



PARTNERSHIP PROSPECTUS

# 2023 Australian Street Art Awards

BE INVOLVED IN AUSTRALIA'S  
HIGHLY-COVETED ART TOURISM AWARDS




## Three Opportunities in One


The Australian Street Art Awards offer a unique opportunity - a three for one deal where you will reach a difficult-to-access niche tourism market in the one place through the an inter-connected tourism program.



Want a highly effective yet inexpensive way to meet tourism professionals from metropolitan, regional and remote Australia who are decision makers?  
This is the perfect opportunity for you.



Want to stand out to Australians aged over 55 who love our country, are cashed-up and ready to buy?  
You are in the right place.



Want to reach art-lovers who also love soft adventure, travel and telling their friends?  
We have a highly engaged audience who fit your bill.



## Art of Attraction Tourism Summit

The only tourism conference in Australia that addresses the needs of destinations and operators that work to attract two key segments – over 55 visitors and art-loving Australians.

## What does the conference achieve?

Attendees connect with, learn from and become inspired by leaders at the very forefront of:

- Using street, public and silo art as a strong economic driver and visitor attraction mechanism.
- Harnessing the loyalty of Australia's most mobile, wealthiest and fastest growing visitor segment - over 55s.

*“ I have the simplest tastes. I am always satisfied with the best.”*

- Oscar Wilde

## Highlights

- Two full days of information-packed sessions in 2024 (Destination TBC)
- Streams focussing on regional, rural and metropolitan street and public art
- Special over 55s visitation sessions
- An optional half-day “Street Art 101” masterclass for everyone wanting to know how to deliver a mural from concept through funding and regulations to delivery
- Site visit to an attraction of special interest to over 55s
- Street Art Walking Tour
- A fun welcome reception
- Awards gala dinner with a twist.



[www.artofattraction.com.au](http://www.artofattraction.com.au)



## Who enters and why?

1. People whose job it is to increase visitation to towns, regions or states
2. Those involved in public art on any level – creation, curation and promotion
3. Operators and visitor centres that cater to traveller requests.

Entrants are driven by one or more of four motivations:

1. To have their destination's art seen
2. To inspire visitors to seek out and stay in their destination
3. To show other destinations that they are creating and promoting 'the best' public art in the land
4. To secure a chance to boast about being the home of the best public art in Australia.

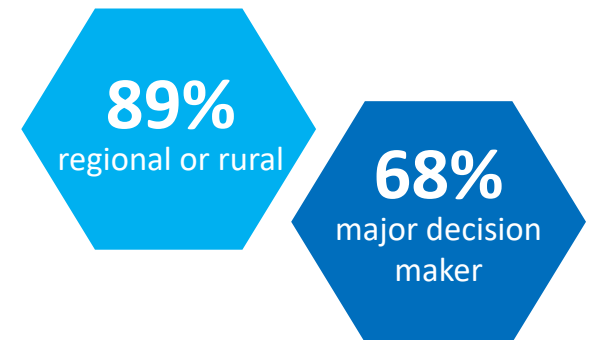
They identify with one or more of four key brand traits:

- Educationally innovative
- Inspirational
- Tourism matchmaker
- Vivacious

The titles these entrants hold include:

- Director Economic Development
- Tourism Directors, Managers and Officers
- Mayors and Councillors
- Destination Marketers
- Tourism Consultants
- Public Art Curators
- Art Agencies and Consultants
- Tourism Educators and Researchers
- Street Artists
- Placemaking Professionals
- Progress, Community and Business Associations
- Festival, Country Show and Event Organisers.

**“connect with and become inspired by national tourism leaders”**



## Australian Street Art Awards [ASAA]

National Tourism Awards for Public Art  
[www.streetartawards.com.au](http://www.streetartawards.com.au)

There are hundreds of communities that are using outdoor art to help attract and entertain visitors. While Australia has a long history of creating public art to captivate visitors, such as the 1970s craze of Big Things, there has never been a way of rewarding and supporting these towns, regions and inner-city precincts. The Australian Street Art Awards remedies that shortcoming.

With a charter to encourage Australians to seek out the world-class art in every corner of our country, the Awards promote destinations and city street-art precincts in a credible, equitable and independent way. Finalists and winners are placed on the “must visit” list for domestic visitors. For many, these Awards are the only way that they could achieve such national exposure.

The Awards also build community pride and increase employment opportunities for regional, established and emerging artists.



