

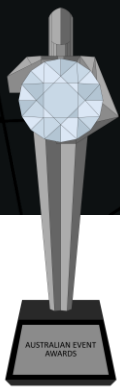
AUSTRALIAN EVENT AWARDS

2 0 1 7

CATEGORIES AND CRITERIA 2017

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Important Information for 2017

Key Dates

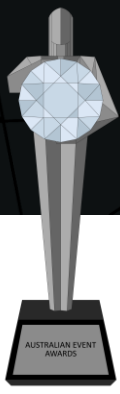
Entries Open	3 May 2017
Early Starters Discount Ends	13 June 2017
Entries Close	17 July 2017
Finalists Announced	8 August 2017
Awards Ceremony	13 September 2017

Entry Costs

Standard	\$280
Early Starters Discount Rate	\$225

All prices are exclusive of GST

Entries must be paid on or before 13 June 2017 in order to receive the Early Starters Discount Rate. You can still access and continue working on your entry after this date, right up to entries close on 17 July 2017.



AUSTRALIAN EVENT AWARDS

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Norwest Productions Best Sporting Event

Awarded to a sporting event that delivers an outstanding experience for competitors, athletes, officials and spectators.



Eligibility Requirements

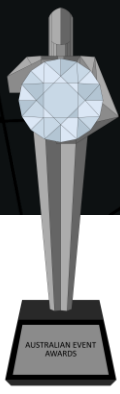
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event that is the subject of the entry must have taken place in Australia.
3. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event considering its challenges (20%)
2. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
3. Effective event communication and promotion (10%)
4. Degree to which the event engaged in environmentally sustainable practices (10%)
5. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
6. Degree to which the event delivered an outstanding experience for spectators (8%)
7. Degree to which the event delivered an outstanding experience for competitors, athletes and officials (7%)
8. Degree to which the event accurately identified other customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



AUSTRALIAN EVENT AWARDS

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Visit Sunshine Coast Best Tourism Event

Recognising a significant contribution by an event to the economic development of a city or region through the attraction of visitors.



Eligibility Requirements

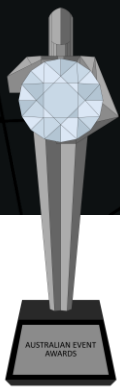
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event that is the subject of the entry must have taken place in Australia.
3. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event considering its challenges (20%)
2. Relative impact on the local economy and employment through spend by visitors, event organiser, attendees, suppliers and ancillary events (10%)
3. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
4. Effective event communication and promotion (10%)
5. Degree to which the event engaged in environmentally sustainable practices (10%)
6. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
7. Fit with and advance the destination image (5%)
8. Degree to which the event accurately identified its customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



AUSTRALIAN EVENT AWARDS

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Sold Out National Event Management Best Charity or Cause-Related Event

Awarded to an event that best raises awareness, promotes engagement or otherwise benefits a charity or cause.



Eligibility Requirements

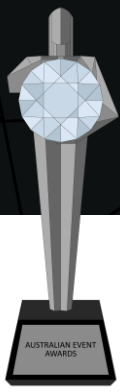
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event that is the subject of the entry must have taken place in Australia.
3. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event considering its challenges (20%)
2. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
3. Effective event communication and promotion (10%)
4. Degree to which the event engaged in environmentally sustainable practices (10%)
5. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
6. Awareness of the charity or cause attributable to the event (8%)
7. Degree to which the event achieved its aims (for example fundraising, education, etc) (7%)
8. Degree to which the event accurately identified its customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



AUSTRALIAN EVENT AWARDS

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CIM Magazine Best Meeting or Conference

Recognising a meeting or conference that best advances the aims of the organising body and provides a rewarding experience for attendees.



Eligibility Requirements

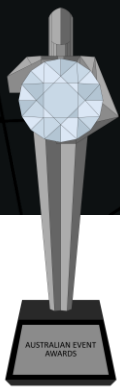
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event that is the subject of the entry must have taken place in Australia.
3. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event considering its challenges (20%)
2. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
3. Effective event communication and promotion (10%)
4. Degree to which the event engaged in environmentally sustainable practices (10%)
5. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
6. Degree to which the meeting or conference delivered an outstanding experience for attendees (for example through the quality of presentations, information provided, level of integration, etc) (8%)
7. Degree to which the meeting or conference achieved and advanced the aims of the organising body (for example financial return, service to members, advancing the industry, etc) (7%)
8. Degree to which the event accurately identified other customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



AUSTRALIAN EVENT AWARDS

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EVENTelec Best Cultural, Arts or Music Event



Recognising a special event, festival or cultural exhibition that demonstrates artistic excellence, innovation and/or support of music, arts and culture.

