



## Australia Day

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### THE AUSTRALIA DAY CITIZEN OF THE YEAR AWARDS

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#### GUIDANCE AND CRITERIA FOR LOCAL GOVERNMENT AUTHORITIES

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The Australia Day Citizen of the Year Awards, Young Citizen of the Year Awards and Community Event of the Year Awards are presented annually to local citizens / community organisations who have made outstanding contributions to the community.

The Awards are provided by the Australia Day Council of South Australia and are administered by Local Government Authorities throughout the State on behalf of the Council.

#### **About the Awards**

Each year, communities across South Australia celebrate the achievements and contributions of outstanding members of their communities through the Australia Day Citizen of the Year Awards. Award recipients inspire us to get involved in our communities and contribute to our neighborhoods.

The Australia Day Citizen of the Year Awards gives the opportunity to recognise someone who makes a difference in their community across 3 major categories:

#### **Categories**

##### **Australia Day Citizen of the Year Award:**

The most outstanding Citizen for the local government authority

##### **Australia Day Young Citizen Award:**

The most outstanding Young Citizen for the local government authority

##### **The Community Event of the Year Award:**

The person or group who has staged the most outstanding community event during the year

Local government authorities may also present their own awards to reflect other achievement in their community.

## **Selection Criteria**

In choosing the recipients of the Australia Day Citizen of the Year Awards, regard is given to the nominee's achievements in the year immediately prior to receiving the award, as well as their past achievements and ongoing contribution to the community.

An individual need only be nominated once to be considered. The number of nominations received per nominee bears no weight in their selection.

The selection criteria for Citizen of the Year and Young Citizen of the Year are:

- Significant contribution to the community
- An inspirational role model for the Australian community
- The scope of impact the individual's contribution has on the local government area

The selection criteria for Community Event of the Year are;

- The quality of the event
- The scope of impact the event has on the local government area
- The event's contribution to the community

PLEASE NOTE it is not a requirement that the individual resides in the local government area. The focus should be on their SPECIFIC contribution to that local government area (e.g. an individual may live in a neighbouring council but has made a significant contribution to a community organisation within the respective council)

Selection panels will also give consideration to the following in assessing and comparing nominations against the above criteria:

- Personal, academic and professional achievements
- Contribution in the relevant field (how has the nominee or event 'put back' into their field to benefit others)
- Demonstrated leadership, innovation and creativity
- Contribution to development of regional community and/or economy
- Future goals and likely impact
- Degree of difficulty of the achievement and sacrifices made
- Previous awards and recognition
- Voluntary work beyond paid employment
- Nature and length of activity or service
- Achievements as an individual or as part of a group or organisation
- Availability and commitment to promote community pride and active citizenship throughout the year of the recipient's appointment

## Eligibility Criteria

- Nominees must be Australian citizens
- Awards will not be granted posthumously
- Self nominations will not be accepted
- Nominees must be at least 16 years of age in the year of the award presentation
- Nominees for the category of Young Citizen of the Year must be 30 years of age or less on 26 January in the year of the award presentation
- Sitting state and federal politicians, current vice-regal officers and current elected members of council are not eligible
- Retired politicians, elected members and vice-regal officers will be considered for work undertaken in addition to their official duties
- Unsuccessful nominees may be re-nominated in subsequent years
- Groups of people, organisations or couples will not normally be eligible for Citizen of the Year and Young Citizen of the Year, though in exceptional cases the selection panels reserve the right to consider such nominations.
- Both individuals and organisations should be considered for the Community Event of the Year as this recognises the organising body or committee responsible for the event
- Absolutely NO weight is given to the number of times a person or organisation is nominated
- Previous recipients of the award categories may receive the award in the future however the work that this person or organisation made in receiving the original award may not be considered.
- Councils may choose to re-submit nominations that do not receive an award for future consideration in subsequent years of the program

## Marketing Templates

A marketing toolkit has been developed to assist in providing consistent materials for the nomination forms, advertisements and posters. This will be distributed each year to every council and is available on the website at;

[www.citizenoftheyear.com.au/council-admin/](http://www.citizenoftheyear.com.au/council-admin/)

The Password is sacouncil1

Online nominations are now possible via the website also with the nominations being emailed directly to the respective council.

