



**Australia Day**

Reflect. Respect. Celebrate.

**South  
Australia**

# CITIZEN OF THE YEAR AWARDS

Reflect. Respect. Celebrate.

## LOCAL GOVERNMENT AUTHORITIES GUIDANCE AND CRITERIA



## Citizen of the Year Guidance Document

About the Awards .....	3
Citizen of the Year Award: .....	3
Young Citizen of the Year Award: .....	3
Community Event of the Year Award: .....	3
Award for Active Citizenship:.....	3
Citizen of the Year Awards Process and Timeline .....	4
Selection Criteria.....	5
Citizen of the Year:.....	5
Young Citizen of the Year:.....	5
Community Event of the Year:.....	5
Active Citizenship:.....	5
Eligibility Criteria .....	6
Nomination Process and Resources .....	7
Nomination Process .....	7
Reference Checking .....	7
Panel Composition and Guidelines .....	7
Resources and access to the Council Portal .....	8
Ideas for Councils to Generate Nominations .....	9
Ideas for Photos to Accompany Marketing Campaign .....	9
Messaging and Templates .....	10
Templates to be used all year round: .....	10
Templates to be used while nominations are open: .....	11
Template: Email to Community Organisations.....	12
Template: Initial Email to Selection Panel Members .....	13
Presentation Ceremony of Awards (Council) .....	14
Certificates and Frames for Council Ceremony .....	14
Presentation Ceremony of Awards (State) .....	14
After the Award Ceremony – Support to the recipients .....	15
Frequently Asked Questions .....	16
ADCDSA Contact Details .....	16

## 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 demonstrate extraordinary service every day within our communities so often invisible to most of us. This contribution builds the social and cultural fabric of our society, making a significant 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.

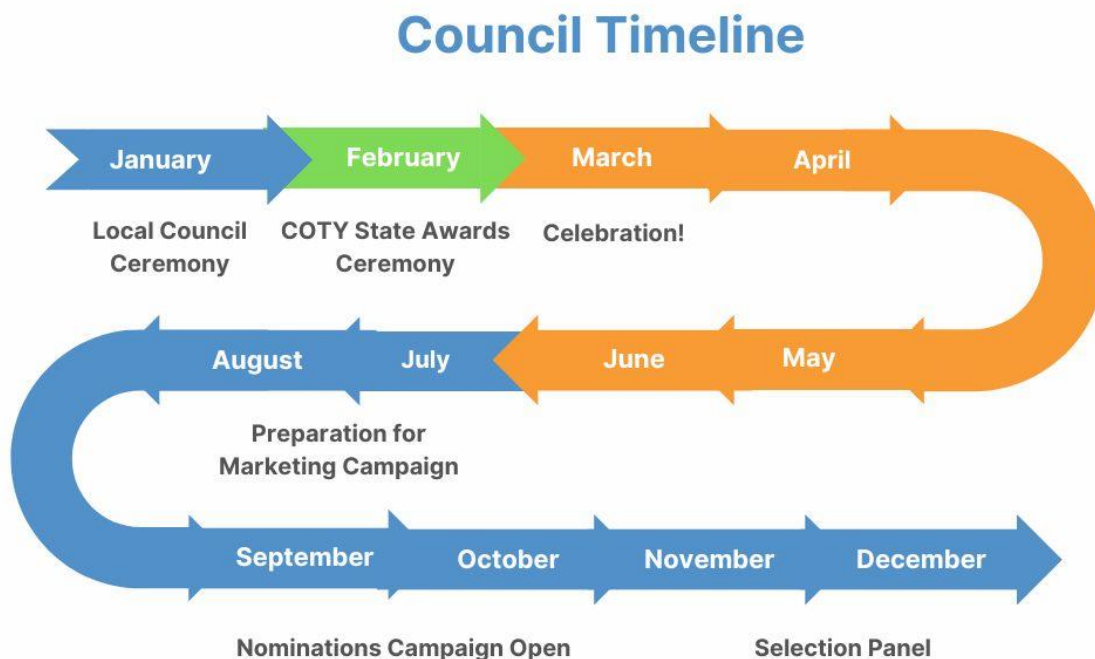
Local government authorities may also present their own awards to reflect other achievements in their community.

## Citizen of the Year Awards Process and Timeline

(\*\* subject to change in each Council)

The Citizen of the Year Awards, Young Citizen of the Year Award, 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.

