



Morpheus RH Dougherty Awards

recognising leading practice in communication management
presented by the LOCAL GOVERNMENT AND SHIRES ASSOCIATIONS OF NSW

entry kit '08



morpheus



Reporting to Your Community Award

Information

The RH Dougherty Communication Awards recognise leading practice in communication management in councils. The RH Dougherty Award was established in 1981 and named after former Local Government Association President, Robert Henry (Bob) Dougherty. Cr Dougherty's life was one of local and community involvement; he worked for over 20 years in Local Government and served on more than 20 local cultural, sporting and community organisations, including the Keep Australia Beautiful Council of NSW, the Chatswood District Community Hospital and the Willoughby Symphony Orchestra.

Cr Dougherty had a vision of what Local Government should be, one of which was 'to develop real means of communication between councils and their ratepayers', an aim which the Award serves to encourage, promote and recognise. The award is managed by the LGSA, and judged by leading experts in the communications field. In 2008, the major sponsor of Local Government Week and the RH Dougherty Awards is Morpheum.

There are two sections: Reporting to your Community and Excellence in Communication and four categories in both awards:

- Division A** - population less than 30,000
- Division B** - population 30,000 - 100,000
- Division C** - population more than 100,000
- Division D** - ROCs and county councils

Special commendations can be awarded for work that deserves recognition. Councils can enter for either or both awards and more than one submission is welcome in both categories. There is no entry fee for the awards. Awards entries will be not be accepted after the printed deadline, except on private application to LGSA prior to the date, and only in exceptional circumstances.

All material submitted will be retained by the LGSA and may be used for promotional purposes to highlight the awards. The decision of the judging panel is final and no correspondence will be entered into. Please do not include original material that may not be returned to you.

Deadline for entries: The closing date for entries for the calendar year 2007 is COB Tuesday 10 June, 2008. The winners will be announced at the LGSA's signature event, Local Government Week Awards presentation on 30 July 2008 at a ticketed, sit-down dinner special event. For any inquiries, telephone Meg Fisher, Manager Events and Protocol, on (02) 9242 4044.

Eligibility

Reporting to Your Community encompasses all or any form of community reporting, in the general form of a publication, namely annual reports, monthly newsletters, internet communication – ebulletins, websites, advertising, specialist publications or other media applications produced in the 2007 calendar year.

Entries must be received by the LGSA office by Tuesday 10 June 2008 and be in the format indicated.

Councils are no longer relying on their annual community report to report back to their communities and so it was decided to broaden this category so that other media used by councils could be incorporated. The essence of this category is on reporting information about council and its activities back to your constituency. Your entry may include an annual community report, a monthly insert in the local paper, an online newsletter, or targeted brochures.

With the growth of online capabilities and with more diverse groups such as commercial ratepayers, isolated groups, NESB groups and indigenous people being identified as stakeholders, councils have moved from expensive letterbox drops to more innovative, cost effective solutions.

Form of Entry

Entries should include an

- 1) Application form downloaded from website (**this must be filled in and emailed**)
- 2) the submission itself should be the equivalent of 2 - 4 A4 pages of typed information addressing the judging criteria
- 3) accompanied by a copy of the original report or publication
- 4) two captioned digital photos that relate to the entry (photos must be in JPG format)

Entries must be submitted electronically via email to meg.fisher@lgsa.org.au. If you have additional material (newsletters, reports, newspaper clippings etc) you can post five copies (five judges), but they should be saved electronically as well, as pdfs. Please keep packaging and support material to a minimum as the application will be based on the electronic submission. Sections of the winning entries will be placed on our website and will be included in a Powerpoint presentation at the awards evening so please include two captioned digital photos that relate to the entry (as in point 4).

If you do send hard copies of support material, please mark them to
Meg Fisher – Morpheum RH Dougherty Awards
Manager Events and Protocol
The Local Government and Shires Association of NSW
GPO Box 7003
Sydney NSW 2001

Judging Criteria

Entries in this section will be judged on:

1. Short overview of the report strategy including reason, content, identification of audience (s) and method of delivery (medium).
2. Explain the choice of visual presentation: design, layout and language and its relevance to the material and audience,
3. Briefly outline your budget: (how much it cost and whether it was a cost effective use of resources. This should include all expenses, including production, printing, distribution and evaluation costs).
4. Describe your distribution methods and print run or coverage (online).
5. Describe any feedback or evaluation methods received.
6. Account for thematic unity: whether it conveys a clear sense of local character and council/community concerns.
7. Give reasons why the report shows excellence and Innovation.

Excellence in Communication Award

Eligibility

The type and form of project eligible for entry in this category is a communication or public relations campaign or special event produced in the 2007 calendar year.

Entries must be received by the LGSA office by Tuesday 10 June 2008 and be in the format indicated.

This could be an example of ongoing communication set up with your local community, a special event or a project where informing and consulting with the community were essential ingredients in reaching the final formulation of the project. It may be an example of how, through a communication strategy, one of the parties (council or community) shifted in their attitude or behavior or achieved a special event outcome. Methods used in your campaign may include websites, surveys, guide/information publications, special publications, newspaper inserts (i.e. newspaper space used and paid for by a council to communicate with its community), press/ radio/ TV coverage, community services directory, as part of an overall strategy or event. Individual publications should be entered into Reporting to Your Community Award.

Form of Entry

Entries should include an

- 1) Application form downloaded from website (**this must be filled in and emailed**)
- 2) the submission itself should be the equivalent of 2 - 4 A4 pages of typed information addressing the judging criteria
- 3) accompanied by a examples of the campaign or special event print collateral
- 4) two captioned digital photos that relate to the entry (photos must be in JPG format)

Entries must be submitted electronically via email to meg.fisher@lgsa.org.au. If you have additional material (newsletters, reports, newspaper clippings etc) you can post five copies (five judges), but they should be saved electronically as well, as pdfs. Please keep packaging and support material to a minimum as the application will be based on the electronic submission. Sections of the winning entries will be placed on our website and will be included in a Powerpoint presentation at the awards evening so please also include two captioned digital photos that relate to the entry (as in point 4).

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Judging Criteria

1. Short overview of the communication strategy or special event including goals, situational analysis, implementation and methods selected; show the clear targeting of issues and audiences in the planning process and the effective use of a variety of media appropriate to those audiences.
2. Illustrate how a strategy was developed to meet the stated goals. Reaching disadvantaged groups is often difficult (aged, disabled, NESB and Aboriginal groups etc). Address issues of accessibility to these groups if they were incorporated.
3. Briefly outline your budget: How much it cost and whether it was a cost effective use of resources. This should include all expenses, including production, printing, distribution and evaluation costs.
4. Show communication and distribution methods (through meetings, direct mail, letterbox drop, via businesses, shops, cafes, libraries, council offices, newspaper ads, inserts, media releases).
5. Show how the project communicated its message clearly, creatively and in an innovative fashion.
6. Describe the campaign or event results in relation to the goals and budget. What were the outcomes and changes? Indicate how any results of community feedback were implemented (whether the council changed its behavior or strategy).
7. Campaign or event evaluation: were methods put in place to evaluate the impact of the project? Evaluate the results achieved in relation to the goals and budget. Please provide evidence. Show evaluation mechanisms used (phone lines, public meetings, reply paid comment sheet, survey, email address etc) and give examples of any measurement of responses (word of mouth comments, phone calls, letters, emails, survey responses, attendance figures, visits, letters to the editor, media coverage etc).
8. What aspects of your strategy would you say were unique and innovative? Give an analysis of best features