

# Best Arts or Cultural Event 2021



## **The Award:**

This award celebrates excellence in arts or cultural events. Event budget/organisation size is irrelevant.

## **Who should enter?**

Organisations that own, deliver or manage arts or cultural events. These may be cultural performances or celebrations, exhibitions or installation events, etc. It is recommended that concerts and live music events enter the Best Music Event category.

## **Eligibility:**

Entries must be related to an event. The event must be delivered in New Zealand and owned by a New Zealand resident business. The event must have either started or concluded between **2 September 2019 to 5 April 2021 inclusive**.

## **Judging Criteria:**

Each entry must begin with a standardised overview of the event so judges can understand why the event was created, when it first began, the scale of the event, content, audience and participants (maximum 500 word count).

Entries (maximum 1,500 word count) will be assessed against the following criteria:

1. **Strategy and Objectives (15%)**
  - a. What did success look like when you started planning the event? This may include desired outcomes for audience/sponsor/volunteer engagement and satisfaction, awareness raising, media/profile, and/or profit, driving domestic visitation / contribution to regional GDP, for example.
  - b. What was your strategy to achieve these outcomes?
2. **Engagement (15%)**
  - a. Who are the various stakeholders (this may include sponsors, spectators, suppliers, media, participants for example) and how were they engaged?
3. **Execution (15%)**
  - a. How does this event demonstrate best practice across the planning and execution of your event? This may include elements such as budgeting, marketing, responding to the COVID environment, health and safety, for example.
4. **Effectiveness (15%)**
  - a. What were the key measures set for each of the items that you outlined in number 1 above and did the event deliver these? In other words, did you achieve what you set out to do? Provide evidence of your measurable outcomes where possible.
5. **Excellence (15%)**
  - a. How did leadership, innovation, unique selling points and legacy outcomes (including broader economic / community / environmental impact, awareness raising, infrastructure, regional identity/pride outcomes) contribute to the event's success?
  - b. Why should this event win over and above other events?
6. **Commitment to sustainability (15%)**
  - a. What is your event's commitment to sustainability? Note that your response should include environmental sustainability (e.g. mitigation strategies to limit the negative impact on the environment/reduce the impact on climate change), economic sustainability (e.g. financial stability, managing resources, etc. to ensure long-term viability), and social sustainability (e.g. governance, stakeholder relationships, social legacy outcomes, etc).
  - b. How did you demonstrate this?
7. **Judges' discretion (10%)**