

MEDIA RELEASE



Gunnedah Online Music Eisteddfod 2020 a State Finalist in the Australian Event Awards

The announcement of State and Territory Finalists in the Australian Event Awards has seen the inaugural Gunnedah Online Music Eisteddfod named amongst the best events in the country in 2019/20.

Attracting almost 700 registrations from musicians nationwide, the inaugural event came about as a result of the cancellation of the 68th annual face-to-face competition, becoming Australia's first officially sanctioned online music eisteddfod.

Run entirely by a trio of volunteers, co-convenor Margaret Amos said that the event's success and overwhelmingly positive feedback were largely due to the strong focus on participant experience, and the introduction of innovative new categories which appealed to a broad market.

"Our committee stepped up to meet the demand for creative and performing arts outlets where most were being cancelled across the country. We set out to provide a unique opportunity, and to do so in a welcoming and inclusive manner given the extreme uncertainty and isolation being experienced globally. We're absolutely thrilled to be recognised by the Australian Event Awards, and would like to take this opportunity to thank all of our wonderful participants for being part of this special event, and to acknowledge the significant contribution of our adjudicators, local sponsors and supporters."

The event's achievements in being named as a State Finalist in the Best Regional Event category demonstrate its continued commitment to supporting the performing arts from a regional base.

Entries are judged on all aspects of event management including best practice, innovation, marketing, stakeholder engagement and management, sustainability and event legacy.

Across the board, 2020 was a very high scoring year. In fact, Brenda LaPorte, co-chair of the Judging Panel, reported that "the entries put forward for judging on average scored significantly higher than last year. This is an incredible result knowing what the industry has been through in 2020. It clearly reflects the high quality of the events delivered across Australia and what we have to look forward to when our industry makes its comeback."

Australian Event Award Winners will be announced in October 2020. More information is on the Event Awards website www.eventawards.com.au

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