

Australia  
Business Arts  
Foundation

AbaF

# AbaF Awards

## 2011

**RULES, INFORMATION,  
ELIGIBILITY and JUDGING CRITERIA**

Last updated 28 April 2011

## Index

<b>ABAF AWARDS GENERAL INFORMATION .....</b>	<b>2</b>
<b>GOOD PRACTICE RECOGNITION.....</b>	<b>2</b>
<b>VERIFICATION OF INFORMATION SUPPLIED IN NOMINATIONS .....</b>	<b>2</b>
<b>AWARDS CATEGORIES.....</b>	<b>2</b>
<b>AWARDS JUDGED AT STATE &amp; NATIONAL LEVELS .....</b>	<b>2</b>
PARTNERING.....	2
<i>AbaF Arts &amp; Environment Award*</i> .....	2
<i>AbaF Partnering Award*</i> .....	2
<i>AbaF SME Award*</i> .....	2
<i>Arts &amp; Health Foundation Award*</i> .....	2
<i>QantasLink Regional Award*</i> .....	2
<i>Toyota Community Award*</i> .....	2
VOLUNTEERING .....	3
<i>Woodside Better Business Award</i> .....	3
GIVING.....	3
<i>AbaF Giving Award</i> .....	3
<b>AWARDS JUDGED AT NATIONAL LEVEL ONLY .....</b>	<b>3</b>
PARTNERING .....	3
<i>Australia Council Young and Emerging Artists Award*</i> .....	3
<i>Production Resource Group Commitment Award* formerly Bytecraft Entertainment Commitment Award</i> .....	3
<i>City of Perth Encouragement Award</i> .....	3
<i>AbaF Partnership of the Year Award</i> .....	3
LEADERSHIP AWARDS.....	4
<i>Dame Elisabeth Murdoch Arts Business Leadership Award</i> .....	4
<i>Goldman Sachs Philanthropy Leadership Award</i> .....	4
<i>Richard Pratt Business Arts Leadership Award</i> .....	4
<b>DEFINITIONS.....</b>	<b>4</b>
1. BUSINESS PARTNER .....	4
2. ARTS OR CULTURAL PARTNER.....	4
3. PARTNERSHIP.....	4
4. GOVERNMENT ENTERPRISES AND AGENCIES.....	4
5. LOCAL GOVERNMENT.....	5
6. CASE FOR SUPPORT .....	5
7. INDIVIDUAL ARTISTS.....	5
8. FOUNDATIONS .....	5
<b>JUDGING CRITERIA.....</b>	<b>5</b>
PARTNERSHIP AWARDS .....	5
1. <i>Background</i> .....	5
2. <i>Principles underpinning the partnership</i> .....	6
3. <i>Partnership objectives and outcomes</i> .....	6
4. <i>Value of the relationship for each partner</i> .....	6
5. <i>Management of the partnership</i> .....	6
6. <i>Evaluation or measurement</i> .....	6
7. <i>Partnership impact</i> .....	6
<i>For the AbaF Partnering Award or the AbaF SME Award</i> .....	6
<i>For the AbaF Arts &amp; Environment Award</i> .....	6
<i>For the Arts &amp; Health Foundation Award</i> .....	6
<i>For the Australia Council Young and Emerging Artists Award</i> .....	6
<i>For the Production Resource Group Commitment Award formerly Bytecraft Entertainment Commitment Award</i> .....	6
<i>For the City of Perth Encouragement Award</i> .....	6
<i>For the QantasLink Regional Award</i> .....	7
<i>For the Toyota Community Award</i> .....	7