- A. ADCSA and Council promote the Citizen of the Year Awards through their networks and seek nominations for their Citizen of the Year Award categories.
- B. Once nominations close, Council bring together a selection panel that decides who the local recipients are for the Citizen of the Year Award categories.
- C. Council Citizen of the Year Recipients are then forwarded to ADCSA to be considered for the State Citizen of the Year Award.
- D. 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 February the following year.



## Selection Criteria

To determine the recipients for 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.

### Citizen of the Year:

- 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.

### Young Citizen of the Year:

- 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.

### 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.

### 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 (eg 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 'gives 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

### Nomination Process

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

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

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

### 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 matches what has been stated in the nomination
- Verify that the referee is agreeable to support the nomination
- Explain in further detail the nominee's achievements and contribution
- Provide an opportunity to express any concerns/issues on the nominee
- Determine if there may be a reason why 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.
- Following the selection panel, to confirm selections.

### Panel Composition and Guidelines

\*\* template of email communication on p.12

The Local Government Authority may compose the selection panel as they see fit, however the following composition is recommended.

- 2 Elected Members
- 3 community representatives.

Ranking sheet templates are available to download from Council Admin Portal at [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 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.

## Resources and access to the Council Portal

ADCSA Member Councils have access to a 'Council Admin' portal via the Citizen of the Year Awards website. This portal 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 28 August 2023.

### Portal Details

Website link: [www.citizenoftheyear.com.au/Council-admin/](http://www.citizenoftheyear.com.au/Council-admin/)

Password: sacouncil1

### Nomination Period

Recommended nomination period:

- Open: 18 September 2023
- Close: 17 November 2023

Nominations received before 18th September will 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 relies on nominations from the public. Nominations are open all year round, however, there is a targeted marketing campaign from 1 September to the 3rd Friday in November.

ADCSA accept and process nominations through the website as well as hard copy nominations sent directly to the ADCSA Office.

### Marketing Assets

The Australia Day Council of South Australia have developed all marketing materials:

\*\* accessible via "Council Admin" portal including digital and printable versions

- Nomination forms
- Posters
- Certificates
- Web banners
- Email signatures
- Social media tiles
- Media release template

### 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
- #community
- #leadership
- #volunteering



## 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.
- 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?

## Ideas for Photos to Accompany Marketing Campaign

- Citizen of the Year marketing material:
  - available to download from [www.citizenoftheyear.com.au/Council-admin/](http://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 local parks, playing sport, on the coast
- Volunteers assisting at a community event
- Volunteers participating in a community project
- 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](http://canva.com/photos)
  - [pexels.com](http://pexels.com)
  - [Pixabay.com](http://Pixabay.com)

## Messaging and Templates

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.

### Templates to be used all year round:

#### 1. Example

[<insert image]

Each year [insert Council name] acknowledges and celebrates extraordinary individuals and groups that demonstrates exceptional service within the community. If you know someone making a real difference, nominate them for the Citizen of the Year Awards.

To find out more visit [citizenoftheyear.com.au](http://citizenoftheyear.com.au)

**#CitizenoftheYear #COTY #NominateNow #community #leadership #volunteering**

#### 2. Example

[insert image]

Want to express your gratitude to an extraordinary individual that makes an impact within the community? Nominate them for the Citizen of the Year Awards.

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]. To nominate visit [citizenoftheyear.com.au](http://citizenoftheyear.com.au)

**#CitizenoftheYear #COTY #NominateNow #community #leadership #volunteering**

#### 3. Example

[insert image]

Who makes a real difference in our community?

The Citizen of the Year Awards celebrates the incredible service of those in our community. Their influence significantly contributes to the value of [insert Council name] community life. To learn more visit [citizenoftheyear.com.au](http://citizenoftheyear.com.au)

**#CitizenoftheYear #COTY #NominateNow #community #leadership #volunteering**

#### 4. Example

[insert image]

The Citizen of the Year Awards is an opportunity to acknowledge the remarkable local individuals across our regions that place others needs 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](http://citizenoftheyear.com.au)

**#CitizenoftheYear #COTY #NominateNow #community #leadership #volunteering**

## Templates to be used while nominations are open:

### 1. Example

[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](http://citizenoftheyear.com.au) and tell us who they are and how they've helped to make our community and state great.

**#CitizenoftheYear #COTY #NominateNow #community #leadership #volunteering**

### 2. Example

[insert image]

Is there someone in your community that you admire?

