



NOMINATION GUIDELINES

GUIDELINES + DETAILED INFORMATION ABOUT CATEGORIES

About the awards

The Gold Coast Music Awards stimulates interest in our city as a live music destination while celebrating the depth and diversity of talent found here.

First held in 2015, with sell-out attendance and more than 30,000 popular votes for the People's Choice Awards, organisers work hard to ensure nominees, finalists and winners receive significant opportunities and genuine exposure as a result of their involvement.

Previously held at Burleigh Brewing Co. and moving to Surfers Paradise in 2017, this year's event sees the awards continue its five-year partnership with Surfers Paradise Alliance with a significant live component again open to the public on a festival-sized stage. The awards presentations take place in a marquee adjacent and will be ticketed. We don't charge an entry fee to nominate for an award, instead finalists are asked to purchase tickets to attend the ceremony.

Winners receive a coveted trophy designed by SWELL artist Dion Parker as well as significant local and national media exposure and other opportunities as they arise.

Key dates for 2020

Wednesday 15 January	Nominations open
Friday 28 February	Nominations close
Monday 23 March	Judging panel convenes
Thursday 30 April	Gold Coast Music Awards ceremony

How to nominate

Nominations must be made via the online form available at gcmusicawards.com.au. Incomplete nominations may be considered ineligible and late nominations will not be accepted – there are no exceptions. We strongly recommend that you read all available information about the category prior to nominating as this will help you answer the questions. Everything you need to know is contained in the nomination form as well as this document.

You may nominate yourself or someone else. If you nominate somebody else, that person will be notified that they've been nominated (but not by who) and they'll then be asked to complete the nomination process themselves.

Our team is available to answer questions or deal with any faults by email: info@gcmusicawards.com.au.

A few key points:

- Artists may enter more than one category.
- The number of nominations an artist receives plays no role in the judging process. One strong nomination is better than many half-arsed ones 😊.
- We strongly encourage bands, artists or venues to nominate themselves.
- The attachments we ask for (such as press photos) play a role in judging. If you can't get your hands on a high resolution press photo of your band or a digital file of your single, you're probably not going to be a finalist. Know what we mean?
- Judges will assess nominations based on your answers and the attachments submitted. Please don't make assumptions about what the judges might know about you, your career, your venue or community connections.
- Seriously, how you answer the questions is critical to the judging process.
- We will use your press photos, bios and other attachments for media opportunities throughout the year and to promote your nomination in the awards – that includes social media as well as providing copies to other media outlets. Please only attach photos you're happy to have shared publicly.
- If you are having problems attaching files, please email info@gcmusicawards.com.

There are no age or genre restrictions for any category, however under-age finalists must be accompanied by a parent or guardian for the awards ceremony and unfortunately will not be able to join us at the after-party.

Eligibility period

The eligibility period for the 2020 Gold Coast Music Awards is **1 January 2019 – 31 December 2019**. So, for example if you are nominating in the *venue of the year award* your venue must have been operating during the eligibility period.

Connection to the Gold Coast

Nominees must have a strong association with the Gold Coast and every entrant will need to articulate that connection which is judged as a priority criteria. The weighting for this criteria is significant. That means that a band with members who have a strong association with the GC (for example, living or working here) will be at an advantage compared to bands who do not.

Judging process

The awards are judged by an independent panel, which comprises:

Donna Weston, Griffith University Queensland Conservatorium (Chairperson)

Mark Duckworth, Broadbeach Alliance (Deputy Chairperson)

Julia Bridger, Bleach* Festival

Mel De Regt, Miami Marketta

Matt Webber, 91.7 ABC Gold Coast

Brad Hinds, Oztix

Cindy Jensen, Buskers by the Creek

Dan Carroll, Musician and City of Gold Coast

Ryan van Gennip, Australian Music Week

Kirsty Abrahams, Musician and Artist Manager

Trina Massey, Association of Artist Managers

You can read more about our judges at gcmusicawards.com/judges.

Categories

There are eight categories in the Gold Coast Music Awards for 2020 plus a People's Choice Award.

1. Artist of the Year
2. Breakout artist of the Year
3. Live Act of the Year
4. Musician (instrumentalist / vocalist) of the Year
5. Release (album / EP) of the Year
6. Song of the Year
7. Venue of the Year
8. Video of the Year
9. People's Choice Award

1. ARTIST OF THE YEAR

sponsored by HOTA, Home of the Arts

Open to any Gold Coast artist or band, of any age and genre, that has been actively recording, releasing or performing music on the Gold Coast during 2019.