WOODSIDE BETTER BUSINESS AWARD .....	7
1. <i>Background</i> .....	7
2. <i>Project objectives</i> .....	7
3. <i>Additional outcomes</i> .....	7
4. <i>Professional development</i> .....	7
5. <i>Impact on the arts/cultural organisation or individual artist</i> .....	7
6. <i>Estimated hours and their dollar value</i> .....	7
7. <i>Supporting Statements</i> .....	7
ABAF GIVING AWARD .....	8
1. <i>Strategic Fit</i> .....	8
2. <i>Financial Outcomes</i> .....	8
3. <i>Best Practice in Giving</i> .....	8
4. <i>Case for Support</i> .....	8
DAME ELISABETH MURDOCH ARTS BUSINESS LEADERSHIP AWARD .....	8
GOLDMAN SACHS PHILANTHROPY LEADERSHIP AWARD .....	9
RICHARD PRATT BUSINESS ARTS LEADERSHIP AWARD .....	9
<b>ELIGIBILITY GUIDELINES</b> .....	<b>9</b>
1. CURRENT ACTIVITY .....	9
2. NOMINATING MORE THAN ONE PARTNERSHIP .....	9
3. ONLY ONE NOMINATION IN ONE CATEGORY PER PARTNERSHIP .....	9
4. PREVIOUS ABAF AWARD WINNERS AT NATIONAL LEVEL .....	9
5. PREVIOUS ABAF AWARD WINNERS AT STATE LEVEL .....	10
6. CITY OF PERTH ENCOURAGEMENT AWARD .....	10
7. WOODSIDE BETTER BUSINESS AWARD .....	10
8. AUSTRALIA COUNCIL YOUNG AND EMERGING ARTISTS AWARD .....	10
9. QANTASLINK REGIONAL AWARD .....	10
10. ARTS & HEALTH FOUNDATION AWARD .....	10
11. ARTS & HEALTH FOUNDATION AWARD .....	10
12. ARTS & HEALTH FOUNDATION AWARD .....	10
13. ARTS & HEALTH FOUNDATION AWARD .....	10
14. AWARDS CATEGORY PARTNER COMPANIES .....	10
15. STATE LOCATION DEFINITION .....	11
16. NOMINATIONS OF PARTNERSHIPS INVOLVING A FRANCHISE BUSINESS .....	11
<b>KEY DATES</b> .....	<b>11</b>
<b>DEADLINES AND MATERIAL REQUIRED</b> .....	<b>11</b>
NOMINATIONS MUST BE MAILED (POSTMARKED) OR COURIERED AND EMAILED BY MIDNIGHT FRIDAY 6 MAY 2011. ....	11
<b>IMAGES</b> .....	<b>12</b>
<b>SUPPORT MATERIAL</b> .....	<b>12</b>
<b>CONFIDENTIALITY</b> .....	<b>12</b>
NOMINATION INFORMATION .....	12
NOMINEE CONTACT DETAILS .....	13
<b>NOMINATION AUTHORISATION</b> .....	<b>13</b>
PARTNERSHIP, VOLUNTEERING AND GIVING AWARD ENTRIES .....	13
LEADERSHIP NOMINATIONS .....	13
<b>THE GOLD BOOK 2011</b> .....	<b>13</b>
<b>INVITATIONS TO THE NATIONAL ABAF AWARDS EVENT FOR STATE WINNERS AND NATIONAL FINALISTS</b> .....	<b>13</b>
<b>AGREEMENT TO RULES</b> .....	<b>13</b>

## **AbaF Awards General Information**

The annual AbaF Awards are presented to publicly acknowledge and celebrate best practice in private sector support for the arts and culture through partnering, volunteering and giving.

The AbaF Awards occur at a state level as well as nationally. Each of the eight state categories is judged first at state level, with each state winner then competing against the other state winners for the national Award in that category.

## **Good Practice Recognition**

If you wish your partnership to be assessed for recognition as a 'Good Practice in Partnering', your business volunteering project as 'Good Practice in Volunteering', or your Giving Program as 'Good Practice in Giving', please tick the box below the Contacts Information section on the nomination form. Partnerships, Volunteering and Giving Programs deemed by the judges to be eligible for this recognition (based on their score against the awards judging criteria) will be acknowledged at the state level Awards events and entitled to use the 'Good Practice' logo supplied by AbaF.

## **Verification of information supplied in nominations**

AbaF requires all nominees to verify that the information contained in the nomination is true and correct to the best of their knowledge at the time of submission. Where required AbaF clarifies and checks the veracity of information with nominees as part of the 'initial assessment' process, or at the request of any of the Awards judges, during the Awards judging process. On occasion we would also seek information from individuals familiar with a project, in the wider business or arts communities.

