



# Members' Encouragement Awards Report 2024

## Overview

The Members' Encouragement Awards (MEAs) are considered by our members to be a fun part of their PSVA membership. Artists of all abilities are encouraged monthly to enter their paintings for peer review, and are also encouraged monthly to vote for their favourite paintings.

Our PSVA MEA Coordinators are Michelle Hendrie and Christine Smith

## Sponsorship

The MEAs were sponsored by Eckersleys from January 2017 till April 2021. From that point there was no sponsorship, however in June 2024 a new sponsor, Atelier Art Supplies, came on board to provide MEA awards for the end of the year. After a visit to their store, they were very happy to be added to the mailout as the sponsor of our twice monthly campaign emails. We copy Atelier on our mailouts so they can see how they are promoted by the PSVA.

## Monthly Campaigns

Two campaign emails are sent out monthly, "Enter the MEAs" and "Time to Vote". In 2024 from February to current year to date (September):

- Our average open rate for both campaign emails is 76% of members
- An average of 11% of members enter paintings
- 172 paintings have been entered for the year to date
- We have had 59 individual artists entering for the year to date
- An average of 20% of members vote

## Looking Ahead

The MEA Coordinators have been reviewing the history and evolution of the MEAs since the concept was announced by then president Terrienne Murray at the AGM in 2004. The categories have been changed many times since inception, and it seems that some minor changes going forward may encourage even more participation.

We have solicited feedback in both our campaign emails and also in person at the monthly meetings. A MEA Survey is proposed for early 2025.

It is possible that the categories could be expanded or category definitions refined. This is based on feedback especially from members who qualify for the Emerging category that are just developing their pastel skills.

Any changes will require Committee review and approval. A report will be sent to the committee once all options are considered and a proposed way forward is formed.

**Michelle Hendrie**

PSVA MEA Coordinator | [mea@vicpastel.com.au](mailto:mea@vicpastel.com.au)