

**Pure dedication to the
live music experience.**



www.hoeymoey.com.au



The Hoey Moey is a Coffs Coast institution and has been at the heart of the region's live music scene for more than 60 years.

Recognised as the Home of Live Music on the Coffs Coast, the Hoey has become an established stop on Australia's east coast touring circuit, hosting generations of local, national and international artists.

With a total capacity of up to 1,250 patrons, one of the Hoey Moey's greatest strengths is its versatility. The venue can be configured into multiple capacities and layouts, allowing us to create the right atmosphere for everything from intimate emerging-artist shows and album launches through to major touring acts, festivals and high-capacity events.

Rather than being limited to one fixed-format room, the Hoey can scale with the artist and the event. Spaces can be opened, divided and reconfigured to suit expected attendance, production requirements and the style of show, helping create a full, energetic room whether the audience is 200 people or more than 1,200.

The venue is also fully air-conditioned throughout, providing year-round comfort for artists and audiences alike and allowing us to confidently host high-capacity events in every season.

The Hoey Moey has also earned multiple awards and industry recognition for its live music, events and festival programming, including recognition at both the Coffs Coast Business Awards and Regional Tourism Awards. Our programming spans major touring artists, emerging talent, all-ages events, local artist development and large-scale festival programming, including our own Tidal Sounds Music Festival.

Located moments from the beach in Coffs Harbour, midway between Sydney and Brisbane, the Hoey Moey combines a unique coastal setting with the infrastructure, capacity and experience of an established touring venue.

For touring artists and crews, we also offer the convenience of on-site accommodation, helping simplify regional touring logistics by keeping the venue, artist facilities and accommodation all in one location.

The Hoey Moey works in partnership with Oztix for ticketing, providing established ticketing infrastructure, audience data capture and a streamlined sales platform for ticketed touring events.

Currently presenting live entertainment five nights a week, the Hoey has a longstanding reputation for supporting live music and has become the venue of choice for many artists travelling Australia's east coast.

1,250 capacity. Multiple configurations. Fully air-conditioned. On-site accommodation. Award-winning programming. Established ticketing partnership. One iconic live music destination.



MAJOR LIVE EVENTS WE'VE HOSTED...

28 Days	Joe Camilleri	Taxiride
360	Jon Stevevs	Taylor Sheridan
A-Girl	Josh Pyke	Teenage Dads
Alex Lloyd	KAH- LO	The Angels
Alpha Wolf	Keli Holiday	The Beautiful Girls
Amy Shark	Kid Kenobi	The Betty Rays
Ash Grunwald	King Stingray	The Black Sorrows
Ball Park Music	Kisschasy	The Butterfly Effect
Birds of Tokyo	Kita Alexander	The Chats
Bliss n Eso	Lime Cordiale	The Getaway Plan
Boo Seeka	Luca Brasi	The Grogans
Brad Cox	Moving Stills	The Jungle Giants
Beddy Rays	Old Mervs	The Living End
ChillinIT	OneFour	The Porkers
Christine Anu	Pacific Avenue	The Potbelleez
Client Liaison	Paul Dempsey	The Preatures
COG	Paul Kelly	The Presets
Crooked Colours	Peking Duk	The Radiators
Daryl Braithwaite	Pete Murray	The Rions
Dead Letter Circus	PNAU	The Rubens
Dear Seattle	Polish Club	The Temper Trap
DICE	Regurgitator	The Terrys
Diesel	Rose Tattoo	The Velvet Club
DMA'S	Ruby Fields	The Vines
Drapht	San Cisco	The Waifs
Dune Rats	Scott Owen	The Whitlams
DZ Deathrays	Screamfeeder	Thelma Plum
Eskimo Joe	Shannon Noll	Thirsty Merc
Evermore	Sheppard	Tones and I
Felipe Baldomir	SIX60	Wade Forster
Frenzal Rhomb	Skeggs	WAAX
Gang of Youths	Slowly Slowly	Wolfmother
Grinspoon	Smash Mouth	Y.O.G.A.
Hockey Dad	Smith Street Band	You Am I
Holy Holy	Sneaky Sound System	Youth Group
Illy	Southern River Band	
Jebediah	Spiderbait	
Jet	Stand Atlantic	
Janet Devlin	Tasman Keith	