## **Awards Categories**

### **Awards Judged at State & National Levels**

*Nominations are invited for these Awards to be presented in each state, with winners and national finalists competing for the national Awards in these categories. National winners of the partnering categories marked with an asterisk (\*) will compete for the AbaF Partnership of the Year Award.*

## **PARTNERING**

### **AbaF Arts & Environment Award\***

For partnerships between businesses and arts and cultural organisations that contribute to environmental sustainability.

*Developed in collaboration with the Banksia Environmental Foundation*

### **AbaF Partnering Award\***

For partnerships between businesses employing 200 or more people (globally) and arts and cultural organisations.

### **AbaF SME Award\***

For partnerships between businesses employing fewer than 200 people (globally) and arts and cultural organisations.

### **Arts & Health Foundation Award\***

For partnerships between healthcare organisations and arts and or cultural organisations that improve the health and wellbeing of individuals, groups or a community.

*(See Eligibility Guidelines 10, 11, 12 and 13 in the AbaF Awards Rules, Information, Eligibility and Judging Criteria)*

### **QantasLink Regional Award\***

For partnerships between businesses and arts and cultural organisations that provide people in regional and rural areas with access to high quality arts and culture.

*(See Eligibility Guideline 9 in the AbaF Awards Rules, Information, Eligibility and Judging Criteria)*

### **Toyota Community Award\***

For partnerships between businesses and arts and cultural organisations that enhance the life of communities.

## Volunteering

### **Woodside Better Business Award**

For business volunteers or board members who have helped achieve significant business outcomes for arts and cultural organisations or individual artists. Open to all business volunteers who work with the arts.

*(See Definition 7 in the AbaF Awards Rules, Information, Eligibility and Judging Criteria for the definition of Individual Artist)*

## Giving

### **AbaF Giving Award**

For individual artists and arts and cultural organisations' giving (donations) programs: annual campaigns, capital campaigns, patron programs, bequest programs, projects supported by foundations.

*(See Definition 7 in the AbaF Awards Rules, Information, Eligibility and Judging Criteria for the definition of Individual Artist)*

## Awards Judged at National Level Only

*Nominations are invited for these Awards, directly at national level, regardless of their state or territory of origin, except for the AbaF Partnership of the Year Award, which is selected from amongst the national winners of all partnering categories marked with an asterisk (\*).*

## Partnering

### **Australia Council Young and Emerging Artists Award\***

For partnerships between businesses and arts and cultural organisations (e.g. performing arts company, artist-run initiative, arts service organisation) that helps to build skills, experience and opportunities for young and emerging artists.

*(See Eligibility Guideline 8 in the AbaF Awards Rules, Information, Eligibility and Judging Criteria)*

### **Production Resource Group Commitment Award\***

*formerly **Bytecraft Entertainment Commitment Award***

For partnerships between businesses and arts and cultural organisations developed over a continuous period of **seven** years or more.

### **City of Perth Encouragement Award**

For partnerships between businesses and arts and cultural organisations involving a business making its first commitment to the arts.

*(See Eligibility Guideline 6 in the AbaF Awards Rules, Information, Eligibility and Judging Criteria)*

### **AbaF Partnership of the Year Award**

Chosen from the national winners of the six state partnering categories listed above, and the winners of the Production Resource Group Commitment Award (formerly Bytecraft Entertainment Commitment Award) and the Australia Council Young and Emerging Artists Award.

Nominees wishing to be eligible for AbaF Partnership of the Year must nominate in their state for one of the six state partnering awards, or for the national-only Production Resource Group Commitment Award (formerly Bytecraft Entertainment Commitment Award) or Australia Council Young and Emerging Artists Award.

## Leadership Awards

*Nominations are invited for this Award which will be made at the national level only.*

### **Dame Elisabeth Murdoch Arts Business Leadership Award**

For a person working in the arts and cultural sector who through their leadership, advocacy, practice and example has made an exceptional contribution to Australia's cultural life; demonstrating vision, commercial acumen and strategic thinking in their engagement with business and by encouraging increased giving to the arts.

