



AUSTRALIAN EVENT AWARDS 2016

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Scores and Comments

EntryNo: 462484
Category: Best Regional Event
Your Reference: Boston Bay Broadcast
Round 1 Score: 84.29 [scores explained](#)

We asked the judges to provide a message to you highlighting areas in which this entry has excelled. Here's what they said:

The community engagement of this project is fantastic. I am particularly impressed by the training and mentorship provided for regional artists. A fantastic initiative that clearly had impact across sustainability, culture & community & personal pride.

Hats off to the organisers, community and all involved a fabulous innovative community event.

The engagement and level of buy in of the local community is wonderful to see and a great legacy both for the project and moving into the future. Integrating both Indigenous and white culture and linking both young and old stories through this project is fantastic and a credit to the makers.

This event is highly innovative in nature and is extremely effective in reaching out to its local community in order to tell its aspects of its 'story' past and present.

We asked the judges to provide a message to you highlighting areas in which you could improve next year. Here's what they said:

I am unsure if this is a "what could be improved" more a what could be considered. I would be interested to understand what if any post event coms & strategies are in place to further leverage the great success of this project in the region. With such rich content developed & such strong community engagement how can this be driven further beyond the life of the actual staging of the event? Is there a place for these stories beyond the 4 days? I see great opportunity here to extend the life of this project into education programs, permanent installations etc. Perhaps a line of thinking to consider for future.

Have you thought about approaching the universities and tafes for students to take your project on in house with research, social media, digital & event management students? Event Management section can take on another project of sponsorship giving you more budget to grow the event. Bringing more tourism to Port Lincoln is also key to growing the local community. Unemployed work shops and volunteering could be a fabulous way to build on community morale. Good luck.

Whilst this project obviously benefited locals to a large degree and whilst there was obviously limited marketing budget, it would be great to leverage PR and social media to engage the Australian public as a whole - outside of the local area.