



## Melbourne Awards 2024

### Arts and Events Award

#### Selection Criteria

##### Section A: Basic Requirements

<p>List your contact details and the award category you are entering</p>	<ul style="list-style-type: none"> <li>• Organisation/project name</li> <li>• Contact name</li> <li>• Address</li> <li>• Phone number</li> <li>• Email address</li> <li>• Category: <b>Arts and Events Award</b></li> </ul>
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##### Section B: Overview

<p>Describe the organisation/project</p> <p><i>Maximum 150 words</i></p> <p><i>Your overview may be used for marketing purposes</i></p>	<ul style="list-style-type: none"> <li>• Provide information on the organisation/project and outcomes</li> </ul>
<p>Provide brief details/evidence to demonstrate how the organisation/project has had a direct impact on the City of Melbourne municipality</p> <p><i>Maximum 150 words</i></p>	<ul style="list-style-type: none"> <li>• There is no restriction on the physical location of entrants however entrants should be able to demonstrate that the organisation/project has a direct impact on the City of Melbourne municipality</li> <li>• Refer to the City of Melbourne boundary map at <a href="http://www.melbourne.vic.gov.au/boundarymap">http://www.melbourne.vic.gov.au/boundarymap</a><sup>1</sup></li> </ul>

##### Section C: Arts and Events category

<p>Each of the following questions will be scored out of 20 points</p>	<p>Below are points for consideration when addressing each question. You are not required to address every point. They are designed to serve as a guide and may not be relevant to the particular organisation/project.</p>
<p>1. How has the organisation/project strengthened Melbourne's reputation at a local, national or global level?</p> <p><i>20 points</i></p>	<ul style="list-style-type: none"> <li>• What is the objective of the project or motivation behind the contribution?</li> <li>• Include information on the organisation/project's duration.</li> </ul>

<sup>1</sup> <http://www.melbourne.vic.gov.au/boundarymap>

	<ul style="list-style-type: none"> <li>• Describe how the organisation/project has 'put Melbourne on the map' or the way in which it has enhanced the city's profile.</li> <li>• Describe how the organisation/project is unique to Melbourne or innovative in any way</li> </ul>
<p>2. Demonstrate how the organisation/project has promoted the Arts and Events sector or generated visitation to the city.</p> <p><i>20 points</i></p>	<ul style="list-style-type: none"> <li>• Outline partnerships or networks that have been formed. What degree of impact will they have on the project? Will they be maintained?</li> <li>• Outline the level of support that has been acquired from external bodies.</li> <li>• Has the organisation/project increased visitation or patronage to the city?</li> <li>• Outline any on-flow benefits to city businesses through increased visitation.</li> </ul>
<p>3. Has the organisation/project achieved a successful outcome and a positive effect on the Melbourne community? How has this success been measured?</p> <p><i>20 points</i></p>	<ul style="list-style-type: none"> <li>• Provide anecdotal evidence or documentation of results</li> <li>• Outline how the organisation/project has been received by the community</li> <li>• Describe if the organisation/project has achieved outcomes beyond what was expected</li> </ul>
<p>4. Describe any challenges that were faced during the implementation or delivery of the organisation/project. How were they overcome?</p> <p><i>20 points</i></p>	<ul style="list-style-type: none"> <li>• Outline the obstacles that were encountered or any issues faced in the day-to-day running of the organisation/project.</li> <li>• Detail the steps you have taken to overcome these challenges, and any plans you have in place to avoid these occurring in the future.</li> </ul>
<p>5. What will be the long-term impact of the organisation/project?</p> <p><i>20 points</i></p>	<ul style="list-style-type: none"> <li>• Outline long-term planning, succession planning and the vision for the future.</li> <li>• Identify any long-term benefits to the Melbourne community.</li> <li>• Describe how these benefits can be transferred elsewhere and/or on a wider scale.</li> <li>• Describe how partnerships developed can be used in the future.</li> </ul>