



South
Australia

CITIZEN OF THE YEAR AWARDS

Reflect. Respect. Celebrate.

GUIDANCE AND CRITERIA FOR LOCAL GOVERNMENT AUTHORITIES

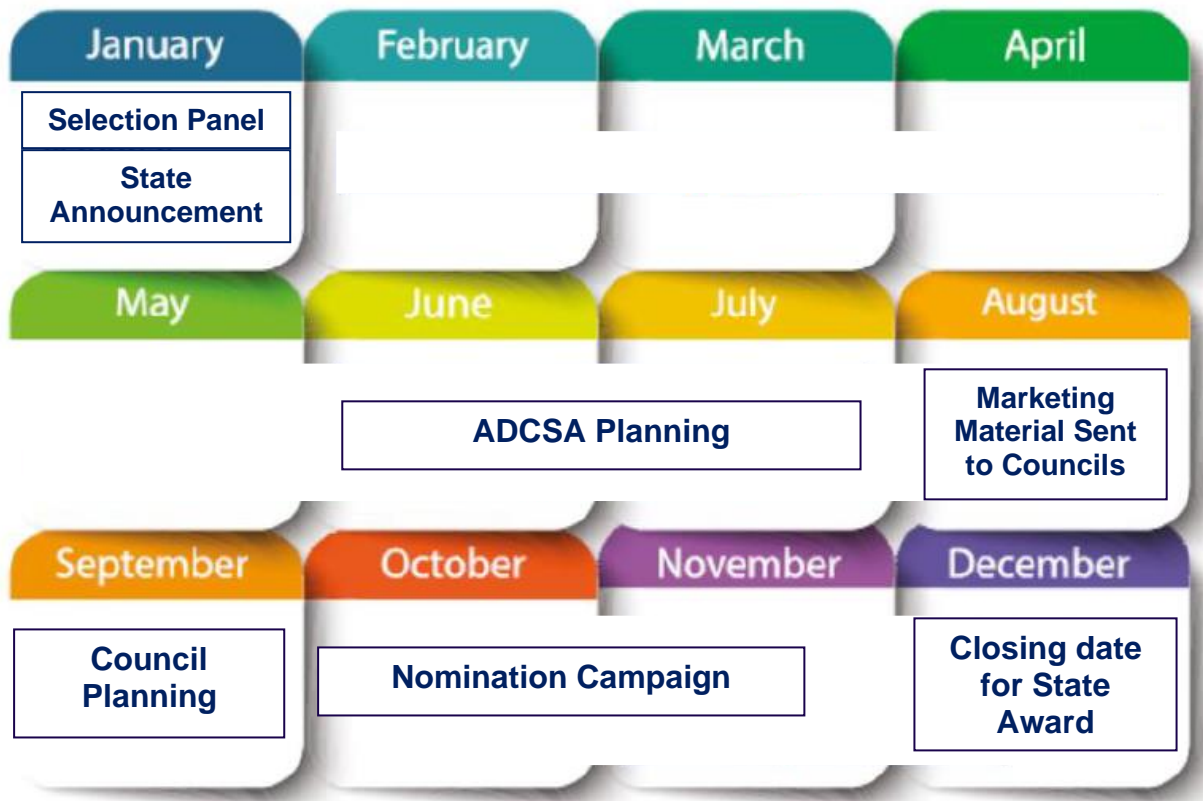


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The Citizen of the Year Awards, Young Citizen of the Year Awards, Community Event of the Year Award and Award for Active Citizenship are presented annually to local citizens and community organisations who have made outstanding contributions to the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

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



Citizen of the Year Awards Process (this is subject to change in each Council)

1. ADCSA and Council promote the Citizen of the Year Awards through their networks and seek nominations for their Citizen of the Year Award categories.
2. Once nominations close, Council bring together a selection panel that decides who the local recipients are for the Citizen of the Year Award categories.
3. Council Citizen of the Year Recipients are then forwarded to ADCSA to be considered for the State Citizen of the Year Award.
4. State Citizen of the Year Award Recipients are announced by Her Excellency the Honourable Frances Adamson AC, Governor of South Australia, on the grounds of Government House in January the following year.

About the Awards

Each year, South Australia celebrates the achievements and contributions of outstanding members of their communities through the Citizen of the Year Awards. These individuals offer remarkable service each day and so often this is invisible to us. They don't do it for the praise or for recognition – they do it simply because it makes a difference to the people of our state.

The Citizen of the Year Awards comprises of 4 major categories:

Citizen of the Year Award:

The most outstanding Citizen for the local government authority.

Young Citizen of the Year Award:

The most outstanding Young Citizen for the local government authority.

Community Event of the Year Award:

A person or group who has staged the most outstanding community event.

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 above and beyond employment duties
- 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 'given back' 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 under 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.

