



South
Australia

CITIZEN OF THE YEAR AWARDS

Reflect. Respect. Celebrate.

GUIDANCE AND CRITERIA FOR LOCAL GOVERNMENT AUTHORITIES

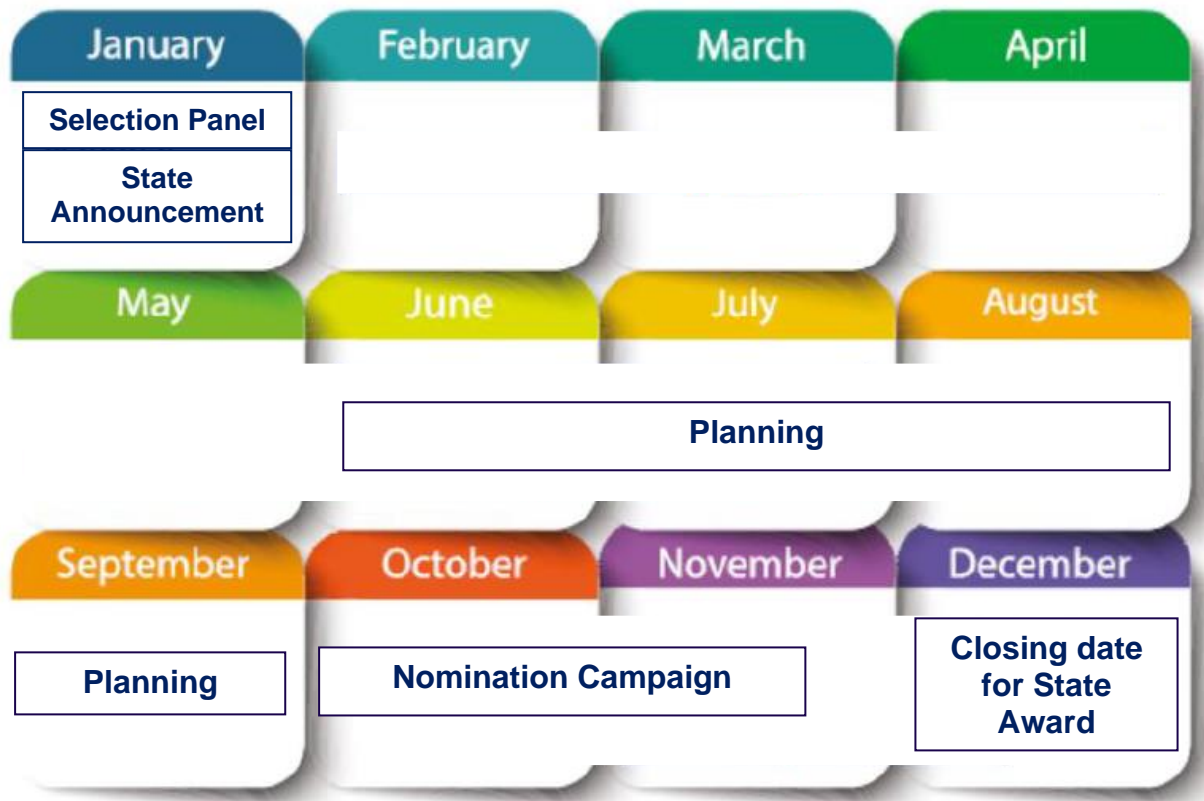


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The Citizen of the Year Awards, Young Citizen of the Year Awards, Community Event of the Year Award and Award for Active Citizenship are presented annually to local citizens/community organisations who have made outstanding contributions to the community.

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 Citizen of the Year Awards. Award recipients inspire us to get involved in our communities and contribute to our neighborhoods.

The Citizen of the Year Awards gives the opportunity to recognise someone who makes a difference in their community across 4 major categories:

Citizen of the Year Award:

The most outstanding Citizen for the local government authority

Young Citizen Award:

The most outstanding Young Citizen for the local government authority

Community Event of the Year Award:

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

Award for Active Citizenship:

A person or group delivering outstanding work on an event or project for the community during the past calendar 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 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:

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

The selection criteria for Award for Active Citizenship:

- The person or group has demonstrated leadership in and for the community
- The person or groups involvement in the community
- The scope of impact the person or groups work has on 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 or community (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 consider 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, event or group '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 (except for Award for Active Citizenship)
- 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/

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: 1st day of October

Nominations Close: 24 November 2021

Nominations received before 1st 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 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 3rd Friday in November.

The Australia Day Council of South Australia will:

- Develop all marketing materials including nomination forms, posters, messaging for social media, e-newsletters and websites 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/).

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” - i.e. 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?