The Hoey Moey is a fully independent touring venue positioned between Brisbane and Sydney on Australia’s national routing circuit. Our indoor air conditioned beer garden performance space is purpose built for high-energy live music with professional staging, crowd barrier separation and full venue live feed capability. Artists touring nationally can expect a seamless show delivery with dedicated green room access, side stage equipment space and professional production infrastructure.

MAIN STAGE

Width: 9.2m | **Depth:** 3.6m | **Height:** 600mm | **Roof clearance:** 3m | **Barrier gap:** 1m
Floor space can range from 200pax and be expanded to 1250pax

GREEN ROOM

4m x 4m | Curtained access | Side stage + back stage entry

SIDE STAGE AREA

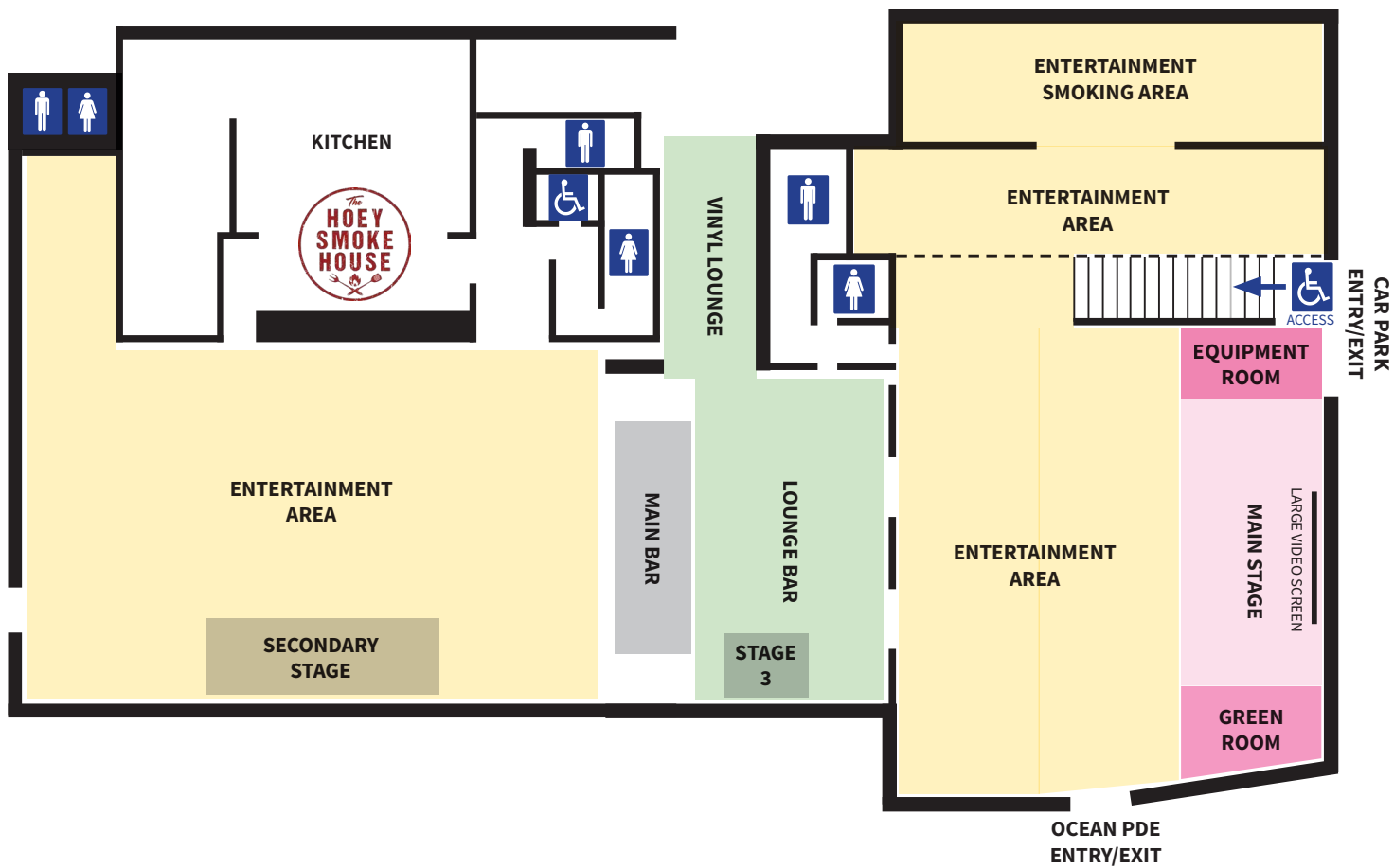
4m x 4m equipment space

VISUALS

5m x 2m LED backdrop

VIDEO & IMAGE

Live roaming camera distributed to all venue screens.
Main LED wall used for branding, visuals and artist content.



PRODUCTION PACKAGE & VENUE SPECS

Production services at The Hoey Moey are provided by Inspired Audio Visual, the venue's production partner. This document outlines the equipment and production infrastructure provided as part of the venue's standard in-house package. Any additional equipment, personnel, or production services required beyond the equipment listed in this specification may incur additional charges and will be quoted separately. Where additional production requirements are identified, the associated costs may be the responsibility of the performing artist or event promoter.

AUDIO

FOH Speakers

2x Acoustic Technologies CLA700A powered top boxes, per side

2x Acoustic Technologies CLAF3200A powered single 18" sub, per side

Monitors

4x Electro Voice ZLX-15P powered 15" speaker

1x Alto 15MA powered 15" speaker

Consoles