Nomination Process and Resources

There are two main ways to receive nominations for the Citizen of the Year Awards:

- Hard copy nomination forms that are sent to Council or ADCSA (ADCSA then forward to the respective Council)
- Online through the Citizen of the Year website: www.citizenoftheyear.com.au

Anyone can submit a nomination for this award program. Nominations received online will be emailed directly to the respective Council.

On the Citizen of the Year website, Council has special access to a '**Council Admin**' portal that contains resources to assist in delivering the Citizen of the Year Awards program. Please note that resources and marketing assets will be available to download from this portal in the week of the 22 August 2022.

Portal Details

Website link: www.citizenoftheyear.com.au/Council-admin/

Password: sacouncil1

Nomination Period and Marketing Assets

The following dates are recommended for the nomination period:

Nominations Open: 1 October 2022

Nominations Close: 18 November 2022

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 (printed and web)
- Posters (printed and web)
- Certificates (printed and web)
- Web banners
- Email signatures
- Social media tiles
- Media release template

- Accept and process nominations through the website and nominations sent directly to ADCSA.

Ideas for Councils to Generate Nominations

- Engage with committees and community groups in the nomination period to source nominations
- Encourage your networks to promote the Awards on their social media channels and website
- Mail out posters and nomination forms to local businesses, community organisations, libraries and community centres
- Invite previous recipients to promote the Awards with their networks
- Ask previous recipients to be involved in promotion by providing video content or quotes to use on Council social media
- Strongly encourage Elected Members and Councillors to promote the Awards with their networks and on social media channels
- Ask your Mayor and/or Chief Executive Officer to record a video that promotes the importance of the Awards and how to nominate (see example [here](#))
- Ask your Mayor to incorporate commentary on the importance of active citizenship in all speeches given 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?
 - Share stories of previous recipients – where are they now and how receiving this Award has impacted them
 - Consider how your current recipients 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 citizenoftheyear.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 recognise and celebrate individuals and groups that have made an exceptional contribution to our 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 our community?

The Citizen of the Year Awards recognise the incredible efforts of those in our community who rise to the challenge and demonstrate leadership, active citizenship and selflessness. Their influence significantly contributes to the value of [insert Council name] community life. To learn more visit citizenoftheyear.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 citizenoftheyear.com.au

#CitizenoftheYear #COTY #NominateNow

Example 5 –

[insert image]

The Citizen of the Year Awards 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 our 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 used while nominations are open.

Example 6 –

[insert image]

Citizen of the Year nominations are open! This is your chance to nominate someone you admire; they could be a volunteer, an advocate, an entrepreneur, a researcher, a sporting legend or a community hero! Nominating is easy – visit citizenoftheyear.com.au and tell us about who they are and how they've contributed to our community and state.

#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 celebrate 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 for someone to become the next Citizen of the Year. Nominate now 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 to the people of our state. 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 recognising 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 hero to be recognised. Nominate now at citizenoftheyear.com.au

#CitizenoftheYear #COTY #NominateNow

Example 10 –

[insert image]

The Citizen of the Year Awards remind us of how great Australians can be when we're at our best. If you know someone going the extra mile to create a better community for us all, nominate them for the Citizen of the Year Awards. Be quick - nominations close [insert nomination closing date]: citizenoftheyear.com.au


#CitizenoftheYear #COTY #NominateNow

Ideas for Photos to Accompany Marketing Campaign

- Citizen of the Year marketing material (available to download from www.citizenoftheyear.com.au/Council-admin/)
- Previous recipients holding their certificate
- Previous recipients with your Council Mayor and/or Chief Executive Officer
- 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 guests at your Australia Day Awards event
- If your Council doesn't own these types of images, please contact ADCSA for images or you can download stock images from the below websites:
 - 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 we captured their response in videos. These videos 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 assets are a wonderful enhancement of the Citizen of the Year Awards program as they bring to life what active citizenship looks like and acknowledges the vital role of volunteering within our community.

Example Copy to Accompany Inspiring Community Leader Video Assets

Please find below some prose that can be used to accompany these videos assets if you are showcasing these through your Council 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: Email to Community Organisations

Good afternoon,

Nominations for the [insert year] Citizen of the Year Awards are open and we need your help to recognise the unsung heroes in our community.

We're looking for those individuals who continue to make a difference in our Council. Someone who contributes to our community, inspires those around them and reminds of us how great we can be when we're at our best. They could be a volunteer, an advocate, an entrepreneur, a researcher, a sporting legend or a community hero!

This is your chance to amplify someone's story and contributions by nominating them for:

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

The Awards rely on members of the public to nominate, so we encourage you to consider putting someone forward and sharing this email with your networks.

Nominating is easy – visit citizenoftheyear.com.au and tell us about who they are, what they've achieved and why you'd like to see them recognised.

Thank you for your support.

