



NOMINATION GUIDELINES

GUIDELINES + DETAILED INFORMATION ABOUT CATEGORIES

About the awards

The Gold Coast Music Awards stimulate 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.

The awards presentation will take place on **Saturday 3 September from 11.30am – 3.00pm** at HOTA, Home of the Arts and will be ticketed.

The Awards will be immediately followed by the Gold Coast Music Awards x SPRINTIME Festival after-party concert on the HOTA outdoor stage. Award ticket holders will have the option to purchase a ticket for the after-party concert at a heavily discounted rate.

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 'Skull Murphy' trophy designed by SWELL Sculpture Festival winner, renowned artist Dion Parker, an editorial and advertising package valued at \$2,000 from Blank Street Press as well as prize contributions from our major sponsors. In addition, winners enjoy significant local and national media exposure and other opportunities, as they arise.

Key dates for 2022

Friday 1 April	Nominations open
Sunday 20 June	Nominations close
July	Judging panel convenes
Saturday 3 September	Gold Coast Music Awards ceremony

How to nominate

[Nominations must be made via the online forms available at gcmusicawards.com.au.](http://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.

Eligibility period

The eligibility period for the 2022 Gold Coast Music Awards is **1 April 2021 – 31 March 2022.**

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 of industry professionals, which currently comprises:

Brad Hinds, Oztix
Brad Hosking, Blind Boy Studio
Dan Carroll, City of Gold Coast
Dani Miller, Home of the Arts
Dom Miller, QMusic
Donna Weston, Griffith University
Elizabeth Sharpe, Beats Cartel
Emily Holler, Mojobullet
Kirsty Abrahams, Konnection Artist Assistance
Mark Duckworth, Major Events Gold Coast (Deputy Chairperson)
Mel De Regt, Cult Club
Samantha Morris, Gold Coast Music Awards (Chairperson)
Zac Fahey, Blank Street Press

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

Categories

There are ten categories available for nomination, in the Gold Coast Music Awards for 2022.

All artist/musician finalists are also eligible to participate in the People's Choice Award.

All artist/musician nominees under 25 years of age are eligible to be considered for the Gold Coast Music Prize.

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. Studio Producer of the Year
8. Venue of the Year
9. Video of the Year
10. Visual Creative of the Year
11. People's Choice Award
12. Gold Coast Music Prize

1. ARTIST OF THE YEAR

Sponsored by Southern Cross University

Open to any Gold Coast artist or band, of any age or genre, that has been actively recording, releasing, or performing music on the Gold Coast during the eligibility period of **1 April 2021 – 31 March 2022**.

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 releasing music and performing (where possible) between eligibility period at least at the national level and will have a public profile outside of the Gold Coast.

The artist's entire 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

Open to any artist or band, of any age or genre, that has a strong connection to the Gold Coast and has been actively recording, releasing or performing (where possible) music on the Gold Coast during the eligibility period of **1 April 2021 – 31 March 2022**.

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 the eligibility period from **1 April 2021 – 31 March 2022** and performed (whether in person or virtual) live shows during this time. Past live touring experience will also be considered, as well as how live performing practice was maintained during pandemic restrictions. 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, including adaptability to COVID restrictions and limitations. 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 considered. 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**

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 the eligibility period from **1 April 2021 – 31 March 2022**. Nominees will need to submit recordings of live or studio performances as well as a list of recordings and 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 OF THE YEAR**

sponsored by City of Gold Coast

This category recognises an album or EP, which includes at least four tracks or is 21 minutes or more in length – whether digital or physical. The digital release date must fall within the eligibility period from **1 April 2021 – 31 March 2022**. This is an artistic award and judges will consider the entire package related to the release including: production quality, artistic merit, artwork, storytelling, 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 within the eligibility period from **1 April 2021 – 31 March 2022**. 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.

NOTE: we strongly suggest that you nominate the **ONE song** that you consider your strongest. Artists have missed out on being finalists in the past because judges were split on their best song. **A maximum of two tracks per artist can be entered for Song of the Year.**

7. STUDIO PRODUCER OF THE YEAR

Studio producer of the year is an artistic award. This category is awarded to an individual Gold Coast producer or audio engineer for excellence in their overall responsibility for the production of a single recording, multiple recordings or an entire body of work released during the Awards eligibility period, **1 April 2021 – 31 March 2022**. This can include an artist or band member who produces their own work or a sound engineer who plays a guiding role in the recording process. The producer must reside and/or work in the Gold Coast region, however work produced for non-local artists is eligible for consideration in this category.

Judges will consider quality and innovation of recorded product/s, industry recognition and reputation of producer and contribution to significant and recognisable music recordings.

8. VENUE OF THE YEAR

sponsored by Oztix

This award recognises a dedicated live music venue operating within the City of Gold Coast during the eligibility period **1 April 2021 – 31 March 2022** 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.

9. 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 within the eligibility period from **1 April 2021 – 31 March 2022** 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.

10. VISUAL CREATIVE OF THE YEAR

Visual creative of the year is awarded to an individual creative. The award recognises excellence in visual creative products that support the music industry. This may include live music photography, studio photography or publicity photography, tour poster art, single or album cover art and merchandise artwork design. Other visual creative works will also be considered, such as costume design or performance costume styling. An individual piece of artwork or a body of work produced by the creative during the Awards eligibility period will be considered by the judges.

Videos are ineligible for this category.

Judges will consider quality and intent of creative output, evidence of strong professional recognition within the music industry and demonstration of connection to the Gold Coast music industry through their creative work or residency.

11. PEOPLE’S CHOICE AWARD

sponsored by Burleigh Brewing

All artist/musician finalists will have the opportunity to opt-in for the People’s Choice Award which is determined by fan and industry popular vote.

12. GOLD COAST MUSIC PRIZE

sponsored by Friends of the Arts

All artist/musician nominees under the age of 25 are eligible to be considered by the judging panel for the Gold Coast Music Prize.

The Gold Coast Music Prize identifies and rewards one exceptional young musician or band with a “career defining” prize curated specifically for the artist in question. The winner will have access to industry leaders for mentorship and hands-on support in planning for success. This includes practical assistance with activities such as branding, PR, applying for festivals and securing grants and curated introductions to people in decision making roles in the music industry.

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 was the first inductee in 2019 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 Awards, 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. Tickets will be available from July 2022 at gcmusicawards.com.au.

Awards ceremony and live concert

Gold Coast Music Awards is presented in partnership with SPRINGTIME Festival and our venue partner HOTA, Home of the Arts as well as our premier partner City of Gold Coast. The awards ceremony will take place at **HOTA on Saturday 3 September from 11.30am – 3.00pm.**

How to increase your chances of success

The best nominations for an award always come from the artist, band or their management. 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 for each category 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.

What are the benefits of nominating?

We received over 650 nominations for the awards last year, and we give out 12 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, 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 on Thursday 21 July 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 **Saturday 3 September at HOTA.**

The Gold Coast Music Awards are proudly supported by
City of Gold Coast and presented in partnership with SPRINGTIME Festival

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