Please also see the following attachments;

- 1) Template for nominee assessment

## Nomination Period

The following dates are recommended for the nomination period;

Nominations Open: 1<sup>st</sup> day of October

Nominations Close: 3<sup>rd</sup> Friday in November

Nominations received before 1<sup>st</sup> of October will still be accepted.

Nominations received after the closing date will be carried forward to the next nomination period in the following year.

The Australia Day Citizen of the Year Awards rely on nominations from the public. Nominations are open all year round, but there is a targeted marketing campaign from 1 October to the 3<sup>rd</sup> Friday in November.

The Australia Day Council of South Australia will:

- develop all marketing materials, including nomination forms, posters etc.
- Accept and process nominations through the Citizen of the Year Awards website and nominations sent directly to ADCSA
- Provide a Media Release Template for the Awards (see [www.citizenoftheyear.com.au/council-admin](http://www.citizenoftheyear.com.au/council-admin))

**Ideas for Councils to encourage nominations:**

- Engage with committees and community groups in the nomination period to source nominations
- Promote the call for nominations to all appropriate contacts, websites and/or social media pages
- Mail out to Community Organisations in the community;
- Invite previous recipients to nominate others;
- Staff to nominate deserving recipients; (e.g. the Community Development area)
- Have previous recipients on the selection panels;
- Need to educate communities on what is “Community effort\involvement” - ie not necessarily big actions (such as a medical breakthrough) but rather actions that impact on others within the community (such as saving lives through teen suicide intervention)
- “think tanks” of some of the key stakeholders in the community may assist in identifying key people from the community that should be recognised
- Ask your Mayor to record a direct to camera video to promote on social media (see example [here](#))
- Ask your Mayor to weave active citizenship discussions throughout all speeches given and ask that they ask people to consider nominating at public events throughout the year.
- Develop a communications strategy to promote the awards
  - Talk more about WHY it is important for Council to have these awards - what do these awards mean for our community?
  - Consider connecting with previous recipients, Elected Members and community services sector to get buy in and promote the awards
  - Share stories of previous recipients – where are they now? Animate powerful stories
  - Consider how your current recipient can help promote the awards – can they speak at an event?

**Template: Letter to Community Groups**

Good Afternoon,

Nominations for the [insert year] Australia Day Citizen of the Year Awards for [Insert Council] are live and we need your help to give our community's best the recognition they deserve.

We're looking for someone who makes a difference in our Council. Someone who contributes to our community and inspires those around them. They could be quiet achievers, community members or unknown heroes.

We are reaching out to organisations, like yours, that can help us by identifying and nominating community members who are doing outstanding things. The Awards rely on members of the public to nominate, so we encourage you to consider putting someone forward in your networks for the [insert year] Awards.

Your nominee could be recognised in one of our three categories:

- Citizen of the Year
- Young Citizen of the Year (16 to 30 years)
- Community Event of the Year

Nominating someone and highlighting the work they do can mean the world to a person and it's easy to do. Just tell us who they are, what they've achieved and why you'd like to see them recognised. You can nominate online at [www.citizenoftheyear.com.au](http://www.citizenoftheyear.com.au).

Nominations for the 2019 Awards close soon, so make sure you get yours in by **midnight on [insert closing date]**.

Kind regards,  
[Insert signature block]

## Panel Composition and Guidelines

- The Local Government Authority may compose the selection panel as it sees fit however the following composition is recommended;
  - 2 elected members
  - 3 community representatives

Ranking sheet templates are available to download from [www.citizenoftheyear.com.au/council-admin](http://www.citizenoftheyear.com.au/council-admin). It is recommended that nominee details are entered into the ranking sheet template before sending nominations to your panel. It is recommended that Councils shortlist their nominations in each of the categories before sending on to the panel.

All nominations are eligible to be considered for the Citizen of the Year Award. Anyone aged 16-30 can be also considered for Young Citizen of the Year.