### **Goldman Sachs Philanthropy Leadership Award**

For an individual, family, group, foundation or other entity that through their leadership, advocacy, practice and example has encouraged increased philanthropic giving to Australia's cultural life.

### **Richard Pratt Business Arts Leadership Award**

For a business person who through their leadership, advocacy, practice and example has made an exceptional contribution to Australia's cultural life by fostering and facilitating increased business investment in and support for the arts and engagement between business and the arts.

## DEFINITIONS

### **1 Business partner**

For the purpose of these Awards, a business partner or sponsor can be an organisation within the private sector, a not-for-profit organisation, a local government authority or an eligible state or federal government enterprise or agency.

*(See Definition 4 in the AbaF Awards Rules, Information, Eligibility and Judging Criteria).*

The business partner cannot be an arts or cultural organisation.

### **2. Arts or cultural partner**

For the purpose of these Awards, an arts or cultural partner is defined as any Australian-based not-for-profit arts or cultural organisation, event, project or facility. Partnerships may include activities with a significant arts or cultural component run by otherwise non-arts related organisations, providing they deliver benefits to arts and culture. Arts and culture is broadly defined to include the visual and performing arts, craft and design, film and digital media, collecting institutions and museums and cultural heritage organisations including botanic gardens and zoos.

NOTE: for botanic gardens, zoos, museums and collecting institutions to be eligible, the program or project described in the nomination should have an arts or cultural focus rather than a scientific research or scientific education focus. Please contact the National Awards Manager on 03 9616 0315 before writing your nomination if you think your eligibility may be in question.

### **3. Partnership**

For the purpose of these Awards, a partnership is defined as a relationship between an arts or cultural organisation and a business which meets strategic business objectives for each partner, includes the exchange of a range of defined benefits, and a commitment by each partner to enhancing the relationship over the longer term. The benefits exchanged may include cash, in-kind or contra support, expertise or skills exchange, shared use of resources, services, volunteers, products or equipment.

### **4. Government enterprises and agencies**

A government department or government agency with funding as its mandate (such as the state and territory arts funding agencies) is ineligible to nominate their relationships with any of the organisations they fund, however, government enterprises or business units (e.g. education, water, resources, transport) or arts projects they implement in partnership with businesses or arts or cultural organisations are eligible.

## 5. Local government

Local government councils are encouraged to participate in the AbaF Awards as long as this activity is outside any council funding program.

## 6. Case for support

The Case for Support will be a succinct and powerful statement that provides compelling reasons why potential donors would give to your organisation. It will explain what the program or project hopes to achieve, e.g. impact on community.

The Case for Support could include:

- Examples of the organisation's capabilities and past successes
- Details specific to the project that you are seeking support for, not just organisational history
- A breakdown of what donations at various levels would allow the organisation to achieve
- Testimonials and endorsements from current or previous supporters
- Engaging photographs

## 7. Individual artists

For the purposes of the AbaF Awards, an individual artist is considered to be someone who has a commitment to artistic work as a major aspect of their working life, even if arts-related work is not the main source of income and is currently working or seeking to work in their chosen occupation.

The artist may be engaged in arts practice which includes, but is not limited to, the performing arts, visual arts, writing, new media and digital arts.

Nominations can be submitted by an individual artist or a group of individual artists.

## 8. Foundations

Foundations are eligible as either the arts or business nominee in a partnering nomination, providing it can be demonstrated that it is a partnership being nominated, not a grant.

## JUDGING CRITERIA

Award nominations are assessed by an independent judging panel (who all sign confidentiality agreements).

Read the judging criteria carefully for the category you are nominating in, and address each criterion concisely. Remain mindful of the word limits. The judges are interested in directly relevant, quality information, not quantity. The judging panel will score the nominations by considering to what extent they answer the following questions.

**A nomination must answer all questions specific to the category being entered.**

### Partnership Awards

Please provide answers to the following questions (limit 2,500 words)

#### 1. Background

Please describe the partnership. For example:

- who the partners are (e.g. size, nature and scope of businesses)
- how it started
- how it has developed

*Please note that this answer is not scored but provides a background for the answers that follow.*

## 2. Principles underpinning the partnership

What are the three key principles underlying the success of this partnership, and how have they contributed to its success? For example:

- is it consistent with both partners' business strategies?
- are there clear objectives for both partners?
- is it reciprocal (mutual benefits)?
- is the time period consistent with objectives?
- is it inclusive (staff involved)?

