



## **Categories + Criteria**

### for the 2024 Gold Coast Music Awards

#### **IMPORTANT INFORMATION**

##### **Nominate yourself**

Nominations are only accepted from an artist themselves or a person representing the artist such as a manager, publicist or agent of some kind. This is because our judges have a set of criteria they assess each nomination against and it is unlikely that fans or possibly even family members can provide the information the judges need to make those assessments.

##### **Answer all the questions for each category**

- Each category has its own criteria and a separate set of questions which must be answered.
- There is no benefit to asking other people to nominate you. Only one nomination per artist per category is accepted. As this is not a popularity contest, fan nominations are not accepted.
- You will need to gather supporting information and evidence for some categories.
- For all categories you will need an up-to-date bio, no longer than 150 words that is cleared for our marketing use, as well as two press shots. Depending on how you submit your nominations - you may only need to provide this once.
- You may come back again and nominate for additional categories.
- You cannot nominate for both Artist and Breakout Artist - you may only nominate in one or the other category.
- You may only nominate one song for Song of the Year. This should be your best song.

##### **Help is available!**

Check out [our FAQs](#) for more information, or come along to one of two virtual [drop-in sessions](#) to help you with your nomination:

- Wednesday 27 March, 10.30am - 2.30pm
- Friday 26 April, 10.30am - 2.30pm



## **ARTIST OF THE YEAR**

Artist of the Year is a career-focused award and judges will be looking for an established act who has produced a consistent body of work with significant outcomes during the eligibility period. The artist - whether an individual or a band - will have been actively releasing music and performing live at least at the national level and will have a profile outside of the Gold Coast.

The artist's body of work will be considered, including the commercial reach of all releases and performances. Judges will also consider career trajectory and progression, media and press coverage received, ability to secure support slots and signings as well as additions to playlists and lineups.

### **Questions you'll be asked:**

- Tell us about the artist's career and why their body of work is considered significant. (250 words)
- Tell us about the artist's profile outside of the Gold Coast? (250 words)
- How has your artistic career grown over the eligibility period and how have you achieved this growth? (250 words)

## **BREAKOUT ARTIST OF THE YEAR**

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 they may have moved from local stages to national festival lineups.

To have broken out, something significant will have happened to the artist during the eligibility period. Usually that milestone will have resulted in a demonstrated leap forward in terms of public profile, fan base, building a team, or commercial success. Our Breakout Artist of the Year will have an obvious and demonstrated trajectory towards career success.

### **Questions you'll be asked:**

- Explain, very clearly, how you have broken out during the eligibility period. What is the significant thing(s) that happened to make this step-up in your career possible? (250 words)
- Tell us how your fan base has grown over the eligibility period? This might include streaming data, attendance at gigs, or other evidence of an increase in fan engagement. (250 words)
- How has your artistic career grown over the eligibility period and how have you achieved this growth? (250 words)



## LIVE ACT OF THE YEAR

This award recognises an act who consistently performs an engaging, highly-respected live show both inside and outside of the Gold Coast.

Judges will consider the number and types of shows performed during the eligibility period as well as audience attendance and production of the show. Video or other evidence (such as reviews) of your live show is essential (this does not have to be a professional quality recording). Judges are looking for artists who have a track record touring outside of the city and will consider the act's professional reputation and promotional ability.

### Questions you'll be asked:

- Tell us about the shows you've performed during the eligibility period. Where did they take place, what was their capacity, how did you go about marketing them, how often do you tour outside of the Gold Coast? (250 words max)
- Tell us about your live show? How is it produced, what are your tech specs and how do you ensure fans are engaged? (250 words max)
- What evidence is there of strong attendance at your shows? Please share a summary of ticket sales data or other evidence to support these claims. (250 words max, no attachments)

## 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 or instrumental ability. Judges are looking for an individual musician who has worked as a musician or vocalist and produced, recorded or performed music, either as a permanent member of a band, a session musician or a solo artist during the eligibility period. This musician will have demonstrated exceptional mastery and technical proficiency in their chosen field - whether an instrument or voice - and will be recognised and respected by other artists and their specific industry or genre as being a world-class vocalist or player.

### Questions you'll be asked:

- Provide up to three written references or testimonials from people you have worked with as an instrumentalist or vocalist. (attachments)
- For what specific instrument (including voice) are you nominating for? (10 words)
- Please provide evidence of mastery and technical proficiency for your chosen instrument or voice? (200 words)
- What has your career progression looked like and how have you achieved this level of excellence? This might include professional development or achievements and milestones that are not, specifically, performance-related (200 words)
- List the bands, recordings, performances or productions you were engaged with during the eligibility period. This might include achievements or milestones that are not, specifically, performance-related (200 words)
- Tell us about your professional profile and the reputation you have built with other artists, bookers and your wider industry or genre? (200 words)



## RELEASE OF THE YEAR

This is an artistic award for the best album or EP released during the eligibility period. The release must be at least 4 tracks or 18 minutes in length to be considered.

