

EXPERIENCE  
**GOLDCOAST.**

# ARTS FUND

## **EGC ARTS FUND 2025-2026**

### **FUNDING GUIDELINES**

Questions? Email: [egcartsfund@experiencegoldcoast.com](mailto:egcartsfund@experiencegoldcoast.com)

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# Calling All Artists and Creatives

Got an amazing project to share? The EGC Arts Fund wants your Expressions of Interest.

We're looking for artists of all kinds to showcase works at HOTA and Experience Gold Coast Festivals.

- Developing new work?
- Bringing talent home?
- A show ready to hit the stage?

We're here for it!

This is your chance to put local creativity centre stage. Think bold, playful out of the box ideas. Partner with other local artists, national artists or even international artists to bring imaginative ideas to life.

## How Much Funding is Available?

Up to \$200,000 funding is available per project

Funding available across 3 Tiers:

- Tier 1: up to \$25k
- Tier 2: \$25k–\$100k
- Tier 3: \$100k–\$200k

## Where will your work be showcased?

- Blues on Broadbeach
- Cooly Rocks On
- BLEACH\*
- Groundwater Music Festival
- Kids Take Over
- HOTA - Gallery, Theatre, Outdoor Stage

Applicants practicing in theatre, dance, circus/physical theatre, music of all genres, visual arts, and multi-genre collaborations are encouraged.

## 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 support Gold Coast artists to present work at EGC signature festivals and events. By attaching local emerging and established artists to

formal large-scale events, venues, and promotional opportunities, EGC aims to provide a platform for career growth and exposure.

## About EGC Festivals and Events

### Blues on Broadbeach

As the Gold Coast's very own home of blues, Blues on Broadbeach will be celebrating its 25th annual festival from 14-17 May 2026. 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

Celebrating the motors, music and lifestyle of yesteryear, Cooly Rocks On is Australia's favourite nostalgia festival! Cooly Rocks on will return 3-7 June 2026. 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/>

### BLEACH\*

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 2026 for its 15<sup>th</sup> year of showcasing a world-class contemporary arts festival over 2 weeks.

### Kids Take Over

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.

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).

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.

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 and on HOTA Stages.

#### 3.1 Gold Coast Presents Local WORKS on local stages.

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

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

### 3.2 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.

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. Performances are likely to take place at EGC Festivals or HOTA. 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.

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

## Steps to Apply

To submit your EOI, please complete the online form through Smarty Grants at this link <https://experiencegc.smartygrants.com.au/>

- Applicants are invited to complete an EOI.
- Successful EOI will be required to complete a full application.
- Applicants will be notified of the outcome of their full application in writing.
- Successful applicants will be issued a funding agreement.
- Note: Not all successful EOI's will be automatically approved for Funding. Not all full applications may be successful.
- Projects funded must have an outcome by: December 2026
- Note: If you have more than one performance idea, you will need to submit a separate EOI for each project.

## Key Dates

**EOI open:** Wednesday 3 September 2025

**EOI close:** Wednesday 15 October 2025 midnight (AEST)

**Notification of EOI outcome:** Within approximately 8 weeks of application

Successful EOI will be required to complete a full application.

Full applications are not guaranteed successful funding.

**Successful Full Application notification date:** December 2025

**EOI – Round 2\*** This round will only occur if the funding allocation is not exhausted in Round 1.

**Supported Activity:** From December 2025 to December 2026

If you have accessibility requirements around applying email [egcartsfund@experiencegoldcoast.com](mailto:egcartsfund@experiencegoldcoast.com) or message 075556 6199

# Eligibility

## Who Can Apply?

- Be individuals or collectives of whom the majority are current Gold Coast residents. Non-residents clearly demonstrate a lasting connection to and/or benefit to the Gold Coast community arts and culture sector.
- Be practicing artists or arts professionals
- Emerging professional artists
- Incorporated arts and cultural organisation
- Australian citizen/permanent resident
- Registered with an ABN

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.).

## Who Can't 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.

## What can the grant funds be used for?

- Performance fees, creation time wages, development and rehearsal fees
- Any other non-asset costs associated with delivery the performance, which can include:
  - Workshop Space
  - Rehearsal Venue
  - Production equipment hire
  - Sets, props, costumes
  - Licenses
  - Transport, freight, insurances
  - Support Staff
  - Materials
  - Documentation
- Applicants are required to include the indicative production and technical specifications to deliver the event entirely.

## What can't the funds be applied for?

- 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).
- Pay artists and arts workers less than industry rates
- 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 eisteddfods, fundraising activities, donations, competitions, award, prizes
- 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.

## EOI Submissions

### EOI's submitted will be reviewed using the following process:

- Eligibility assessment
- Review of 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.
- Alignment for inclusion in identified curated presentation platform, venue, event, festival program.
- Connection and relevance to the Gold Coast, audiences and our local artist and creative industry.
- Urgency and immediacy of performance opportunity versus potential optimal future opportunities.

If your EOI is successful, you will be invited to complete a full application.