Eligibility Requirements

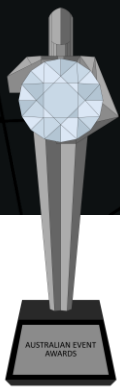
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event that is the subject of the entry must have taken place in Australia.
3. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event considering its challenges (20%)
2. Quality of the concept and program (10%)
3. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
4. Effective event communication and promotion (10%)
5. Degree to which the event engaged in environmentally sustainable practices (10%)
6. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
7. Contribution by the event to the artform (5%)
8. Degree to which the event accurately identified its customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



AUSTRALIAN EVENT AWARDS

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Haycom Best Corporate Event

Awarded to an event that best achieves the business outcomes and reflects the culture and identity of the host organisation or brand.



Eligibility Requirements

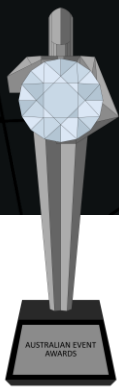
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award

1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event that is the subject of the entry must have taken place in Australia.
3. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event given any challenges (20%)
2. Degree to which the event achieved the stated business outcomes (for example product launch, brand promotion, building client relationships, staff development, etc) (10%)
3. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
4. Effective event communication and promotion (10%)
5. Degree to which the event engaged in environmentally sustainable practices (10%)
6. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
7. Degree to which the event reflected the culture and identity of the host organisation or brand (5%)
8. Degree to which the event accurately identified other customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



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TFH Hire Services Best Exhibition

Awarded to a consumer or trade exhibition that provides the best experience and outcomes for exhibitors and attendees.



Eligibility Requirements

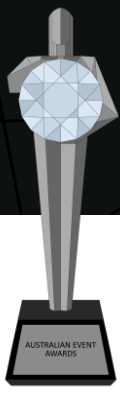
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1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event that is the subject of the entry must have taken place in Australia.
3. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event considering its challenges (20%)
2. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
3. Effective event communication and promotion (10%)
4. Degree to which the event engaged in environmentally sustainable practices (10%)
5. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
6. Degree to which the event delivered outcomes for exhibitors (for example sales, business prospects, future industry growth, etc) (8%)
7. Degree to which the event delivered outcomes for attendees (for example product awareness, overall enjoyment of the experience, etc) (7%)
8. Degree to which the event accurately identified other customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



AUSTRALIAN EVENT AWARDS

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Coates Hire Best Community Event

Recognising the benefits through community building and community engagement achieved by an event.



Eligibility Requirements

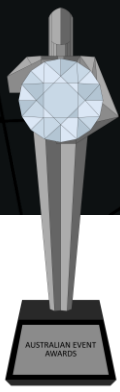
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event that is the subject of the entry must have taken place in Australia.
3. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event considering its challenges (20%)
2. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
3. Effective event communication and promotion (10%)
4. Degree to which the event engaged in environmentally sustainable practices (10%)
5. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
6. Extent and/or diversity of community engagement in the event (for example "ownership", attendance, volunteering, etc) (8%)
7. Positive social and cultural impact on the local community (7%)
8. Degree to which the event accurately identified other customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



AUSTRALIAN EVENT AWARDS

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Aggreko Best New Event



Recognising the innovation associated with the staging of a new event.

Eligibility Requirements

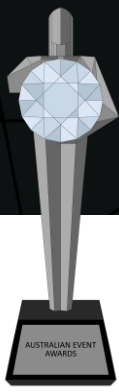
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event that is the subject of the entry must have taken place in Australia.
3. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
4. The event must be an original event which has not taken place before anywhere in the world.
5. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event considering its challenges (20%)
2. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
3. Effective event communication and promotion (10%)
4. Degree to which the event engaged in environmentally sustainable practices (10%)
5. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
6. Extent and/or diversity of community engagement in the event (for example "ownership", attendance, volunteering, etc) (8%)
7. Positive social and cultural impact on the local community (7%)
8. Degree to which the event accurately identified other customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



AUSTRALIAN EVENT AWARDS

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Local Tickets Best Regional Event

Recognising an event that makes a special contribution to a region or community outside of a major population centre.