When selecting community representatives you may wish to consider asking previous Citizen of the Year Award recipients to contribute in this capacity.

## Template: Initial Email to Selection Panel Members

**Subject:** [insert year] Australia Day Citizen of the Year Awards selection panel for [insert Council]

Dear [insert name],

I understand you have been nominated as the [insert organisation]'s representative on the [insert year] Australia Day Citizen of the Year Awards selection panel for [insert Council]. Thank you for volunteering your time to participate in this significant program.

The selection panel meeting will be held at [insert venue name and address], on [insert date] from [insert time]. Please take the time to put this in your diary. The meeting will be chaired by [insert Chair name, position].

Prior to the selection panel meeting you will need to read through all the shortlisted nominations across the three Award categories. All the nominations will be delivered to you via [insert how nominations will be delivered].

It is important that you read through this material before the meeting, you'll need to set aside a few hours to do so. We appreciate it is a little time consuming but you will find that you are able to participate fully in the selection process with this background. I have attached a guide about the Awards and the selection panel meeting to help guide your thinking.

In advance of receiving the nominations I want to take the opportunity to remind you that the contents of the nominations and the discussions that will occur in the meeting are to be kept in the strictest confidence. We ask this to protect the dignity of all the shortlisted individuals.

Thank you once again for taking the time to participate in this important process to help us select our Award finalists and recipients for [insert year]. I think you will find it a very rewarding process and I look forward to seeing you at the meeting.

If you have any questions in the meantime, please don't hesitate to contact me on [insert phone number] or by email [insert email address].

Yours sincerely,

[insert signature block]

## Template: Thank you email to panel Members

**Subject:** Thank you for your help

Dear [insert name],

Thank you once again for your generous and insightful contribution to the assessment of the [insert Council] nominations for the [insert year] Australia Day Citizen of the Year Awards. We sincerely appreciate the time you dedicated to both reading the nominations and participating in the discussion at the selection meeting.

On behalf of [insert Chair name], the Chair of the meeting, and all of us working on the Awards program, we hope you found it enjoyable and a reminder of the extraordinary contribution people are making in [insert Council].

As mentioned in the meeting you will receive your invitation to the [insert Council] presentation in due course but if you would like to mark your diary now the presentation will be held at [insert venue] on [insert presentation date] commencing from [insert time].

Also, a reminder that we value your continued confidentiality on the discussions and decisions made at the selection panel meeting. We will advise you when the results are made public.

Nominations are now open for the [upcoming year] Australia Day Citizen of the Year Awards. If you know of someone you'd like to see recognised for their inspiring work please consider nominating them.

Thank you again,

[insert signature block]

## Presentations of Awards

The Australia Day Citizen of the Year Awards are usually presented at Australia Day events across South Australia. Consider adding the following people to your event invitations (if sent)

- Nominators of your finalists
- Past Australia Day Citizen of the Year recipients
- The selection committee members

## Certificates and Frames

The Australia Day Council of SA provides a frame and certificate for each of the category winners for Members. Orders for this are due by Friday 23rd November 2018. Extra certificates or frames can also be supplied however there will be a small cost recovery charge.

## State Awards

An overall state award will be presented for each category. This presentation will occur at Government House in the week prior to Australia Day, with presentations made by the sponsor and the Governor of South Australia. All councils are encouraged to forward their

recipient in each category to be considered for the overall state awards. The closing dates for the state nominations is **Friday 13<sup>th</sup> December 2019** and should be forwarded to the Australia Day Council of South Australia via this website <https://www.citizenoftheyear.com.au/sa-state-citizen-of-the-year-awards/> .

State recipients will be announced in the lead up to the event at Government House. If Councils wish to keep their recipients a surprise until Australia Day they are welcome to submit their previous year's recipient for the Award.

In the past, press releases on Australia Day, for the Awards, have not been very successful. Since trialling media releases about 4 days prior to Australia Day eve media coverage has increased considerably. Many councils have advised that they used to release winner's names on Australia Day but found a greater response and benefits from releasing those details early.

Each Mayor in South Australia is invited to attend the State announcement. Should your recipient be announced as the State Citizen of the Year you may wish to encourage your Mayor to attend the announcement.

