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Media Release

Geelong's Arts Events win National Innovation award

Multi-award winning City of Greater Geelong projects – M~M and Geelong After Dark have been awarded a prestigious Community Development National Award at the *Australian Regional Development Conference (ARCD)* Innovation Awards last week.

The City's Arts & Culture Department in conjunction with its event partners received the Innovation Award for work on M~M2014: Geelong's Extreme Arts Walk and pop up night arts event Geelong After Dark.

City of Greater Geelong Councillor Andy Richards Portfolio Holder for Arts & Culture said M~M2014 and Geelong After Dark were unique events bringing the community together on a large scale.

"M~M takes people from all walks of life on a journey to discover the region's culture and traditions," said Cr Richards.

"The 80km walk incorporates a programme of music, visual arts, storytelling, environmental and sporting elements and the City and event partners are currently planning for M~M2016."

"Geelong After Dark is one night of pop up arts events, performances and musical acts that transform Central Geelong. It is continuing to grow, the 2014 event had over 6,000 participants and the 2015 event had more than 10,000."

"Winning this award is great recognition for amazing work on two amazing arts events, and we are so grateful of the support of many individuals, and partners including Deakin University, Corangamite Catchment Management Authority, the Borough of Queenscliffe, Karingal, Diversitat and Wadawurrung (Wathaurung Aboriginal Corporation)."

Cr Richards said Susan Benedyka Founder and Managing Director, Regional Development Company was judge of the award.

"Susan had very complimentary comments of the project's outstanding approach to engaging an enormous range of city groups and diverse parts of the population," said Cr Richards.

"She also made reference to exceptional project planning processes which was great to hear and evident for anyone who attended the events."

The City of Greater Geelong has been asked to give a presentation at the next Innovation Awards in Albury this August.

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