

A black and white photograph of a large crowd of people at a festival at night. The crowd is seated on the grass, facing a stage area illuminated by bright stage lights. The background shows trees and festival structures.

# AUSTRALIAN FESTIVAL ASSOCIATION

UNITED DELIVERING  
SAFER FESTIVALS &  
STRONGER INDUSTRY

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THE AFA IS

# AUSTRALIA'S PEAK FESTIVAL BODY

The Australian Festival Association (AFA) originally evolved from a conversation back in September 2018 between Danny Rogers (Laneway Festival) and Jess Ducrou (Secret Sounds) around a need for a peak body representing the festival industry and all of the challenges they face including user pays policing, harm minimisation practices, drug policy and liquor licensing.

Shortly thereafter, with the tragic and fatal overdose of 2 patrons at Defqon.1, the need was accelerated by reaching out to Adelle Robinson (Fuzzy), Matthew Lazarus-Hall (CMC Rocks QLD/Laneway) and Rod Little (Groovin the Moo) to gauge their interest in forming an association.

With some of the largest touring festival promoters united to back the industry, the Australian Festival Association was formed and officiated with the first board meeting on the 13th November 2018. Shortly after a public announcement launched the association.

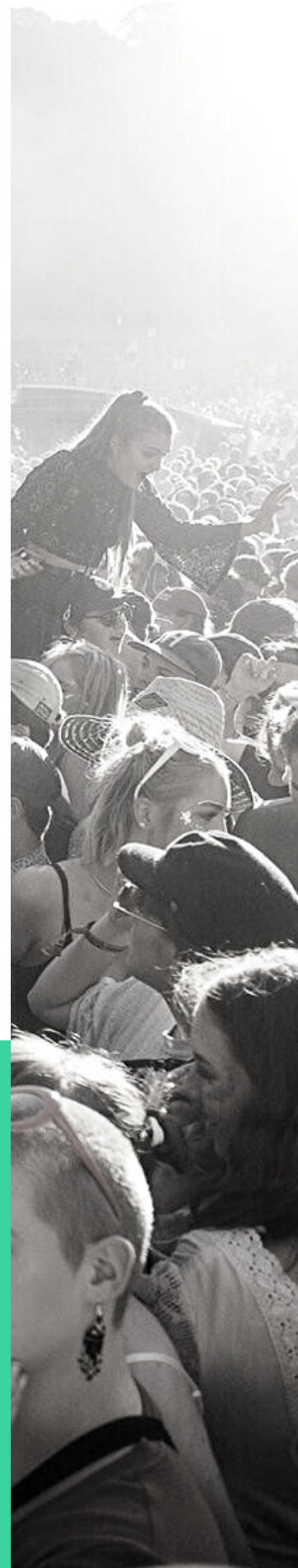
Today, the AFA are committed to ensuring the ongoing viability of festivals as thriving businesses, significant municipal events and sites of global cultural exchange in the interest of all Australians.

With over 11 million attendees each year, contemporary music and music festivals generate a massive \$981.3M in revenue for the Australian economy.

1. Live Performance Australia. 2017. "Live Performance Industry in Australia: 2017 Ticket Attendance and Revenue Report."

**As a membership-based not-for-profit, the AFA is governed by a constitution built by its members. You can review our constitution by clicking [here](#). Our objectives are:**

- Maintain public awareness of the importance of festivals economically, socially & culturally
- Ensure AFA members always have a seat at the table across all sides & levels of government & bureaucracy
- Develop & maintain evidence-based, best practice guidelines available to members
- Protect & grow the reputation of the festival industry
- Establish a strong membership base that comprises all aspects of the festival industry to ensure accurate representation



## WHO IS THE AFA?

# COMMITTEE & MEMBERS

The founding members became our committee, guiding the launch and setup of the AFA. The current committee comprises -