2022  
AUSTRALIAN  
STREET ART  
AWARDS

WINNER

BEST  
STREET ART TOUR

Frankston, VIC



## Who are our biggest street art fans?

Eighty-two percent of fans are women, 49.9% of whom are aged 45 to 64 years.

The Awards target four primary target markets.

### Flashy Fans

This is the 'cool' set – an intense group of followers for whom we offer a critical lifeline to sexy, new, edgy and chic artwork that they can share to show they have access to privileged knowledge. They want to be fed up-to-date information and images of stylish new things and emerging trends that will boost their social credibility. 'Share' analysis indicates that they make up about 31% of our audience but will outstrip all others in engagement where a post meets their criteria. While travelling, they invest heavily in creating the "right look" when taking selfies or destination photographs – investment in what they wear, what they drive, what equipment they use, and the high adventure they've experienced to reach that location is important for them.

**Key pain point:** Confidence that their choice is the 'right one' to match their personal brand.

### Glamour Girls

Motivation differentiates this group from Flashy Fans. They are seeking simple pleasure from looking at the street art and admiring the artists' talents. They share posts based on whether the art has made them feel good, and therefore prefer light, colourful, delicate, pretty and socially acceptable form and content. The art provides a means of escape from their task at hand. They are less concerned about what others think, more considered in purchasing decisions and buy what makes them feel happy, generous, kind, considerate and expansive. They make up the largest group of our followers at 34%, and for them, your gift of a WOW moment in a pretty setting is worth more than the equivalent value in money.

**Key pain point:** Emotional distress due to a lack of feel good options.

### Mission Makers

Holidaying with purpose is integral to this younger (40 - 54 years) career-immersed and highly organised set. They see their holiday and all that it will entail as a crusade – a pilgrimage that will bring them to a new place of understanding, with time for reflection and personal growth. Travelling with purpose sets their trips in a different light, and they follow us to generate ideas on future road trips.

**Key pain point:** Time-poor with too many options to satisfy their thirst for adventure.

### Clue Catchers

Competitive artists and tourism professionals, largely from regional locations, who are eager to learn and find a means of bringing to their community visitors and brands that will inject energy into their community. These fans gather ideas and use networks to build loyalty within their circles.

**Key pain point:** Extreme personal investment as often the sole person responsible for an outcome.

## 2023 ASAA Categories

There are 12 categories. With a state winner announced, plus national Gold, Silver and Bronze winners in each category and the overall Best of the Best for the highest scoring submission, our Platinum Awards partner has an additional 40 opportunities to shine alongside the best places to see outdoor art across Australia.

*Best Mega Mural: 2022 Gold – Quorn Sio Art, Quorn SA*

*Best External Mural: 2022 Gold – ‘Sanctum’ for the Darwin Street Art Festival Darwin CBD NT*

*Best Landmark Sculpture: 2022 Gold – DIYIPNI Da King of Da Road, The Horsepower Highway, Gnowangerup WA*

*Best Sculpture Park or Trail: 2022 Gold – Hello Koala Sculpture Trail, Greater Port Macquarie NSW*

