

EXPERIENCE
GOLDCOAST.

ARTS FUND

EGC ARTS FUND

GUIDELINES

All enquiries regarding this fund should be directed to:

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About EGC Arts Fund

[Experience Gold Coast](#) (EGC) is proud to announce a new \$1.5 million grant fund for Gold Coast local artists, creative collectives and arts organisations.

In its first year, the EGC Arts Fund is offering local artists, individuals, groups and organisations a range of high-profile presentation opportunities at HOTA, Home of the Arts and select Gold Coast Festivals owned and produced by EGC. The focus of the Fund is to grow visibility, exposure, capability and the reputation of Gold Coast artists by putting homegrown talent front and centre on our stages and in our venues.

Applications are invited from practicing artists, creative collectives and arts organisations based on the Gold Coast who are working across any art form. The Fund supports the final presentation and, in applicable cases, the costs and logistics that go into the creation of that work.

The funding is aimed towards investing in local artists, companies, and creative personnel to deliver high profile, reputation-raising presentation outcomes across all art forms. These art forms can include, but are not limited to, theatre, dance, circus, music, film and photography, digital and design in all forms, 2D and 3D visual arts, and multi-genre collaborations.

Applicants practicing in any art form are encouraged to apply.

Up to \$200,000 funding is available per application.

Funding available across 3 Tiers:

Tier 1 – up to \$25,000

Tier 2 – \$25,000 to \$100,000

Tier 3 – \$100,000 to \$200,000

Grant Categories

The fund will focus on three Grant Categories with funding outcomes primarily for:

1. **Gold Coast Stories** - Development of new content by Gold Coast artists, companies, and community for presentation across EGC platforms, festivals, events, and stages;
2. **Gold Coast Creates** - Attracting high calibre artists with strong connection to the Gold Coast back to the City to make work; and
3. **Gold Coast Presents** - Presentation of readymade high quality local creative content.

Artistic Directors, Programmers and Curators of EGC Festivals and Events seek a minimum percentage of Gold Coast local content. By attaching local emerging artists to formal large-scale events, venues, and promotional opportunities, EGC aims to provide a platform for career growth and exposure. Current EGC platforms seeking the inclusion of Gold Coast artists include:

- Blues on Broadbeach, May
- Cooly Rocks On, June
- Wonder, June
- Bleach, August
- Groundwater, October
- Kids Take Over, September
- Artcation Festival, all school holidays excluding September
- HOTA Gallery
- HOTA Presents:
 - Outdoor Stage
 - Theatre
 - Lawn Bar
- HOTA Outdoor Stage Live Music Season, Mar-May 2026

About EGC Festivals and Events

Blues on Broadbeach, May

As the Gold Coast's very own home of blues, Blues on Broadbeach will be celebrating its 24th annual festival from 15-18 May 2025. Featuring a wide array of international and homegrown artists performing across multiple indoor and outdoor stages, Blues on Broadbeach is one of Australia's largest non-ticketed music festivals. Situated within the heart of the Gold Coast in Broadbeach, this is a blues festival experience like no other, with four days and nights of live rhythm and blues music.

<https://bluesonbroadbeach.com/>

Cooly Rocks On, June

Celebrating the motors, music and lifestyle of yesteryear, Cooly Rocks On is Australia's favourite nostalgia festival! Coolangatta will be transported back in time as the streets are lined with over 900 vintage cars, while audiences enjoy an incredible lineup of some of the best rock 'n' roll, swing, rockabilly and tribute artists from around the world. Cooly Rocks On is also one of two festivals held in Australia to host an official preliminary round of the Ultimate Elvis Tribute Artist Contest, with the winner heading straight to Elvis Week in Memphis. The annual Cooly Rocks On Pin-up Pageant is another festival favourite, as well as a Moonlight Swing Dance event, Beachside Rock 'n' Roll dancing, and Nostalgia Markets on the Coolangatta beachfront.

<https://www.coolyrockson.com/>

Wonder, June

Now in its fifth year, Wonder 2025 will be our biggest to date. Celebrating great art in the outdoors, Wonder will see a large scale kinetic sculpture exhibited for 6 weeks alongside a suite of special events and artistic programs to complement and respond to the work. The 2025 edition of Wonder will be inspired by the sky, movement, air, and clouds with the program from any and all genre's to be

responsive to the thematic and accessible to all audiences.

Bleach, August

Bleach is the Gold Coast's annual contemporary arts festival. The festival is proudly local, celebrating the city's incredible landscape and using it as the backdrop to stage world-class artworks created by some of Australia's finest artists. Bleach Festival will take over the HOTA gallery spaces, HOTA Outdoor stage, Theatres and precinct surrounds in August 2025 for its 14th year of showcasing a world-class contemporary arts festival over 2 weeks.

