



## **CREATIVE OPEN 2024 – FAQ's**

### **What benefits will Creative Open deliver to my business?**

*Creative Open* is a unique emerging festival on Sydney's Northern Beaches. It's an annual platform to collaborate and showcase creative work and venues. It's with your help, that we will develop a dynamic program activating creative hubs and pop-ups across the Beaches.

Creative Open will provide event partners with an opportunity to connect with local and Greater Sydney audiences and connect with other creative practitioners and businesses.

A comprehensive festival communications strategy is in place to promote Creative Open 2024 across print, broadcast, digital, and social media platforms. Partners will benefit from access to new audiences.

### **What kind of businesses can apply?**

Any business, venue, or practitioner can apply to be a part of Creative Open if they provide creative programming that aligns with our event dates. Your event must occur on the Northern Beaches between Thursday 25 July – Sunday 28 July 2024. Events can start earlier and/or finish later, so long as they crossover with the festival dates. Applications are accepted on merit.

### **What kind of creative practitioners can apply for Creative Open?**

Council will be hosting a variety of small-scale events and activations across the Northern Beaches including live music and creative events. We are accepting applications from all kinds of creative practitioners and creative businesses. Please note applications are assessed on merit.

### **Do I need public liability insurance?**

Yes, a minimum of \$20 million in public liability insurance is required.

### **How will the event be promoted??**

We encourage all event partners to promote their event(s) and Creative Open via social media, through their social and business networks, and an event listing on Council's website.

Council will market the festival with a media release summarising the festival and event highlights and target key media. We will provide:

- General festival digital and print advertising.
- Brochure distribution across the LGA (5000).
- General event advertising on social media.
- Creative Open outdoor banners.

- Event listings for all activities, performances, and happenings on Council's What's On calendar.
- Facilitation of sponsor and venue marketing opportunities as they arise.

### **Can I collaborate with a business to deliver an event or pop-up?**

Yes, we encourage you to collaborate with anyone you want to work with, if all parties have agreed to the collaboration and to participate in Creative Open before you apply. You will also need to have received permission from the host venue before submitting your application.

### **Is there a fee to participate in Creative Open?**

There are no application or participation fees.

### **Can I charge money for my event?**

Yes, event partners can promote workshops and offerings that charge a fee to partners. Event organisers will be responsible for bookings and processing payments for their events.

### **Do I have to pay a commission on any work sold?**

No, Council will not take commissions on works sold, workshop fees, performance fees etc.

### **I own a local nightclub that regularly has music on the weekends. Can I register for a Creative Open event and just run the club as I usually would, with the live music as the creative event?**

Yes. Please provide details about your event program, and proposed bookings in your application. Booking local performers is strongly encouraged.

### **Can I tell my artist friends from Brisbane (or anywhere outside Northern Beaches) to register to take part in this event?**

The festival is specifically designed to celebrate the Northern Beaches' thriving creative and cultural scene. Any event occurring on the Northern Beaches during the event dates, 25 – 28 July 2024, is eligible to participate in Creative Open. You can live outside the area and still apply if your event is on the Northern Beaches.

### **Are there age limits to participation?**

A minimum age of 18 years is required to host an event with Council. However, venues are welcome to book under 18 artists for an event with guardian permission.

### **Have another question?**

Please contact our Arts and Cultural Development team on 1300 434 434 or [creative@northern.beaches.nsw.gov.au](mailto:creative@northern.beaches.nsw.gov.au) to discuss your ideas – we're here to help.