

CASE STUDY:

CELEBRATING 50 YEARS OF THE TAMWORTH COUNTRY MUSIC FESTIVAL

In January 2022, the Tamworth Country Music Festival will celebrate its 50th anniversary; and this milestone calls for a celebration!

For 50 years Tamworth has been proudly supporting country music, and TCMF2022 will be an immersive celebration of all elements that have cemented the region as the home of country music in Australia. From the history of country music, the success of the artists, the evolution of the music, the fans – longstanding and new, the friends made, the memories created, and the experiences shared, patrons will celebrate all that TCMF has created over the past 50 years and what it will continue to create into the future.

With the start of a new era we have given the TCMF logo a fresh new look, revitalising the Festival's brand and giving it a persona that can carry it strongly into the next 50 years.



There is no doubt that the 50th anniversary of the biggest music festival in Australia will draw huge crowds. It is expected that Tamworth in January 2022 will play home to hundreds of artists, thousands of events, and tens of thousands of fans.

With the happenings in the world over the last 18 months managing the safety of these thousands of visitors will play a major role in the success of the 2022 event. Our teams are working tirelessly to ensure the milestone event will be able to proceed safely and follow public health guidelines, while also ensuring the integrity and reputation of the Festival is not impacted.

The golden anniversary of the Tamworth Country Music Festival is something for everyone across our region to celebrate. It is a time to reflect on how far the Australian country music industry has come and how we as the country music capital of Australia have contributed to this. It's time to remember all the stars who began their careers busking on our main street and who now fill our biggest venues with sold-out crowds. It is time to appreciate how 10 days a year boosts our economy for the remaining 355 days.

So next January we encourage you to take a stroll down Peel Street, catch a show at the Town Hall, celebrate the night of nights at the Golden Guitar Awards at TRECC, or take a deck chair to Bicentennial Park and enjoy a free show during the 50th Tamworth Country Music Festival, because whether you are a country music fan or not there will sure be a lot to celebrate at TCMF2022.

The 50th Festival also means the 50th Country Music Association of Australia Awards, the Golden Guitar Awards. The awards are the pinnacle event for the Australian country music industry.

