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Ticket Launch for an Economic Powerhouse

Organisers of The Woodford Folk Festival have a spring in their step with online ticketing for the forthcoming festival now open.

Festival Director Amanda Jackes said, “It feels great to be able to plan ahead this year with more certainty and more creativity”.

This year, Woodfordian Citizens were given the first opportunity to purchase tickets, resulting in a record level of tickets being sold in the first few days.

“We have been enthusiastically working through the many areas which we want to improve – it is a luxury to have the time this year to make changes which will improve the experience for our patrons,” explained Festival Director Amanda Jackes.

In the past 6 months, festivals and cultural events have played a significant boon to the economy with spending up following cultural events re-emerging from the darker days of the pandemic.

“The festival is an economic powerhouse for the region,” said Jackes.

The festival is one of Queensland’s major events and last year delivered a record economic impact of \$21.25m. This economic activity is responsible for generating 167 FTE jobs in the Moreton Bay region and a further 101 FTE jobs in other parts of Queensland.

Tourism Minister Stirling Hinchliffe said the festival is a major event for Queensland.

“The Woodford Folk Festival is a favourite on the It’s Live! in Queensland events calendar, with crowds of more than 120,000 coming back each year for this iconic Queensland event.

“The Woodford Folk Festival is a celebration of storytelling, culture and tradition played out over 6 days by one of the largest gatherings of some of Australia’s greatest artists and musicians.

“This is the 10th year the Palaszczuk Government has supported the Woodford Folk Festival, because we know how important events like this are to the local community.

“Through the ‘Growing Tourism Infrastructure Fund’, we also supported 20 new permanent glamping tents in 2022, because it’s important that we deliver more quality tourism infrastructure so that visitors get the best festival experience.

“This will also be a boost for the Moreton Bay region, as I know many festival-goers will extend their stay to explore all of what the region has to offer.”

After turning thousands away in 2022 with many tickets sold out prior to the event, organisers are expanding the camping offering with new camp areas opened at the Woodford Showgrounds.

“We think the option of powered sites, spacious and quiet grounds, hot showers and a dedicated 24hr shuttle bus will be a great offering for our patrons,” said Jackes.

Woodfords popularity over the years has seen patrons arrive earlier and earlier, and this year festival organisers are introducing staggered entry for Christmas Day add-on holders.



“Christmas Day entry has always been a big day for us – this year we’re trialling something quite new to help minimise the queuing and traffic.”

Patrons will be able to purchase a pass to access either on Christmas morning (from 8am) or Christmas afternoon (from 1pm). Queuing access will be strictly limited.

The *Woodford Express* returns this year, with the option to pre-purchase bus tickets from locations in Brisbane, North Lakes, Caboolture and on the Sunshine Coast, direct to the Festival.

Organisers are aware that the glamping offering is well undersized with all glamping tents being sold out in March this year, well before the WFF tickets were even announced. Other accommodation offerings have been launched with ticket sales including Pitch Luxury bell tents and onsite Tent City motel.

Woodfordia has also launched its latest environmental project: *Conservatree*. Modelled on the successful community engagement framework of the Woodford Folk Festival, *Conservatree* is an ambitious project to regenerate the 500 acres of land on which Woodfordia stands.

Festival Founder, Bill Hauritz, since stepping down, has been able to dedicate his time to the development of the project, saying, “We’re very conscious about our role not just in minimising our impact on the environment, but setting targets that really challenge our resources and ability.”

“The organisation is looking to see what more we can do to address our environmental footprint,” commented Jackes.

“Woodfordia has been looking at itself critically, across the whole organisation, to see what more we can do, and while it has been wonderful to plant over 100,000 trees on this land, develop our own water and sewage treatment plants, compost large volumes of organic waste during events, and limit packaging to reuseable or biodegradable, there’s a lot more we can and should be doing.”

Extending the organisation’s solar harvesting is one such project on the horizon.

“Our dream is for Woodfordia to be a place of arts, creativity and environmental development throughout the year and not just for the six days between 27 December and 1 January,” said Jackes.

Woodford Folk Festival is known for its diverse programme which includes music, circus, cabaret, comedy, talks, workshops, ceremonies, yoga, dance, street theatre, installations and a dedicated children’s festival. With over 2,000 performers, Woodford Folk Festival is the largest gathering of artists and musicians in Australia.

Buy tickets to this year’s Woodford Folk Festival here: <https://woodfordfolkfestival.com/tickets/>

The 2023 Woodford Folk Festival is supported by the Queensland Government through Tourism and Events Queensland and features on the *It’s Live! in Queensland* events calendar. The event is held on Jinibara country in the Moreton Bay region.

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For more media information, photos and to arrange interviews about the festival with Managing Director Amanda Jackes, email: media@woodfordia.com