Kids Take Over, September

Kids Take Over at HOTA is a creative Art/play festival aimed at Kids aged 3-12 and their families. Over 7 days families can explore a wide range of arts activities and performances both free and paid. Kids Take Over aims to encourage kids to become the next generation of art lovers and creators. Offering programs that encourage imaginative play and entrepreneurship, the festival aims to not just present to families but to engage all ages into art and create memorable experiences.

Festival activities are designed to be of one-of-a-kind experiences families can only do at HOTA giving the program a unique and boutique feel and creating a point of difference between the other entertainment offerings around the Gold Coast.

Artcation Festival, All School Holidays excluding September

Artcation Festival; a series of entrepreneurial and arts education-based workshops for kids. Artcation Festival is a week-long workshop festival that provides young participants with engaging, hands-on creative full day workshops combining art and technology. Workshops are designed to encourage kids to gain confidence, think outside the box and use the skills they learn to create opportunities in the real world. With different workshops offered each day, there is always something to indulge young minds. Workshops cater for age groups 8-11 and 12-14.

HOTA Outdoor Stage Season Live Music Season, Mar-May 2026

In early 2026 HOTA's Outdoor Stage will have completed an operational and infrastructure upgrade. To celebrate this, a suite of back-to-back weekend programming from March to May will be established to create a season of great art and events in the outdoors. With a strong focus on contemporary music, concerts, lifestyle events and experiences, there will be no better time to embrace HOTA's upgraded Outdoor Stage with something for everyone.

We also recommend checking out the '[HOTA Stories](#)' section of the HOTA website and searching for reviews and articles about past events/festivals on the internet more broadly, to get a better feel for the relevant presentation context.

Applicants who propose visual art projects or artworks for the HOTA Gallery need to ensure the proposal is in alignment with EGC festivals and events.

Category Explanations

1. Gold Coast Stories

Funding to support artists and arts companies to engage and work with the local community to develop creative content of cultural significance that is uniquely Gold Coast to be considered for inclusion across EGC presentation platforms (see list above).

The first round of funding is open 3 December 2024 and closes on 17 January 2025 with outcome notification mid-February 2025. A second round will be open in March 2025 only if funding allocation is not exhausted in Round 1.

Applications accepted across all tiers:

- o Tier 1 up to \$25,000
- o Tier 2 – \$25,000 to \$100,000
- o Tier 3 – \$100,000 to \$200,000

2. Gold Coast Creates

Funding to enable Gold Coast artists, companies, organisations, and collectives to develop works of quality and scale to be considered for inclusion on EGC presentation platforms. Partnerships and collaborations are strongly encouraged in this grant category.

The first round of funding is open 3 December 2024 and closes on 17 January 2025 with outcome notification mid-February 2025. A second round will be open in March 2025 only if funding allocation is not exhausted in Round 1.

Applications accepted across all tiers:

- o Tier 1 up to \$25,000
- o Tier 2 – \$25,000 to \$100,000
- o Tier 3 – \$100,000 to \$200,000

3. Gold Coast Presents

Funding for presentation on EGC platforms of readymade high quality local creative content. Provides highly visible opportunities for success by attaching a local Gold Coast artist to major events, signature festivals, HOTA Presents and HOTA Outdoor Stage programming areas.

3.1 Gold Coast Presents Local MUSIC on local stages.

EGC aspires to position local musicians to support headline artists/musicians in front of audiences with, local, national, and international mainstage artists.

Performances are likely to take place at EGC Festivals, HOTA’s Outdoor Stage, Theatre 1 or other presenting spaces at HOTA.

We’re looking to support Gold Coast music talent that is likely to have a strong fit with upcoming

programming opportunities and would benefit significantly from this opportunity at this stage in their career.

Successful applicants will be provided with the same or similar technical specifications as the headline act, will be announced at the same time as the headliner.

Applicants accepted from Tier 1 will be based on the local act's size and existing profile and events of different scales from the lawn bar to the Outdoor Stage.

This grant has one round per year. Call out for inclusion the following year presentation opportunities. Closes: e.g., January 2025 Applicant must identify which EGC platforms they want to be considered for in the 2025/ 2026 program.

Applications accepted from Tier 1 only up to \$25,000.

3.2 Gold Coast Presents Local WORKS on local stages.

Provides highly visible opportunities for staging local Gold Coast works in major events, signature festivals, HOTA Presents and HOTA Outdoor Stage programming areas. All artforms and creative projects will be considered including theatre, dance, visual arts, digital projection, creative experiences, audience engagement, etc.

Call out for inclusion the following year presentation opportunities. Closes: e.g., January 2025 Applicant must identify which EGC platforms they want to be considered for in the 2025/ 2026 program.

The first round of funding is open 3 December 2024 and closes on 17 January 2025 with outcome notification mid-February 2025. A second round will be open in March 2025 only if funding allocation is not exhausted in Round 1.

