

## 2. TRUSTPOWER COMMUNITY AWARDS

<b>Officer responsible</b> Community Relations Manager	<b>Author</b> Julie Battersby, DDI 941-8780
---	--

The purpose of this report is to submit a request from the Spreydon/Heathcote Community Board for the Council to reconsider the decision to support the implementation of the Trustpower Community Awards in Christchurch.

### BACKGROUND

The following report was before the Council at its meeting on 25 July 2002:

*Trustpower has invited Christchurch City Council to be part of its national "Trustpower Awards" system which presently operates in 19 Local Governments across the country. An approach was initially made to the Mayor and the initial suggestions were turned down on the basis that additional awards could add confusion to our own annual Civic and Community Award programme. Further discussions between the Community Relations Manager of Trustpower, the Deputy Mayor and the writer have suggested an opportunity for the promotion of Christchurch volunteer groups could exist through a partnership relationship, by changing the name of the Christchurch City Council "Community Awards" to "Community Board Awards" and holding the Trustpower Awards at different time of the year.*

*Such a change would require consultation and agreement with the Community Boards.*

### CURRENT AWARD SCHEME

*Christchurch City Council has an annual Civic and Community Award programme. The Civic Award section of this programme recognises voluntary service of a nature benefiting the City of Christchurch and its people. The qualifying categories include recreation, youth activities, social welfare, educational services, cultural affairs, religious affairs and community affairs, and other voluntary or otherwise service that contributes to furthering the vision of Christchurch as contained in the Statement of Strategic Objectives as outlined in the Christchurch City Council Annual Plan.*

*Community Boards also have the opportunity of recognising local residents through the six Community (Board) Service Awards. These are presented to groups or individuals in recognition of significant voluntary service benefiting resident or organisations in the relevant community area. Some Community Boards also have 'Youth Community Service Award Schemes'.*

*Both of the above award programmes are co-ordinated at a similar time to avoid date and time conflict.*

### TRUSTPOWER AWARD PROPOSAL

*The Trustpower Community Awards recognise and celebrate the significant contribution that voluntary groups or organisations make to the local community. Awards are presented in five categories – Community Sport and Leisure; Community Health and Wellbeing; Education and Child/Youth Development; Arts & Culture; and Heritage and Environment. Projects acknowledged may be on-going or one off activities and the entry may come from either the organisation itself, or as a nomination from another agency. Commercially run organisations are excluded but not groups who initiate fund raising strategies which support the delivery of services by volunteers.*

*The winner in each organisation category receives \$500 and a certificate, and the runner-up in each category receives \$250.00 and a certificate. An overall winner is selected and receives \$1,500, a trophy, which is held for one year and a certificate.*

*Two representatives from the overall winner organisation from each region, plus the Mayor and Mayoress are then invited to a national presentation, hosted by Trustpower each year. All costs for that weekend are met by Trustpower.*

*The judging panels in each area are nominated by the Council and include a Trustpower representative.*

## **PARTNERSHIP OPPORTUNITY**

*The Trustpower Awards are conducted in partnership with the Local Governments where Trustpower has significant market presence and/or is the incumbent energy retailer. The contribution by the Local Government consists of assistance with administration and judging and, where appropriate, the provision of a venue for the award ceremony. Trustpower will meet the costs of awards plus the cost of an annual award function.*

*In return for its sponsorship, Trustpower requires name association in the awards name, ie the Trustpower Christchurch City Community Awards. Trustpower will promote the awards using electricity consumer billing or direct mailout, direct mail to organisations and radio and press advertising.*

*Nomination forms are always available from council offices and returned to the Council offices for collation and distribution to the judging panel, once completed.*

## **ISSUES FOR CONSIDERATION**

*The cost implications for Christchurch City Council to join in a partnership with Trustpower involve the provision of a meeting room for the judging process and awards evening, and staff time in the collation and distributing of nomination forms. Actual staff time is dependent on the number of nominations, however all nominations are made on a set form, so time commitment should not be large.*

*To avoid confusion with the existing Civic and Community Awards programme, it would be logical to name a new award programme to set it aside from the existing awards. A suggested name could be the "Trustpower Spirit of Christchurch Awards", or the Trustpower Christchurch City Awards. Several local governments around New Zealand have selected such branding to set Trustpower Awards aside from their own community awards.*

The Council resolved:

1. That the Christchurch City Council accept the proposal from Trustpower and partnership a Volunteer Award Programme.
2. That the Community Boards be consulted on the proposal to change the name of the Community Awards to Community Board Awards.

