

A case study report on Future Music Festival
Asia held on 17th March 2012 at Sepang
International Circuit

A Case Study

Future Music Festival Asia
2012

Marketing, IEU

Measuring the success

of FUTURE MUSIC FESTIVAL ASIA 2012



Live Scape Asia, organisers of Future Music Festival Asia 2012, conducted a post event report in line with MyCEB post event guidelines, across five different event impacts. This feature provides the results of this work.

TO ASSESS and measure the impact and benefits of hosting major events in Malaysia; an event tracking mechanism was developed to track five major impacts namely Attendance, Economic, Environmental, Social and Media impact.

Through these areas, event tracking mechanism is enabling the events industry to better understand and harness the benefits created by major cultural and sporting events and further assess their long term benefits. This year, all event organisers that received event and bid support from MyCEB are using this model to assess their events.

Festival introduction

First established in 2006, Future Music Festival has become engrained in the hearts of music and culture loving youth of Australia wide and is deemed an essential on the annual festival circuit. The multi award winning Future Music Festival is renowned not only for delivering biggest acts in the universe, but also the brightest stars of tomorrow.



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Fresh from a record breaking series of sold out Australian festivals, Future Music Festival spread its wings to Asia in March 2012, taking along all the endless fun, energy and future sounds that Australian music fans have come to know and love. The destination of choice for its Asian debut was, Kuala Lumpur, Malaysia.

Future Music Festival Asia 2012 presented their patrons with some of the same caliber acts as its parent in Australia. The event organised by Live Scape Asia and Future Entertainment and supported by MyCEB and Ministry of Tourism Malaysia; the event was held on 17 March 2012 at the Sepang International Circuit.

Attendance and economic impact

Measuring the economic impact individually was critical, in particular to funding event organisers, and so an independent study was commissioned. The report produced the following information;

A total of 1,800 fans took part in the study and was conducted by 60 trained individual volunteers. Based on ticket registration and survey analysis the total number of attendees are 23,476 of which domestic tourists are 16,434 and international attendees are 7,042.

Further to this it was reported that out of 7,042 attendees, 2,063 are from Singapore, 440 are from Thailand, 1,977 are from Indonesia, 1,577 from India while 985 are from European countries.

Using the total of 7,042 international visitors that the event attracted, the key factors in

relations to the economic impact analysis are that 70 percent stayed for an average of six nights while 30 percent stayed for a night.

The attendees that stayed for six nights attended another event; Formula 1 (F1) FIA Formula One World Championship that took place one week after the festival. The average tourist that attended the event spent an average of RM300 (US\$ 100) a day.

The net additional economic impact from the event at a National level was calculated at RM 23,274,342 (US\$ 7.36mil) which exceeded the initial estimation of RM13,896,000 (US\$ 4.37mil) of expenditure by international tourist.

Environmental

MyCEB has an established objective to encourage event participants towards contributing to a greener nation. Future Music Festival Asia gave us an opportunity to demonstrate MyCEB's environmental commitment, working in partnership with venue providers and the state government who all also have concern for the environment within their organisational agendas.

The event organisers ensured that the food kiosks used recycled paper for food and beverages and usage of polystyrene was prohibited. Waste container management was incorporated to ensure that every 50 meters within the event compound, a waste container was installed. In between the show, volunteers made constant checks and reminded attendees to recycle any rubbish generated at the event.





The music festival provided a range of opportunities for the local artists. They had the privilege to share the stage with some of the world renowned artists, experience a world class production, network with international artists and a platform to sell their local merchandise.

For those going for the event, shuttle services were provided to/from nearest train station and the city centre. Volunteers were recruited locally and where possible car sharing and usage of shuttle coaches were encouraged.

For those at the event one of the key areas where the carbon footprint was minimized at the food village, event stages, merchandise pavilions, VIP lounge, cash withdrawal kiosks were all within walking distance.

Social

Significant social impact was delivered by the event, with a particular success in volunteering and local artists participation.

To conduct the survey, the organisers secured 150 volunteers on the event day that were mainly university students majoring in

production, music and other event related disciplines. Almost 50 percent of the volunteers had minimal event volunteer experience which demonstrates the success of word-of-mouth advertising undertaken to promote volunteering for the festival.

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Media

The event generated a combined advertising and PR value worth RM 11,014,414 (US\$3.47m). Pre promotion medium were dailies, magazines, print, online news, sites, blogs and broadcast. Print and dailies produced the highest advertising and PR value.

Tickets were sold during pre-promotions to the main event conducted at regional countries namely Indonesia and Singapore. This activity helped in bringing high number of international attendees going for the event.

Conclusion

The event was a through success in attracting international attendees and providing a platform for local artists to grow. It also delivered a range of impacts successfully. However, it must be recognised that the impacts does not happen spontaneously.

They happen because of hard work and prior planning between the event organisers, sponsors, government agencies and other stakeholders.

Results at a glance

Attendance

Attracted 7,042 international attendees.

Economic Impact

Generated US\$ 7.36m additional expenditure to Malaysia

Environmental

Delivered the event at a basic level of environmental management planning

Social

The festival has a database of 150 registered volunteers worked on the event, 50% of these were new to event volunteering

Media

Generated advertising & PR value worth US\$ 3.47m