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 checks is to:

- Confirm that the nominee is 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 they see best 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 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.

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 important 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 each Award category. All the nominations will be sent to you via [insert how nominations will be delivered]. It is very important that you read through the nominations before the meeting as we will discuss them in depth.

I want to take the opportunity to gently 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.

Thank you so much once again for taking the time to participate in this important process to help us select our Citizen of the Year Award recipients. 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].

Kind regards,

[insert signature block]

Template: Thank you Email to Panel Members

Subject: Thank You – Citizen of the Year Awards Selection Panel

Dear [insert name],

Thank you once again for your generous and insightful contribution to the assessment of the [insert Council] nominations for the 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 panel 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 formal invitation to the [insert Council] presentation in due course. Please in the meantime mark your diary with the following details –

[Insert presentation date]

[Insert venue]

[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 recipients are made public.

Thank you so much again and look forward to celebrating these incredible individuals at our upcoming event.

Kind regards,

[insert signature block]

Presentations of Awards

The Citizen of the Year Awards are usually presented at Australia Day events across South Australia. Consider inviting the following people to your Award Ceremony (if appropriate):

- Selection panel members
- Nominators of the finalists
- Past Citizen of the Year recipients.

Certificates and Frames

ADCSA provides frames and certificates to each Council prior to their event. **Orders are due by Friday 9 December 2022.** An online form will be sent to you in the week prior. Extra certificates or frames can also be supplied however there will be a small cost recovery charge.

State Awards

Councils can forward the details of their Award recipients to ADCSA to go in the running for the State Awards, presented by the Governor of South Australia at Government House in January. All Councils are strongly encouraged to submit their recipient in each category for the State Awards.

The closing dates for the state nominations is **Wednesday 14 December 2022** and should be forwarded 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 years recipient for the State Award.

Each Mayor in South Australia is invited to attend the State Award Ceremony at Government House. Should your recipient be announced as the South Australian Citizen of the Year, you may wish to encourage your Mayor to attend the announcement.

ADCSA acknowledge the tight time frame between holding Council selection panels and the final date to submit State Award nominations. If you have any concerns about the time frame, please contact ADCSA as we can be flexible with this deadline.

Social Media

When using social media channels to promote the Awards, please consider tagging ADCSA –

Facebook: @Australia Day in South Australia

LinkedIn: @AustraliaDaySA

Instagram: @AustraliaDaySA

Please also consider using the below hashtags

#CitizenoftheYear

#COTY

#NominateNow

Major Sponsors

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.

After the Award Ceremony – Suggested Ways to Support Recipients

- Recipients become your Council VIPs – invite them to events, special meetings, places on committees and networking opportunities
- Meet with recipients following the Award Ceremony 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
- Ask them to be the guest speaker at Council events such as Citizenship Ceremonies – their commitment to your Council will inspire others
- Share your Award recipients stories with community organisations that you are closely associated with – they may wish to invite the recipient to speak at one of their events
- Have your previous recipients sit on the selection panel meeting
- Feature the Community Event of the Year on your Council events page.

Frequently Asked Questions

How rigid are these guidelines?

- These guidelines are exactly that, guidelines. They are developed as a standardised process for the Citizen of the Year Awards. It is recognised that some Councils are not able to fully comply with these guidelines because of their operations and may implement a minor, local modification to a particular guideline.

Does a person have to live in a Council area to be eligible for an Award in that Council area?

- ADCSA would prefer the person to be considered in the Council area where their work and contribution largely occurs.

Council haven't received any nominations and nominations close in a week. What do I do?

- Firstly, sit with your colleagues and brainstorm people that you know in the community who deserve to be recognised for their tireless efforts. Once you have identified a few people, find someone who would be willing to nominate the individuals and ensure you offer them support in completing the nomination.
- If there is still no movement with nominations, please contact ADCSA as we can consider extending your nomination deadline.

Can a person win an Award in more than one Council?

- Yes, however the selection panel must only be considering the contribution the nominee has made in their Council, and not in any other Council areas.

What if my Award recipient declines the Award?

We encourage you to emphasise to the Award Recipient that this program inspires those within the local community. Being acknowledged and recognised through the Citizen of the Year Awards is not only about the individual, this award program amplifies their work, contribution, and impact within their local community.

Try to ascertain their reservations regarding participating in the Awards program. Some common reasons that individuals are reluctant to participate are:

- They feel uncomfortable being associated with Australia Day or the date
- The work was achieved in a team environment, and they don't feel comfortable in being singled out
- They don't do the work for recognition and do not wish to have the spotlight on them.

Please contact ADCSA for support if the Award recipient continues to decline.

FOR MORE INFORMATION PLEASE CONTACT:

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Office 18, 240 Currie St, Adelaide SA 5000

Email: adcsa@adcsa.com.au

Ph: (08) 8212 3999