## 3. Partnership objectives and outcomes

3.1 Outline the partnership objectives.

3.2 Demonstrate how these objectives are being met.

## 4. Value of the relationship for each partner

What are the financial and operational benefits exchanged?

(include the value [itemized] of the knowledge generated through the partnership, to each partner)

## 5. Management of the partnership

5.1 How is the partnership managed?

5.2 Describe how the structure and process of the partnership delivers the stated objectives.

## 6. Evaluation or measurement

6.1 Show how the outcomes of the partnership have been evaluated.

6.2 Please describe the evaluation method/s used.

## 7. Partnership impact

### **For the AbaF Partnering Award or the AbaF SME Award**

Please provide evidence of the overall impact of the partnership on the partners, and on the community, with particular reference to the how the capacity of each partner has affected the partnership and its outcomes.

### **For other categories listed below:**

Please provide evidence of the overall impact of the partnership on the partners, and on the community, with particular reference to the criterion stated below each award:

### **For the AbaF Arts & Environment Award**

Please provide evidence of how the partnership promotes best practice in using the arts to achieve outcomes that have a positive and sustainable impact on the environment.

### **For the Arts & Health Foundation Award**

Please provide evidence of how the partnership (1) has had an impact on the health and wellbeing of individuals, groups or a community and/or (2) improved health care delivery'

### **For the Australia Council Young and Emerging Artists Award**

Please provide evidence of the partnership's impact on building skills, experience and opportunity for young and emerging artists.

### **For the Production Resource Group Commitment Award**

#### **formerly *Bytecraft Entertainment Commitment Award***

Please provide evidence of how the knowledge gained through the partnership has been used to develop and improve it.

### **For the City of Perth Encouragement Award**

Please provide evidence of any plans to recommit and/or other opportunities or plans this partnership has initiated.

### **For the QantasLink Regional Award**

Please provide evidence of the impact in the regional area/s of the activity made possible by the partnership.

### **For the Toyota Community Award**

Please provide evidence of (1) the ways in which the community has been involved in activity made possible by the partnership and (2) the impact that it has had.

### **Woodside Better Business Award**

Please provide answers to the following questions (limit 2,500 words).

#### **1. Background**

Please describe the relationship. For example:

- how the arts/cultural organisation or individual artist identified their needs
- what motivated the business person or board member to volunteer their services
- how the organisation or individual artist and volunteer came together

#### **2. Project objectives**

- Please describe the project objectives
- Describe how the objectives were met

#### **3. Additional outcomes**

- Were there any additional or unanticipated outcomes from the project? If so, please describe.
- How significant are these outcomes for the arts/cultural organisation or individual artist, and for the business volunteer or board member?
- Has the arts/cultural organisation or individual artist identified longer term implications and/or opportunities resulting from the project? If so, please describe.

#### **4. Professional development**

How significant was the experience for the business volunteer or board member in terms of professional development, personal development and other outcomes for the volunteer's business (if applicable)?

#### **5. Impact on the arts/cultural organisation or individual artist**

What is the overall impact of the outcomes of the project for the arts/cultural organisation or individual artist?

#### **6. Estimated hours and their dollar value**

What are the estimated hours worked by the business volunteer or board member, and the approximate dollar input of those hours, based on the business volunteer or board member's charge out rate?

#### **7. Supporting Statements**

In addition to your answers to the questions above, please provide a short supporting statement from:

- 7.1.** The CEO/General Manager of the arts/cultural organisation or the individual artist, about the overall importance of the work of the business volunteer or board member to the organisation.
- 7.2.** The business volunteer or board member, about the value of the experience to him/her personally and professionally, with reference to skills enhanced by working on the project and any additional benefits gained from the project.

## **AbaF Giving Award**

Please provide answers to the following questions (limit 2,500 words).

### **1. Strategic Fit**

- 1.1 Describe how this program or project contributes to the organisation's or individual artist's overall income strategies.
- 1.2 How does this program or project contribute to building relationships; for companies both internally and externally and for individual artists, externally?

