Dedicated to a better Brisbane

COMMUNITY AND THE ARTS COMMITTEE REPORT

MEETING HELD ON TUESDAY 10 NOVEMBER 2026
TO BE PRESENTED TO COUNCIL ON TUESDAY 17 NOVEMBER 2026

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MEETING HELD ON TUESDAY 10 NOVEMBER 2026
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ATTENDANCE:

Councillor Vicki Howard (Civic Cabinet Chair), Councillor Lisa Atwood (Deputy Chair), and Councillors Alex Givney and Penny Wolff.

LEAVE OF ABSENCE:

Councillors Seal Chong Wah and Charles Strunk.

A COMMITTEE PRESENTATION – THE QUBE EFFECT AND VALLEY FIESTA 2026

1. The Creative and Community Partnerships Manager, Arts and Community Development, Community and the Arts Services, attended the meeting to provide an overview of The QUBE Effect and Valley Fiesta 2026. He provided the information below.

2. The QUBE Effect and Valley Fiesta are established annual Council programs that support Brisbane's live music and creative industries. The QUBE Effect focuses on artist development through mentoring, industry engagement and performance opportunities for young musicians aged 12 to 25 years, while Valley Fiesta celebrates Brisbane's live music scene and attracts audiences to the Fortitude Valley entertainment precinct.

3. In 2026, Council brought the delivery of The QUBE Effect and Valley Fiesta together under a single producer agreement for the first time. The model created stronger pathways and performance opportunities for emerging artists, increased audience reach and visibility across both programs, strengthened relationships with industry, venues and sponsors, and provided a more streamlined approach to planning and program delivery.

4. The QUBE Effect continued to attract strong interest in 2026, receiving 53 applications from emerging musicians across Brisbane. Following assessment by an expert industry panel, 12 finalist acts were selected to participate in the program. Finalists participated in professional development activities and recorded original live music videos, which were then published on Council's website for public voting in the People's Choice Award competition, attracting 2,745 votes. Since commencing in 2015, The QUBE Effect has supported 361 young and emerging Brisbane musicians.

5. The QUBE Effect Awards Night was held at The Prince Consort Hotel, Fortitude Valley, on 1 October 2026, and celebrated the achievements of the program's finalists across 5 award categories. Award recipients included:
   - Lord Mayor's Live Event Award: Red Hill
   - QUBE Development Award: Georgia Scarlett
   - Innovation Award: Still Full From Lunch
   - Original Song Award: Sarah Hamze
   - People's Choice Award: HYPHEN.

6. Valley Fiesta was held on 3 October 2026 and featured more than 25 artists performing to approximately 10,000 attendees across Fortitude Valley. Headline acts included Baker Boy, Becca Hatch, Sleepazoid and Radium Dolls. A temporary closure of Warner Street created a dedicated outdoor festival space, with festival programming also delivered across stages in Brunswick Street Mall, Fortitude Valley laneways and The Brightside.

7. A refreshed visual identity was introduced for Valley Fiesta 2026 to strengthen the festival's positioning and appeal to its target audience. The vibrant new branding reflected the festival's energy, creativity and live music focus. Strong uptake by participating artists helped extend the campaign's reach across social media.

8. The combined delivery model strengthened links between artist development and live performance opportunities, with 5 artists in the Valley Fiesta 2026 program having previously participated in The QUBE Effect. Current finalists Sarah Hamze and BADPOSTURE performed at the festival alongside alumni Tear Drive, strayfold and Worm Girlz. These performances provided the artists with an opportunity to perform to larger audiences, gain festival experience and further develop their careers within Brisbane's live music industry.

9. The successful delivery of The QUBE Effect and Valley Fiesta under a single producer agreement has informed procurement for the delivery of both programs from 2027 to 2029. An open market Request for Proposal has been released to appoint a producer under a 3-year agreement, supporting longer-term planning, partnership and sponsorship opportunities, venue coordination and program development while maintaining the distinct identity and objectives of each program. The contract is expected to be awarded in January 2027.

10. The Committee was shown a video featuring live performances from Valley Fiesta 2026, showcasing multiple artists and audiences during the festival.

11. Following a number of questions from the Committee, the Civic Cabinet Chair thanked the Creative and Community Partnerships Manager for his informative update.

12. **RECOMMENDATION:**

THAT COUNCIL NOTE THE INFORMATION CONTAINED IN THE ABOVE REPORT.

End.