Applications accepted across all tiers:

- o Tier 1 up to \$25,000
- o Tier 2 – \$25,000 to \$100,000
- o Tier 3 – \$100,000 to \$200,000

**EGC requires applicants to include the indicative cost of venue hire, technical equipment and labour for the performances*

Application Process & Key Dates

Applications should be submitted via Smarty Grants at this link
<https://experiencegc.smartygrants.com.au/>

Read our EGC Arts Fund FAQs & Important Info before starting your application.

If you have accessibility requirements around applying email egcartsfund@experiencegoldcoast.com

1. Gold Coast Stories

- Applicants are required to complete a full application
- Applicants seeking large scale investment or projects that have more complex logistics, will be required to attend an interview with the selection panel after submitting their full application.
- Applicants will be notified of the outcome of their full application.
- Successful applicants will be issued a funding agreement.
- Note: Projects funded under **Gold Coast Stories Category** must have an outcome by: 31 Dec 2026

Key Dates

Round 1

- Applications open: 3 December 2024
- Applications close: 17 January 2025
- Interview week (if interview is required): February 2025
- Successful Outcomes notified: March 2025

Round 2

(Note: this round will only occur if the funding allocation is not exhausted in Round 1)

- Applications open: 31 March 2025
- Applications close: 30 April 2025
- Interview week (if interview is required): April 2025
- Successful Outcomes notified: May 2025

2. Gold Coast Creates

- Applicants are required to complete a full application
- Applicants seeking large scale investment or projects that have more complex logistics, will be required to attend an interview with the selection panel after submitting their full application.
- Applicants will be notified of the outcome of their full application.
- Successful applicants will be issued a funding agreement.
- Note: Projects funded under **Gold Coast Creates** must have an outcome by: 31 Dec 2026

Key Dates

Round 1:

- Applications open: 3 December 2024
- Applications close: 17 January 2025
- Interview week (if interview is required): February 2025
- Outcome of full application notified: March 2025

Round 2

(Note: this round will only occur if the funding allocation is not exhausted in Round 1)

- Applications open: 31 March 2025
- Applications close: 30 April 2025
- Interview week (if interview is required): April 2025

- Successful Outcomes notified: May 2025

Gold Coast Presents

3.1 Gold Coast Presents Local MUSIC on local stages

- Applicants are invited to complete an Expression of Interest (EOI) to be a Support Act for a headline artist playing at HOTA - Outdoor Stage or Presentation events and be included to be selected to perform at select EGC Festivals.
- Applicants will be notified of the outcome of their EOI within approximately 6 weeks.
- Applicants with successful EOIs will be added to the 'Support Act Selection Menu' for headline artists with upcoming performances to choose from.
- Artist who have successfully been added to the 'Support Act Selection Menu' will also be given an opportunity to perform at the HOTA Lawn Bar or other EGC Presentation platforms.
- If a headline artist selects the applicant as their support act, EGC will contact the applicant to confirm their availability for the performance date, then issue a grant agreement to the applicant.
- Note: There is no guarantee that a successful EOI will result in a support act performance opportunity, or a grant agreement being issued. Successful EOIs will remain valid until 31 Dec 2026, though this date can be brought forward or extended by EGC at any time at EGC's sole discretion.

Key Dates

- EOI Applications open: 3 December 2024
- EOI Applications close: 30 April 2025
- Notification of EOI outcome: Within approximately 6 weeks of application
- Performance opportunity for presentation: Anytime between a successful EOI notification and 31 Dec 2026.
- Successful EOI applications who have been confirmed to play may need to complete a full application.

3.2 Gold Coast Presents Local WORKS on local stages

- Applicants are invited to complete a full application
- Applicants seeking large scale investment or projects that have more complex logistics, will be required to attend an interview with the selection panel after submitting their full application.
- Applicants will be notified of the outcome of their full application.
- Successful applicants will be issued a funding agreement.
- Note: Projects funded under Gold Coast Presents must have an outcome by 31 December 2026.

Key Dates

Round 1:

- Applications open: 3 December 2024
- Applications close: 17 January 2025
- Interview week (if interview is required): February 2025
- Outcome of full application notified: March 2025

Round 2:

(Note: this round will only occur if the funding allocation is not exhausted in Round 1)

- Applications open: 31 March 2025
- Applications close: 30 April 2025
- Interview week (if interview is required): April 2025
- Successful Outcomes notified: May 2025

Eligibility Criteria

To be eligible to apply, applicants must:

- Be individuals or collectives of whom the majority are current Gold Coast residents. Residents must provide proof of residency to support application. Non-residents must clearly demonstrate a lasting connection to and/or benefit to the Gold Coast community arts and culture sector.
- Have an Australian Business Number (ABN) in the name of the applicant; and
- Be Australian citizens or permanent residents; and
- Be practicing artists or arts professionals.
- Applicants in current receipt of grant funding from the City of Gold Coast Council **are eligible to apply** for the EGC Arts Fund by including in their application written assurances that:
 - The project being applied for is *not the same* project being currently funded by Council, and
 - There are no unresolved reporting deliverables and/or acquittals owed to the Council (including incomplete milestone reports, annual reports for Arts Partnerships operational funds and/or any other debts to Council etc.).