Eligibility Requirements

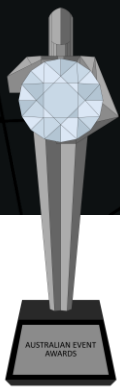
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The event that is the subject of the entry must have taken place between July 1, 2016 and June 30, 2017.
2. The event must have been principally organised by people who are Australian Citizens or Permanent Residents of Australia.
3. The event that is the subject of the entry must have taken place in Australia and the majority of the event must have taken place in a local government area (or areas) that fall outside of the Urban Capital City (UCC) or Urban Metropolitan Developed (UDS, UDM, UDL or UDV) classifications as defined by the Australian Classification of Local Governments. To determine whether your event is eligible, please refer to the list of excluded LGAs at www.eventawards.com.au/nonregionalareas
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the event for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree of difficulty of staging the event considering its challenges (20%)
2. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
3. Effective event communication and promotion (10%)
4. Degree to which the event engaged in environmentally sustainable practices (10%)
5. Degree to which the event has achieved innovation in relation to techniques, knowledge or practices (10%)
6. Extent and/or diversity of community engagement in the event (for example "ownership", attendance, volunteering, etc) (8%)
7. Positive social and cultural impact on the local community (7%)
8. Degree to which the event accurately identified other customer/stakeholder groups and met their needs (5%)
9. Overall quality of the event delivered (5%)
10. Degree to which the event has utilised "best practice" techniques in all aspects of planning, preparation, delivery and evaluation (5%)
11. Degree to which the event reflects corporate social responsibility (5%)
12. Longer term benefit to the industry, sector or the community in general (5%)



AUSTRALIAN EVENT AWARDS

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Best Achievement in Design, Look or Theming

Recognising the contribution of physical design or theming to the quality of an event or events.

Eligibility Requirements

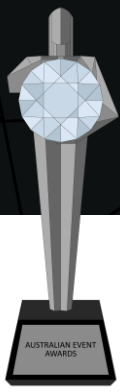
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The achievement that is the subject of the entry must relate to work performed at or in relation to the delivery of a specific event or events.
2. All events referred to in the entry must have taken place between July 1, 2016 and June 30, 2017.
3. The achievement that is the subject of the entry must have been principally accomplished by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the achievement for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree to which the design transforms the venue or space for the event or events (20%)
2. Degree to which the achievement is innovative or new (20%)
3. Degree of difficulty of the achievement considering its challenges (20%)
4. Degree to which the achievement enhances the quality of the event or events (15%)
5. Degree to which the achievement reflects a commitment to environmental sustainability (10%)
6. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
7. Degree to which the achievement contributes to the Australian event industry (5%)



AUSTRALIAN EVENT AWARDS

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Best Achievement in Marketing, Communication or Sponsorship

Recognising innovative use of marketing or public communication or a partnership with corporate sponsor to benefit an event or events.

Eligibility Requirements

Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The achievement that is the subject of the entry must relate to work performed at or in relation to the delivery of a specific event or events.
2. All events referred to in the entry must have taken place between July 1, 2016 and June 30, 2017.
3. The achievement that is the subject of the entry must have been principally accomplished by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the achievement for an Australian Event Award

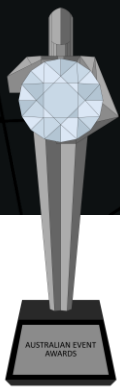
Judging Criteria

The judges will score each entry against the following criteria:

1. Degree to which the campaign or partnership provides direct benefit or development to the outcomes of the event or events (20%)
2. Degree of innovation in the campaign or partnership structure (20%)
3. Degree of difficulty of the achievement considering its challenges (20%)
4. Degree to which the campaign or partnership enhances the key messages of the event or events (10%)
5. Degree to which the campaign or partnership extends the environmental sustainability of the event or events (10%)
6. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
7. Degree to which the campaign or partnership extends the corporate social responsibility of the event or events (5%)
8. Degree to which the campaign or partnership provides an example to the wider Australian event industry (5%)

Best Technical Achievement or Innovation

Recognising an outstanding achievement or innovation in the use of technical production or technology for an event or events.



