

# THE LAKES FESTIVAL

7-16 NOVEMBER 2025

EXPRESSIONS OF INTEREST

EOI closes 2pm Monday 10 March 2025

MAJOR PARTNER

MEDIA PARTNER



PRESENTED BY



centralcoast  
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# ACTIVATE EDUCATE CELEBRATE

The Lakes Festival is a celebration of our waterways like no other. 10 HUGE DAYS back from Friday 7 to Sunday 16 November 2025!

Do you have an exciting idea?! We are calling for Expression of Interest (EOI's) for festivals, sporting events, art events, outdoor installations, workshops, activations and/or community events to be held on or around the Central Coast waterways. Let your imagination run wild!

Successful ideas will form part of the festival's 10-day program and will benefit from a full marketing campaign and be listed in our digital and printed program.

There are also Event Innovation Funding opportunities available for events that meet the appropriate criteria.

# SUSTAINABILITY

The Lakes Festival has officially completed the national Strive 4 Sustainability Scorecard with Ecotourism Australia!

We're on a journey to create a more sustainable event for the Central Coast. This Scorecard has helped us to measure where The Lakes Festival sits on its sustainability journey, aligned to the four pillars of sustainability impacts: environmental, socio-economic, cultural, and sustainable management.

The Central Coast is also one of the first few Australian ECO Destinations, certified by Ecotourism Australia, and The Lakes Festival welcomes ideas and activations that help us to promote our community connected by culture, place, and a love of nature.

This is a huge learning milestone for us, as we continue to educate our community and guests about the Central Coast's waterways.



Be part of the program, submit your EOI now.

**SUBMIT NOW**

Maximum funding per application: \$5,000 ex GST. EOI closes 2pm Monday 10 March 2025.

If you would like to discuss your ideas or find out more about being part of The Lakes Festival, please contact the Event Officer via email at [events@centralcoast.nsw.gov.au](mailto:events@centralcoast.nsw.gov.au)



# EVENT HUBS

Event Hubs have been provided as location options – other locations will be considered provided they meet the festival theme, such as on the water, along a waterway, or in a waterside venue.

Funding allocations will be done on merit with no guarantee that something will run in each location.



Be part of the program, submit your EOI now.

**SUBMIT HERE**

Maximum funding per application: \$5,000



## WHO CAN APPLY

The Lakes Festival EOI's are available to eligible sole trader businesses, companies or organisations that propose an event or event concept that satisfies the requirements. The festival committee is also looking to fund a range of unique events that provide the community and visitors with a diverse calendar of events from sporting events to arts, cultural and community events.

## TYPE OF EVENTS

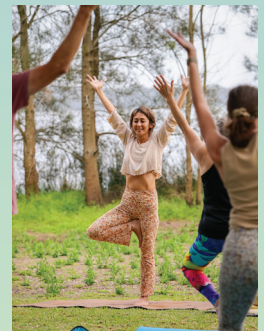
Events are assessed by the committee on their potential to involve the local community and attract visitors from outside the region. We are looking for bold, innovative and out of the box ideas, while still staying true to the theme of our waterways.

## EVENTS NEED TO:

- Facilitate a vibrant and innovative events culture within the Central Coast.
- Encourage the development of tourism on the Central Coast, and increase economic development opportunities.
- Encourage the involvement of local residents in events and festivals that can facilitate positive interaction, cultural activity and a strong community identity among the citizens of our diverse community.

## EXAMPLES OF EVENTS INCLUDE:

- Lanterns on the lake / light festival
- Sailing Regatta, raft races / inflatable boat races
- Outdoor cinema events
- Art events, and workshops
- Installations including floating water sculptures
- Street and laneway festivals
- Water activities such as SUP, dragon boats, sailing, or swimming
- Obstacle course / Fun runs
- Comedy / magic / theatre shows
- Live music concerts or curated pop-up performances
- Waterside dining experiences, or seafood cooking classes



## CONTACT US

E: [events@centralcoast.nsw.gov.au](mailto:events@centralcoast.nsw.gov.au)

W: <https://centralcoast.smartygrants.com.au/thelakesfestivalexpressionsofinterest2025>

### TAX ADVICE

The Australian Taxation Office considers funding and sponsorships as taxable income. The tax office can help with information on tax, including GST. Call 13 28 66 or visit [www.ato.gov.au](http://www.ato.gov.au) for further information.

### DISCLAIMER

Central Coast Council reserves the right to not assess applications that do not provide all requested information, or do not otherwise comply with the requirements of the Event Innovation funding.