### **Social Media**

When using social media channels to promote the Awards please consider tagging the Australia Day Council as follows

Facebook: @Australia Day in South Australia

Twitter: @AustraliaDaySA

Instagram: @AustraliaDaySA

It would also be appreciated if the Sponsors – OTR and Sarah Constructions, as well as Media Partner Channel 9 are acknowledged, where appropriate

### **Major Sponsor**

The Australia Day Citizen of the Year Awards are proudly presented by the Australia Day Council of South Australia, sponsored by On the Run, Sarah Constructions and Channel 9. Where possible it is requested that they are acknowledged and their logos displayed on marketing materials.



## **After the presentation – suggested ways to support your recipient**

- Recipients become your Council VIPs – invite them to events, special meetings, places on committees, networking opportunities.
- Establish a mentor program to formally match new recipients with past recipients.
- Sit down with recipients following the presentation to discuss what they would like to achieve and focus on during their year as an award recipient.
- Facilitate introductions with key council figures and with people and organisations relevant to their individual goals.
- Present recipients with a list of events and opportunities so that they can determine how involved they would like to be throughout the year in additional activities.
- Personally invite recipients to as many events as possible and ask them to contribute when appropriate.
- Some Councils give a letter of congratulations with the award – include in that letter the details of your marketing coordinator and ask the recipient to email them with any achievements they have throughout the year. This will give you more content to use year round.
- Invite your recipient to have a coffee or lunch with your Mayor – these recipients are doing great things and they would love the opportunity to share their passion with your Mayor
- Ask them to be the guest speaker at Council events such as Citizenship Ceremonies – their commitment to your Council will inspire others
- Engage with Community groups such as Lions or Apex Groups – there could be the potential for your recipient to speak at one of their lunches or events and share their stories.
- Ask recipients to contribute on committees or in workshops
- Have your previous recipients sit on your selection panels
- Feature the Community Event of the Year on your Council events page
- Ask them to tell their experiences on camera of receiving the award
- Recipients are regular contributors to local e-newsletters or magazines – they could have a monthly blog?

### **FOR MORE INFORMATION PLEASE CONTACT:**

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240 Currie St  
Adelaide SA 5000

Email: [adcsa@adcsa.com.au](mailto:adcsa@adcsa.com.au)

Ph: (08) 8212 3999

## Frequently asked questions

### *How rigid are the Guidelines for the COY Award selection process?*

The Guidelines are exactly that, guidelines. They were developed as a standardised process for the COTY Awards. However, it is recognised that some Councils are not able to fully comply with the guidelines because of their operations and may prefer a minor, local modification to a particular rule rather than ignore that rule entirely. It is simply hoped that Councils will try to standardise their procedures in accordance with the Guidelines to simplify the awards process and assist with marketing, nominations, selection, etc.

### *Does a person have to live in a Council area to be eligible for an award in that Council area?*

- The ADCSA would prefer the person to be considered in the Council area where the activity\contribution actually occurred;
- Noted that most Councils seem to adopt a more flexible interpretation for eligibility rather than 'living' in the area.

### *What happens if a nominee dies before Australia Day?*

Although the Guidelines do not allow for posthumous awards Councils have the flexibility to consider each case on its merits. For example, in one Council a nominee was selected but then they died before Australia Day. The Council still made the presentation because of the outstanding contribution this nominee had made. On the contrary, another Council has stuck by the Guidelines and not presented a posthumous award (although the person was duly recognised at the awards ceremony with an explanation).

### *Can a person win an award in more than one Council?*

- Yes they can however when considering a previous winner the contribution they made for the previous award should not be considered

### *Do Nominees need to be advised of their nomination?*

- Nominees do not have to be advised;
- Nominees also do not have to accept their award.

### *What if my recipient doesn't want to participate?*

Try to ascertain what their reservations are about participating in the Awards program. Some of the most common reasons people don't want to participate are:

- They feel uncomfortable being associated with Australia Day or the date
- They are in a team and don't want to be singled out for their work
- They don't do the work for recognition