music Festival has resolved that the Festival should go into recess until 2018. Why? Despite the artistic success of the Festival, this year we lost a considerable amount of money and have insufficient funds to embark on another Festival with due probity.

Compounding the lack of financial security is the loss of key people in the Festival's administration due to other commitments by those volunteers. Despite our best endeavors since April to find people with the time, energy, and expertise to fill the void left in our administration, we have been unsuccessful in finding replacements. By now, the Festival would normally have begun planning for 2017.

In terms of venues, we have, over the last few years, lost the Bogong Hotel, Settlers Tavern, and the Country Club as annual festival venues.

Ticket sales and sponsorship are particularly critical to the Festival's financial success. We have recognized that the support of the local community in the form of ticket sales and sponsorship has waned considerably over the past several years. Indeed, local ticket sales have dropped to half what they were five years ago and overall sponsorship has also halved over that period.

For 17 years since its inception the Festival has heavily relied on volunteers and local community groups to help run it, accommodation houses and private billets to host the performers, businesses to sponsor it in cash or in kind, and the Alpine Shire to provide logistical support and sponsorship.

Over the coming year or so the organising committee will work towards replacing the Festival with a new format of festival that attracts the support of our community and brings tourists and performers to the valley.

Thank you to all who have supported the Festival over the years.

Rollo Kiek, Chair, Festival Organizing Committee.

Margaret Brereton, Director, Mount Beauty Music Festival.

July, 2016.