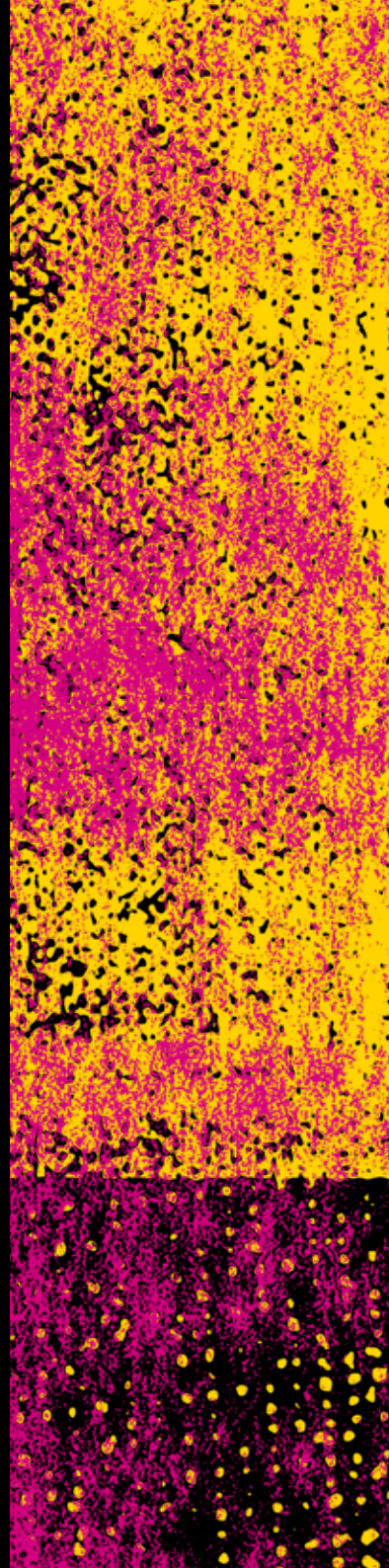


Creative Open

Key information



Event overview

Creative Open is a winter arts festival that celebrates Northern Beaches' art, design, and music. It is a catalyst for creative activity and cultural expression, designed to highlight the very best of the Northern Beaches' creative sector, while supporting grassroots culture. The program engages and connects creative micro-hubs throughout the Northern Beaches.

The diverse program of exhibitions, performances and events, open studios and public art, walks and talks are an opportunity for audiences to explore the unique creative and cultural spaces and businesses of the Northern Beaches.

Last year, Creative Open featured over 9,000 visitors across 80 venues, demonstrating the powerhouse of creative energy on offer across the Northern Beaches. We aim to build on this momentum and deliver another year of exciting and unique creative events.

Creative Open is open to creative businesses and practitioners including:

- live performance venues
- galleries, creative spaces
- designers, makers, surfboard shapers
- recording and music studios, film and editing suites
- creative workshops e.g., screen printers, digital labs
- creative businesses such as bookshops, bars and cafes

Creative Open supports creative businesses to connect with new audiences, and to promote and sell work. This year, Creative Open will be held from 27 - 30 July. Registration for Creative Open 2023 is free. Registrations open on 17 March and close on 21 April 2023.



Peta Morris at Curl Curl Creative Space,
Kayapa Creative Studio

How to get involved

Northern Beaches Council is seeking creative businesses and practitioners to participate in Creative Open 2023 producing a high-quality program of events. If you do not have your own venue, you can also apply for space at a designated Council venue to run a pop-up stall, creative workshop or event.

Applicants must be 18+ years.

Step 1: Apply online

- Send us your information for your event, performance, or workshop. Apply online through our website: www.northernbeaches.nsw.gov.au/things-to-do/arts-and-culture/creative-open
 - Information required will include your contact details, 2 - 3 sentences of marketing copy detailing your event (what is it, when is it, who is featured, link to bookings), and high-quality landscape images for Council to use on your event listing.
-

Step 2: Program development

- Once your application is approved by Council, your event listing will be featured on Council's website as part of the official Creative Open 2023 program.
 - Council will conduct a WHS inspection at your venue and provide you with printed promotional collateral including posters, decals, and wayfinding signage.
 - Council will send you a link to online resources for your event.
-

Step 3: Prepare for and deliver your event

- Promote and market your event and share Council's promotional content.
 - Prepare your venue and deliver your event.
-



Michael Reid Gallery - Ben Waters exhibition

Key dates

Applications open and close	Friday 17 March - Friday 21 April
Applicants notified of outcome	Friday 17 March - Friday 28 April
Event information finalised with Council	Friday 5 May
WHS Inspections to take place	Friday 17 March - Sunday 14 May
Creative Open program live on website	Saturday 1 July
Event Delivery	Thursday 27 - Sunday 30 July



Batch Workshops,
Kayapa Creative Studio

What event information should I include in my application?

1. A short description of your event,
2 - 3 sentences max. What is it?
When's it happening? Where is it?
2. High-quality landscape and portrait
images that can be used in our marketing
campaigns and on our website
3. A link to any ticketing or external booking
platforms or to your website. For example,
live music tickets or workshop bookings
4. Contact information

Apply online through our website:

www.northernbeaches.nsw.gov.au/things-to-do/arts-and-culture/creative-open



Mycology at HAKE House,
Kayapa Creative Studio

Preparing for your event

For Creative Open 2023, Council will deliver a promotional campaign across print, digital, and radio (FBI Radio).

This will include, social media, website, local news media, print media, and signage to engage audiences from both the Northern Beaches and across Sydney.

We encourage all participants to promote their individual events as well as the overall Creative Open Program through their own channels.

Posting content before and during the event will keep audiences engaged in the program and increase traction.



Gianna Hayes at
Avalon Creative Space,
Kayapa Creative Studio

Hashtags and tagging

Our official hashtag is **#CreativeOpen** - please use this on all event posts. Our team will be actively looking at sharing posts that use #CreativeOpen throughout the event. It's also a great way to meet other participants!

Make sure you tag these accounts when posting your content so we can help share your content to our audiences.

Instagram

@magamnsu

@beachescouncil

Facebook

@Northern Beaches Council

Remember to use high-quality images and video content when promoting both Creative Open and your individual events.



Our Place & Jamie Paul,
Kayapa Creative Studio

Quick links and contact information

- [Frequently Asked Questions](#)
- [Terms and Conditions](#)

Northern Beaches Council - Arts and Culture:

E: Creative@northernbeaches.nsw.gov.au



Batch Workshops,
Kayapa Creative Studio