*Best Rural Art: 2022 Gold - Bute Silo Art, Bute SA*

**NEW** *Best Community Art (for public art created with community participation)*

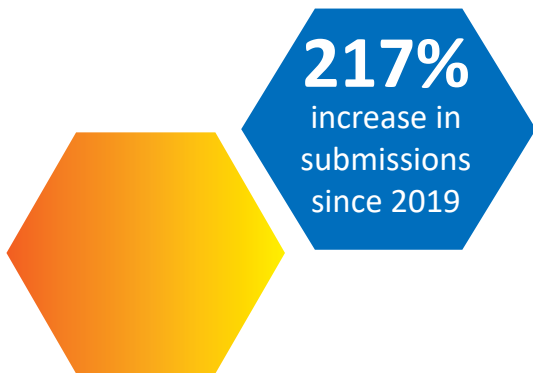
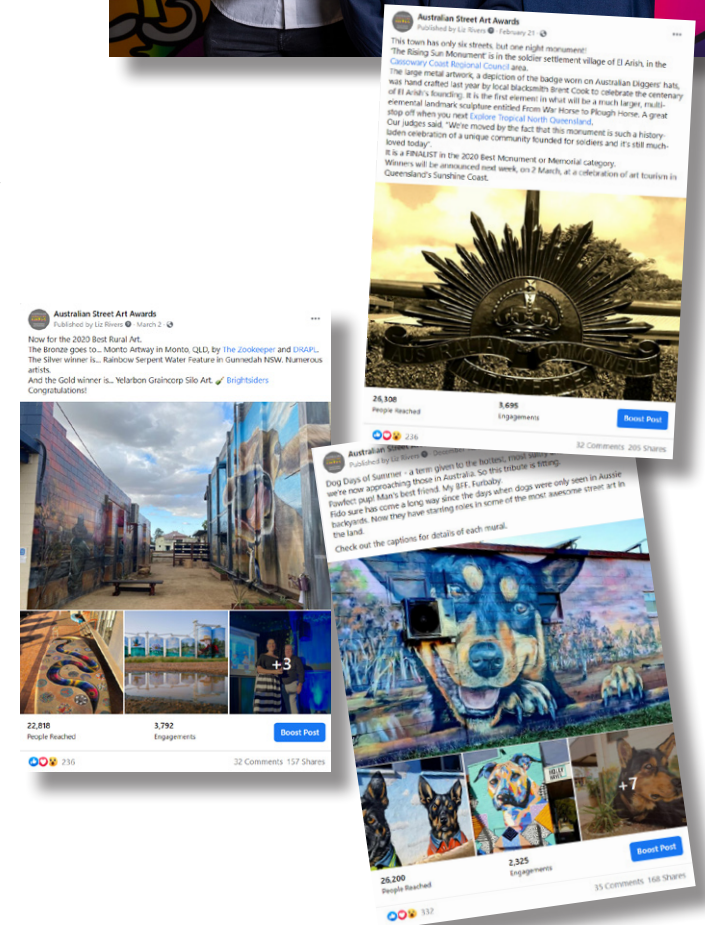
*Best Monument or Memorial: 2022 Gold – Southern Aurora Memorial, Violet Town VIC*

*Best Festival or Event 2022 Gold – ‘SWELL Sculpture Festival’, Gold Coast QLD*

*Best Laneway: 2022 Gold Winner – Banna Lane, Griffith NSW*

*Best Entrance Art: 2022 Gold Winner – ‘The Last Lion’, Buwood Chinatown NSW*

*Best Street Art Tour: 2022 Gold Winner – ‘Frankston Street Art Walking Tour’, Frankston VIC*



## Partner Benefits

**29.3%**  
average eDM  
open rate

**9.3K**  
unique  
visitors

**506K**  
social media  
reach

**3.2M**  
media reach

**8.3%**  
social  
engagement



## Partner with Us

The Australian Street Art Awards offer an excellent opportunity to partner with an enterprise that understands what you are trying to achieve.

By becoming a partner you are helping destinations throughout regional and rural Australia become stronger and more resilient while reaching Australians who love travelling our vast country.

You will enjoy the benefits of:

- Brand association with high credibility events
- Association with events specifically designed to help areas that have been hit hard by Mother Nature over the past two years
- High profile exposure
- New stakeholder relationships
- Engagement and promotional opportunities with like-minded organisations and individuals.

The opportunities on offer will provide an excellent return on investment. We will work with you to ensure you have the best opportunity to shine throughout the remainder of 2023 and into 2024, when the Awards will be presented at the Art of Attraction national conference.





## Fast Facts

<b>Important Dates</b>	Roadshow related opportunities: March – October 2023 Intense Awards closing promotion: October - mid Nov 2023 Intense announcement promotion: Dec 2023 to April 2024
<b>Audience</b>	Based on surveys in November 2023 and detailed feedback from our 10,000+ database, we are confident that a minimum of 200 people will engage in the Awards announcement. And our previous Awards have been successful: “A fantastic professional presentation that was interesting, well paced and enjoyable. Thank you.” - Danny Menzel, Kapunda SA
<b>Social Participation</b>	Based on growth and engagement, we anticipate 12,000 Facebook followers and 15,000 subscribers by August 2023 with an engagement rate that is more than 32 times higher than the tourism industry standard

