



QUEENSLAND SYMPHONY  
ORCHESTRA

# Regional Touring 2024-2028



## Acknowledgement of Country

Queensland Symphony Orchestra respectfully acknowledges the Traditional Owners and Custodians of the lands on which the Orchestra works, plays and creates, and we pay our respects to Elders past, present and emerging.

Photography used throughout by: Peter Wallis, Sarah Marshall, Sam Muller and Joel Tronoff

Mia Stanton, Violin 1

# Regional Touring 2024–2028

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## MISSION STATEMENT

Enriching Queensland  
through music.

## CONTACT

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DEVELOPED BY TONI PALMER, DIRECTOR – DEVELOPMENT



Matthew Kinmont, Cello

## Message from the Chair



From our very first tour in the same year of our creation in 1947, we have recognised the importance of bringing the magic of orchestral music to communities across Queensland.

Queensland Symphony Orchestra is committed to the delivery of cultural enrichment and engagement for regional communities through this five-year strategy. We firmly believe that access to world-class performances and education should not be limited by geographical boundaries.

The board remains resolute in continuing this touring tradition, ensuring that the transformative power of music unites our communities and inspires Queenslanders for generations to come.

**Rod Pilbeam**  
Chair



Nicole Tait, Section Principal Bassoon

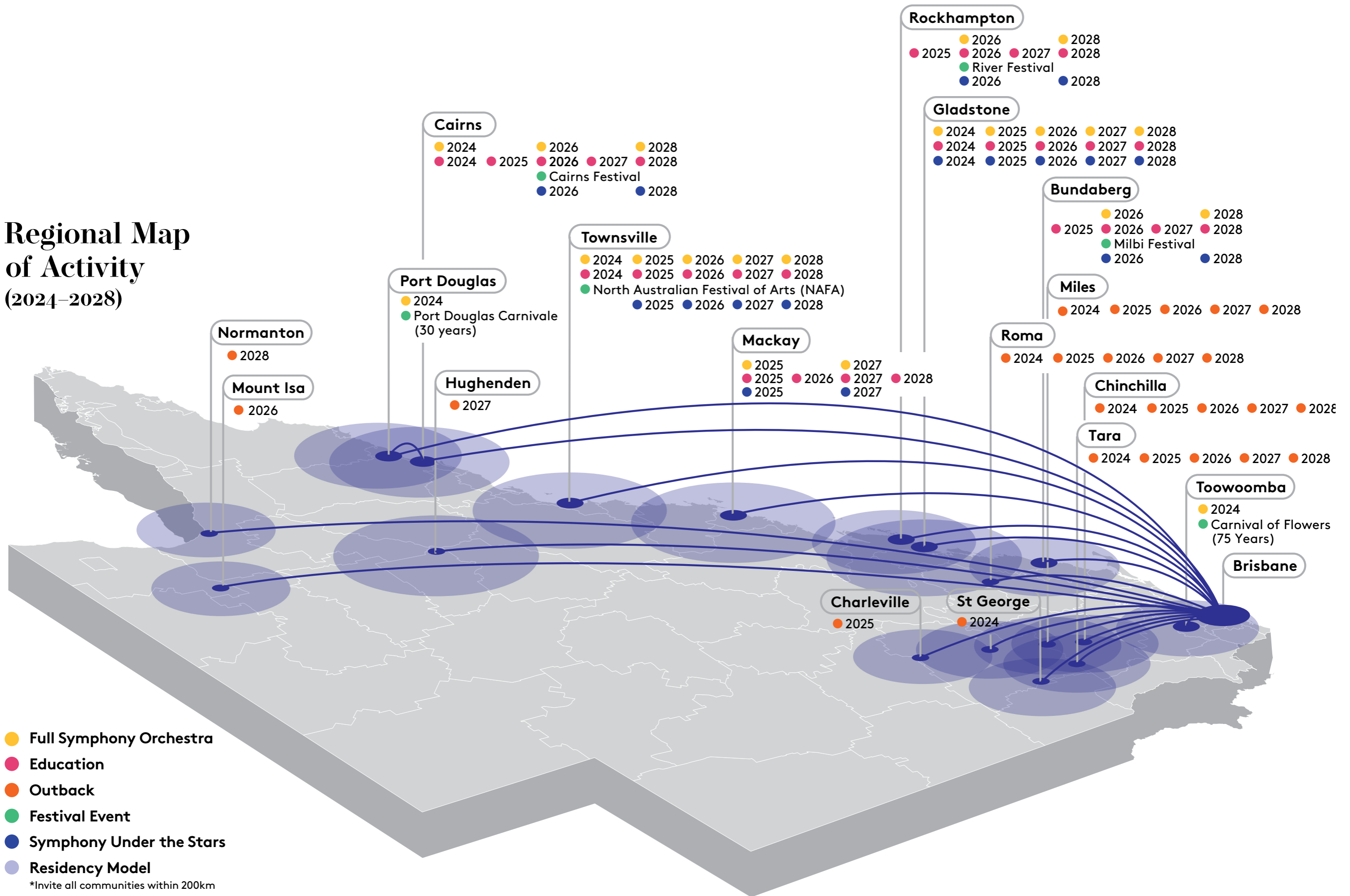
## Regional Touring (2024–2028)

