



COAST LIFE

Appreciating life on, in,
and near the water

Cairns City / Gimuy | March 2025

WHAT IS COASTLIFE?

**live music | live art | comedy | poetry
demonstrations | workshops | installations | markets
food & beverage | film | yarns | kids' activities**

Coast Life is a cultural event that celebrates coastal living, designed to educate audiences on how to be better environmental citizens through interacting with artistic activities.

It is an all-ages, inclusive community event curated at a high level for maximum audience interest and touristic impact. Using Cairns/Gimuy itself as a backdrop, it showcases the beautiful natural environment of the local region to encourage increased connections to country and more aware/engaged visitors/residents.



COASTLIFE 2019



CULTURE | COMMUNITY | CONSERVATION

WHEN

FRIDAY 28 — SUNDAY 30 MARCH 2025

WHERE

FOGARTY PARK, CAIRNS CITY / GIMUY



**“Great line up of
keynote speakers,
food and music”**

- Cr Bruce McLachlan



AUDIENCE

**3,000 - 5,000
PATRONS PER DAY /
15,000 AGGREGATE
ATTENDANCE +
TALENT, CREW &
BUSINESS.**

**A true representation
of the diversity of
North Queensland:
Ages 0 - 85+**



REACH

**Integrated marketing
campaign covering;
DIGITAL
PRINT
RADIO
TV
OUTDOOR
APP**

CHANNELS

**CUISINE
TOURISM
SPORTS
ADVENTURE
MUSIC
ART
CULTURE
FAMILIES & KIDS
LIQUOR & HOSPITALITY
CONSERVATION
FISHING
FIRST NATIONS
BOATING
SCIENCE**

VISION

Use art and culture as platforms for important community conversations and affect positive change in regional Australia.

Celebrate the natural beauty of the North Queensland

Create paid opportunities for regionally based artists and creatives

Create opportunities for community connection and inclusion

GOALS

Grow into a major, flagship arts & culture festival for Far North Queensland.

Build a sustainable arts organisation that trains, mentors & employs aspiring creative industry professionals.

Create paid opportunities for regionally based artists, creators, and more.

Impact social & political attitudes, leading to better environmental outcomes.




WHO

Monique Hartman

Founder | Festival Director

A passionate arts and culture advocate, Monique has over twenty-five years' experience in the events, tour and arts industry at a senior leadership level.

You will be working in partnership with a professional that thrives on serving her community and business partners alike, whilst championing for artists and the arts industry.



"There is no doubt the success of these events is reliant on Monique's vision to produce something of value and benefit to those who patronise the events"

Daniel McGill, Director and Founder, Byron Bazaar Publishing



**“Enjoy the tangible
benefits of investing in
culture and your local
community through
exciting collaborations
that delight your
audiences”**

CONTACT

ENQUIRIES

Monique Hartman

monique@coastlifefest.com.au

0410 759 465

WWW.COASTLIFEFEST.COM.AU

CONNECT



CULTURE | COMMUNITY | CONSERVATION



ACKNOWLEDGMENT

COAST LIFE organisers acknowledge the traditional owners of the Gimuy WalubaraYidinji lands on which we live, work, play. We pay respect to elders past and present and extend this respect to all Aboriginal and Torres Strait Islander people.

CULTURE | COMMUNITY | CONSERVATION