The following people / groups are ineligible to apply:

- Council entities and strategic partner organisations
- Applicants who have completed but not yet acquitted an EGC funded activity.
- Applicants who are current employees of City of Gold Coast Council.
- Applicants who are Full Time or Part Time employees of EGC.
- Applicants that are applying for projects/ stages of projects that have been previously funded by City of Gold Coast Council and/or EGC.
- Government and semi-government entities, including private and public educational institutions.
- Political participants and advocates.

Eligible activities must not:

- Be the same projects that are currently funded (whether partially or in full) by the City of Gold Coast and/or EGC (under any funding program).
- Have already taken place or are in progress
- Pay artists and arts workers less than industry rates (see www.meaa.org, www.artslaw.com.au, visualarts.net.au, www.asauthors.org)
- Be amateur arts activities
- Be school arts activities, summer/winter schools

- Be activities that are part of a certificate, degree or other study/training at university, government, or private institutions
- Be competitions, awards, prizes, eisteddfods, fundraising activities, donations
- Be activities that do not have a clearly defined arts component
- Include offensive materials or themes that may damage the City of Gold Coast's or EGC's reputation
- Be proposals for permanent public art
- Include temporary public art proposals that require altering of Council or private assets and infrastructure (e.g. murals painted on buildings are ineligible, however proposals for temporary freestanding installations or projected works are encouraged)
- Purchase of capital items (e.g. computers, cameras, projectors, buildings, vehicles), however, the hire of equipment directly related to delivery of the project is eligible
- Purchase of art making equipment (e.g. kilns, sewing machines) and musical instruments, however purchasing art making consumables directly related to delivery of the project is eligible
- Include business start-up costs
- Include administrative and other organisational costs not directly associated with the project
- Include repayment of debt or loans.

Assessment Panel & Criteria

Each application will be evaluated and peer-assessed by the Fund Assessment Panel which has been pre-selected by EGC Management. The Panel comprises six members with a quorum of three. This Panel has been appointed based on meeting eligibility criteria, including:

- a) Experience and expertise in an art form and/or the governance, legal and business sector.
- b) Recognised leadership and reputation within the arts and cultural sector.
- c) An understanding of the Gold Coast arts and cultural ecology and opportunities, and
- d) Strong connections and networks within the arts industry.

Panel Members include:

1. Head of Arts & Culture, Experience Gold Coast, or delegate.
2. Chief Executive Officer, Experience Gold Coast, or delegate.
3. Manager Arts and Culture, Communities, City of Gold Coast, or delegate.
4. Artistic Program Representative, Experience Gold Coast.
5. Arts & Culture Board Director, Experience Gold Coast.
6. Other professionals as deemed appropriate.

The full list of Panel Members will be published on the Experience Gold Coast Website. Panel Members will be required to declare conflicts of interest.

Assessment Criteria

Applications will be assessed using four criteria as well as against EGC curated programming rationale. You must consider and respond to the assessment criteria in your application and clearly

articulate the artistic outcome/s and objectives of the project and your capacity to deliver. All criteria have an equal weighting. All eligible applications will be assessed against the following assessment criteria:

1. **Capacity** – demonstrate your capacity to deliver the project/performance
2. **Merit** – demonstrate the need and quality of your project/performance outcome
3. **Reach** – demonstrate the value of the project/ performance outcome being attached to and included in one of the three streams.
4. **Benefit** – demonstrate the impact that this opportunity will have for the applicant, the local sector, and the community.

Applicants will be invited to outline their own financial or in-kind contribution to the application which will be considered favourably.

Assessment Process

The assessment process includes:

- Eligibility assessment.
- Review against the assessment criteria the artistic outcome/s and objectives of the project and capacity to deliver, benefit to the community and applicant.
- Review of forward planned EGC festival calendar assessing alignment of artist applicant (readiness, style, genre, type, match, audience, opportunity for promotion and recognition, network growth).
- Timeliness and logistics for confirmation of performance opportunity.
- Suitability for inclusion in identified curated presentation platform, venue, event, festival program, mainstage show.
- Urgency and immediacy of performance opportunity versus potential optimal future opportunities.

Reporting / Acquittal

All grant funds provided under this program must be acquitted within one calendar month of project completion.

A bi-annual program summary will be circulated to stakeholders with relevant information.

A register of grants will be maintained for inspection.