This is a career-focused award and judges will be looking for an established artist who has produced a consistent body of work with significant outcomes during the year in question. The artist will have been actively touring and performing during 2019 – at least at the national level and will have a public profile outside of the Gold Coast.

The artist's body of work will be considered for this award including track record, performance history (live and recorded), audience development, technical ability and supporting infrastructure, presence and ability to create a "package" that includes their music. All entrants are assessed on their contribution to the Gold Coast's live music scene as well as their connection to the Gold Coast.

2. BREAKOUT ARTIST OF THE YEAR

sponsored by Griffith University and the Queensland Conservatorium's SEED program

Open to any artist or band, of any age and genre, that has a strong connection to the Gold Coast and has been actively recording, releasing or performing music on the Gold Coast during 2019. Judges will be looking for acts who clearly demonstrate that they have broken through during the eligibility period. For example, they may have extended their reach from the Gold Coast to national or international audiences, or to the music industry at large or have moved from local stages to national festival lineups.

Musical performance – both recorded and live – will be taken into consideration by judges, as will supporting information about the band or artist's accomplishments (such as radio play, streaming data or record sales that indicate a substantial increase in audience) and the quality of music produced to date. All entrants are assessed on their contribution to Gold Coast's live music scene as well as their connection to the Gold Coast.

3. LIVE ACT OF THE YEAR

sponsored by Gold Coast Music

Open to any live, original music act that was based within the City of Gold Coast during 2019 and performed live shows during this time, both inside and outside of the City. It is important that video evidence of at least one live performance is included in the application.

The award recognises an act who consistently performs live to a high standard. Judges will consider audience attendance, connection and engagement, the skill / talent and stage presence of the act in question, including use of lighting, effects or adaptability to unique venues and situations. The artist's capacity and track record for touring outside of the city as well as the band's professional reputation and promotional ability will also be taken into account. To be eligible, the artist(s) must reside within the City of Gold Coast. All entrants are assessed on their contribution to Gold Coast's live music scene.

4. MUSICIAN (instrumentalist / vocalist) OF THE YEAR

sponsored by TAFE Queensland Gold Coast

Musician of the year is an artistic award. This category is awarded to an individual Gold Coast musician for excellence in vocal and / or instrumental ability. The nominee must have been active (that is performing or recording) during 2019. Nominees will need to submit recordings of live or studio performances as well as a list of recordings / live performances they have appeared on during the eligibility period. The criteria for this category are:

- Technical ability (mechanical skill, artistry, range control)
- Musicality and proficiency (feel and emotional projection, flow, style, phrasing, dynamics, improvisation)
- Tonal quality (control, clarity, consistency, feel)
- Rhythm (accuracy, duration, steadiness, feel)
- Intonation (Pitch accuracy)
- Degree of difficulty (complexity and ease of performance)
- Individuality and style

5. RELEASE (album or EP) OF THE YEAR

sponsored by Southern Cross University

This category recognises an album, EP or music release – whether digital or physical – of 21 minutes or more. The digital release date of the album / EP must fall within the eligibility period from 1 January to 31 December 2019. This is an artistic award and judges will consider the entire package related to the release including: production quality, artistic merit, artwork, story-telling and songwriting ability. All entrants are assessed on their connection to the Gold Coast.

6. SONG OF THE YEAR

sponsored by CBD Live

For songs released by Gold Coast artists in 2019. Songs are judged on their lyricism and musicality as well as their innovation, originality, creativity and production value. The potential or reach of a song will also be given great consideration.

7. VENUE OF THE YEAR

sponsored by Oztix

This award recognises a live music venue within the City of Gold Coast that goes above and beyond to support Gold Coast's music scene and consistently programs high quality, original music.

Judges will consider customer service, venue management, facilities and services for in-house artists and promoters, connection to audiences, relationships with industry, artists and bands, the "vibe" created, consistency in programming, reputation, patron safety and care, booking policies, community involvement and contribution to driving diversity and growth of GC music.