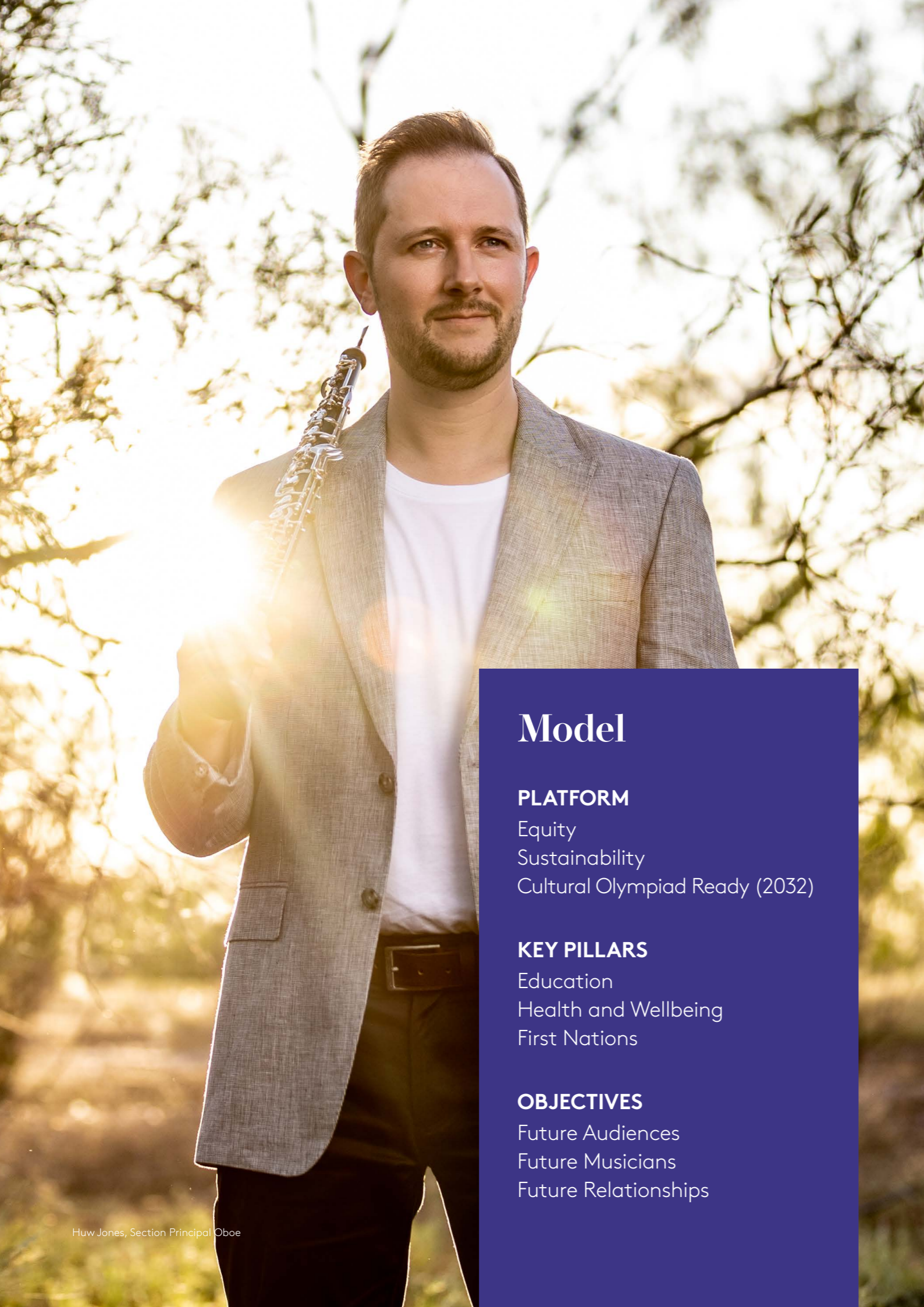
Queensland’s state orchestra will provide a significant investment in regional Queensland through the delivery of education and large-scale community concerts.

