

# Australia Day Citizen of the year Awards

## Ideas to encourage nominations

- Engage with committees and community groups during the nomination period to source nominations.
- Promote the call for nominations across all appropriate contacts, websites and social media pages
- Remember you are targeting nominators not nominees, everyone who submits a nomination could receive something small like a coffee voucher.
- Mail out to organisations within the community (see sample letter).
- Invite previous Award Recipients to nominate others.
- Council staff could nominate deserving recipients.
- Have previous recipients on the selection panel.
- Educate communities on what is “community effort\involvement”. It’s not necessarily about big actions (raising thousands of dollars) but rather actions that impact on others within the community (someone that goes out of their way to make others feel included).
- Brain storm ideas with key community stakeholders and identifying key people from your community that should be recognised.
- Make the nomination process easier, perhaps people only need to submit a name as often people are well known in smaller communities.
- Add an incentive, for example ask a local supplier to support the program by donating a prize/voucher.
- Ask a key person in the community to record a direct to camera video to promote on social media.