The Citizen of the Year Awards are designed to acknowledge and celebrate those dedicated individuals that contribute to community life and their participation in local projects. The four awards highlight active citizenship, outstanding contribution to the local community and amplifying community wellbeing. It only takes one nomination for someone to become the next Citizen of the Year. Nominate now at [citizenoftheyear.com.au](http://citizenoftheyear.com.au)

**#CitizenoftheYear #COTY #NominateNow #community #leadership #volunteering**

### 3. Example

[insert image]

Every community has unsung heroes, and we believe you know one of them! These individuals do not do it for the praise or for recognition – they do it as 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](http://citizenoftheyear.com.au)

**#CitizenoftheYear #COTY #NominateNow #community #leadership #volunteering**

### 4. Example

[insert image]

Play your part in recognising South Australians that make our community great. 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](http://citizenoftheyear.com.au)

**#CitizenoftheYear #COTY #NominateNow #community #leadership #volunteering**

### 5. Example

[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](http://citizenoftheyear.com.au)

**#CitizenoftheYear #COTY #NominateNow #community #leadership #volunteering**

## 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, motivates those around them and reminds of us how great we can be when we're at our best. These individuals 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, we encourage you to consider outstanding individuals in your community and to submit a nomination. We also encourage you to share this email with your networks.*

*Nominating is easy – visit [citizenoftheyear.com.au](http://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]*

## 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]

## Presentation Ceremony of Awards (Council)

The Citizen of the Year Awards are usually presented at events leading up to and immediately after Australia Day 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 for Council Ceremony

ADCSA provides frames and certificates to each Council prior to their event.

Orders are due by Friday 8 December 2023. An online form will be sent to you the week prior.

Extra certificates or frames can also be supplied, however there will be a small cost recovery charge.

## Presentation Ceremony of Awards (State)

Councils can forward the details of their Award recipients to ADCSA for consideration in the State Awards which are presented by the Governor of South Australia at Government House in February 2024. This allows recipients of Council award to accept their award on or around Australia Day within their Council and still be considered for the State awards in the same year. All Councils are strongly encouraged to submit their recipient/s in each category for the State Awards.

The closing dates for the state nominations is Friday 22 December 2023 and should be forwarded via this website <https://www.citizenoftheyear.com.au/sa-state-citizen-of-the-year-awards/>

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.

The ADCSA encourage councils to forward their award recipients names by the 22nd December 2023 (in confidence) and be assured the ADCSA will not announce the State recipients until after the Council award presentations.

## After the Award Ceremony – Support to the recipients

- Recipients become your Council VIPs – invite them to events, special meetings, placement 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 that will enable them to determine their level of potential involvement in additional activities throughout the year.
- Personally invite recipients to as many events as possible and request them to contribute in a speaking capacity where and when appropriate.
- Some Councils issue a letter of congratulations to accompany the award. In this letter include the details of your Marketing Coordinator and encourage the recipient to email them with any other achievements they have attained throughout the year. This can provide your Council with greater content to use throughout the year to amplify the award recipient/s.
- Invite the recipient/s as a guest speaker at Council events ie Citizenship Ceremonies – their commitment to your Council and shared story can be motivate other community members to volunteer etc.
- Share your Award recipients' stories with community organisations that you are strongly associated with – the organisations may wish to invite the recipient to speak at one of their events
- Invite your previous Citizen of the Year 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 are 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 due to their operations and procedures 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?**

Liaise with your colleagues to identify individuals within the community that deserve to be recognised due to their service.

Once contender/s for nomination have been identified determine someone who would be willing to nominate this individual/s and offer support in completing the nomination.

If you have attempted the above and there is still no movement with regards to submitted nominations, please contact ADCSA as your nomination timeframe could be extended.

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

Yes, however the selection panel must consider the contribution the nominee has undertaken with their Council, and not in any other Council areas.

### **What if my Award recipient declines the Award?**

ADCSA encourages you to enunciate to the Award Recipient/s that this program injects motivation within the local community. The Citizen of the Year Awards is not only about the individual, whilst this Program amplifies their work and contribution it also acknowledges their impact within their local community.

Try to ascertain the individual's reservations regarding non-participation within 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.

## ADCDSA Contact Details

Australia Day Council of South Australia Inc.

Office 18, 240 Currie St, Adelaide SA 5000

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

Ph: (08) 8212 3999