Messaging to Use for Marketing Campaigns

Please find below some messaging that weaves together the meaning and the importance of the Citizen of the Year Awards. This messaging can be used at Council public facing events during the year, on your Councils social media channels, incorporated in your e-newsletter or on your website. We encourage you to use the following messages provided or use it as inspiration for your own messaging.

The below templates can be used all year round.

Example 1 –

[<insert image]

Each year on Australia Day, [insert Council name] acknowledge and celebrate remarkable individuals and groups who do exceptional things for our community. If you know someone making a real difference, we encourage you to put them forward for the Citizen of the Year Awards. To find out more visit citizenoftheyearawards.com.au

#CitizenoftheYear #COTY #NominateNow

Example 2 –

[insert image]

Ever wondered how you can express your gratitude to an extraordinary individual who is impacting your community? [insert Council name] encourage you to nominate for the Citizen of the Year Awards – awards that reward and recognise individuals and groups that have made a noteworthy contribution to their community.

Categories for these Awards are:

- Citizen of the Year Award
- Young Citizen of the Year Award
- Community Event of the Year Award
- Award for Active Citizenship

Nominations open [insert date] and close [insert date] and you can nominate by visiting citizenoftheyear.com.au

#CitizenoftheYear #COTY #NominateNow

Example 3 –

[insert image]

Who makes a real difference in your community?

The Citizen of the Year Awards recognize the incredible efforts of those in our community who rise to the challenge and demonstrate leadership, initiative and active citizenship.

Their influence significantly contributes to the value of [insert Council name] community life. To learn more visit citizenoftheyearawards.com.au

#CitizenoftheYear #COTY #NominateNow

Example 4 –

[insert image]

[insert Council name] has inspiring active citizens who don't do work for praise or recognition. These individuals simply roll up their sleeves and offer their helping hand for those in need – this deep sense of community spirit and wellbeing for others is their motivation. Does this sound like someone you know? Nominate them for the Citizen of the Year Awards! To find out more visit citizenoftheyearawards.com.au

#CitizenoftheYear #COTY #NominateNow

Example 5 –

[insert image]

The Citizen of the Year Program is an opportunity to acknowledge the remarkable local individuals across our regions that place others need before their own and in doing so go above and beyond in enriching their local communities. Do you know the next [insert Council name] Citizen of the Year?

Nominations open [insert date] and close [insert date] and you can nominate by visiting citizenoftheyear.com.au

#CitizenoftheYear #COTY #NominateNow

The below templates can be utilised while nominations are open.

Example 6 –

[insert image]

Citizen of the Year nominations are open! Make sure you nominate someone you admire; they may be working or volunteering in your community to make the world a better place. A young person who is going above and beyond or a community event that you want to celebrate. Go to citizenoftheyear.com.au and acknowledge that someone!

#CitizenoftheYear #COTY #NominateNow

Example 7 –

[insert image]

Does someone in your community make you proud?

The Citizen of the Year Awards are designed to acknowledge and reward local residents and groups for their contribution to community life and their active participation in local projects. The four awards highlight active citizenship, outstanding contribution to the local community and Australian pride and spirit. It only takes one nomination to recognise an extraordinary individual. Nominate today at citizenoftheyear.com.au

#CitizenoftheYear #COTY #NominateNow

Example 8 –

[insert image]

Every community has unsung heroes and we believe you know one of them! These individuals don't do it for the praise or for the recognition – they do it simply because it makes a difference for people in their communities. Thank those community leaders by nominating them now for the Citizen of the Year Awards by visiting citizenoftheyear.com.au

#CitizenoftheYear #COTY #NominateNow

Example 9 –

[insert image]

Play your part in recognizing South Australians who make you proud. Nominations for the Citizen of the Year Awards are closing soon – it only takes one nomination for an extraordinary community role model to be recognised. Nominate now at citizenoftheyearawards.com.au

#CitizenoftheYear #COTY #NominateNow

Example 10 –

[insert image]

Our Citizen of the Year recipients are leading citizens that shape South Australia, inspire us and are role models for us all. Who do you know that deserves this Award? Express your gratitude and nominate before **[insert nomination closing date]**!