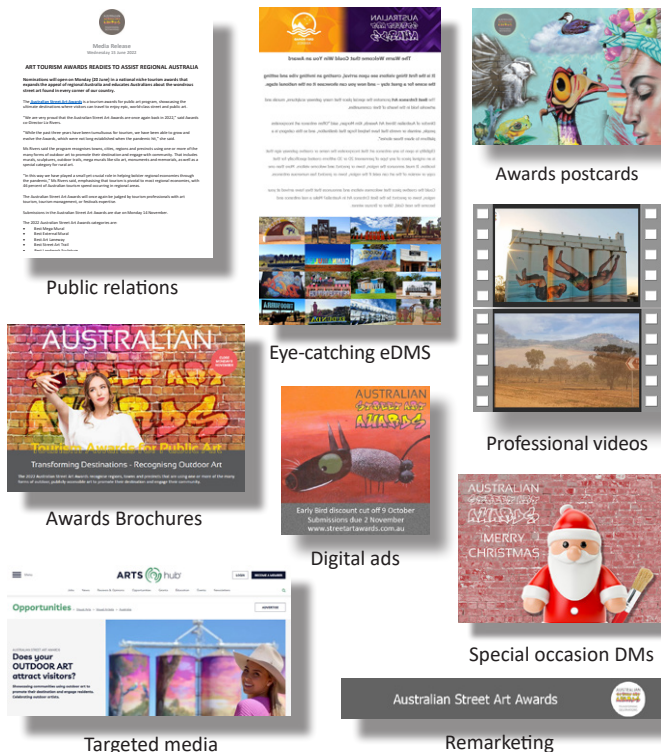


# Marketing Strategies

Our Marketing Plan is a living document which includes planned, tactical and responsive activities.

Based upon target market research, we have created a Plan that is:

- Stimulating interest in the Awards
- Generating interest in 2023 across Australia art journey including Tasmania
- Driving attendance to Awards-associated gatherings and live announcements.



Daily marketing activities are undertaken, seven days a week, and in brief include:

**CONTENT CREATION:** Unique daily content creation across Facebook (focus) and Instagram plus digital advertising, remarketing and blogs.

**ROADSHOW:** Eight-months in 2023 through NSW, VIC, TAS, SA, WA , NT and southern QLD covering 25,800 kms, 100+ destination meetings, 50+ collateral drops.

**eDMs:** Monthly newsletters to engaged 12,270+ subscribers March 2023 to the Art of Attraction in 2024. 29.3% read rate.

**MEDIA:** Extensive PR campaign to targeted trade, travel and mass media.

**WEB:** streetartawards.com.au SEO optimised.

**SHOWREEL:** 2022 event showreel promoted on website and through social channels at key milestones. 2023 Awards announcement will do the same.

**SOCIAL MEDIA:**

- ASAA Engagement Rate<sup>^</sup>: 7.61%
- Lifetime 2022 ASAA Post Reach: 881,575
- ASAA Follower Growth: 78.3%

<sup>^</sup> Against 2021/22 Facebook engagement rate average of 0.18% and travel brand average of 0.29%, with 5% considered exceptional. (Hootsuite)

## Awards Partnership

AWARDS OFFERS	Platinum	Category
Investment	10,000*	2,500*
Two-minute welcome speech (live or pre-recorded)	Yes	
60 second sponsor-provided video played to Awards attendees during event	Yes	
15 second sponsor-provided video played at your category announcement		Yes
Splash page through until Awards announcements on mutually-agreed Awards' website page	Yes	
Splash page for one month on mutually-agreed Awards' website page		Yes
Branded 'Swag Bag' with bottle of bubbles to each finalist	Yes	
Opportunity to provide small Swag Bag gift or offer to each finalist		Yes
Special MC acknowledgement with large logo on screen	Yes	
MC acknowledgement with logo when category is announced		Yes
Sponsor offered entrant 'content bundle' (mini educationals) to every entrant	Yes	
Sponsor-branded entrant notification email		1
Branded product placement by the MC (e.g. coffee mug, champagne glass etc)	Yes	
Banner advertisement on Awards website through until Awards announcement	Yes	
Logo on Awards Program	Large	Small
Opportunity to make a special offer to each nominee	Yes	
Opportunity to provide Awards' guest gift bag product or gift to each nominee		Yes
Special offer via our EDM with links	3	1
Special offer from you via our social media	3	
Logo in eDMS	Large	Small
Sponsor 1 category of choice^	Yes	Yes
Social media call outs and mentions	Yes	Yes
Logo on relevant Awards website - sponsors page, category page and relevant winners' page with links	Yes	Yes

\* Plus GST

^ Where multiple requests are received for a specific category then preference will be given to the first category partnership confirmed except where the Platinum Partner is involved.



## Partnerships: The Next Step

Reach out to us to either have a chat about the opportunities available or to request a Sponsorship Form and Agreement.

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