

IMAGinE

awards 2021

2021 IMAGinE Awards Guidelines

Nominations close: 5pm, Thursday 26 August 2021

Purpose

Established in 2008, the IMAGinE awards celebrate and recognise the projects and programs created and presented by NSW museums and galleries and the people that make it happen and bring it all to life. Across all categories, we are on the lookout for leadership, innovation, diversity and creativity.

The museums, galleries and Aboriginal cultural centres of NSW provide historical, contemporary and future context. They tell stories about their communities and reflect on what they might become. Their programs record history and grow ideas; they generate and support creative processes that contribute to economic, social and health related wellbeing. They help build resilient and sustainable communities.

IMAGinE celebrates all institutions and pays homage to those organisations run by volunteers, with limited budgets and minimal resources. The awards highlight the resilience, innovation and creativity of museums, galleries and Aboriginal cultural centres. These awards offer a unique opportunity for museums and galleries in NSW to advocate, promote their achievements and raise their profile within the sector and the broader community.

Winners will be promoted online and via social media.

The IMAGinE awards are an initiative of Museums & Galleries of NSW, developed with support from Australian Museums and Galleries Association NSW and Regional and Public Galleries of NSW. Museums & Galleries of NSW is supported by the NSW Government through Create NSW.

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Categories

The 2021 IMAGinE award categories are Exhibition Projects, Engagement Programs, the Resilience & Innovation award, the ACHAA Award for Excellence by an Aboriginal Curator and the Imagination award.

Exhibitions

This category makes a distinction between museum and gallery practice by granting awards separately to Museums/Heritage and Galleries/Visual Arts. It recognises excellence and innovation in exhibition practice, such as permanent or temporary exhibitions, exhibition design, exhibition publications and resources, and exhibition partnerships.

Nominations can be made to:

Museums/Heritage

- (A) Exhibition Projects award for small and volunteer organisations (defined as 2 or less paid staff*)
- (B) Exhibition Projects award for medium organisations (defined as 3 – 10 paid staff*)
- (C) Exhibition Projects award for large organisations (defined as 11 or more paid staff*)

Galleries/Visual Arts

- (D) Exhibition Projects award for small and volunteer galleries (defined as 4 or less paid staff*)
- (E) Exhibition Projects award for medium galleries (defined as 5-10 paid staff*)
- (F) Exhibition Projects award for large galleries (defined as 11 or more paid staff*)

* Full time paid professional staff or equivalent in the entire organisation.

Engagement Programs award

The Engagement Programs award is assessed across the museum and gallery sector. It celebrates best practice in ongoing programs such as public programs, education resources, websites and social media, community engagement and participation.

Nominations can be made to:

- (A) Exhibition Projects award for small and volunteer organisations (defined as 2 or less paid staff*)
- (B) Exhibition Projects award for medium organisations (defined as 3 – 10 paid staff*)
- (C) Exhibition Projects award for large organisations (defined as 11 or more paid staff*)

* Full time paid professional staff or equivalent in the entire organisation.

The Innovation & Resilience award

The Innovation & Resilience award recognises the outstanding efforts of museums and galleries to overcome challenges and celebrates excellence and innovation in exhibition practice, resilience-building projects and engagement programs.

Nominations can be made to:

- (A) Innovation & Resilience award for projects with a budget of \$10,000 or less
- (B) Innovation & Resilience award for projects with a budget of between \$10,001 and \$100,000
- (C) Innovation & Resilience award for projects with a budget of \$100,001 or greater

The ACHAA Award for Excellence by an Aboriginal Curator

This year the Aboriginal Culture, Heritage & Arts Association will present a special award to a NSW Aboriginal Curator in recognition of their work on an outstanding exhibition in the museum and gallery sector in the award period.

Nominations can be made to:

(A) ACHAA Award for Excellence by an Aboriginal Curator

The Imagination award

This year we are seeking proposals for projects demonstrating creative and innovative approaches to exhibitions and engagement projects to receive a \$3,000 cash grant prize.

We are searching for innovative concepts which use your museum or gallery in a new way, appear in unexpected spaces or in landmark sites reimagined, ideas that will involve and inspire the local community, utilise technology to counteract physical isolation or connect with new audiences.

Nominations can be made to:

(A) Imagination award - Museums/Heritage

(B) Imagination award - Galleries/Visual Arts

Who can enter?

You can enter the IMAGinE awards if you are a NSW public museum or gallery, Aboriginal keeping place or cultural centre, not-for-profit organisation such as an artist-run gallery or a volunteer run museum or gallery.

Organisations that present exhibitions or have collections that are additional to their primary function are not eligible to enter the awards, such as tourist centres. Commercial organisations are also ineligible (such as consultancy or design groups).

In the case where a private or commercial organisation or an individual artist or consultant is working with a partner organisation or business, the nominee should be the museum, gallery, Aboriginal keeping place or cultural centre.

Who can nominate?