Touring Queensland as a full orchestra comprising up to 60 musicians, QSO will travel to four major cities and one outback location each year, inviting schools and communities from neighbouring areas to travel to hear the orchestra. This Residency Model will ensure that many thousands of regional and remote Queenslanders are given an opportunity to experience their state orchestra live.

This city-led approach works with multiple stakeholders: Arts Queensland, regional mayors, councils, economic development agencies, local leaders, local festivals and events, businesses (SME and corporate), state tourism bodies and philanthropists. The multi-year strategy aims to unlock the value of community-wide engagement, and to evaluate the economic, social and educational impact of QSO in Queensland communities.

# Regional Map of Activity (2024–2028)





## Model

### PLATFORM

Equity  
Sustainability  
Cultural Olympiad Ready (2032)

### KEY PILLARS

Education  
Health and Wellbeing  
First Nations

### OBJECTIVES

Future Audiences  
Future Musicians  
Future Relationships

Huw Jones, Section Principal Oboe



Dr Robyn Littlewood, William Barton, Valmay Hill and children from Narbethong Special School

## Platform

### EQUITY

Recognising that we do not all start from the same place. Each community has different circumstances, resources and needs. It is essential that QSO provides equal access for all.

### SUSTAINABILITY

Fulfilling the needs of current communities and building a model for future generations. Ensuring a balance between economic growth, environmental care and social wellbeing.

### CULTURAL OLYMPIAD READY

Developing a roadmap and relationships to ensure social and economic outcomes are realised ahead of and after the Brisbane 2032 Olympic and Paralympic Games.

# Key Pillars

## EDUCATION

The benefits of music education in formative years can be life-changing. QSO is dedicated to providing opportunities for Queensland children to experience their state orchestra.

## HEALTH AND WELLBEING

Music is powerful—we are passionate about providing hope, health and happiness in our communities through music.

## FIRST NATIONS

QSO has had a long and valuable history of working with First Nations artists.

Culture is at the core of who we are, QSO finds a natural alignment with and significance in First Nations cultures.



Natsuko Yoshimoto, Concertmaster



Symphony Under the Stars, Roma St Parklands Brisbane, Queensland

# Objectives

## FUTURE AUDIENCES

QSO will embrace regional communities, digital platforms, interactive experiences and diverse programming to attract new audiences, fostering inclusivity, accessibility, and a deeper appreciation for classical music statewide.

## FUTURE MUSICIANS

Develop a vibrant music culture and legacy in our regions, with a focus on nurturing new talent. From concerts to workshops and side-by-playing, QSO will cultivate and support our emerging musicians.

## FUTURE RELATIONSHIPS

QSO will offer meaningful arts experiences and exchanges that lead to authentic, long-term relationships with communities.



Rainer Saville, Section Principal Trumpet

## Approach



Large-scale orchestras and community performances play a vital role in fostering economic development in regional towns. Their presence boosts livability by providing residents with cultural and artistic experiences. These performances attract visitors, stimulating the local economy through increased tourism and spending. As a result, regional towns can enhance their city lifestyle amenities, making them more attractive to both residents and tourists. This leads to improved livable city initiatives, increased visitor economy, and the retention and attraction of residents in the region.

Large-scale performing arts in regional cities bring communities together, promoting a sense of belonging and pride. People from all backgrounds unite to celebrate shared cultural experiences, forging positive connections and relationships. Positive social experiences increase trust, cooperation, and civic engagement in the community. They also enhance community resilience, nurture a sense of collective identity, and contribute to the overall wellbeing of regional cities.

