

# Melbourne Awards 2024

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