

# Desert Festival 2025

## Artist EOI Guidelines



Desert  
FESTIVAL  
MPARNTWE • ALICE SPRINGS

RED  
HOT  
ARTS

# Desert Festival 2025: Artist Expression of Interest (EOI)

**FESTIVAL DATES:** 3–20 July 2025

**LOCATION:** Mparntwe | Alice Springs

**THEME:** HOME – Celebrating local stories, identity, and belonging.

## Desert Festival is changing in 2025!

We're doing things a little differently this year.

In response to your feedback and the shifting realities of the arts and festival landscape, we're trialling a **fringe-style model** this July. This new approach helps us stay sustainable during challenging times while continuing to deliver a creative, diverse and relevant program.

It also means more opportunities for artists and arts workers to shape the festival from the ground up — and we're excited to see what you bring to the table.

With this change comes a slightly different EOI process, so make sure to read the guidelines carefully before applying.

## This year's theme- HOME

The theme for Desert Festival 2025 is HOME—a celebration of local talent, community identity, and pride in Central Australia's rich creative landscape. The festival will highlight homegrown artists and foster a sense of belonging, unity, and cultural recognition.

## 2025 EOI Process

There are two streams you can apply for – Open Access and The Funded Stream.

**There is no registration fee for Desert Festival 2025. We aim to keep this process barrier-free for artists.**

## What All Artists Receive

No matter which stream you apply for, all Desert Festival artists receive:

- Free marketing and program listing
- Insurance advice and risk assessment support
- 2x comp tickets to other festival shows (excludes Araluen or sold out shows)
- Free entry to artist networking events
- The chance to be part of the celebration of HOME, shining a light on the voices, quirky unique stories and creative community that make up our home.

## Program Selection Criteria

All submissions will be assessed based on:

- Relevance to the festival theme of HOME
- Alignment with the image and branding of Desert Festival
- Suitability for the local environment, including safety considerations (e.g. no fire twirling in grasslands)
- Performances should be scheduled between **3–20 July 2025**. If your proposed show falls outside this window, please provide a clear explanation in your application. The Hub shows are currently scheduled for 11–13 July 2025.

## Essential Info

All Artists Must:

- Attach evidence of **public liability insurance** to this application (or confirm you can supply it by Friday 2 May 2025)
- Present a **performance-ready show**
- Submit **marketing materials** with this application (or confirm you can supply it by Friday 2 May 2025)
  - High-res promotional image (JPG or PNG, 300dpi minimum)
  - 100-word artist bio
  - 100-word show description
  - Relevant social media handles or hashtags

## FIND YOUR PATH: Two ways to participate

Desert Festival 2025 offers two ways to get involved, depending on how much support you need and how you'd like to present your work.

### Open Access- Go Your Own Way

You organise your own venue, production, FOH, and ticketing. You must hold your own public insurance. Venues can apply under this stream.

**You get:**

- Free marketing and program listing
- Insurance and risk guidance
- To keep 100% ticket sales

**Show Comps:** Artists manage comp tickets to their own shows. No set limits apply. Venues may apply their own limits, which artists are responsible for checking.

✔ *Best for: Artists or venues who are fully self-sufficient and just want to be part of the festival buzz*

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### **Funded - The Fringe Hub**

A limited number of shows will be fully supported and featured in our curated fringe nights at The Hub. This is a competitive stream for a limited pool of funding.

#### **You get:**

- Artist fees paid
- Venue, tech, FOH, and ticketing all managed by us
- Free marketing and program listing
- Insurance and risk guidance

#### **Requirements:**

- Show must be performance-ready
- Cannot be performed elsewhere within 8 weeks either side
- Desert Festival retains box office

#### **Priority will be given to projects that:**

- Are performance-ready
- Have artist fees \$2K or under
- Have minimal production requirements
- Can be performed at The Hub (Bath St Workshop, Alice Springs)

Projects that wish to perform at another venue may still apply, without clear explanation for the choice of alternative venue.

**Show Comps:** Artists can request comp tickets to their show but must specify quantity in this application. This cannot be changed later. Maximum 2 per show (additional comps pending availability on the night).

✔ *Best for: Artists who want to focus on performing and leave the logistics to someone else.*

## HOW TO APPLY:

Follow the link [here](#) to begin the application process.

Applications close Tuesday April 22<sup>nd</sup>.

If you are unsure which stream is right for you, if you need help with the application or if you wish to request a paper version of the application, please get in touch at [festivals@redhotarts.com.au](mailto:festivals@redhotarts.com.au)