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Eligibility Requirements

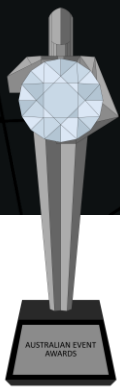
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1. The achievement that is the subject of the entry must relate to work performed at or in relation to the delivery of a specific event or events.
2. All events referred to in the entry must have taken place between July 1, 2016 and June 30, 2017.
3. The achievement that is the subject of the entry must have been principally accomplished by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the achievement for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree to which the achievement positively impacts the event or events at which it is performed (20%)
2. Degree to which the achievement is innovative (20%)
3. Degree of difficulty of the achievement considering its challenges (20%)
4. Quality of the outcomes delivered at the event or events by the applicant (15%)
5. Degree to which the achievement reflects a commitment to environmental sustainability (10%)
6. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
7. Degree to which the achievement contributes to the Australian events industry (5%)



AUSTRALIAN EVENT AWARDS

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Best Achievement in Venue Management

Awarded to a person or team within a venue that has enhanced the event experience through its management of the venue.

Eligibility Requirements

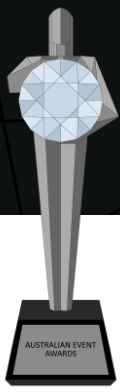
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. All work referred to in the entry must have been undertaken at or in relation to the delivery of a specific event or events at the venue.
2. All events referred to in the entry must have taken place between July 1, 2016 and June 30, 2017.
3. The achievement that is the subject of the entry must have been principally accomplished by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be either:
 - The owner of the venue that is the subject of the entry; OR
 - The venue manager of the venue that is the subject of the entry with the express permission of the venue owner to nominate the venue for an Australian Event Award

Judging Criteria

The judges will score each entry against the following criteria:

1. Quality of the venue experience for customer groups with an emphasis on end users and other stakeholders (for example attendees, participants, media, event organisers etc) (20%)
2. Degree to which the management of the venue reflects a commitment to innovation in enhancing the event experience (20%)
3. Degree of difficulty of the achievement considering its challenges (20%)
4. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
5. Degree to which the management of the venue reflects a commitment to environmental sustainability (10%)
6. Degree to which the management of the venue reflects a commitment to "best practice" techniques in management and delivery of services (5%)
7. Degree to which the management of the venue reflects a commitment to provide facilities and services for people with a disability (5%)
8. Degree to which the management of the venue reflects a commitment to corporate social responsibility (5%)
9. Degree to which the management of the venue provides an example to the wider Australian events industry (5%)



AUSTRALIAN EVENT AWARDS

2 0 1 7

Best Product or Service

Awarded to an outstanding product or service created in-house or externally that is used at an event or events.

Eligibility Requirements

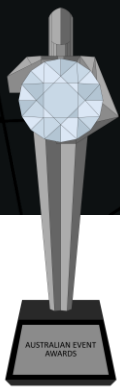
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The product or service that is the subject of the entry must have been used at or in relation to the delivery of a specific event or events.
2. All events referred to in the entry must have taken place between July 1, 2016 and June 30, 2017.
3. The product or service referred to in the entry must have been principally conceived, developed and delivered by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be the owner of the product or service to which the entry relates.
5. The entrant must have the permission of the event owner(s) to mention an event or events in the entry.

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree to which the product or service enhances an event for which it is used (35%)
2. Degree to which the product or service is innovative (20%)
3. Degree of difficulty of developing and delivering the product or service to the marketplace considering its challenges (20%)
4. Degree to which the product or service is environmentally sustainable (10%)
5. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
6. Degree to which the product or service contributes to the Australian events industry (5%)



AUSTRALIAN EVENT AWARDS

2 0 1 7

Best Education or Training Program

Awarded to a program making an outstanding contribution to a specific event(s) or to the Australian events industry through education and training.

Eligibility Requirements

Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The education or training program that is the subject of the entry must have, at its core, the intention of educating or training people for activities at an event or for a career in the events industry.
2. The education or training program that is the subject of the entry must have been available for participation by students between July 1, 2016 and June 30, 2017.
3. The education or training program that is the subject of the entry must have been principally conceived, developed and delivered by people who are Australian Citizens or Permanent Residents of Australia.
4. The entrant must be the owner of the education or training program to which the entry relates.

