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## MEDIA RELEASE

### **Tourism Awards for Public Art Encourage Domestic Travel**

**The Australian Street Art Awards recognise towns, regions and destinations that are using one or more of the many forms of outdoor, publicly accessible art to attract visitors, boost their economy and engage their community.**

With a charter to promote rural and regional destinations to encourage Australians to see our country first, the inaugural Awards will identify places that should firmly be on the “must visit” list for domestic and international visitors.

Australian Street Art Awards Director, Kim Morgan, said “The Awards showcase destinations that use art to transform their land and street scapes, while educating travellers about the magnificent array of outdoor art that can be found in every corner of Australia.

“So the judging focusses on the way the art has been used to attract visitors and bring the local community together, rather than the quality of the artwork.

“Having said that, people travel further to see works that they perceive to be more impressive and some street artists have large followings. It’s important that these artists, and their emerging colleagues, are given credence,” she said.

Ms Morgan said “Australia has a long history of creating sculptures, monuments and other art that is captivating to visitors, such as the 1970s craze for monuments called the Big Such-and-such. However, there’s never been a way of rewarding and supporting destinations that created these art-related experiences for visitors. The Australian Street Art Awards remedies that shortcoming.”

There are categories for destinations with wall murals, utility murals (such as painted traffic signal boxes), mega murals (such as silo and water tank art), murals commissioned by businesses, commissioned graffiti, public sculpture collections, art trails and street installations, as well as monuments and memorials.

“It is our hope that through the Awards that towns and regions also gain an understanding of the value of their public art and start to investigate how best to showcase that art with social media sharing in mind,” Ms Morgan said.

The Awards are open to Local Government Authorities, local and regional tourism organisations, destination marketing organisations, businesses, Chambers of Commerce, community and progression organisations, and utilities companies.

The winners will be announced at a dinner on 6 November 2019 on Queensland’s Sunshine Coast.

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