

Case study

Jumpers & Jazz in July festival 2017- Warwick



Since 2004, Warwick's annual *Jazz & Jumpers in July* festival has engaged the local community and attracted increasing numbers of tourists to the region. The 2017 festival was the largest yet.

What

Warwick's annual *Jumpers & Jazz* festival began in 2004, inspired by a Warwick Art Gallery initiative to enliven winter streets with textile art wrapped round bare trees. The 10-day festival, with its mix of jazz, brightly dressed trees, quirky yarn bombing, art and fine food, quickly became a magnet for visitors, boosting the local economy through cultural tourism and increasing local participation in the arts.

In 2017, the Regional Arts Development Fund (RADF) supported the festival's musical line-up: Girl Friday, Freud Squad, River City Access, The O'Brien Quartet, Mal Wood Band and Well Swung Daddies.

The 2017 festival also presented *Bach to Bush* in partnership with Queensland Music Festival. This concert featured internationally renowned cellist Louise King and legendary percussionist John Morrison.

When and where

Annually in July, Warwick, Queensland

Find out more

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Natalie de Jager

Key Stats

- 30,000 people attended Jumpers & Jazz activities and events in 2017
- 10 bands and 4 artists were employed in 2017
- 96% of people surveyed rated the 2017 festival as "good" or "excellent"

Arts Queensland investment

- \$27,000 (for the 2017 festival) - **Regional Arts Development Fund** (RADF)
- Annual funding support for the Queensland Music Festival

RADF is a partnership between the Queensland Government and Southern Downs Regional Council to support local arts and culture in regional Queensland.

In 2017-18, Arts Queensland invested \$2.08 million to the RADF partnership across 59 councils statewide to support local talent and arts experiences.

The Queensland Music Festival is a state-wide biennial celebration of music supported with annual funding from the Queensland Government.

Outcomes

- More than a decade after *Jumpers & Jazz* was established, the festival has cultivated solid community ownership and participation. 2017 marked the first time the festival was organised entirely by the community, led by a committee of dedicated volunteers.
- The number of visitors to *Jumpers & Jazz* continues to increase with more than 30,000 visitors attending in 2017, making it the largest festival yet. This is more than double the resident population of Warwick which is approximately 13,500 people.
- Tourism operators and local businesses reported increased demand for services due to the influx of visitors during the 2017 festival.
- The Warwick Art Gallery's yarnbombing team becomes more motivated each year. In 2017, the group worked for nine months to create a large yarn installation along with nearly 2000 lovebombs to give away as random acts of kindness.
- The Queensland Music Festival partnership provided additional music experiences for 2017 festival goers along with a well-received workshop.



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Reflections and learnings

In 2017, the committee trialed putting a live jazz event inside the historic town hall and charging a small fee. In 2018, the festival will offer a mix of free jazz on the street stage and town hall paid events.



Queensland Music Festival

Artist comments

It is the most wonderful exciting event in July anywhere in Australia, and brings endless joy to so many, builds strength, inspires creativity and self-belief that anything is possible – and certainly brings brightness to a dark and grey winter. Honoured to call Warwick home.

Julie Harris, Tree Jumper artist

Jumpers and Jazz in July is crafting nirvana!

Jacqui Fink, textile designer, 2017 tree jumper judge

Feedback

Trees get better every year!! – Festival attendee

Just so pleasing to the soul and spirit - From survey

Connectedness, creativity, fun and pleasure, plus the economic benefit for many of our small businesses.

Kathy Payne, sponsor, Southern Downs Wellbeing Support Service

What next?

In 2018, *Jumpers & Jazz* will mark 15 years. The committee is revisiting the street party concept and increasing the opportunities for visitors to enjoy free live jazz with a second jazz stage.