### **2. Financial Outcomes**

- 2.1 Has the project met its income targets re number of donors and income, or made significant progress towards meeting them?
- 2.2 Please provide targets in dollar and number terms, and progress in dollars and donor number percentages.
- 2.3 What proportion of the organisation's or individual artist's total private sector income is brought in through this program or project?

### **3. Best Practice in Giving**

- 3.1 How effectively does the program or project contribute to building relationships and raising income (compared to the cost of generating that income)?

#### **3.2 For Donor Programs:**

How does the program build on what you know about the inclination and capacity of donors or potential donors?

#### **For projects/programs supported by Foundation(s):**

How does the program/project respond to the objectives of the Foundation(s)?

Has the Foundation(s) been engaged in the development and/or evaluation of the project in anticipation of ongoing or future support?

Is the program/project sustainable without ongoing Foundation(s) support?

#### **3.3 For Individual Artists:**

Describe the marketing of the program or project.

#### **For Arts/Cultural Organisations:**

Describe the marketing of the program or project and the role of the Board, senior management and other staff.

### **4. Case for Support**

Please include a copy of the program or project's 'Case for Support'.

*(Refer to Definition 6 in the AbaF Awards Rules, Information, Eligibility and Judging Criteria for a full description of a 'Case for Support')*

## **Dame Elisabeth Murdoch Arts Business Leadership Award**

Please provide answers to the following questions (limit 2,500 words):

1. How has the nominee taken a lead role in changing business, political and community attitudes towards the value of supporting the arts? How has the nominee's leadership contributed to good practice in the arts sector, in securing and managing business partnerships? What are some of the results attributable to the nominee's leadership role?
2. Outline the activities initiated and implemented by the nominee, beyond those required in the normal course of their employment that have significantly strengthened relationships between business and the arts.
3. How does the evidence provided (above) demonstrate the nominee's sustained commitment to increasing private sector support for Australia's cultural life?

### **Goldman Sachs Philanthropy Leadership Award**

Please provide answers to the following questions (limit 2,500 words):

1. How has the nominee taken a leadership role in changing attitudes to the value of supporting the arts through personal and professional leadership and advocacy?
2. What philanthropic activities initiated and/or supported by the nominee have generated positive and long-term outcomes for arts and culture and the community?
3. How has the nominee demonstrated a sustained commitment to cultural philanthropy and to increasing private support for Australia's cultural life?
4. What are the objectives and values that have underpinned the nominee's philanthropic support for arts and culture?
5. Provide examples of arts and cultural activities and organisations that have benefited from the nominee's philanthropic support and the nature of the support provided.

### **Richard Pratt Business Arts Leadership Award**

Please provide answers to the following questions (limit 2,500 words):

1. How has the nominee taken a lead role in changing business, political and community attitudes towards the value of supporting the arts? How has the nominee's leadership contributed to good practice in the business sector, in securing and managing arts partnerships? What are some of the results attributable to the nominee's leadership role?
2. Outline the activities initiated and implemented by the nominee, beyond those required in the normal course of their employment that have significantly strengthened relationships between business and the arts.
3. How does the evidence provided (above) demonstrate the nominee's sustained commitment to increasing private sector support for Australia's cultural life?

### **ELIGIBILITY GUIDELINES**

#### **1. Current activity**

Partnership or project activity must have occurred between 1 January 2009 and 6 May 2011 (closing date).

The Leadership Awards are not limited to this period but are for contributions over a significant period of time.

#### **2. Nominating more than one partnership**

Organisations may nominate more than one partnership.

#### **3. Only one nomination in one category per partnership**

A partnership can only be entered in one category. AbaF reserves the right to move a nomination into another category if deemed more appropriate (nominators will be contacted should this situation arise).

#### **4. Previous AbaF Award winners at national level**

Organisations that have previously won a national AbaF Award in any category may not enter the same partnership again, EXCEPT

The winners of Encouragement Award may renominate for another Award in another category in following years.

