

27. 10. 2011


18. CIVIC AWARDS: EARTHQUAKE AWARDS 2011

General Manager responsible:	General Manager Public Affairs, DDI 941-8982
Officer responsible:	Marketing Manager
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PURPOSE OF REPORT

1. To seek the Council's approval to alter the 2011 Civic Awards to specifically recognise the Canterbury earthquake.

EXECUTIVE SUMMARY

2. The annual Christchurch Civic Awards recognise substantial service, usually of a voluntary nature that benefits the city of Christchurch. Due to the Canterbury earthquakes during the last year, there are likely to be many more worthy recipients of this award, and it is recommended that this year's Civic Awards be changed to recognise this and allow for more awards to be given out.

BACKGROUND

3. The current process, administered by the Civic and International Relations team, uses the qualifying categories of youth activities, social welfare, educational services, religious affairs, community affairs and any other voluntary service which benefits the city.
4. Around 30-40 nominations are received each year and around half are recommended for an award by a sub-committee of Council to full Council for approval. Nominations are received between July and September, nominees fill out a form which has to be signed by three nominators and the awards are presented by the Mayor at a Civic Reception at the end of the year. Recipients receive a medallion and a certificate.
5. It is recommended that the 2011 Civic Awards be devoted to the recognition of "earthquake heroes", honouring as many citizens as possible who supported their communities and the city as a whole following the September 2010 and February 2011 earthquakes.
6. It is recommended that these individuals be honoured at a ceremony at the time of the national memorial service recognising the one-year anniversary of the earthquake, in February 2012.
7. Nominations would be sought in early November, with nominations to close by Monday 19 December and nominees to be referred to the Civic Awards sub-committee in late January, then recommendations to the Council early February.
8. Individuals, associations, organisations and businesses will be eligible and there will be no age limits prescribed. Nominees will only need one nominator and will be able to fill in a simple form online or available at Council Service Centres. There will however be the requirement that the services or acts presented for civic commendation had been performed in direct relation to the earthquakes of September 2010 and February 2011.
9. Each nomination will be checked and efforts will be made to honour as many of those nominated as possible. Nominations will include a description of the acts or service rendered, beneficiaries and a profile of the individual. The Awards will be presented by the Mayor on the first anniversary of the February earthquake. A special medallion will be designed.
10. Communications and marketing would encourage nominations from the general public. Nominations would be received by the Council's Civic Awards Sub-Committee, with recommendations to be made to Council. These awards are not intended to be a competitive process but to capture the maximum number of worthy recipients as possible, given the huge range of contributions to communities and the city following the earthquakes.

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FINANCIAL IMPLICATIONS

11. The current budget for the Civic Awards is \$6,000. It's difficult to say how many nominations we will receive but we are budgeting for 500. The Earthquake Awards should be presented at the time of the February 2012 memorial service which marks the one-year anniversary of the 2011 earthquake. While planning for the 2012 memorial service is at a very early stage, it may be difficult to incorporate these awards fully within the memorial service, given both the need to keep the service at a manageable length and the numbers of potential recipients of the Earthquake Awards. A separate ceremony would be needed to present the medals, with the possibility of all the recipients being invited together on stage during the memorial event. The production of a customised medallion will cost approximately \$20 per medallion and it is anticipated that at least 500 will be required. It is proposed that the Council's communications plan on the Earthquake Awards be deployed over a six week period, starting in November 2011, to invite nominations from the public.

2011 CIVIC AWARDS: INDICATIVE BUDGET FOR EARTHQUAKE HEROES		
ITEM	NOTES	TOTAL
Awards Medallions	Minimum of 500 medals required	\$10,000
Advertising	Print media – 6 weeks	\$6,700
Ceremony	Photographer, technical requirements	\$7,100
TOTAL		\$23,800

Certificates, in place of medallions, could be provided at a cost of \$450 for 500 certificates.

Do the Recommendations of this Report Align with 2009-19 LTCCP budgets?

12. No. \$17,800 is unbudgeted.

LEGAL CONSIDERATIONS

13. Would be required if amendments or revisions to policy are recommended by Civic Awards sub-committee.

Have you considered the legal implications of the issue under consideration?

14. Yes.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

15. Civic and International Relations Activity Management Plan. 5.0.4. – Manage special events in support of the office of The Mayor.

Do the recommendations align with the Council's strategies?

16. Civic and International Relations Policy.

CONSULTATION FULFILMENT

17. No public consultation.

18 Cont'd**STAFF RECOMMENDATION**

It is recommended that :

- (a) the 2011 Civic Awards be dedicated to recognising acts of kindness, service and heroism following the earthquakes of 4 September 2010 and 22 February 2011, and be known this year as 'the Christchurch Earthquake Awards'. Nominations for these awards will be sourced from the public, for the consideration of the Council's Civic Awards Sub-committee. Recipients will receive a specially-commissioned medallion, to be presented during an event to mark the first anniversary of the 22 February earthquake.
- (b) Council note that staff will review the normal Christchurch Civic Awards process and bring a paper back to council before next year's awards, with recommended changes aimed at increasing the prestige of the award, attracting more applicants and capturing those who have made a significant contribution to the city.