

THE BEAUTY IN DARKNESS OUTDOOR LIGHTING AWARDS

by WE-EF LIGHTING Australia / New Zealand

PURPOSE:

To promote and encourage night sensitive lighting in Australia and NZ that is beautiful, functional and healthy.

'Night Sensitive Lighting' is lighting that is carefully considered, sparingly targeted, placed directly where it is needed, cleverly controlled, as warm as possible in colour temperature for the project (≤ 3000 K CCT), sensitive to the surrounding environment (reducing short wave-length source - blue/violet/ultra-violet) and functional.

Light pollution encapsulates any adverse effect or impact attributable to artificial light at night (including for example, disruption to wildlife reproduction, upsetting circadian rhythms etc.)

OVERVIEW:

We are looking for the **best outdoor lighting projects** that WE-EF Sales Partners have supported across AUS/NZ.

WE-EF Sales Partners are responsible for all submissions.

Any project commissioned between January 1, 2020 and December 31, 2022 is eligible for submission.

Projects can span across any application but must meet one of the 3 ADSA categories of approved lighting and >50% of the luminaires used on the project must be WE-EF LIGHTING fittings, to be eligible.

We invite submissions for both NEW and UPGRADE projects.

To submit a project, it must meet one of the 3 ADSA categories of approval <https://www.australasiandarkskyalliance.org/adsa-approved>

THE AWARDS

Dark Knight Award – Sales Partner Salesperson

1. For the Salesperson with the **largest number** of qualified project submissions at the end of the competition

Project Awards

2. **People Pleaser Award** for best Project featuring 'ADSA Approved' and/or 'ADSA Prized' Luminaires (human sensitive)

3. **Wildlife Warrior Award** for best project featuring 'ADSA Prized Wildlife' Luminaires

THE PRIZES

Dark Knight Award

1st Prize:

- \$2000 donation to ADSA on behalf of the Sales Partner
- All inclusive Beauty in Darkness Awards Event for the Salesperson (2px) with all transport, accommodation, meals and entertainment included and dark skies guided tour
- ADSA Board Member presented talk to your business/team (valued at up to \$900)
- Annual Webinar Sponsorship package with your logo featured on 4 x webinars to the value of \$2000
- Promotion of Achievement across WE-EF Socials
- Award Plaque

2nd Prize:

- All inclusive Beauty in Darkness Awards Event for Salesperson (2px) with all transport, accommodation and entertainment included
- \$500 donation to ADSA on behalf of the Sales Partner
- Promotion of Achievement across WE-EF Socials

Project Awards

1st Prize for each of the abovementioned categories (2-3):

- All inclusive Darkness Awards Event for HOB (2px) and Specifier Team (up to 5px) with all transport, accommodation, meals and entertainment included and dark skies guided tour
- Dark Sky Traveller Siding Springs VIP After Dark Experience to the value of \$2,290
- Promotion of winning project (including key stakeholders and Sales Partner) across all WE-EF socials
- Award Plaque

2nd Prize:

- ADSA Dark Sky Traveller Gift Certificate for a Dark Sky Experience to the value of \$800
- Award Plaque
- Promotion of project across all WE-EF socials

AWARDS EVENT

An exclusive award event will be held to honour project entries, commendations and winners at a Dark Sky sanctuary in 2023. The Event will be held at a Dark Sky Reserve/ Park in Australia or New Zealand (*COVID permitting).

Sales Partner HOBs together with winning specifiers will be invited to attend, with WE-EF providing accommodation, meals and entertainment. Transport to be arranged by guests (*award winners transport is inclusive as outlined in prizes). The event will be hosted as a dinner followed by a guided dark sky experience.

ACKNOWLEDGING STAKEHOLDERS

WE-EF will, throughout the course of the competition and post-the competition conclusion, promote several of the projects, giving recognition and kudos to all key stakeholders, via its digital platforms including Websites, Social Channels and Email Marketing.

SALES PARTNER SUBMISSION FORM

Online submission form fields.

- *Name and contact details of WE-EF Salesperson and Sales Partner making submission (including name, email, phone number)
- *Award Category (dropdown)
- *Application area (provide dropdowns – city, architecture, landscape or other – please specify)
- *Name of project
- Address of project (optional)
- *New Project or Upgrade Project? (checkbox)
- *Nominated Individual/Practice for Award
- *Names and titles of key specifiers involved (business names, personal names)
- *Description of project, max 200 words
- *Project concept (outlining key considerations and challenges of project), max 200 words
- *Key achievements/results of project implementation (social, environmental, economic), max 1000 words
- *WE-EF Luminaires and accessories used (names of products and number of fittings)
- *Special notes/outcomes

UPLOADS

• UPLOAD IMAGES OF PROJECT

Please provide 3-5 hero images (daytime and night time) and up to 5 supplementary images. These images may be used for promotional purposes by WE-EF and will also be used by the judging panel.

Image specs:

High Resolution in .JPG format (Min. 1,500 pixels on the longest side, 300dpi). Max. upload size is 10 MB.

Please ensure the images contain a combination of site and setting, elevations, design etc. to provide as much context as possible of the project.

- UPLOAD SALES ORDER
- UPLOAD ANY OTHER SUPPORTING DOCUMENTATION

If you need assistance with the submission or need support with photography, please reach out to us as we may be able to facilitate photography (in some locations).

JUDGING CRITERIA FOR AWARD CATEGORIES 2-3

- Meeting the ADSA category for which the submission is made
- Consideration of ADSA Best Practice Lighting Principles
- Ranking and rating of creativity of concept (considering innovation in engineering/lighting design approach)
- Ranking and ratings of achievements/results of project implementation (i.e. social, environmental and economic impact)

JUDGING PANEL

- WE-EF Global C-Level Team Member (1 vote)
- WE-EF Global Dark Skies Ambassador (1)
- WE-EF AUS/NZ Sustainability Ambassador (1 vote)
- ADSA Board Member Representative (1 vote)
- WE-EF AUS/NZ Entire Team (counts as 1 vote)
- AUS/NZ Sales Partner HOB (1 vote per Sales Partner territory/region)

Judging will take place in January 2023.

TERMS & CONDITIONS

- This competition is limited to the regions of Australia and New Zealand (all project submissions must be within either country)
- All submissions for this competition are to be made by WE-EF Sales Partners on behalf of the specifiers/project teams
- Sales Partners must seek permission from the principal specifier / project lead to make the entry / submission on behalf of the specifier/team
- The projects submitted must have at least reached practical completion by 31/12/2022 to a point at proper assessment by the jury can take place
- WE-EF may remove any entry if WE-EF is of the opinion that
 - It does not comply with the entry criteria
 - Is offensive, inappropriate, indecent or illegal
 - Is a potential breach of a third party's copyright (for example, an undisclosed property release, not permitted to take photos of the site etc.)
- >50% of the luminaires used on the project must be WE-EF luminaires
- WE-EF reserves the right to dismiss any submission wherein which the project does not meet any of the 3 ADSA categories of approved lighting
- In the case that a submission is incomplete or requiring further detail, WE-EF reserves the right to request more detail for the submission to be further considered. Should these details not be supplied, WE-EF reserves the right to disqualify the submission from further consideration
- A review will take place at the end of the awards process, including a survey of all involved, to determine the best approach for future awards programs (this being an inaugural edition)