

## CONTENTS

2021 Awards overview.....	page 1
2021 categories and eligibility.....	page 2
2021 questions / criteria.....	page 3
2021 fees and discounts.....	page 4

### SUBMISSIONS DUE FRIDAY 12 NOVEMBER

## BRING ON THE WINNERS

We appreciate that 2021 remains stressful, challenging and surreal for everyone who continues to be impacted by COVID. Obviously, the degree to which you have been impacted will depend on where you are located, so new criteria has been introduced once again after feedback from 2020 nominees.

The questions you will answer have been crafted by Awards Absolute applying 25+ years of awards establishment, management and assessment expertise to ensure all nominees have an equal opportunity to win.

Entry is through nomination FROM ANY ORGANISATION OR INDIVIDUAL who wishes to nominate and submit on behalf of the artwork, including local tourism organisations, regional tourism organisations, Chambers of Commerce, Progress Associations and Councils.

We are offering a special 25% early bird rate for any nominee that pays for their entry early. In addition, all not-for-profit and community organisations will receive a 25% saving regardless of when the entry registration is made.

All nominations must be registered and completed through the online portal which is accessible 24/7. Only online submissions will be accepted.

**Submissions are now due on Monday 8 November 2021**, and the winners will be announced as part of the 2022 [Art of Attraction Tourism Summit](#) from 2 – 4 March.

2021 CATEGORIES

<b>Best External Mural</b>	Original, permanent painted artwork less than 300 square metres tall that has been specifically created for the site and is publicly visible. This includes lanescapes and wall murals on buildings.
<b>Best Mega Mural</b>	Original, permanent painted or projected artwork more than 300 square metres that has been specifically created for the site and is publicly visible. This includes painted and projected murals on walls, buildings, bridges, infrastructure, silos, water tanks, and towers.
<b>Best Landmark Sculpture</b>	Fame for that sculptural piece that defines your town or city! Original, 3D piece that on permanent display which has been specifically created for the space it adorns. It could have been created by a professional artist or your community.
<b>Best Sculpture Park or Trail</b>	A collection of original 3D pieces which are promoted together as an experience in a park, outdoor gallery, garden or along a short or long trail. This includes mobile or movable art relocated on a regular basis.
<b>Best Street Art Trail</b>	A collection of original art which is promoted together along a defined route where each artwork can be viewed by the public. The artworks could have been created by professional artists, the community, or a mix of both.
<b>Best Metropolitan Art</b>	Original, permanent artwork in a metropolitan setting of any size that has been specifically created for the site and is publicly visible. This includes building and water tower murals, permanent hoardings, sculptures and artworks in or around bridges or utility equipment.
<b>Best Rural Art</b>	Original, permanent artwork in a rural setting of any size that has been specifically created for the site and is publicly visible. This includes quirky farm art, rural-art sculptures, silos, grain sheds, wind turbines, rural railway bridges or utility in a rural setting or used for agriculture.
<b>Best Laneway [NEW]</b>	A collection of three or more original murals located and promoted together in a laneway, alleyway, open arcade or covered walkway where each artwork can be viewed by the public 24/7. The artworks could have been created by professional artists, the community, or a mix of both at any time in the past in a metropolitan, regional or rural setting.
<b>Best Monument or Memorial</b>	OK, so many people refute that monuments and memorials are street art. However, there are some uber cool ones that have been created specifically for their location as a key destination drawcard. The monument, memorial or BIG thing you nominate must be an original, permanent, specifically created for the site and publicly visible. It can honour a person, an historic event, a conflict, an animal or a location.
<b>Best Entrance Art [NEW]</b>	An original piece of any type of permanent artform that has been specifically designed to announce the town or precinct name and welcome visitors. It must be located in a prominent position at the entrance to the precinct or town, and more than one copy or version of the art can exist if the town or precinct has numerous entrances. It must be able to be viewed by the public 24/7 and been created specifically for that location.
<b>Best Street Art Tour [NEW]</b>	A tour is a guided experience of any duration which is provided free or ticketed to the public where one of the major promotional aspects of the experience is street and / or outdoor art. The tour must have run one or more times in the eligibility period of 1 November 2020 to 1 November 2021. Tours can include guided walking, boat, coach and tag-a-long vehicle tours during the day or night.
<b>Best Street Art Festival or Event</b>	Do you host a celebration that incorporates street art or public art? Shout it to the world. Public special events and festivals are eligible to enter as long as they incorporate street or public art and it was held in the 12 months before the submission closing date.

## 2021 QUESTIONS / CRITERIA

**Please note:** 5,000 characters = approximately 800 words with spaces.  
3,000 characters = approximately 500 words with spaces.

**Entity** - What is the name of the promoting body or bodies for this artwork? Please place comma between names if more than one. (Weighting: 0% / Maximum response: 100 characters)

**Overview** - Describe your town /region /destination and the importance of tourism to your local economy PLUS a give a description of the artwork. This is NOT scored but provides judges with important background information. (Max: 5,000 characters / Weighting: 0%)

### 1. Your art

Explain what makes the art on your street/s or at your event special, unique and memorable. Tell the story about this artwork.

(Max: 2,000 characters / Weighting: 15%)

### 2. Promotion

What strategies, marketing channels and messages are used to attract visitors to the artwork / trail / tour / festival? Why are they used? Are they successful? How do you know? (Max: 2,000 characters / Weighting: 15%)

### 3. Who visits?

Who are the visitors to the artwork / trail / tour / festival? Where do they mostly come from? What are the main age groups? When do they mostly visit? Where do they stay? How do you know? (Max: 2,000 characters / Weighting: 15%)

### 4. What do they say?

What are visitors saying about your artwork / trail / festival / tour? How do you know? (Max: 2,000 characters / Weighting: 15%)

### 5. Social and Economic benefits

What social and economic benefits has the artwork / trail / festival / tour brought to the local community since November 2020? How do you know? (Max: 2,000 characters / Weighting: 15%)

### 6. Due diligence

You do not need to do anything for this section. This phase of the assessment looks at the visitor experience using publicly accessible channels, such as:

- a) Review platforms and apps, like TripAdvisor and WikiCamps
- b) Online resources, including directories and your website if you have one
- c) Social media, such as Facebook and Instagram.

The assessment will include the detail and up-to-date nature of current information. (Max: 0 characters / Weighting: 20%)

### 7. Imagery

The images you provide that promote the artwork /trail /festival / tour are important in a tourism setting. Therefore, the five images that you provide for promotional purposes will be assessed for their clarity, lighting and composition (which includes a level horizon, no irrelevant elements in the foreground or background, and angle). (Max: 0 characters / Weighting: 5%)

## 2021 FEES AND DISCOUNTS

**Entry fee** until 12 November 2021:  
\$297 + gst

**Early Bird\*** (until 24 September 2021):  
Simply register and pay **before COB 24 September** to receive 25% off  
You'll still have until 12 November to complete your submission!

**Multiple entries\***  
Three nominations or more save 10%

**Not-for-profit and Community Organisations\***  
An extraordinary year deserves an extraordinary offer  
– a 25% discount on the full fee for *bona fide* NFP and community nominees  
Use promo code: NFPSPECIAL  
(Please note that your registration will be accepted subject to confirmation of your status)

\* Cannot be used in conjunction with any other discount offer

\* \* \*

**ALL SUBMISSIONS DUE:** Friday 12 November 2021  
Winners will be announced as part of the 2022 [Art of Attraction Tourism Summit](#) from 2 – 4 March.

**Questions?** Call 1300 88 22 59 or [kim@streetartawards.com.au](mailto:kim@streetartawards.com.au)