1x Allen & Heath SQ6 audio console

1x Allen & Heath GX4816 IO rack

Microphones, DIs & Stands

1x Shure Beta52a

1x Sennheiser e901

3x Sennheiser e604

2x CAD pencil condensers

1x AKG C535EB

3x Shure SM57

3x Shure Beta57a

5x Shure Beta58a

1x Radial JDI Passive DI

2x Radial ProD2 Passive Stereo DI

4x Behringer Ultra-DI D120 Active Stereo DI

12x tall mic stands, 6x short mic stands

Please note, for sold-out performances, or were deemed necessary, the following additional equipment will be provided:

2x Acoustic Technologies CLA700A powered top boxes, per side

2x Acoustic Technologies CLAF3200A powered single 18" sub, per side

6x Quest QM12MP passive speaker

2x Paulkitson FP10000Q - 4 channel amplifier

1x FBT X Sub 115SA - single 15" powered sub

LIGHTING

Console

1x LSC Mantra Lite lighting console

1x Chauvet DJ DataStream DMX splitter

Fixtures

Mid Wash - 2x Chauvet DJ SlimPar T12 BT

Front Wash - 4x Beamz BPP220 LED Pars

Rear Colour Wash - 10x Chauvet DJ SlimPar Pro H USB

Rear Movers - 4x Beamz MHL1915 LED Wash Mover

Haze - 1x Antari Z350 Fazer

Lighting Bars

1x 3m FOH lighting bar

1x 6m rear truss arch (led screen rigged from bottom back cord of truss)

VISION

The Hoey Moey has a 5m wide x 2m high LED screen rigged at the rear of stage.

HDMI input USL or from FOH via HDMI over cat on request

Risers

6x 2.4m x 1.2m risers

2x 1m x 1m risers

POWER

1x LSC 32 amp 3 phase distro
2x 32 amp 3 phase outlets

BACKLINE

Drum Kit

5-Pce Spark Standard Drumkit

Bass Drum: 16 x 20"

Tom 1: 8 x 10"

Tom 2: 9 x 12"

Floor Tom: 14 x 14"

Snare Drum: 5.5 x 14"

Dixon P1 Series Medium, Double-Braced Hardware

Includes Boom Cymbal Stand, Straight Cymbal Stand, Hi-Hat Stand, Snare Stand, Single Bass Drum Pedal & Drum Throne

Cymbal Set

Deluxe brass cymbals to complete the set and get you started.