While judges will primarily assess the artistic merit of the whole package, they will also consider the response to the release - including industry and artistic feedback, reviews, streaming data or sales as well as the likely longevity of the music created.

Ultimately, Release of the Year is awarded to an album or EP that is likely to stand the test of time. That means it will be produced to a high standard and include world-class storytelling, songwriting, musicianship and / or composition.

### Questions you'll be asked:

- Name of album / EP being nominated for Release of the Year
- Length of release / number of tracks
- Date of release
- Provide one link to listen to this release. Spotify preferred. If you are sending us a digital link to listen to audio files in the cloud, ensure the tracks are in the correct order and labelled appropriately. (If you do not provide a link for listening to your release, your nomination will be considered ineligible).
- What has the response to this release been? Please share any details of reviews, streaming or sales data, industry response (250 words)

## SONG OF THE YEAR

Artists are only able to submit one song for this category. [For information on why we only allow one song, refer to our FAQs.](#)

This is primarily an artistic award. Judges are looking for the best Gold Coast song released during the eligibility period. To a lesser extent, judges will also consider the reach or potential reach of the song.

### Questions you'll be asked:

- Provide one link to the individual's EPK, website or other primary online platform
- Provide one link for listening to the song (Spotify preferred). If you do not include a link to your song, your nomination will be considered ineligible.



## **STUDIO PRODUCER OF THE YEAR**

This category is awarded to a Gold Coast based studio producer who is supporting artists to release their very best work. This award does not recognise quantity, but rather quality in studio production. Judges are looking for a producer who consistently delivers on their artist's intent. A portfolio of evidence is required.

### **Questions you'll be asked**

- What is the primary address of the producer's studio?
- Explain how the producer has delivered on their clients' creative intent? (250 words)
- Tell us about the one project you are most proud of during the eligibility period? (150 words)
- Attach a portfolio of work that demonstrates the high quality production you have delivered for artists. This should include a list of releases you have produced during the eligibility period as well as any industry feedback on the quality of the work. (max 2 pages or 500 words).

## **VENUE OF THE YEAR**

This award recognises a dedicated Gold Coast live music venue, where the primary form of entertainment is live, original music.

Judges will consider the care and support the venue shows for its audiences and performing artists which might include accessibility and safety but also marketing for emerging artists and good production. Judges will also consider how the venue maintains professional business practices and the venue's reputation and respect amongst other venues, patrons, performing artists and the broader music industry.

### **Questions you'll be asked:**

- Tell us about the consistent and diverse programming of live, original music in your venue? (250 words)
- How do you care for both artists and audiences - in terms of venue safety and accessibility but also in terms of production and marketing of performing acts (250 words)
- Describe your profile or reputation in the music / entertainment industry, how you support the local scene, and how you go about building respect across the wider industry? (250 words)



## VIDEO OF THE YEAR

Video of the year is an artistic category awarded to the best Gold Coast music video, related to its genre released during the eligibility period.

### Questions you'll be asked"

- Name of song the video has been created for
- Performing artist
- Video production details
- Date of video release
- Upload link for watching video - youtube preferred

## VISUAL CREATIVE OF THE YEAR

Visual Creative of the Year is awarded to one artistic project created by a Gold Coast based visual creative or artist that enhances the music experience. That might include, but is not limited to: album artwork, press photography, tour imagery, live photography, costume design, merchandise design or other visual art created for the purposes of promoting or enhancing music.

The award is for one project rather than a portfolio of work. Judges will be looking for an artist that demonstrates excellence in their chosen field - whether that be photography, digital art, fashion design or illustration by hand, to name but a few.

### Questions you'll be asked:

- What is the name of the one project you're nominating for this category? (eg. Artwork for Amy Shark's 'Adore' album or costume design for Budjerah's 'Therapy' tour) (max 25 words)
- Upload imagery for all elements of the project. It is recommended that nominees create a google drive folder with all artwork clearly labelled. Only one link can be provided so ensure you have all files in the one cloud-based folder and that no password or log-in information is required. If you need support to do this, attend one of our drop-in sessions. [Click here for more information.](#)
- How have you demonstrated excellence in your chosen field through the creation of this project? (250 words)
- Tell us about the response to this artwork? (250 words)

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