## **COMMUNITY BOARD RESPONSES**

Following the Council meeting the Community Boards were asked to consider the proposed name change and also the timing of the Community Board Awards

All Community Boards apart from Spreydon/Heathcote have provided feedback on the suggestion of a name change. A revised time table has been developed which comfortably accommodates all awards presented by Christchurch City Council into an annual programme.

At its meeting on 19 November 2002 the Spreydon/Heathcote Community Board considered the original report on Trustpower Community Awards. The Board decided to request the Council to revisit its resolution of 25 July 2002, to give effect to consultation and agreement with Community Boards as outlined in the original report presented to the Strategy and Finance Committee.

The Spreydon/Heathcote Board's concerns related to the following issues:

- The Community Boards were not involved in any consultation or discussion on this award, prior to it being approved by the Council.
- The Community Board believes that the Community Awards and the Trustpower awards are both aimed at recognising volunteers in the community, with some awards being made to schools and churches and therefore both awards are targeting the same groups. The Community Board is concerned about duplication.
- The Board is concerned that besides the confusion created with a third tier of awards, some voluntary work is recognised by two local government awards (Community and Civic Awards), and on the other hand, other voluntary work is given recognition via a financial prize, which it must compete to gain.

- The Spreydon/Heathcote Community Board believes there is already confusion created within the six Community Board areas, with the Civic Awards granted by the Council and the Community Awards being granted by the Boards. The Board feels there is confusion about who is eligible for which award.

The Spreydon/Heathcote Community Board requests that the partnership between Trustpower and the Council be reconsidered following consultation with the six Community Boards on the award proposal in total, rather than just the change to the title.

## STAFF RESPONSE

The consultation phase of the report related to the Community Boards being given the opportunity to consider the changing of the name of the Community Awards

The Trustpower proposal gives all voluntary groups or organisations within the Christchurch metropolitan area the opportunity to submit an entry for a Trustpower award. Trustpower has identified six award categories, within each participating local government area across New Zealand. For each local category there is a monetary prize for winner and runner-up. There is also an overall winner from each area who, aside from winning a monetary prize is also invited by Trustpower (at Trustpower's expense) to attend the national finals. To win the national finals is considered highly significant and attracts a significant monetary prize and media coverage. The awards are judged on the best community project, not the ability to spend money on putting the nomination together.

Within the categories proposed by Trustpower, there is opportunity to recognize short or long term projects as well as agencies who may have undertaken a number of smaller projects. Projects may be ongoing. Any community group or voluntary agency can submit a nomination for consideration for an award.

Most local government areas in New Zealand refer to the Trustpower awards as "Trustpower Community Awards" which was an initial concern, given the Community Awards presented by Community Boards. This necessitated the request for Community Boards to consider the re-naming of their awards. Staff were also aware of confusion in the community and were most supportive of a revised timetable for all awards. City Promotions have agreed that they will produce a promotional document outlining the timetable and criteria for awards, and distribute these to service centres and libraries.

The Christchurch City Council Awards recommended time line is as follows:

Award Type	Advertised	Processed	Confirmed	Awarded
Community Board (Service) Awards	April	May	June	June/July
Civic Awards	June	July	August	September/October
Trustpower Spirit of Christchurch Awards	September	October	November	November/December

Following the Council's decision to accept the proposal from Trustpower, as agreed at the July 2002 meeting, staff met with Trustpower and discussed possible arrangements and have since discussed further the timetable agreed by the Community Boards. Staff also discussed the opportunity to name the Trustpower Community Awards "*Trustpower Spirit of Christchurch Awards*" to further remove confusion. Trustpower are happy with this suggestion.

- Recommendation:**
1. That the Council confirm its earlier decision to participate in the Trustpower Community Awards.
  2. That the name "Trustpower Spirit of Christchurch Awards" be used to minimise confusion.