



AUSTRALIA'S LARGEST LIVE ORIGINAL MUSIC INITIATIVE

9 Regional Events
9 Regional Representative Acts head to
Passport to Airlie Showcase Event at



OVERVIEW OF PASSPORT TO AIRLIE

Passport to Airlie is Australia's largest live, original music initiative. Events are held in regional areas around Australia, allowing for a broad range of genres, participants and audiences. It allows for local venues to support live and original music in their community.

Passport to Airlie (P2A) has been running as an integral part of the Airlie Beach Festival of Music since 2013. Each year over 300 acts participate in the events right across Australia. Passport to Airlie in 2021 will have 9 locations: Cairns, Mackay, Sunshine Coast, Brisbane, Gold Coast, Newcastle, Sydney, Melbourne and Darwin.

Passport to Airlie is the largest event of its kind that is:

- Free for artists to enter.
- Places an emphasis on original music. Participants must have over 3/4 of their set be original music at the regional events.
- Provides opportunities, exposure and industry experience and support for artists through our events. Social media networking, write ups/blogs in local print media, radio promotions, photographs, videos etc and of course the main prize for the regional representative as outlined below.
- Provides a unique chance to network with other bands and industry professionals in their region.
- All participants in Passport To Airlie will leave with valuable industry knowledge and experience.

Regional representatives will be placed on the bill, including much of the main event promotion and merchandise, alongside our amazing headline artists.

Over the years of the festival this has included;

2019 - John Butler, Smokie, Youthu Yindi, Australian Rock Collective, Superjesus
2018 - Smashmouth, Killing Heidi, The Church, Marcia Hines, Kasey Chambers
2017 - Leo Sayer, Kate Cebrano, Shannon Knoll, Sneaky Sound System, Baby Animals
2016 - Daryl Braithwaite, Richie Ramone, Gangajang, Tim Finn
2015 - 10CC, Toni Childs, The Black Sorrows, Angry Anderson, Wendy Matthews
2014 - The Screaming Jets, Mark Seymour, Richard Clapton, 1927, The Radiators
2013 - Hoodoo Gurus, Mental As Anything, Dragon, Diesel, Kasey Chambers

Promoter Gavin 'Butto' Butlin says, *"I wanted to create a festival where you could see the classic rock bands and hear the songs we grew up with, and at the same time discover new talent and give them a chance. Airlie Beach is the ideal setting for the festival with it's relaxed vibe. You can walk between all the bars and restaurants in town, enjoy the gorgeous weather, have a drink, make new friends and listen to an awesome variety of good music."*



SNAPSHOT OF PASSPORT TO AIRLIE HISTORY

Date	Bands	Location	Regional Representative
2013	Est.2013 50+	8 - Cairns, Townsville, Airlie Beach, Mackay, Rockhampton, Sunshine Coast, Brisbane, Gold Coast	<u>Sam Maddison</u> - Rockhampton
2014	95	9 - Cairns, Townsville, Airlie Beach, Mackay, Rockhampton, Sunshine Coast, Brisbane, Gold Coast, Newcastle	<u>The Natural Culture</u> - Melbourne
2015	150	11 - Cairns, Townsville, Airlie Beach, Mackay, Rockhampton, Sunshine Coast, Brisbane, Gold Coast, Newcastle, Tamworth, Melbourne	<u>Ivori</u> - Gold Coast
2016	180	11 - Cairns, Townsville, Airlie Beach, Mackay, Rockhampton, Sunshine Coast, Brisbane, Gold Coast, Newcastle, Tamworth, Melbourne	<u>Tim Griffin</u> - Townsville <u>Venom Lips</u> - Newcastle
2017	200+ applied	15 - Cairns, Townsville, Airlie Beach, Mackay, Rockhampton, Sunshine Coast, Brisbane, Gold Coast, Newcastle, Tamworth, Melbourne, Toowoomba, Nimbin, Adelaide, Darwin	<u>The Wayward Suns</u> - Gold Coast
2018	230 bands	12 Cairns, Townsville, Mackay, Sunshine Coast, Brisbane, Gold Coast, Toowoomba, Nimbin, Newcastle, Sydney, Illawarra, Melbourne, Darwin	<u>KAYSO GRANDE</u> - Brisbane
2019		13 Cairns, Townsville, Mackay, Sunshine Coast, Brisbane, Gold Coast, Byron Bay, Newcastle, Sydney, Illawarra, Melbourne, Adelaide, Darwin	<u>Lash78</u> - Melbourne
2020		Events cancelled due to COVID	
2021		Darwin, Cairns, Mackay, Sunshine Coast, Brisbane, Gold Coast, Byron Bay, Newcastle, Melbourne	IT COULD BE YOU!



BURSARY for Each Regional Representative	
4 Nights Accommodation in Airlie Beach for up to 5 members	\$1200
3 Day VIP Festival Passes (includes Food & Alcohol)	\$1000 per band member
Performance fee (the regional representatives act will be required to perform up to 4 x 1.5hr sets over the 3 days in Airlie Beach during the festival)	\$1000
Spot on Music Live TV	Invite Only
The Overall Passport to Airlie GRAND FINAL Regional representative	
Invite to perform in THE BIG TENT for AIRLIE BEACH FESTIVAL OF MUSIC 2022 inc your name on the BILL!!	PRICELESS Except for the below \$\$'s
4 Nights Accommodation in Airlie Beach	\$1200
3 Day VIP Festival Passes (includes Food & Alcohol)	\$1000 / band member
Performance fee (the regional representatives act will be required to perform up to 4 x 1.5hr sets over the 3 days in Airlie Beach during the festival)	\$1000
How To Apply	
Fill in the Artists Online Registration form at https://airliebeachfestivalofmusic.com.au/passport-to-airlie/	
Be sure to upload clear photos of you or your band as well as either music videos (YouTube/Vimeo) and/or audio (SoundCloud) so that we can listen to your music. YouTube, Vimeo and SoundCloud are also free for artists to join.	
All applications will be reviewed to ensure their suitability for the Festival and if selected you will be notified which event you have been slotted into. Unfortunately no guarantees can be given to artists wanting to perform at a certain event or time.	
If you have an EPK we would love to use that - Include a link in the bio -	



EVENT PARTNERS FOR 2021

Airlie Beach Festival of Music	cherrie hughes social media & photography
Jimmy's Entertainment	Music Live TV - Cairns
Whitsunday Gig Guide	VAMPP Photography
KB Designs	Tourism Whitsundays
Angel Printing	Soulful Entertainment
Anthem Touring & Entertainment	Big Apachee
The Stag & Hunter - Newcastle	Swamp House Photography
Rhythm & Vision - Byron Bay	Slinky Links - Airlie Beach
Magnums - Airlie Beach	Harrup Park Country Club Mackay
The Jack - Cairns	
Matthew Flinders Hotel, Melbourne	Airlie Events
The Palace Hotel, South Melbourne	The Aussie T-Shirt Co
Whitsunday Transit Coaches	
Why is your name not here?	You are missing out on the chance to work with hundreds of upcoming bands.

