



## **Best Music & Arts Venue**

This category recognises a venue that offers a high-quality overall experience to the audience and strong commitment to local music and arts, thus create economic impact, increased visitation, and community involvement. Entrants in this category are required to demonstrate that they meet minimum visitation requirements of 10,000 plus visitation in order to enter the awards.

### **Scoring**

- **Written submission: 75 marks**
- **Online reviews & social media: 10 marks**
- **Mystery visit: 15 marks**
- **Total score: \_\_\_/100 marks**

### **Written submission - 75 marks**

1. Provide an overview of the nature of your venue and business with history of when it was established. (All logos of business and campaign images to be attached in jpeg, 150-200 words)
2. Provide a case study and example how your exhibition/performance/show 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 venue. State your success factor in creating local, regional, and international markets. (100 words)
4. What kind of community engagement did your business create? (50 words)
5. Any sustainability practices/efforts followed by your business? (50 words)

### **Online reviews & social media - 10 marks**

Social media analysis: Page hits on social media (give mix of platforms and customer sentiment with ratings) – Give screen shot of jpeg pages. (100 words)

### **Mystery visit - 15 marks**

Judges will choose to revisit this and mark accordingly.

Please submit the above and send by drop box link:

- Your completed nomination forms.
- Jpeg images
- Media files in Mp3
- Your company 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](mailto:wstawards@visitsouthwestsydney.com.au)
- Submission deadline is **by 15<sup>th</sup> August 2024.**

**Good luck!**

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