

**MEDIA RELEASE**  
**28 November 2018**

**Queensland Music Festival announces Joel Edmondson as Executive Director**

Queensland Music Festival (QMF) is pleased to announce the appointment of respected music industry leader **Joel Edmondson** as its Executive Director.

The QMusic Chief Executive Officer and driving force behind BIGSOUND will take the reins from **Nigel Lavender** who steps down this month after 10 years at the helm.

Mr Edmondson has led QMusic since 2015 and delivered the annual BIGSOUND festival for four years, tripling attendance and cementing its standing as Australia's leading new music festival and industry conference.

**Chair of QMF Board Dominic McGann** thanked Mr Lavender for his tireless work while welcoming his successor.

"Through the efforts of many, including the outgoing Executive Director, Nigel Lavender, QMF enjoys a tremendous reputation across Queensland," Mr McGann said.

"The Board looks forward to Joel joining the team, as his energy and vision will undoubtedly add to that reputation."

Mr Lavender also congratulated Mr Edmondson and voiced his support for the appointment.

"I am pleased to see Joel take over the reins at QMF as his passion for music and community engagement is exactly the right mix for this unique organisation," Mr Lavender said.

**Minister for the Arts Leanne Enoch** thanked outgoing Executive Director Nigel Lavender for his dedicated service to the organisation and said Mr Edmondson's appointment would see QMF enter its next exciting phase.

"The Festival has long been a champion of the transformative power of music," Minister Enoch said.

"I look forward to what's ahead for QMF as it celebrates unique musical experiences and engages audiences across the state."

QMF marks 20 years in 2019 and Mr Edmondson outlined a vision to drive the organisation forward over the next 20 years and beyond.



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Part of this vision is to liberate people's creativity, particularly in regional, rural and remote areas, to create self-determining creative communities and empower all Queenslanders to contribute to the cultural legacy of the state.

"There's an opportunity to demonstrate a multitude of ways music can make a change in society, the community and at an individual level," Mr Edmondson said.

"It's really important that we bridge the gap between industry and community arts, I want the program at QMF to be something the public is really excited about and therefore has commercial value.

"Enabling people in their local communities to self-organise and create things people would want to travel and see, particularly in terms of telling local stories, would celebrate the richness of Queensland history and help people understand its identity as a state. Cultural tourism is, in many ways, the future of the economy in Queensland.

"It's about creating a sense of authenticity that reflects the community."

**QMF Artistic Director Katie Noonan** said she was looking forward to collaborating with Mr Edmondson.

"I look forward to working with Joel in presenting our big, bold and beautiful 2019 Queensland Music Festival program and in celebrating and supporting our unique Queensland identity through music," Ms Noonan said.

Mr Edmondson is a dynamic leader in Queensland's cultural sector, his career spanning a diverse range of roles in the music industry as well as in change management and change leadership roles in the government and non-profit sectors.

The Brisbane-based musician completed a Bachelor of Digital Media Production at Griffith University before being awarded the British Council's Scotland Scholarship to undertake a Masters in Music in the Community at the University of Edinburgh.

His innovative design of digital music instruments for children with developmental disorders netted several awards and he was a founding director of Hangar, an inner-city live music venue for emerging musicians, and its artist-run label, LoFly Records.

In 2018 he was named Chair of the Australian Music Industry Network and moderated a panel on culture change in the international music industry at the SXSW conference in Austin, Texas.

"My role in the first six months at least is to go in there and learn as much as I can from Katie and the rest of the QMF team, then work with the board to make some strategic decisions about the future of the organisation," Mr Edmondson said.

"I want QMF to be something all Queenslanders identify with, can benefit from and take pride in."

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Mr Edmondson will commence the role in late January. For more information about QMF, visit [www.qmf.org.au](http://www.qmf.org.au)

Download high resolution images of Mr Joel Edmondson - <https://www.dropbox.com/sh/rr8cuwjpsd2j1d1/AACE9fKxUhpDealqKX8I0HD9a?dl=0>

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**About Queensland Music Festival**

Queensland Music Festival is a state-wide celebration of music with a vision to transform lives and communities through music. Queensland Music Festival is an initiative of the Queensland Government, through Arts Queensland.



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