Best Multicultural Show/Event

This category recognises the multicultural show/event that foster community harmony, promote cross-cultural awareness & understanding and engage a broad cross-section of the community thereby showing the diversity of Western Sydney. Entrants in this category are required to demonstrate that they meet minimum business visitation standards of bringing in 25,000 plus to enter the awards.

Scoring

- **Written submission: 70 marks**
- **Online reviews & social media: 30 marks**
- **Total score: ___/100 marks**

Written submission - 70 marks

1. Provide an overview of the nature of your program with history of when it was established. (All logos of the campaign images to be attached in jpeg, 150-200 words)
2. Provide a case study and example how your show/event has increased visitation attaching any visitation number analytics (will be treated confidentially). Economic benefit in $ approximate. (100-150 words)
3. Attach media file showing case your event. State your success factor in creating local, regional, and international markets. (100 words)
4. What exhibitors, workshop and performances did event have? (50 words)
5. What diverse market segments did it attract? (50 words)
6. Any sustainability practices/efforts followed? (50 words)

Online reviews & social media - 30 marks

1. Strategic posts and updates made on social media platforms to increase awareness and attract attendees.
2. Page hits on social media (give mix of platforms and customer sentiment with ratings) – Give screen shot of jpeg pages. (100 words)

Please submit the above and send by drop box link:
- Your completed nomination forms
- Jpeg images
- Media files in Mp3
- Your company/event logo in jpeg
- Your contact details, email phone number and name of business and address
- Make payment of $120 admin fee of the link given and attached.
- Email all the above to: wstawards@visitsouthwestsydney.com.au
- Submission deadline is **by 15th August 2024.**

Good luck!
Book your Awards night tickets to support this incredible event for Industry!!