

# midsumma. westside.

## 2027 Midsumma Project Brief

**Hobsons Bay City Council acknowledges the Bunurong People of the Kulin Nation as the Traditional Owners of these municipal lands and waterways. We pay our respects to Elders past and present and welcome the participation of Aboriginal and Torres Strait Islander peoples as we shape a future in which all thrive.**

### Overview

Hobsons Bay City Council are currently seeking Expressions of Interest (EOI) from creatives and/or local community groups to deliver projects as part of its 2027 Midsumma program.

[Midsumma](#) is Australia's premier queer arts and cultural organisation, bringing together a diverse mix of LGBTQIA+ artists, performers, communities and audiences.

2027 marks Council's 17th year participating in Midsumma.

**Hobsons Bay City Council** believes access to arts and culture is integral to a vibrant community and makes a positive contribution to the liveability of a city. The arts enable celebration of diversity, creativity and innovation while participation in arts and culture can help create opportunities to build social connection, understanding and cohesion.

Council has committed to applying an equity lens to its operations with the adoption of its first integrated social policy, '[A Fair Hobsons Bay for All 2024- 28](#)'.

### Aims & Objectives

1. Celebrate the LGBTQIA+ community across Hobsons Bay
2. Deliver a community informed and led program
3. Provide support and shared resources and expertise to community event producers
4. Provide innovative and experimental opportunities for the LGBTQIA+ community and their allies
5. Provide accessible community/arts programming
6. Work in collaboration with local community, organisations and neighbouring municipalities in the west to showcase programming, grow networks and support partnerships

### Programming can be:

- Creative workshop program
- Professional development series and/or networking projects
- Participatory temporary public art project that activates the space and surrounds
- Creative projects with a public outcome such as an exhibition, installation or performance
- Walks, talks or site activations

Up to \$8,000 + GST is available to applicants to deliver a project during Midsumma- 17 January to 7 February 2027.

A maximum of one application can be submitted per applicant.

### The EOI must:

- Be delivered within Hobsons Bay
- Target the community of Hobsons Bay
- Demonstrate clear process for community engagement and participation
- Demonstrate ability to effectively market projects to identified target audiences
- Demonstrate capacity to deliver similar projects
- Demonstrate community need for project
- Include detailed budget outlining how funds (including artist fees) will be used

Expressions of Interest (EOI) can be submitted via [SmartyGrants](#) 3pm, Friday 10 July 2026.

**Venues:** Hobsons Bay has various venues available for hire. Please visit: [Community venues for hire- Hobsons Bay](#) for more information.

## Selection Criteria

### We are looking for projects that:

1. Celebrate the diversity and/or heritage of the LGBTIQ+ community within Hobsons Bay
2. Work in collaboration with local community, organisations and neighbouring municipalities in the west to showcase programming, grow networks, support partnerships
3. Demonstrate ability to engage with diverse and/or under-represented community members
4. Show evidence of delivering self-managed, successful and innovative projects
5. Demonstrate community value and/or public community outcome
6. Are low cost and/or free to the community
7. Are accessible to all skill levels and abilities

### What won't be accepted?

- Proposals that do not meet the above objectives
- Private business proposals or tuition
- Programs that have no community participation or engagement
- Programs that involve excessive noise
- Applications from artists/collectives that owe money to Council
- Large events



## Eligibility

- People over the age of 18 at time of application
- We strongly encourage applications from the following communities: People with a connection to Hobsons Bay, First Nations, People of Colour, d/Deaf, Disabled, and neurodivergent, LGBTQIA+ and people from lower income or marginalised backgrounds.
- **Hobsons Bay City Council employees are not eligible to apply**

## Selection process

- Applicants who study, live, work, reside or have a connection to the western suburbs of Melbourne will be given priority
- Applications will be assessed by a selection panel comprising of industry professionals

**Please note:** Hobsons Bay City Council aims to showcase a variety of projects that contribute to a cohesive Midsumma program. This may influence the selection of applications.

## Responsibilities

### Applicant Responsibilities:

- Confirm they are the sole copyright owner and creator of the program/project
- Are expected to meet with Council to discuss project process, timeline and budget prior to commencement
- Acknowledge that payment covers all project materials equipment, artist fees (including superannuation) unless negotiated
- Are responsible for sourcing all materials and equipment required for project
- Are responsible for paying for all subcontractors, materials and equipment required for the project
- Acknowledge Council is not responsible for any project budget shortfalls
- Confirm they and all subcontractors meet, and have provided Hobsons Bay City Council with evidence of, all relevant skill and compliance to undertake work, e.g. Working with Children Check
- Provide Council with a project overview including project title, short blurb and three digital high resolution (1MB to 5MB) images of creative project suitable for publicity and or reproduction at least four eight weeks prior to delivery. Credit photo files where applicable
- Coordinate bookings through online platforms such as Eventbrite, Humanitix or Trybooking where applicable
- Responsible for registering project with Midsumma through Eventotron by event registration closer date
- Responsible for liaising with Midsumma regarding project
- Provide Council with photos, attendee numbers, demographics and participant feedback 4 weeks post delivery
- Provide information, if required, for a media release to be developed in conjunction with Council staff
- Be available for photoshoots, interviews and other publicity opportunities related to the program
- Complete a vendor establishment form and provide an invoice at least four weeks prior to project commencement
- Attend special events and meetings related to the project, if applicable
- Acknowledge that the applicant may undertake their own marketing and publicity but only in consultation with Hobsons Bay City Council representatives and in line with Hobsons Bay City Council's style guide. Any additional marketing undertaken outside of Hobsons Bay City Council's marketing is at the artist/s expense. Applicant must acknowledge project is supported by Council in marketing

### Hobsons Bay City Councils Responsibilities:

- Payment to selected applicant for delivery of project. 50% on commencement and 50% on successful completion of project
- Professional marketing of project including graphic design as part of Council's Midsumma programming
- Approval of all applicants' media content prior to distribution
- Acknowledge applicant in any publicity and/or promotion of the project
- Provision of Council templates eg, photo consent forms, logos and branding style guides

### Key dates

Action	Deadline
Expressions of Interest open	Monday 15 June 2026
Expressions of Interest Submissions close	3pm, Friday 10 July 2026
Selection process	Week commencing 29 June 2026
Shortlisted applicants advised	Week commencing 20 July 2026
Agreement signed	Friday 7 August 2026
Provision of marketing images, materials and completed vendor form (if applicable)	Friday 7 August 2026
Midsumma Event Registrations close	Saturday 5 September 2026
Midsumma Festival	17 January – 7 February 2027

For further information please contact the Arts, Culture and Heritage team at [arts@hobsonsbay.vic.gov.au](mailto:arts@hobsonsbay.vic.gov.au).