

Sustainability Awards

Potential approaches

<i>Initiative</i>	<i>Potential actions</i>	<i>Resources required</i>	<i>Potential effectiveness</i>	<i>Considerations</i>
1. Better celebrate Tweed sustainability achievements in others'/existing awards programs	<p>Update Council's website to highlight/showcase sustainability award winners e.g. Hall of Fame</p> <p>Feature award winning projects in Tweed Link and quarterly Sustainability e-newsletter</p>	<p>Low:</p> <p>Use existing Communications and Sustainability tools and staff resources</p>	<p>Medium:</p> <p>Extends recognition for prize recipients and shares details about local initiatives recognised in their respective industries' with a wide community audience</p>	<p>Council's media platforms are better used promoting Council run awards programs rather than others'</p>
2. Build greater awareness and capacity for Tweed sustainability initiatives to seek recognition in existing awards programs where the Tweed is not well represented eg Eco Schools	<p>Offer funding and training for a range of sectors to participate and perform well in their sector:</p> <ul style="list-style-type: none"> - Project design - Grant writing - Awards calendar and award submission writing - Sustainability program participation 	<p>Medium: \$25,000 for 3rd-party providers to run sustainability training for individuals, community groups and business e.g. Centre for Sustainability Leadership</p> <p>Low/Medium: \$10,000 for sponsorship and/or mentors to support projects and initiatives</p> <p>Low:\$2,500 for 10 schools to participate in the Eco Schools certification and award program</p>	<p>High:</p> <p>Build skills and strengthen programs effectiveness as well as promote better participation and potential success rate in awards</p>	<p>Would need to contact target sectors to assess whether lack of skills and funding are current barriers to local sustainability initiatives.</p>
3. Build on the existing framework of local awards and events	<p>3A. Add a Sustainability category to the Tweed Australia Day awards</p>	<p>Low:</p> <p>Use existing Events and Sustainability staff resources to establish award criteria.</p>	<p>Medium: Low community attendance at Australia Day awards ceremony, but good promotion via Council communications platforms</p>	<p>Adds to the judging demands for the awards program.</p> <p>Note: Lismore City Council has a 'Sustainable Environment' Category in the Australia Day Awards.</p>

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	3B. Add and sponsor Sustainable Agriculture, Sustainable Food and Resource Efficiency categories in the BEATS awards	Medium: Reallocate/add \$5,000 funding for each of the Agriculture, Economic Development and Waste sectors and provide staff resources to establish award criteria	High: supports an existing local awards program and targets sectors that align with Council program priorities Additional attraction to add to existing event offering.	Whether awards organisers are open to the idea of new award categories. Adds to the judging demands for the awards program. Whether staff have capacity to add the awards program to their workload. Wouldn't address the full range of categories e.g. Sustainability Hero, Sustainable Community Organisation
	3C. Add one or several award categories to Council's Home Expo e.g. Sustainable Built Environment, Heritage award, Sustainable Hero, Sustainable Community Organisation	Medium: \$25,000 for an external contractor to establish award criteria, promotions, judging and prize money.	High: good attendance at Home Expo from across the community may achieve the objectives of recognising, celebrating and inspiring sustainability leadership in the Tweed. Good promotion via Council communications platforms Additional attraction to add to existing event.	Existing Council resources are stretched to deliver Home Expo, so external resources would be a necessity to deliver an additional awards program. Potential to seek sponsorship if appropriate partner with aligned values can be found.
	3D. Add one or several award categories to Caldera Environment Centre's World Environment Day e.g. Sustainability Hero,	Low: \$5,000 for Sustainability Program Leader to establish	High: good attendance at World Environment Day from across the community may achieve the objectives of recognising, celebrating and	Whether awards organisers are open to the idea of featuring awards in their event.

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	Sustainable Community Organisation, Mayor's Choice	award criteria, promotions, judging and prize money	<p>inspiring sustainability leadership in the Tweed.</p> <p>Additional attraction to add to existing event.</p> <p>Could bring additional promotion of the event via Council communications platforms.</p>	Will reduce the Sustainability Program Leader's capacity for other corporate sustainability programs in the early part of the calendar year.
4. Create a new event	<p>Develop a dedicated Sustainability Awards program and showcase with multiple categories not already featured in existing awards program:</p> <ul style="list-style-type: none"> - Community group or project - Conservation and land management - Sustainable Household and Garden - Sustainable Energy - Waste - Heritage preservation - Sustainable Hero - Mayor's Choice 	<p>High:</p> <p>\$50,000 for project officer/events contractor, promotions, venue, catering and staff resources to establish multiple award criteria, promotions, judging and prize money</p>	<p>Medium/High: potential for good attendance of awards nominees and supporters.</p> <p>Good promotion via Council communications platforms.</p> <p>Additional event in the community calendar.</p>	<p>Could run Home Expo and Sustainability Awards on alternate years to minimise Council's labour costs, although Sustainability Awards are unlikely to reach 1000+ people as Home Expo does.</p> <p>Whether staff have capacity to add the awards program to their workload.</p> <p>Potential to seek sponsorship if appropriate partner with aligned values can be found.</p> <p>In 3 to 5 years of awards, Council may need to consider additional investment in capacity building (see option 2 above) to maintain a 'pipeline' of applicants.</p>