
REPORT 3
(1215/12/IM)

TAWA COMMUNITY CIVIC AWARDS

A “de-brief” report from the Tawa Community Board Civic Awards organising group is attached as Appendix 1.

It is recommended that the Tawa Community Board:

1. *Receive the information.*

APPENDIX 1

Summary of Tawa Civic Awards Ceremony - 22 June 2012

150+ people attended the Tawa Community Civic Awards ceremony at the Tawa Community Centre on Friday evening, 22 June. The Mayor of Wellington, Celia Wade-Brown, presented certificates to the 57 nominees present on the night. 2 MPs, 3 city councillors, nominators, and friends & family of nominees were there to lend their support.

We received a total of 63 nominations for individuals and groups, a record number. It should be borne in mind that a seventh category, the Tawa Rotary Young Employee award (17-24 years), was added this time. That category attracted 11 nominations (of the 63 total).

Winners of each of the original five categories received a framed certificate and engraved Parker pen.

The winner of the Youth (15-24 years) category which was first introduced in 2010 received a framed certificate and \$80 book voucher.

The winner of the new Tawa Rotary Young Employee award received a framed certificate and cheque or similar (funded by Rotary).

On this occasion the judging panel selected both an individual winner and a group winner in the Health and Wellbeing category. The group winner received a framed certificate and a petrol voucher for \$60 – appropriate bearing in mind which group was the winner.

The winners were:

Mike Harmon	Arts and Culture (6 nominations)
Marie Prescott	Education and/or Youth/Child Development (14 nominations)
Barbara Russell	Health & Wellbeing - individual winner (16 nominations)
Tawa Community Patrol	Health & Wellbeing - group winner
Peter Turney	Heritage and Environment (2 nominations)
Graham Phillips	Sport & Leisure (8 nominations)
Michael Johnson	Youth (15-24 years) (6 nominations)
Mathew Gillett	Tawa Rotary Young Employee award (11 nominations)

APPENDIX 1

Feedback from the debriefing of our working group held on Wednesday 4 July – Malcolm Sparrow, Robert Tredger, Ngaire Best, Margaret Lucas:

INITIAL PUBLICITY

There is still a question as to how worthwhile it is to deliver a nomination form to every household in Tawa. It is perhaps a good public relations exercise, albeit an expensive one. We could possibly do without it, and publicise the event better in other ways.

Letters were not sent to all the various community groups requesting nominations from them – primarily because we don't have up-to-date postal addresses for many of them. We relied on emails to a large degree, That seemed to work although we had to do a lot of chasing in the last week because nominations were very slow in coming in.

JUDGING PANEL

The comment was made that we could invite different members of the community to be part of the judging panel in the future. Their brief should be limited to nothing more than determining the winner of each category. Other considerations like determining whether nominees have met eligibility criteria are not part of that brief.

Those on the judging panel would be expected to be present at the awards ceremony.

INVITATIONS

Invitations should be sent to both nominees and nominators not later than two-and-a-half weeks before the awards ceremony. Nominees received a letter (in a window envelope) along with a coloured DLE-size personalised invitation, one-sided only. Nominators received a letter (in a window envelope).

THE MAYOR

Next time we need to ensure that the Mayor (or Deputy Mayor) presenting the certificates is on site from 7.25pm (or so) through to 9.30pm. On this occasion we had indicated that proceedings would be completed by 9pm.

We actually finished around 9.15-20pm.

ENTERTAINMENT

We agreed that better liaison with the guest singer or singing group needs to take place. The music needs to be appropriate for the occasion which is not "high brow". Two songs/items is probably the right number. This time there was just one, and it didn't come "cheap".

PRIZES

We need to ensure there is consistency with prizes for at least five of the categories, e.g. Parker pens all the same. We should also discuss whether the same prize (as that awarded for the first five categories) should be presented to the winner of the Youth category or whether we should stick with the Book voucher for \$80 or so for that category.

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REFRESHMENTS

Spending not more than \$400 on food and drink is preferable to the more than \$1000 we have outlaid in the past. A couple of small pieces of cake (or similar) each is all that is necessary, along with a hot or cold drink.

Coffee was more popular than tea. A supply of 50 tea bags is more than ample, and 4 large bottles of fruit juice.

CERTIFICATES

These turned out well. We had given P & D plenty of time to compile them. We need to ensure that we have them in our possession 3 to 4 working days prior to the ceremony, and we achieved that.

The only improvement that needs to be made for next time is to allow a 6-7 mm white border around the periphery of the certificate (as on our earlier version), so that none of the artwork is obscured when the certificate is framed.

SIGNS ON THE MAIN ROAD AFTERWARDS

The suggestion was made that signs could be placed on both ends of the Main Road after the event stating “Congratulations to all the Civic Awards nominees” or something similar. The same signs could be used more than once.

MEDIA RELEASES

A press release should be issued the day immediately following the ceremony. That was done on this occasion. A couple of days later two photos – one of the winners and one of all the nominees – were sent through to the various newspapers. Those were the only photos available from the official photographer at that stage.

PHOTOS

The official WCC photographer did a great job. However it wasn't until more than a week later that we had received the website address of where all the photos could be downloaded. This was made known to the community by means of the community eNewsletter.

The official CD with high resolution photos hadn't come through at the time of this report being compiled, almost two weeks later.

TAWA ROTARY YOUNG EMPLOYEE AWARD

Adding this new category proved successful for both the community board and Rotary. I think we liaised well and both parties were happy. It incorporated something of the local “business sector” in the occasion, as well as adding a number of younger faces.

The Tawa Rotary Club paid for the prize for their winning candidate, and will meet one-seventh of the overall cost of running the event.

The invitations for the Rotary nominees and the certificates for that category were different to the other certificates in that they made reference to both the community board and Rotary.

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OVERALL COSTS

Previous reports have detailed the budget for the event. The biggest cost is the printing carried out by P & D. There are three aspects to that:

- the initial nomination forms in April
- the letters and invitation cards early June
- the certificates and banner later June

At the time of this report being compiled, we do not know the total costs for design and printing. In fact we have no idea and it has proven difficult to obtain this information. Hopefully it will only be a matter of time before it comes through.

The actual materials produced by P & D were great. Both the colour invitations and the final certificates were overhauled (a fresh design) and turned out really well. P & D were good to deal with, but plenty of time needs to be allowed for any printing to be done.

FUTURE OF THE CIVIC AWARDS

There isn't real agreement on whether the awards should be run every two years or every three years. Some think that the middle term of each triennium is the ideal. Others feel that three years apart is too big a gap.

With the Local Government review currently taking place, there may no longer be a Tawa Community Board around in 2 or 3 years' time to run the event in any case. If that happens, it may be something that Rotary and/or Lions take on board. We'll cross that bridge when we come to it.

SUMMARY

The ceremony went well. With 63 nominations to get through on the night, we were pressured for time. The ideal number would perhaps be not more than 50, but things ran pretty smoothly regardless.

Saving the names of the winners until the end was different to the way we'd done it previously (reading out each winner at the end of their respective category).

In my view the way we did it this time is perhaps preferable, and I would recommend that we do the same again next time – the final round of presentations being those to the winners.

Malcolm Sparrow

For the Tawa Community Civic Awards 2012 organising committee

5 July 2012