8. VIDEO OF THE YEAR
sponsored by QT Gold Coast

Video of the year is awarded to the creative team and / or artist responsible for creating, filming and producing a song's video clip. The video must have been released in 2019 and have a strong connection to the Gold Coast - either the recording artist(s) must reside here or the creative team should be based here. The category will be judged around production quality and intent as well as creativity.

9. PEOPLE'S CHOICE AWARD
sponsored by Skypoint

All finalists will have the opportunity to opt-in for the People's Choice Awards which is determined by a combination of social media and in-person voting.

Gold Coast Music Awards Hall of Fame

Any artist, venue or event that wins the same category three times will be inducted into the Gold Coast Music Awards Hall of Fame. Amy Shark is the first inductee and a process is currently being determined for nominations outside of the GC Music Awards process. This is a work in progress.

Entry fee

There is no fee to nominate for a Gold Coast Music Award, however nominees and finalists are asked to purchase a ticket to support the event. Other awards programs ask for an entry fee. We'd rather you just came to the party. You can buy tickets from March at gcmusicawards.com.au. Finalists will receive a discount code for discounted tickets.

Awards ceremony and after party

Gold Coast Music Awards is presented by Surfers Paradise Alliance and our premier partner City of Gold Coast and the awards ceremony will take place on the beach in **Surfers Paradise on Thursday 30 April 2020 from 5.00pm – 10.00pm with red carpet arrivals from 5.00pm**. Details for the official after party are yet to be confirmed. All awards ceremony ticketholders receive express entry into the after party.

Tickets to the awards ceremony are approximately \$50 plus booking fee and include canapes and a complimentary drink on arrival.

How to increase your chances of success

The best nominations for an award always come from the artist or band directly. You know your work and your achievements better than anyone else and that means you can answer the questions in the nomination form easily.

Judges use the criteria listed above to decide which nominees will be finalists and winners. It doesn't matter how much they know about you or your work, they must defer to how you've answered the questions in the nomination form.

For this reason, it's important you give us as much information as possible. The Song of the Year and Release of the Year categories are artistic awards, which means judges will spend more time listening to your releases than reading your bios, but all of the other categories are career-achievement type categories. We need to know as much about your artistic practice and the goals you've kicked so that we can weight that information up against all the other nominees.

You must, at the bare minimum, have the following assets to nominate for a Gold Coast Music Awards:

- High resolution press shot
- Biography (this doesn't have to be fancy, a couple of hundred words telling us who you all are and what you've achieved to date will be fine)
- Digital files of your music to submit

If you have questions about the nomination process, we're here to help. We'll also be holding a hands-on nomination workshop in early February for musicians and their teams who need extra support to nominate.

What are the benefits of nominating?

We receive nearly 200 nominations every year for the awards, and we give out 10 trophies. Obviously, not everyone can be a winner. But there are lots of reasons why you should nominate, even if you're not sure you're at the stage of your career where you might make the finalist pool.

1. **You get to practice making submissions about your music and your career.** Whether you want to play at a festival, showcase at BIGSOUND, apply for a grant or get media coverage, you need to nail your pitch. Nominating for awards like this (especially when there's no entrance fee) means you practice answering questions about your music and your future goals.
2. **You put your music in front of a panel of local decision makers.** That includes festival bookers, ticketing agents, programmers, media and more. Every one of our judges spends days and days listening to songs, albums and videos and becomes intricately familiar with your music, your career and where you're hoping to be in the future. This makes it much more likely that you'll get booked for support slots, receive local radio play or be recommended for other local opportunities.
3. **Finalists receive significant media opportunities.** Thanks to our publicist Kylie Cobb and her team at Kitty Kitty Bang Bang, as well as the support of City of Gold Coast, we are constantly pitching stories about the city's music scene and its emerging artists to media – both inside and outside of the city. Last year there were hundreds of media appearances across TV, print, radio and the digital space featuring local talent.
4. **Feedback on your application is available on request.** It won't always be what you want to hear, but we're available any time after the judging process to provide support and feedback so that your applications and the quality of your assets improve over time.

Finalists

Finalists will be announced at a media event in early April and will be invited to participate in media activity around the awards and their success as finalists. Winners will be announced at the awards ceremony, which takes place **Thursday 30 April on the beach at Surfers Paradise.**

The Gold Coast Music Awards are proudly supported by
Surfers Paradise Alliance and City of Gold Coast.

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