#CitizenoftheYear #COTY #NominateNow

Ideas for Photos to Accompany Marketing Campaign

- Previous recipients holding their certificate
- Previous recipients with your Councils Mayor
- Citizen of the Year marketing material which can be downloaded from citizenoftheyear.com.au/council-admin. There are multiple assets to use -
 - Email signature (ensure to link through to the citizenoftheyear.com.au webpage)
 - Web banners
 - Advert
 - Social media cover image
- Images of people working together in your Council area
- Images of people in your local community centre
- Images of people in nature or playing sport
- Volunteers assisting at an event
- Volunteers participating in a community project
- Generic photos of your Australia Day Awards event
- Generic 'Australia Day' photos e.g. Australian flag
- If your Council doesn't own these types of images, please find below links to websites where you can download stock images
 - canva.com/photos
 - pexels.com
 - pixabay.com

Inspiring Community Leader Video Assets

Some of our Inspiring Community Leaders here in South Australia who have gone above and beyond in supporting others in our communities were asked why giving back is important to them and captured their response by filming themselves. These insights are now available to download and use by simply:

1. Visiting this link - www.citizenoftheyear.com.au/council-admin/
2. Enter password - sacouncil1
3. Scroll down to 'Social Media Video Packages'
4. You will see the Community Leaders Name and underneath 4 options to download. You can download the videos with captions or no captions. There is also the 'Square' option, designed for Instagram use.
5. Click on your preferred option and once the video has loaded in an additional page, click on this icon  on the top right-hand side of the screen.

6. The video will then start to download onto your desktop.

These videos are a wonderful enhancement of the Citizen of the Year Awards program as they are offering awareness opportunities on active citizenship and acknowledge the vital role of volunteering within our community. These video assets can be used throughout the year.

Example Content for Digital Platforms

Please find below some prose that can be used to accompany these videos assets if you are showcasing these on your social media, e-newsletter or website.

Allan Mayfield South Australian Citizen of the Year 2020

When Allan was asked why it is important to give back to society this is his response –
“I think communities just don’t function well without volunteers. I feel it’s very important to have volunteers in society to have a much more worthwhile community that what you would otherwise” Allan Mayfield the South Australian Citizen of the Year 2020
Know someone like Allan? Then nominate them at citizenoftheyear.com.au

Caitlin McMahon 2020 Young Citizen of the Year for South Australia and Joseph McMahon Young Citizen of the Year for South Australia – Commendation Award 2019

When Caitlin and Joseph were asked why giving back to others is important this is their response –
“Volunteering gives me a sense of achievement and purpose and helps me feel part of the community. Being an active member of the community, especially in these tough times, provides support to everyone and encourages us to look after each other” Caitlin McMahon 2020 Young Citizen of the Year for South Australia and Joseph McMahon, Young Citizen of the Year for South Australia – Commendation Award 2019
Know someone like Caitlin and Joseph? Then nominate them Then nominate them at citizenoftheyear.com.au

Edwards (Ned) Roberts South Australian Citizen of the Year 2018

When Ned was asked why is it important to give back to society this his is response -
“Volunteering is very important for regional communities for without them we would not have our emergency services, sporting organisations, surfer’s clubs and the list goes on”
Ned Roberts the South Australian Citizen of the Year 2018
Know someone like Ned? Then nominate them at citizenoftheyear.com.au

Template: Letter to Community Groups

Good Afternoon,

Nominations for the [insert year] 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 four categories:

- Citizen of the Year
- Young Citizen of the Year (16 to 30 years)
- Community Event of the Year
- Award for Active Citizenship

Nominating someone and highlighting the work they do can mean the world to a person. Just tell us who they are, what they've achieved and why you'd like to see them recognised. You can nominate online at citizenoftheyear.com.au.

Nominations for the 2022 Awards close soon, so make sure you get yours in by **midnight on [insert closing date]**.

Kind regards,

[Insert signature block]

Reference Checking

Nomination forms request either a written reference or the contact details of a referee. The purpose of reference checking is to

- Confirm that the nominee is actually doing what has been stated in the nomination
- Verify that the referee is happy to support the nomination
- Explain in further detail the nominee's achievements and contribution
- Provide an opportunity for any issues about the nominee to be raised
- Gauge whether there might be any reason the nominee would not be eligible to receive an award

Referee reports may be useful at two points during the selection process:

- To provide additional information for the selection panel to consider when assessing nominees, or
- Following the selection panel, to confirm selections

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. 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] 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 for the [insert year] 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 four 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, please 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] 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] 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 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 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, 12 December 2021.

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 during January, 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 10 December 2021** 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

Please also consider using the below hashtags

#CitizenoftheYear

#COTY

#NominateNow

It would also be appreciated if the Sponsors – Local Government Association of South Australia, OTR, IWS, MGA Insurance and Sarah Constructions are acknowledged, where appropriate.

Major Sponsor

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

After the Presentation – Suggested Ways to Support Recipients

- 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:

Australia Day Council of South Australia Inc.

Office 18

240 Currie St

Adelaide SA 5000

Email: adcsa@adcsa.com.au

Ph: (08) 8212 3999

Frequently Asked Questions

How rigid are the Guidelines for the COTY 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