14" Hi-hats, 16" & 18" Crash Cymbals

Bass Amp

1 x Mark Bass Little Marcus 58r 500w 4ohm Bass Head

1 x Mark Bass 4x10 STD-104HF 4ohm Bass Cabinet

Guitar Amp 1

1 x Paul Reed Smith (PRS) HDRX20 20w Guitar Amp Head

1 x PRS HDRX 1X12 Cabinet w/ 16 Ohm Celestion V-Type (70 Watts)

Guitar Amp 2

1 x KATANA-100/212 Gen3 Guitar Amplifier 100W 2x12

CREW

Smaller shows

1x audio operator

Larger shows

1x audio operator

1x lighting operator

STAGE 2



In-house Lighting Patch

Fixture Number	Fixture	Mode	DMX Address	Location
1	Chauvet DJ SlimPar T12 BT	3 channel	1	Post at front of stage
2	Chauvet DJ SlimPar T12 BT	3 channel	1	Post at front of stage
3	Beamz BPP2020 LED ParCan	8 channel	4	Front bar
4	Beamz BPP2020 LED ParCan	8 channel	12	Front bar
5	Beamz BPP2020 LED ParCan	8 channel	20	Front bar
6	Beamz BPP2020 LED ParCan	8 channel	28	Front bar
7	Chauvet DJ SlimPar Pro H USB	12 channel	36	Rear truss
8	Chauvet DJ SlimPar Pro H USB	12 channel	48	Rear truss
9	Chauvet DJ SlimPar Pro H USB	12 channel	60	Rear truss
10	Chauvet DJ SlimPar Pro H USB	12 channel	72	Rear truss
11	Chauvet DJ SlimPar Pro H USB	12 channel	84	Rear truss
12	Chauvet DJ SlimPar Pro H USB	12 channel	96	Rear truss
13	Chauvet DJ SlimPar Pro H USB	12 channel	108	Rear truss
14	Chauvet DJ SlimPar Pro H USB	12 channel	120	Rear truss
15	Chauvet DJ SlimPar Pro H USB	12 channel	132	Rear truss
16	Chauvet DJ SlimPar Pro H USB	12 channel	144	Rear truss
17	Beamz MHL1915 LED Wash Mover	Mode 3 (15 channel)	156	Rear Truss
18	Beamz MHL1915 LED Wash Mover	Mode 3 (15 channel)	171	Rear Truss
19	Beamz MHL1915 LED Wash Mover	Mode 3 (15 channel)	186	Rear Truss
20	Beamz MHL1915 LED Wash Mover	Mode 3 (15 channel)	201	Rear Truss

ARTIST MARKETING & STRATEGY PLAN

1. Local Promotion

- **Posters & Flyers:** Strategic distribution across high-traffic local areas including shopping centres, cafes, music stores, and community boards.
- **In-Venue Visibility:** Posters, digital screens, and signage promoting the show throughout the venue leading up to the event.
- **Outdoor Impact:** Large A-frame billboard (2440 x 1880mm) positioned out front of the venue and ACM street-facing posters (1430 x 1850mm) to capture passing traffic and increase event visibility.

2. Digital & Social Media Marketing

- **Audience Reach:** Scheduled posts across Hoey Moey's + NCHG social media platforms (Facebook, Instagram, TikTok) reaching 45,000+ followers.
- **Paid Geo-Targeted Ads • Facebook & Instagram Campaigns:** Targeting music fans in the Coffs Coast region and beyond
- **Website Integration:** Feature event on hoeymoey.com.au with ticket links and regular updates
- **Email Marketing:** Direct email campaigns to our 40,000+ subscriber database, with weekly sends leading up to the event and after announcement.
- **Creative Social Content:** Reels and TikToks using your music and trending sounds to build excitement.

