

# Melbourne Awards 2023

# Arts and Events Award

## Selection Criteria

Section A: Basic Requirements

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| List your contact details and the award category you are entering | * Organisation/project name * Contact name * Address * Phone number * Email address * Category: **Arts and Events Award** |

Section B: Overview

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| Describe the organisation/project  *Maximum 150 words*  *Your overview may be used for marketing purposes* | * Provide information on the organisation/project and outcomes |
| Provide brief details/evidence to demonstrate how the organisation/project has had a direct impact on the City of Melbourne municipality  *Maximum 150 words* | * 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 * Refer to the City of Melbourne boundary map at <http://www.melbourne.vic.gov.au/boundarymap>[[1]](#footnote-1) |

Section C: Arts and Events category

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| Each of the following questions will be scored out of 20 points | 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. |
| 1. How has the organisation/project strengthened Melbourne’s reputation at a local, national or global level?   20 points | * What is the objective of the project or motivation behind the contribution? * Include information on the organisation/project’s duration. * Describe how the organisation/project has ‘put Melbourne on the map’ or the way in which it has enhanced the city’s profile. * Describe how the organisation/project is unique to Melbourne or innovative in any way |
| 1. Demonstrate how the organisation/project has promoted the Arts and Events sector or generated visitation to the city.   20 points | * Outline partnerships or networks that have been formed. What degree of impact will they have on the project? Will they be maintained? * Outline the level of support that has been acquired from external bodies. * Has the organisation/project increased visitation or patronage to the city? * Outline any on-flow benefits to city businesses through increased visitation. |
| 1. Has the organisation/project achieved a successful outcome and a positive effect on the Melbourne community? How has this success been measured?   20 points | * Provide anecdotal evidence or documentation of results * Outline how the organisation/project has been received by the community * Describe if the organisation/project has achieved outcomes beyond what was expected |
| 1. Describe any challenges that were faced during the implementation or delivery of the organisation/project. How were they overcome?   20 points | * Outline the obstacles that were encountered or any issues faced in the day-to-day running of the organisation/project. * Detail the steps you have taken to overcome these challenges, and any plans you have in place to avoid these occurring in the future. |
| 1. What will be the long-term impact of the organisation/project?   20 points | * Outline long-term planning, succession planning and the vision for the future. * Identify any long-term benefits to the Melbourne community. * Describe how these benefits can be transferred elsewhere and/or on a wider scale. * Describe how partnerships developed can be used in the future. |

1. http://www.melbourne.vic.gov.au/boundarymap [↑](#footnote-ref-1)