

## **‘A BLUEPRINT FOR THE FUTURE’**

### ***What is it?***

We are developing a Blueprint for the future of our Tamworth Country Music Festival.

This will be two major documents - a Strategic Plan and a Business Plan. These documents are to be completed by the end of March 2010.

### ***Who is doing it?***

Development of the documents is being managed by Tourism Tamworth Ltd.

The party's involved are; Events NSW, Tamworth Regional Council, Tourism Tamworth and the Country Music Association of Australia.

A company called Peer Group Media has been contracted to Tourism Tamworth to provide business and commercial advice and facilitate the process.

### ***What are you doing?***

We are collecting everyone's information about the Tamworth Country Music Festival, its history.

This includes gathering information about; the music, the management, the events, the commercial activities, marketing and promotions. The stories about what is good and what is not so good about the Tamworth Country Music Festival.

In addition, we are trying to understand visitor and resident expectations.

This will help us to formulate the plans and recommendations for the future

growth of the Tamworth Country Music Festival.

We are trying to make sure everyone's interests are aligned.

### ***Why are you doing this?***

The Tamworth Country Music Festival is one of the largest events in Australia; it has been nationally and internationally recognised as one of the top 10 festivals in the world.

We want to grow the profile of the Tamworth Country Music Festival, bring more people to the Tamworth Region and get more investment in our region and our community.

Tamworth is the 'Country Music Capital of Australia' and we want to keep it that way.

### ***What will change?***

A Blueprint will provide recommendations to take the Tamworth Country Music Festival to new audiences, evolve into new visitor markets, create new events and introduce a whole new generation of Country Music fans to Tamworth and the region.

### ***Can anyone be involved?***

The Tamworth Country Music Festival belongs to everyone. The whole community should be involved.

If you want more information contact Rebel Thomson at Tourism Tamworth on (02) 67675300 or email [r.thomson@tamworth.nsw.gov.au](mailto:r.thomson@tamworth.nsw.gov.au) and get involved.