



Hints for Writing a Winning 2020 Submission

Special Awards questions have been developed for 2020 to ensure an equal playing field for all entrants, regardless of the degree to which visitation to your region, town or precinct has been impacted by COVID-19.

These hints are for all categories. It's always good to host a brainstorming session to explore all possible inclusions in your response to each question.

Overview

Describe your town / region / destination, including its population, location, major industries and the relative importance of tourism to your local economy PLUS a brief description of the artwork/s - type, exact location, year/s it was created, and artist/s involved. This question is NOT scored and provides judges with important background information.

Question 1. Outline how and why the artwork/s came into being, including drivers / motivation, budget, 'research' undertaken and public / community involvement.

This is a four-part question. Be sure to include in your answer a sentence each on:

1. Drivers or motivation – explain why the artwork was commissioned. What were you hoping to achieve?
2. Budget – your funding sources and the overall projected and actual budget
3. 'Research' undertaken – research can include formal research, liaising with other art destinations or artists or art agents, and desktop or digital research where you collated information
4. Public and / or community involvement – whose opinion did you seek on the location, type, style and subject of the artwork? Or was it community driven?

Question 2. What ensures visitors can access and photograph the artwork/s easily and safely?

The judges are looking for proof that you have provided safe and easy access to the artwork for all types of visitors. A video of the artwork and surrounds may be useful. Also, it may be useful to create a map or mud-map that shows pathways, stairs or slopes or ramps, rails, car parking, disability parking, long-vehicle parking, safety lighting, fences at or nearby the artwork, viewing platforms, signage, security guard locations if applicable etc.

Question 3. Since October 2019 what actions have been taken to promote the artwork/s? Please include specific timeframes or frequency for each action.

Anything that was accomplished in promoting or marketing the art over the past 12 months can be included. Your actions could include, but are not limited to, social media posts (how many posts and frequency), new messages or hashtags implemented, inclusion in tourism or art or Council brochures, inclusion on websites, inclusion on regional touring trails or maps, memberships in art or tourism organisations, awards entered, new directional or interpretive signage etc.



TRANSFORMING
DESTINATIONS

Question 4. Outline ways in which the artwork/s has/have benefitted your local community since October 2019. This can include community events, workshops, spin-off projects, awards, morale, media coverage etc.

Once again, keep in mind that this is the whole 12 months since October 2019. This question seeks to qualify community benefit. Think broadly – Did any Christmas promotions, social anniversaries or community celebrations incorporate the artwork/s? Was any employment indirectly generated as a result of the artwork/s? Did the artwork spark any media coverage that assisted or featured your community? Did people photograph the artwork/s and then post on social media to bolster community pride? Did the artwork/s result in less vandalism or graffiti? Did the artwork ignite enthusiasm that led to more donations to a charity? Did one or more groups use the artwork as a backdrop for their promotions?

We hope these ideas assist you. Good luck!

Further information:

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