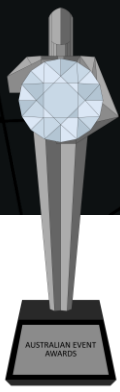
Judging Criteria

The judges will score each entry against the following criteria:

1. Degree to which the program has put in place strategies such as research or consultation to remain abreast of changes and to develop innovations in practices in the Australian events industry (20%)
2. Degree of difficulty of developing and delivering the program to the marketplace considering its challenges (20%)
3. Degree to which the program contributes to the success of the event, events or to the strength of the Australian Events Industry (15%)
4. Contribution to the professional development of participants (10%)
5. Clear industry links between the education program and the Australian events industry (10%)
6. Degree to which the program is environmentally sustainable or engages in environmentally sustainable practices (10%)
7. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
8. Effective communication in the marketplace with regard to purpose and outcomes of the program (5%)

Best Achievement in Entertainment

Recognising an outstanding achievement in entertainment at an event or events.



AUSTRALIAN EVENT AWARDS

2 0 1 7

Eligibility Requirements

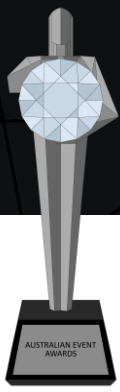
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. The achievement that is the subject of the entry must relate to work performed at or in relation to the delivery of a specific event or events.
2. All events referred to in the entry must have taken place between July 1, 2016 and June 30, 2017.
3. The entrant must be either:
 - The owner of the event or events to which the entry relates; OR
 - A product or service provider to the event or events to which the entry relates with the express permission of the event owner to nominate the achievement for an Australian Event Award
4. The achievement referred to in the entry must have been principally conceived, developed and delivered by people who are Australian Citizens or Permanent Residents of Australia.

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree to which the achievement enhances the event or events at which it appeared (35%)
2. Degree to which the achievement is innovative (20%)
3. Degree of difficulty of the achievement considering its challenges (20%)
4. Degree to which the achievement reflects a commitment to environmental sustainability (10%)
5. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)
6. Degree to which the achievement contributes to the Australian event industry (5%)



AUSTRALIAN EVENT AWARDS

2 0 1 7

Young Achiever of the Year

This Award recognises the contribution by a person under 25 to advancing the Australian event industry. Nominees must be under 25 years of age at the conclusion of the nomination period.

Eligibility Requirements

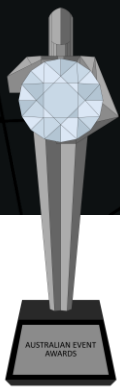
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. Entries may be submitted by or on behalf of any natural person who has not celebrated their 25th birthday before June 30, 2017.
2. All achievements referred to in the entry must relate to work performed at or in relation to the delivery of a specific event or events
3. All work referred to in the entry must have taken place between July 1, 2016 and June 30, 2017.
4. The person to which this entry relates must be an Australian Citizen or Permanent Resident.

Judging Criteria

The judges will score each entry against the following criteria:

1. Evidence of a high level of achievement in the Australian events industry during the year (30%)
2. The potential to contribute to the Australian events industry in the future (20%)
3. Demonstrated commitment to continued innovation in the Australian events industry (20%)
4. Suitability as an ambassador for the Australian events industry as an example and a spokesperson (10%)
5. Demonstrated commitment to continued environmentally sustainable practice in the Australian events industry (10%)
6. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)



AUSTRALIAN EVENT AWARDS

2 0 1 7

Event Producer of the Year

This Award recognises an individual that has delivered an event or events at a consistently exceptional level over a 12 month period.

Eligibility Requirements

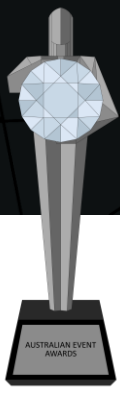
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. All achievements referred to in the entry must relate to work performed at or in relation to the delivery of a specific event or events
2. All work referred to in the entry must have taken place between July 1, 2016 and June 30, 2017.
3. Entries may be submitted by or on behalf of a natural person and the person to which this entry relates must be an Australian Citizen or Permanent Resident.