Winners of a national award (including Partnership of the Year) may renominate the partnership for the Production Resource Group Commitment Award (formerly Bytecraft Entertainment Commitment Award) seven years after winning their original Award.

Previous winners may enter with a different partnership.

Previous winners of Leadership Awards may not be nominated for a Leadership Award again.

**5. Previous AbaF Award winners at state level**

State level winners may enter the same partnership in subsequent years to try for a national win. If a partnership wins a state level Award three times it will be deemed ineligible for subsequent entry.

**6. City of Perth Encouragement Award**

To be eligible for the Encouragement Award, the business partner must nominate a partnership which is its first partnership with an arts organisation.

**7. Woodside Better Business Award**

Any business volunteer or board member of an arts organisation applying their professional skills to a particular project with an arts organisation is eligible to nominate for this Award, including all AbaF volunteering placements.

**8. Australia Council Young and Emerging Artists Award**

For the purposes of this Award 'young people' will be defined as those 30 years and under.

For the purpose of this Award 'emerging artist' will be defined as an artist in the first five years of their practice.

The majority of those artists involved must meet the two guidelines above.

**9. QantasLink Regional Award**

For the purposes of the AbaF Awards, regional will include locations outside the major metropolitan capital cities (being Adelaide, Brisbane, Melbourne, Perth and Sydney)

**10. Arts & Health Foundation Award**

To be eligible for the Arts & Health Award, a healthcare organisation must be a partner in the partnership, i.e. nominations must be for a partnership between a healthcare organisation and an arts or cultural organisation, or a business, healthcare organisation and an arts or cultural organisation.

**11. Arts & Health Foundation Award**

Healthcare organisations can include aged care services, health promotion agencies, hospitals, community health services, universities or local governments.

**12. Arts & Health Foundation Award**

To be eligible for the Arts & Health Award the creative processes of the project or program must be facilitated by artists.

**13. Arts & Health Foundation Award**

Partnership or project activity must have occurred between 1 January 2009 and 6 May 2011 and must be ongoing.

**14. Awards category partner companies**

Companies which are AbaF Awards category partners are ineligible to nominate for the Award which bears their name.

## 15. State location definition

For the purposes of the state categories, eligibility to enter in a particular state will be dependent upon the location of the arts activity. For example, Victorian based arts organisations will enter the Victorian state categories. SA based arts organisations will enter the SA state categories.

Alternatively, should a national arts company based in Melbourne have a partnership with a business specifically to deliver outcomes primarily in South Australia, that partnership could be entered in an SA state category, or a Victorian state category.

National touring activities (i.e. involving more than one state) must be entered in the state where the arts organisation is headquartered.

## 16. Nominations of partnerships involving a franchise business

A nomination from a partnership involving a franchise will only be accepted if the franchise in the relationship is operating independently of the parent company. Should the parent company be involved with the partnership in any way (e.g. financial or in-kind support), the nomination would need to be entered by the parent company, not the franchise. Companies considering entering the AbaF SME Award or AbaF Partnering Award categories should contact the National Awards Manager on 03 9616 0315 to confirm their eligibility.

## KEY DATES

Nominations close Friday 6 May 2011.

State winners and finalists for national only categories announced in August and September at awards events in each state

National Awards announced in October in Perth.

## DEADLINES AND MATERIAL REQUIRED

**Nominations must be mailed (postmarked) or couriered AND emailed by midnight Friday 6 May 2011.**

1. Fill out the relevant **Nomination Form on the AbaF website** at [www.abaf.org.au/awards](http://www.abaf.org.au/awards).
3. Email a copy of your nomination to [nominations@abaf.org.au](mailto:nominations@abaf.org.au), by **midnight Friday 6 May 2011**.
4. Send five (5) hard copies of your nomination by mail or courier to the address below.
5. Nominations cannot be accepted by fax.
6. The original signed nomination and four identical copies (totaling five) of the full nomination are required, including five sets of any support material, and two discs – one containing logos and photographs, the other with any moving images that you may have available (refer Support Material section on the next page).
7. Nominations must be in A4 format. Number and name each page.
8. Staple each set in the top left-hand corner but **DO NOT BIND**.
9. No responsibility for loss or misdirection of entries will be accepted by AbaF, its staff or contractors.
10. Please keep a copy of your nomination and support material for your own files as copies of nominations cannot be returned.

