

# COAST LIFE

Celebrating  
life on the  
water

Cairns City / Gimuy  
March 2025





# WHAT IS COASTLIFE?

live Australian music | fishing and sporting  
comedy | wild talks | cooking demonstrations  
workshops | markets | installations  
food & beverage | dance | yarns & cultural  
learnings | kids' activities

Coast Life is a water-themed cultural event that celebrates coastal living and all the ways we interact with water in our daily lives.

Coast Life is for everyone from fisherman and boaties; scientists and conservationists; swimmers to surfers; art lovers to foodies. Expect everything from celebrity fishermen showing the latest in industry gear to cooking demonstrations to wild tales from seafarers and surfers to fun interactive workshops to powerful learnings from Indigenous leaders to discovering your new favourite Australian band!

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



CULTURE | COMMUNITY | CONSERVATION



**“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

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



# VISION

Have a great time!

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

Create paid opportunities for regionally based artists and creatives

Celebrate the natural beauty of the North Queensland

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 on pioneering campaigns 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



# CONTACT

## PARTNERSHIP ENQUIRIES

Monique Hartman

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## CONNECT

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# ACKNOWLEDGMENT

COAST LIFE acknowledges the Gimuy Walubara Yidinji, Yirrganydji, Buluwai, Djabugay, Mandingalbay Yidinji, and Gunggandji who are the custodians of the lands of the broader Cairns region on which the COAST LIFE Festival is held. We pay respect to elders past and present and extend this respect to all Aboriginal and Torres Strait Islander people.

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