



Putting down roots in Hinchinbrook: Festival strives to support community

Description

ORGANISERS of RootBound Festival are eager to showcase more local culture and feature more local vendors during this year's highly anticipated event at Mungalla Station on 12 to 14 August.

The three-day eco-conscious music, arts, education and land care festival moved from Woodleigh Station in Ravenshoe to Mungalla Station in 2021 and received rave reviews from festival attendees who embraced the Indigenous culture and land care activities that the new location provided.



***Local Indigenous dance groups performed for the crowd at last year's festival.
Photo: The Photo Corner.***

With approximately 1500 attendees expected to attend this year's festival, the Event Director Jacob McMillan is hoping to expand the local content of the event and truly embrace the Hinchinbrook

community.

“2021 was not a typical year, we were adapting to a new location, new conditions with Covid restrictions and so many uncertainties were in play, but attendees loved Mungalla Station and immersed themselves in the culture and Landcare efforts – we received really positive feedback after the festival,” Mr McMillan said.

“This year, we really want to shine a light on the Hinchinbrook region and bring more benefits to the local community, so we’re looking for local vendors, market stall holders, artists and community groups to become part of the event as it grows into the future,” he said.



Event Directors (L-R) Luke McMillan, Jacob McMillan and Will McDonald. Photo: The Photo Corner.

In addition to more local content, organisers want to showcase Mungalla Station and the Nywaigi people during this year’s event, saying that last year’s attendees enjoyed engaging in the unique Indigenous cultural experiences.

“The RootBound team is not just passionate about music and conservation; we’re also committed to using our event to support reconciliation efforts on Country,” Mr McMillan said.

“We had great feedback from last year’s festival and we’re really happy with Mungalla Station as our new, permanent venue,” he said.

RootBound Festival also incorporates environmental activities and workshops into their program and this year they will be pushing to deliver a carbon neutral event.

“We already host a variety of sustainability-themed workshops and give attendees the opportunity to participate in tree planting and revegetation efforts, but this year we’re investigating how to have the festival formally accredited as ‘carbon neutral’”, Mr McMillan said.



Environmental activities and sustainability-themed workshops are part of the program with the opportunity to participate in tree planting. Photo: The Photo Corner.

RootBound festival appeals to a diverse audience including young people, families and environmentally conscious individuals from all walks of life, many of whom enjoy camping at the venue as well as others who will stay and support local hotels and motels.

With an existing fan base in Brisbane and Far North Queensland, organisers are now targeting the Townsville North Queensland region which has the potential to increase repeat visitation to the shire from the regional drive market, day-trippers and those seeking a weekend or school holiday adventure.



RootBound comes alive at night: A celebration of music, art, culture and conservation is at the heart of the festival.

World renowned beatboxer Tom Thum will headline the music program which covers a wide variety of genres, from hip-hop and drum and bass on Friday night, live bands and performances on Saturday and dance music on Sunday.

There will also be workshops focused on sustainability, live art and installations including a feature mural wall painted by Townsville art collaboration, ALL HOURS.

Festival tickets are still available and day passes for locals will be announced in the near future.

Applications from community groups, market stall holders, artists and vendors that want to be part of the festival can be submitted through www.rootbound.com.au.



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