



# Case study

## Horizon Sunshine Coast Festival of Arts and Culture

### Details

#### What:

Horizon Sunshine Coast – Festival of Arts and Culture, is a region-wide event that celebrates the creative and artistic vibrancy of the region with a broad program crossing all art disciplines from visual art to film, literature, performance, street art and more.

An initiative of Sunshine Coast Council, the 10-day festival was presented for the first time in 2016, with over 200 separate events and activities presented across 16 locations around the Coast.

Sunshine Coast Council partnered with local artists, and community organisations through an EOI process to foster a strong sense of community ownership and collaboration across the diverse program.

The Festival's model was developed to enable growth, and as it matures, transformation. Its regional and flexible outlook provides the ability to progressively move locations, alter scheduling or add events year on year. This approach will also enable communities to gain the capacity to take on these events themselves – already Caloundra has put their hand up to deliver a Chilli festival after seeing the Festival's opening event, *Horizon Ignites*.

The inaugural 2016 event attendance figures were conservatively estimated to reach 20,000 – the actuals were closer to 35,500 people.

The Festival has generated economic and cultural benefits, promoted social inclusion and well-being, brought communities together, fostered participation and enabled residents to gain a wealth of experiences that would otherwise not be readily available or accessible.

#### When:

September 2016



*Dawn Awakening at Stummers Creek. Photo: Ben Vos Photography*

#### Where:

Sunshine Coast

#### Key stats:

- Over 1000 artists and arts workers involved
- Over 200 events
- 16 locations across the region
- 35,574 festival attendees with approximately 7,000 from outside the region

#### Investment:

\$52,055 – Regional Arts Development Fund

*The Regional Arts Development Fund is a partnership between the Queensland Government and the Sunshine Coast Council to support local arts and culture in regional Queensland.*

\$60,000 – Queensland Arts Showcase Program

#### Contact for further information:

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