



CREATIVE OPEN 2023 – FAQ's

What benefits will Creative Open deliver to my business?

Creative Open is an annual platform to collaborate, showcase creative work and venues. It's an exciting new festival for Sydney's arts calendar. With your help, we will develop a dynamic program activating creative hubs and pop-ups right across the Northern Beaches.

Creative Open will provide event participants with an opportunity to connect with local and Greater Sydney audiences and connect with other creative practitioners and businesses on the Northern Beaches.

A comprehensive marketing communications strategy is in place for Creative Open 2023 across print, broadcast, digital and social media platforms. Participants 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 event dates. Your event must occur on the Northern Beaches between Thu 27 – Sun 30 July; however events can start earlier and/or finish later

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 for Creative Open including creative workshops and events. We are accepting applications from all kinds of creative practitioners and creative businesses. Please note places are limited and applications are assessed on merit.

Do I need public liability insurance?

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

How will the event be promoted??

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

Council is delivering a printed, digital and radio (through FBI) event promotion campaign for Creative Open 2023.

Council will provide all participants with promotional support for the event including, digital assets, printed marketing materials, and general promotion for the event.

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

Yes, you are free to collaborate with anyone you want to work with, as long as 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 prior to submitting your application.

Can I charge money for my event?

Yes, event participants can promote workshops and offerings that charge a fee to participants. Event organisers will be responsible for organising bookings and taking all payments for their own programming.

Do I have to pay commission on any work sold?

No, Council will *not* take any commission on work sold or on 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 around 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?

This event is specifically designed to celebrate the Northern Beaches creative and cultural scene. Any event occurring on the Northern Beaches during the event dates, 27 – 30 July, is eligible to participate in Creative Open. You can live outside the area and still apply as long as your event is on the Northern Beaches.

Are there age limits to participation?

A minimum age of 18 is required to participate in the event with Council. However, venues are welcome to book young creatives for programming (guardian permission required) e.g., music performance etc.