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree to which the entrant has delivered high quality events that meet the needs of stakeholders (25%)
2. Degree to which the entrant has consistently achieved the event objectives through best practice (for example in relation to organisational leadership, encouragement of team work, financial management, project planning, etc) (25%)
3. Degree to which the entrant has demonstrated innovation in the delivery of events (20%)
4. Degree to which the entrant has demonstrated environmentally sustainable practice in the delivery of events (10%)
5. Suitability as an ambassador for the Australian events industry as an example and a spokesperson (10%)
6. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)



AUSTRALIAN EVENT AWARDS

2 0 1 7

eps Australia Event Management Company of the Year



This Award recognises a company or business comprising at least 2 people who have delivered an event or events at a consistently exceptional level over a 12 month period.

Eligibility Requirements

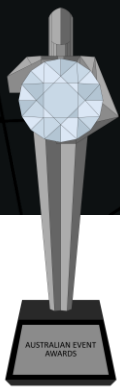
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. All achievements referred to in the entry must relate to work performed at or in relation to the delivery of a specific event or events
2. All work referred to in the entry must have taken place between July 1, 2016 and June 30, 2017.
3. Entries may be submitted by or on behalf of a business.
4. All work referred to in the entry must have been principally accomplished by people who are Australian Citizens or Permanent Residents of Australia

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree to which the entrant has delivered high quality events that meet the needs of stakeholders (25%)
2. Degree to which the entrant has consistently achieved the event objectives through best practice (for example in relation to organisational leadership, encouragement of team work, financial management, project planning, etc) (25%)
3. Degree to which the entrant has demonstrated innovation in the delivery of events (20%)
4. Degree to which the entrant has demonstrated environmentally sustainable practice in the delivery of events (10%)
5. Suitability as an ambassador for the Australian events industry as an example and a spokesperson (10%)
6. Degree to which claims made in the entry are supported with evidence such as reasons for the claim, statistics, independent commentary or stakeholder feedback (10%)



AUSTRALIAN EVENT AWARDS

2 0 1 7

Lifetime Achievement Award

This Award recognises an individual that has made a remarkable contribution to the Australian Events Industry over a sustained period of time.

Eligibility Requirements

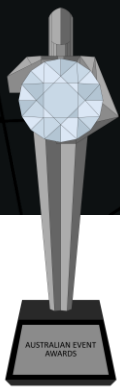
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. Entries may be submitted by or on behalf of an Australian Citizen or Permanent Resident who has made an outstanding contribution to the Australian events industry over an extended period of time.

Judging Criteria

The judges will score each entry against the following criteria:

1. Degree to which the nominee has made a remarkable contribution that has enduring benefit to the Australian events industry (100%)



AUSTRALIAN EVENT AWARDS

2 0 1 7

The State or Territory Award

This Award recognises and celebrates the State or Territory where the largest number of high quality events have occurred.

Eligibility Requirements

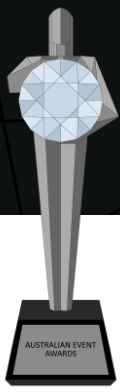
Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. This category is not open to direct entries. There are no finalists in this category.
2. National Events (those staged in four or more states or territories) are excluded from this category.
3. Every entry that is not a National Event in the Best Event categories contributes points towards the state(s) or territory(ies) in which the event was held.
4. To be considered, each State and Territory must meet the minimum score of 7 points and have at least two Finalist events in their State or Territory, one of which must be a National Winner.

Judging Criteria

The judges will score each entry against the following criteria:

1. This award is not judged by the Independent Industry Judging Panel. (100%)
2. This award is awarded to the State or Territory which earns the largest number of points per head of population.
3. Each eligible entry submitted in the Best Event categories earns one point for the State or Territory in which their event was held. Each National Finalist Entry earns an additional point (total: 2 points) and each National Winner earns an additional point (total: 3 points).
4. The State or Territory with the largest number of points per head of population will be awarded the 'State or Territory Award' provided that it has a minimum of 7 points and it hosted at least two Finalists in the Best Events categories, one of which must be a National Winner.



AUSTRALIAN EVENT AWARDS

2 0 1 7

Australia's Favourite Event

This Award recognises Australia's Favourite Public Event, from finalists of the Best Event Categories.

Eligibility Requirements

Entries in this Category must adhere to the following rules to be considered for an Australian Event Award:

1. This category is not open to direct entries. The finalists in this category will consist of the public event finalists of the Best Event Categories.

Judging Criteria

1. Online public vote will decide the outcome of the award. (100%)