3. Community Engagement

- **Event Listings:** Inclusion on local council & community event calendars, Destination North Coast, and ATDW listings.
- **Local Sponsorship Network • Activation through local sporting & community groups:** We sponsor, encouraging share and attendance.
- **Extended Reach:** Shared across North Coast Hotel Group venues (9 total) and Tidal Sounds Music Festival channels.
- **Extra EDM Push:** Access to an additional 15,000+ subscribers via our broader group network.

4. On-Ground & Hype Activation

- **Pre-Event Competitions & Giveaways:** Ticket bundles and social engagement campaigns to drive word-of-mouth.
- **Countdown & Momentum Posts:** Daily stories & updates the week of the show to boost last-minute sales and excitement.
- **Real-Time Social Coverage • Stories & reels on the night:** Creating a buzz and showcasing the live crowd experience.

Our Commitment

Hoey Moey will deliver a 360° marketing approach combining local community connection, strong digital presence, and on-ground activations to help your show reach maximum exposure and strong ticket sales.

HOEY MOEY ARTIST CONTENT & PROMOTION GUIDE

Venue Advertising & Promotion Requests

To maximise exposure and ensure a strong show, we ask that all artists and their teams support promotion in the following ways:

1. Social Media Support

- **Announcement Post:** Share the show graphic and ticket link across your official socials when the show is announced.
- **Reminder Posts:** At least one mid-campaign reminder and one show-week push (for example, "See you Friday at Hoey Moey").
- **Stories / Reposts:** Reshare our posts and stories when we tag you.

2. Content Supply

- **Video Assets:** Provide short hype content (see Content & Asset Requirements below).
- **Press Shots:** High resolution promo photos (dimensions below)
Web-based – 1080 x 1920px; 1920 x 1080px; 1080 x 1350px; 1080 x 1080px
Print-based – A3, A0, 1430 x 1850 (large ACM sign), 2440 x 1880 (large a-frame)
- **Logos & Branding:** Transparent logos or album art for graphics and ads.

3. Ticketing & Links

- **Direct Ticket Links:** Include ticket link in social media shares and stories.
- **Fan Communication:** Share pre-sale or on-sale info to your mailing list or fan groups.

4. Website & Listings

- **Tour Page Update:** List the Hoey Moey show on your website and include direct ticketing links.
- **Industry Listings:** Add the show to your Songkick, Bandsintown and Facebook event listings if you use them.

5. Press & Media

- **Interview Availability:** Be open to local radio, podcasts or online media when possible.
- **Press Release Support:** Share our event press release through your channels if applicable.

6. Show Day Boost

- **Day of Hype:** Post an Instagram story / Facebook post on show day to help with last minute ticket sales.
- **Tagging Venue:** Tag @hoeymoey (Instagram) or facebook.com/hoeymoey/

Why It Matters

When artists and venue marketing work together, shows sell better and fans get excited earlier. These small actions can make a huge difference in reach and ticket sales.

Content & Asset Requirements

To help us create hype and get the word out across our socials, we would be grateful if you could provide us with video content ahead of your gig (preferably as we announce). These short videos go a long way in helping us boost your show and get the crowd in early.

What we would love from you:

- **Live Performance Clip (15-30 seconds):** High energy crowd vibe if possible, clean audio preferred.
- **Selfie Style Video (around 10 seconds):** Simple message such as "Can't wait to play at the Hoey Moey, see you there!"
- **Any Extra Short Form Content (up to 60 seconds):** Behind the scenes, tour highlights, backstage moments or hype footage with or without audio.

Helpful tips:

- Please send MP4 or MOV if possible (vertical or square works best for socials).
- Natural audio is fine, no need for pro editing.
- Feel free to tag us @hoeymoey so we can repost.

How to send:

Email, Google Drive, Dropbox or WhatsApp.

Contact:

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VENUE BOOKINGS & PRODUCTION CONTACTS

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