Large-scale, world-class performing arts in regional cities have the potential to attract tourists seeking unique cultural experiences. Local economies flourish through increased spending on accommodation, dining and retail. The exposure to diverse art forms and cultural expressions enriches the tourism experience, enhancing the reputation and attractiveness of regional cities as vibrant cultural destinations.





Symphony Under the Stars, Gladstone, Queensland

## Investment

QSO will invest over \$1 million dollars each year in regional Queensland. QSO will also seek support from local councils. In the Focus Years when QSO is not physically in a region, the relationship will continue with digital engagement. This Continual Engagement delivered through technology will be available to teachers and students (on-demand) and aligned to the Queensland Department of Education curriculum. Communities will receive live-streamed performances direct from the QPAC Concert Hall and the QSO Studio (ABC Building) in Brisbane’s South Bank.

## Stakeholder Engagement

The strategy is a full city-led (local) approach from the local Mayor, inviting all key business leaders and government (both federal and state) to showcase the city. Targeting key industries and businesses in a sophisticated, like-minded environment, Symphony Under the Stars offers all the wonder and excitement of a world-class concert hall performance, under the stars.

## Residency Model

There is no larger, more awe inspiring, life-changing experience than a symphony orchestra. The Residency Model invites communities within a 200 km radius to travel to hear QSO. The model is also applied to patrons and supporters, with direct marketing from QSO to join the regional tour.



Umberto Clerici, QSO Chief Conductor

“ To all our audience members and friends, whether longstanding or new: I ask that you trust us and come along on this journey. Be curious and explore unknown paths with us. Come to listen even if you don’t yet know every piece in a concert. I am confident there will be many things you will discover and grow to love. ”

**UMBERTO CLERICI, QSO CHIEF CONDUCTOR**



## Education

QSO understands first-hand the importance of music as part of the core education curriculum and early learning platform for Queensland children. Working directly with the Department of Education, QSO aims to further broaden the engagement with school children through live-performance and digital engagement, providing continual engagement between schools and their state orchestra.

### TARGET AUDIENCE: YEARS 2-6

- Content is curriculum based
- Assets are hosted on Education Queensland's learning portal, QLearn

### LEARNING MUSIC: PREP TO YEAR 6

All Queensland state school students are provided the [Australian Curriculum: The Arts](#) in Prep to Year 6. Music is one of the five Arts subjects that is to be provided. Schools consider their access to resources when determining how Music is provided.

[Formative Years education for children in our communities.](#)

“ Music has the capacity to engage, inspire and enrich all students, exciting the imagination and encouraging students to reach their creative and expressive potential. Participation in music learning allows students to express and share sounds as listeners, composers and performers. ”

DEPARTMENT OF EDUCATION QUEENSLAND

# Touring Model

Delivered in partnership with host location



## Sidebyside

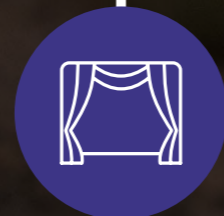
In advance of a tour, a QSO musician visits to mentor talented local students, preparing them to perform on stage in Symphony Under the Stars



## Residency

QSO musicians reside in the community for an extended period each tour, delivering education and engagement activities for children and adults.

WEDNESDAY-SUNDAY



## Education Concerts

Local theatre  
FRIDAY



## Symphony Under the Stars

World-class outdoor performance, including Prodigy Project students performing on stage with QSO

SATURDAY



Symphony Under the Stars, Gladstone, Queensland

## Continual Engagement

QSO aims to build long-term authentic relationships with regional Queensland, not the 'fly in fly out' (FIFO) model.

In the Focus Year, when QSO will not be in the city physically, technology and innovation will be applied to continue the relationship.

- Education: Access to on-demand content for teachers and students – pre- and post-QSO tour (linked to school curriculum)
- Regional City/Live Streams: Direct from the QPAC Concert Hall twice each calendar year (includes Mayor as host with local orchestra/schools providing live music component)

### INNOVATION

QSO has partnered with Advance Queensland in the Private Sector Pathways (PSP) Program to develop immersive environments, quizzes and gamified learning assets developed for pre and post QSO touring, hosted on QLearn.

This program is also supported by Professor Ian Frazer AC and Caroline Frazer.

\*The Focus Year terminology was developed by Mr John Webb, Manager Communities and Culture | Community Services, Rockhampton Regional Council.