If you are an organisation, an association, a not-for-profit or an individual you can nominate. You can self-nominate or nominate another organisation.

How to submit your nomination

All nomination forms and support material must be submitted online by the closing date via the M&G NSW IMAGinE awards webpage: <https://mgnsw.org.au/sector/support/Imagine/>

To save your files for submission:

- Save the file with your organisation's name and category you are entering.
Please use an underscore (_) to separate words e.g. OurMuseumGallery_Bright Idea Award.doc

If you require assistance in completing the nomination form for any reason, if you have any questions about eligibility, categories or nomination requirements, or if you experience technical difficulties uploading your nomination please contact M&G NSW.

PHONE: 0412425047 or

EMAIL: imagine@mgnsw.org.au

Nominee benefits

All nominated organisations or individuals will receive the following benefits:

- Nomination listed on the M&G NSW website
- Promotional inclusion on M&G NSW social media
- Opportunities for inclusion in online events, talks and media

Nomination fees

In recognition of the ongoing challenges faced by museums and galleries there will be no fee to nominate for the IMAGinE awards in 2021.

Support material

1. For the Exhibition Projects, Engagement Programs and Resilience & Innovation categories please submit the following support material with your nomination:

THREE pages (maximum) of supporting documentation (e.g. web page, image, promotional material), where each image (or PowerPoint page) constitutes one page.

- The preferred formats for images are PowerPoint or jpeg
- If more than three pages/images of support material is submitted, only the first three pages/images will be forwarded to the assessors

PLUS

TWO additional high resolution promotional images representative of the nominated project/program. Images will be used in online and printed promotional material and at the awards presentation (300 dpi jpg max 2MB)

- Images should be high quality and capture your project/program.

NB: When submitting visual support material, please make sure you include an image list with photo credits etc. Please refer to the relevant nomination form.

2. For the Imagination award category please submit the following support material with your nomination:

Creative Proposal

Accepted formats are video (MP4 or .Mov files up to a maximum of 3 min), powerpoint (max 10 slides), images (max 10 jpeg files), pdf (max 10 pages) or a combination of images and pdfs (max 10 files where each pdf page is equivalent to 1 file)

NB: When submitting visual support material, please make sure you include an image list with photo credits etc.

3. For the ACHAA award please submit the following support material with your nomination:

FIVE pages (maximum) of supporting documentation (e.g. web page, image, promotional material), where each image (or PowerPoint page) constitutes one page.

- The preferred formats for images are PowerPoint or jpeg
- If more than three pages/images of support material are submitted, only the first three pages/images will be forwarded to the assessors

PLUS

ONE high quality image of the nominated individual Images will be used in online and printed promotional material and at the awards presentation (300 dpi jpg max 2MB)

PLUS

ONE high quality image of the relevant project. Images will be used in online and printed promotional material and at the awards presentation (300 dpi jpg max 2MB)

NB: When submitting visual support material, please make sure you include an image list with photo credits etc. Please refer to the relevant nomination form.

Terms and conditions of entry

- In the Innovation & Resilience category, the project you are nominating must have occurred within the award period [1 July 2020 – 30 June 2021]
- In the Imagination category, the proposed project must plan to take place between 1 Dec 2021 – 30 June 2022
- Permanent and semi-permanent projects can be nominated, but cannot be awarded an IMAGinE award more than once
- A separate nomination form is required for each nomination.
- All nomination and support material must be submitted electronically unless you have approval from M&G NSW to do otherwise. For assistance with submission or approval of alternates please contact M&G NSW.
- M&G NSW staff and the judging panel may move a nomination from one category to another in consultation with the nominee
- It is within the judges' discretion to determine not to give an award in any given category
- The decisions of the judging panel are final and no correspondence will be entered into
- By submitting material you grant M&G NSW unlimited permission to publish and share this material in its original or altered form. M&G NSW reserves the right to use all entries for publicity, educational purposes and reporting
- Submitted material will be published on Museums & Galleries of NSW website and social media and may be shared with 3rd parties and media for promotional purposes.
- Please keep a copy of your nomination and support material for your own files
- In the Imagination category the prize amount is \$3,000 ex gst. The prize money will be payable to the winner on submission of a completed budget and invoice.

Judging of nominations

Winners in each category will be chosen by the judging panel, which will consist of peers from the NSW museum and gallery sector, including a representative from M&G NSW and award sponsors Australian Museums and Galleries Association NSW and Regional and Public Galleries of NSW. Once the judging panel is confirmed, the names of individual judges will be published on the M&G NSW website.

Each judge will assess and score all eligible nominations individually. The panel then confers to compare scores and make final decisions about award winners and if applicable, highly commended nominations. There is no shortlisting process. It is within the judges' discretion to determine not to give an award in any given category.

The awarding of the Imagination prize money will be subject to a completed budget and invoice.

IMAGinE awards enquiries

Phone: 0412425047

Email: imagine@mgnsw.org.au