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TRANSFORMING DESTINATIONS, RECOGNISING ART TOURISM

The questions you will answer have been crafted by award specialists with 25+ years of awards 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 the artwork, including local and regional tourism organisations, Chambers of Commerce, Progress Associations and Councils.

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

SUBMISSIONS DUE MONDAY 6 NOVEMBER 2023



2023 CATEGORIES

Nominated artwork/s do NOT need to be new.

Best External Mural	Original, permanent painted artwork less than 300 square metres that has been specifically created for the site and is publicly visible. This includes lanescapes and wall murals on buildings.
Best Mega Mural	Original, permanent painted or projected artwork 300 square metres or more that has been specifically created for the site and is publicly visible. Includes painted and projected murals on walls, buildings, bridges, infrastructure, silos, water tanks, and towers.
NEW Best Community Art	Any form of permanent artwork that was worked upon by members of the wider community not typically engaged in public art is eligible to be entered. The design and / or creation of the work may have involved a professional artist, but this is not necessary.
Best Landmark Sculpture	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.
Best Sculpture Park or Trail	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.
Best Street Art Trail	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.
Best Rural Art	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.
Best Laneway	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.
Best Monument or Memorial	There are some uber cool memorials and monuments 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.
Best Entrance Art	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 incorporate the written name (in any language) of the place to which visitors are being welcomed.
Best Street Art Tour	A tour is a guided experience 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 2022 to 1 November 2023. Tours can include guided walking, boat, coach and tag-a-long vehicle tours during the day or night.
Best Street Art Festival or Event	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.



2023 QUESTIONS / CRITERIA

Qualifying period for promotions undertaken – 1 November 2022 to 1 November 2023.

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%)

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: 800 words / Weighting: 0%)

1. Your art

Explain what makes the art on your street/s unique and memorable. Tell judges the story about it. (Max: 600 words / Weighting: 20%)

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: 400 words/ 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: 400 words / Weighting: 15%)

4. What do they say?

What are visitors saying about your artwork / trail / festival / tour? How do you know? (Max: 400 words / 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 2022? How do you know? (Max: 400 words / 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: 10%)

7. Imagery

The images you provide that promote the artwork /trail /festival / tour are important in a tourism setting. Therefore, they 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: 10%)



2023 FEES AND DISCOUNTS

In this crazy world it is great to know that some things stay the same!

The administration fee remains unchanged from 2022.

Administration fee: \$349 + gst

EOFY Special*:

Two for one – register and pay **before COB 30 June 2023**

Receive two entries for \$349 + gst

You'll still have until 6 November to complete your submission!

Early Bird Special*:

Simply register and pay **before COB Friday 29 September 2023** to receive 25% off

You'll still have until 6 November to complete your submission!

Multiple entries*

Three nominations or more save 10%

* Cannot be used in conjunction with any other discount offer

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ALL SUBMISSIONS DUE: Monday 6 November 2023

Questions? Call 1300 88 22 59 or kim@streetartawards.com.au