\* QLearn is the Education Queensland's digital learning management system (LMS) for student learning.



Ashley Carter, Associate Principal Trombone, Lauren Manuel, French Horn, Rainer Saville, Section Principal Trumpet

## Marketing

### ADVERTISING – QSO

Annual Program

Website

Direct Marketing – EDMs

Socials

Public Relations

### ADVERTISING – CITY

Council – Local Area Marketing

Annual Tourism Publications

Socials

Public Relations

### PARTNERSHIPS

Haymans Electrical

Health and Wellbeing Queensland

ABC Regional: TV, Radio, Digital (content and advertising)



Nicholas Tomkin, Viola

## Measurement and Impact

Research insights will drive evidence-based decision making to form positive advances and relationships in our regional communities.

### **ECONOMIC DEVELOPMENT IMPACT**

Contribution to local economic growth, job creation, and income generation.

### **SOCIAL CAPITAL BUILDING**

Explore collaboration, participation, and inclusivity.

### **TOURISM ADVANCEMENTS**

Analyse visitor numbers, spending patterns, and engagement with local cultural assets.

### **METHODOLOGY**

Quantitative and qualitative data collection - Surveys, Interviews, Focus Groups and Data Analysis (economic reports, tourism statistics, and community development indicators).



Josh DeMarchi, Percussion

## Contributors

Regional Touring 2024–2028 has been developed in consultation with companies and individuals to support QSO’s engagement with regional Queensland.

### STAKEHOLDERS

- ABC - Brisbane + Regional
- Advance Queensland
- Advance Cairns
- Advance Rockhampton
- Arts Queensland
- BDO
- Beef Australia
- Bundaberg Regional Council
- Communities and Culture – Community Services (Rockhampton)
- CQU - Associate Vice-Chancellor (Rockhampton)
- Cairns Performing Arts Centre
- Cairns Regional Council
- Camerata
- Department of Tourism, Innovation and Sport
- Douglas Shire Council
- Education Queensland
- Flying Arts
- Frazer Family Foundation
- Griffith University
- Health and Wellbeing Queensland
- International Olympic Committee (IOC)
- Mackay Chamber Music Festival
- Mackay Entertainment and Convention Centre (MECC)
- Mackay Regional Council
- Moncrieff Entertainment Centre - Bundaberg
- Office of the Chief Entrepreneur
- Office of the Governor of Queensland
- Opera Queensland
- Pilbeam Theatre
- Queensland Music Festival (QMF)
- Queensland Tourism Industry Council (QTIC)
- Queensland Youth Orchestra (QYO)
- Outback Queensland Tourism
- Qantas
- Regional Arts Services Network (RASN) Regional Development Australia
- Rockhampton Regional Council
- Tim Fairfax Family Foundation (TTFF)
- Torres Strait Islander Media Association
- Tourism Events Queensland (TEQ)
- Toowoomba Council
- Townsville Enterprise Limited
- Tourism Tropical North Queensland
- State Library Queensland
- Yarrabah Aboriginal Shire Council
- Veracity



# QUEENSLAND SYMPHONY ORCHESTRA

Facebook Queensland Symphony Orchestra

Twitter @qsorchestra

Instagram @qsorchestra

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Australian Government



Creative Australia



Queensland Government



AUSTRALIA PACIFIC LNG



TIM FAIRFAX FAMILY FOUNDATION



FRAZER FAMILY FOUNDATION



HAYMANS

ELECTRICAL & DATA SUPPLIERS



health + wellbeing Queensland



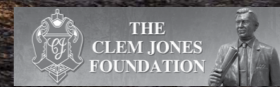
Queensland Government



ST BAKER ENERGY INNOVATION FUND



BIRTLES FAMILY FOUNDATION



THE CLEM JONES FOUNDATION



Gladstone Ports Corporation

Growth, prosperity, community.



GLADSTONE REGIONAL COUNCIL



TOOWOOMBA CARNIVAL of FLOWERS



TOWNSVILLE CIVIC THEATRE



City of Townsville



NORTH AUSTRALIAN FESTIVAL OF ARTS



DOUGLAS SHIRE COUNCIL



PORT DOUGLAS Carnival

Supported by Philip Bacon AO.

Photography used throughout by: Peter Wallis, Sarah Marshall, Sam Muller and Joel Tronoff