## 11. Mail or courier hard copy nominations to:

Ms Gabby Talmadge  
National Awards Manager  
AbaF  
Level 2  
405 Collins Street  
Melbourne Victoria 3000

### Images

**DO NOT** attach your images to your emailed nomination. Please include these on discs sent with the hard copies of your nomination.

Please label the discs clearly as Photographs or Moving Images, along with the nomination name and category.

You **MUST** provide with your nomination a single disc which contains a selection of high resolution (300 dpi) images relevant to the arts component of the award, such as portraits of artists, photographs of visual arts, rehearsals or artists at work. Any available moving images should also be included on a separate disc. These images will be used by AbaF for audio visual support at the Awards events and for material promoting AbaF and the Awards. You will be requested to complete a copyright clearance form. AbaF reserves the right to select images for use, and images are unable to be returned.

Inclusion of moving images is preferred, but not essential to the nomination.

### Support Material

Judges are not obliged to read, view or listen to support material. Support material should only be included if it is directly relevant to your nomination. Keep support material to a minimum. Support material may include marketing and communications material, news clippings, evaluations, audience and community feedback and testimonials. CDs, DVDs or videos may only be included if directly relevant to your nomination (e.g. a partnership which produced a CD or DVD as one of its core outcomes). Support material should be clearly labeled, preferably held in an A4 plastic pocket, and be attached to the Nomination Form. Do not send annual reports, large books, large posters, t-shirts, videos or bulky items. Support material is unable to be returned.

### Confidentiality

#### Nomination Information

All nominations are strictly confidential and only seen by parties essential to the nominations process – AbaF staff and awards judges. By entering the AbaF Awards you are conferring on AbaF the right to use the entered material for promotional purposes including display, publicity, presentations, *The Gold Book* and case studies on the AbaF website.

Nominees may stipulate reasonable commercial-in-confidence restrictions.

Nominations that win at national level will be forwarded to *The Australian* to facilitate the writing of their winner profiles that will be published following the national awards event.

### **Nominee Contact Details**

*The Australian* provides editorial and advertising opportunities to national Award finalists. Details for the nominated contact for all Awards finalists will be passed on to *The Australian* for these purposes. Contact the national office if you wish to nominate an alternative media contact.

### **Nomination Authorisation**

#### **Partnership, Volunteering and Giving Award Entries**

All hard copies of nomination forms for partnership, volunteering and giving Awards require signatures where indicated.

#### **Leadership Nominations**

Nominations for the Leadership Awards must be signed by the nominator. Leadership nominations may be prepared and submitted by the nominee's employer, peer, or by the nominee themselves.

Nominations should be prepared without the knowledge of the nominee where possible. In mid August the winners will be advised in confidence, and their agreement sought to proceed.

Nominations for the Goldman Sachs Philanthropy Leadership Award may be prepared and submitted by any person who can substantiate the nominee's leadership role in cultural philanthropy (including the nominee themselves).

### **The Gold Book 2011**

Case studies of all AbaF Awards 2011 national and state winners will appear in *The Gold Book 2011*. The case studies will be based on the material submitted for the Awards. All organisations and individuals will have the right to approve the copy relating to them before publication. Representatives of winning partnerships may be contacted for interview. Free copies of previous editions are available from AbaF.

### **Invitations to the National AbaF Awards Event for State Winners and National Finalists**

Invitations will be provided to all state winners and national finalists to attend the national AbaF Awards event in Perth on Tuesday 11 October 2011. Each finalist (i.e. each organisation in a partnership) will be entitled to one complimentary ticket to the event and the opportunity to purchase one additional ticket, with a maximum of six tickets per nomination.

There are no finalists in the Leadership categories, only winners. Nominees are not made public and only winners are invited to attend the national event. Nominators of leadership winners will also be invited to the national AbaF Awards to see their nominee receive their award.

### **Agreement to Rules**

By becoming a nominee in the AbaF Awards, nominees agree to accept and be bound by these rules. Compliance with the rules is the sole responsibility of the nominee/nominator.