# 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

COASTLI

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.



# CULTURE | COMMUNITY | CONSERVATION

#### WHEN

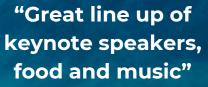
#### FRIDAY 28 - SUNDAY 30 MARCH 2025

#### WHERE

#### FOGARTY PARK, CAIRNS CITY / GIMUY







- 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 opportunities for community connection and inclusion

Create paid opportunities for regionally based artists and creatives

## 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 <u>monique@coastlifefest.com.au</u> 0410 759 465

WWW.COASTLIFEFEST.COM.AU





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#### 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.

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