### Cattleyard Promotions - Rod Little

- Groovin the Moo (touring nationally)
- The Plot festival

### Fuzzy - Adelle Robinson

- Listen Out & Listen In (touring nationally),
- Field Day
- Harbourlife
- Curve Ball

### Lunatic Entertainment - Danny Rodgers

- St Jeromes Laneway Festival (touring nationally)

### Secret Sounds – Jessica Ducrou

- Splendour in the Grass
- Falls Festival (touring nationally)

### Uncommoncord - Matthew Lazarus-Hall

- CMC Rocks QLD
- St Jeromes Laneway Festival (touring nationally)

AFA membership has grown rapidly since launching in December 2018 to include the following members -

### Festival members -

- capacities from 2,000 patrons to over 30,000
- single & multi-day events
- regional & metro locations
- East & West Coast as well as SA

### Industry professionals including -

- security agencies & risk management specialists
- venues
- first aid providers & event doctors
- ticketing agencies
- infrastructure suppliers
- event software providers

### Not-for-profits

- festivals
- harm reduction services
- council-run events

We aim to grow our membership base to ensure wide representation across the sector.

## CURRENT MEMBERS\*

Atlas Traffic  
Barpop  
ChronoSoft Solutions Pty Ltd  
CMC Rocks QLD  
Colbrow Medics  
Cross Promotions  
Curve Ball  
Download Festival  
Fairgrounds Festival  
Festival X  
Field Day  
Force Events Pty Ltd  
Groovin the Moo  
Harbourlife  
Harm Reduction Victoria  
I-SEC Pty Ltd  
\*As at 10th January 2020

Ice Cream Factory Festival  
Illawarra Folk Festival  
JML Operations  
Lakenda Pty Ltd  
Listen In  
Listen Out  
Mal Smith Aust Pty Ltd  
NSW Users & AIDS Association  
Output Festival  
Oztix  
PBM Safety  
Perth Craft Beer Festival  
Planners North  
Playbill Venues  
Precise Cleaners  
Q-dance Australia Pty Ltd

Rainbow Serpent Festival  
RSA Liquor Professionals  
Splashdown Event Services  
Splendour in the Grass  
St Jerome Laneway Festival  
Stageline Events Pty Ltd  
Strawberry Fields Festival  
SVBM Pty. Ltd.  
Tamworth Country Music Festival  
Ticketswap  
The Background  
The Blue Mountains Ukulele Festival  
The Hopeless Utopian  
UNIFY Gathering  
WOMADelaide



## RECAP

# AFA SUCCESS

### CORONIAL INQUEST

#### AFA LISTED IN RECOMMENDATIONS

The AFA was the only industry representation participating in the inquest into 6 deaths at music festivals in NSW and was included in the Deputy Coroner's recommendations

*"The AFA is a long-overdue, and much-needed representative body for Australian music festivals. Most thriving businesses don't have time to think big picture or about how the industry as a whole could be better – and if they do – they often don't have the resources to make those changes or have their voices heard. That's where the AFA comes in – representing the interests of the industry as a whole and bringing together passionate, smart, and innovative festivals to collaborate. And it has already proven its power and value by standing up for NSW Festivals in the recent festival licencing situation."*

*MusicNSW represents artists and industry in NSW and is a proud supporter of the important work being carried out by the AFA and the music industry as a whole is stronger, better and more resilient because of it. "*

### LEGISLATED ROUNDTABLE

#### AFA CO-CHAIR

The AFA played a key role advocating for a roundtable in NSW and as a result now has **4 seats out of 20** at a legislated Music Festival Roundtable. The AFA also co-chairs this roundtable quarterly

**Emily Collins**  
**Managing Director**  
**Music NSW**

### INQUIRY RESULTS IN

#### DISALLOWANCE OF REGULATIONS

The AFA played a key role in the Parliamentary Inquiry into the Festival Regulations that lead to their disallowance and recommendation for a roundtable.





# THANKS

## CONTACT US

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