**THE BETTY AWARDS 2017 ENTRY SUBMISSION**

Thank you for participating in the 2017 Asbestos Awareness Month ‘Go Slow – Asbestos It’s A NO Go Campaign.’ All registered participants are eligible to enter the 2017 Asbestos Awareness Month Campaign Awards otherwise known as “The Betty’s”.

# Timeline

Asbestos Awareness Month Campaign participation must occur between 1st November 2017 and 30th November 2017.

**Participation Registration**: Entrants must register their intended participation before the conclusion of Asbestos Awareness Month. Registration is open from 1st September 2017 –30th November 2017.

**Submission for Award Consideration**: Applications open Monday 13th November 2017

**Applications Close**: 10:00pm (AEST) Friday 16th February 2018 - **EXTENDED TO MARCH 3RD 2018**

**Awards Announced:** Friday 23rd March 2018

# Terms & Conditions

1. **Eligibility**:
   1. Entry is free and open to all organisations or individuals who officially registered their involvement in Asbestos Awareness Month 2017 on the asbestosawareness.com.au website prior to the 30th November 2017.
   2. The individual or organisation must have been an active participant in Asbestos Awareness Month.
   3. Entries and supporting documents should be submitted no later than **10pm Friday 16th February 2018 - EXTENDED TO MARCH 3RD 2018**
2. **Judging Criteria:**
   1. The award submissions are assessed and judged by Insight Communications with the shortlisted winners submitted to the Asbestos Education Committee (AEC) for approval. Additional judges may be sought.
   2. The judging criteria includes but is not be limited to:
      1. Demonstrated benefit to the community, region, state or nationally.
      2. Evidence of initiative and/or innovation in raising awareness of the possible dangers of asbestos to homeowners when renovating or maintain homes.
      3. Breadth of campaign reach/involvement.
   3. Judges have complete discretion in assessing entries, applying the judging criteria, terms and conditions and determining winners. The judges’ decision is final and no correspondence or discussion will be entered into in relation to their decision.
   4. The judges reserve the right not to allocate an award in a particular category if in their opinion there are no entries of sufficient merit.
   5. While every intention of issuing an award for each category is planned, especially for the Metropolitan and Regional Council Awards in each state and NT, if no applications are received or the quality of the application does not meet the standard, no award will be presented.
3. **Prize:**
   1. This is a non-cash award.
4. **Contents of Entry:**
   1. Elements of your entry may be used to promote the Asbestos Awareness Campaign or the Betty Awards in the future.
5. **Lodgement:**
   1. The nomination **must be typed** and submitted online via [www.asbestosawareness.com.au](http://www.asbestosawareness.com.au) in the Asbestos Awareness Month Section from the Awards page.
   2. Any supporting material which cannot be uploaded can be posted to Asbestos Awareness Month Campaign Awards, PO BOX 944, STRAWBERRY HILLS NSW 2012 and must be clearly identifiable with your online submission. Any material which is submitted as hard copy will be unable to be returned. Your main entry must be submitted online in addition to the posted materials.
   3. If you have more than 3 images or 3 additional supporting uploads to include with your submission, you can email them to [asbestosawareness@insightcommunications.net.au](mailto:asbestosawareness@insightcommunications.net.au) ensuring they are clearly identifiable with your online submission.

# Entrant Details

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| --- | --- | --- | --- | --- | --- | --- |
| Entrant Name: |  | | | | | |
| Organisation: |  | | | | | |
| Email: |  | | | | | |
| Contact Number: |  | | Mobile: |  | | |
| Website: |  | | | | | |
| Postal Address: |  | | | | | |
| Suburb: |  | State: |  | Post Code: |  |

# Categories: Please select your entry category *(double click the box and select ‘checked’).*

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| --- | --- |
|  | Best Asbestos Awareness Month Campaigner: Association or Community Group |
|  | Best Asbestos Awareness Month Campaigner: Business or Corporate |
|  | Best Asbestos Awareness Month Campaigner: Government Department or Organisation |
|  | Best Asbestos Awareness Month Campaigner: Individual / MP |
|  | Most Active Asbestos Awareness Month Campaigner: Council |
|  | Most Improved Council Asbestos Awareness Month Campaigner |

**Council Awards**

One Metropolitan & Regional Award will be presented to a council in each state and territory. The award for Most Innovative Asbestos Awareness Month Council Campaigner will be chosen from all council submissions received. If there are no entries for a region within a state, no award will be given.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Council Region:** |  | Metropolitan |  | Regional | | | | |
| **State:** |  | ACT |  | NSW |  | NT |  | QLD |
| (double click to select box). |  | SA |  | TAS |  | VIC |  | WA |

# Section 1: Activities (double click the box and select ‘checked’).

What activities did you undertake:

|  |  |  |
| --- | --- | --- |
| **Information included in:** | | |
| E-newsletter | Mayoral Column (or similar) | Intranet |
| Newsletter | Website | Collateral |
| Other – please list: | | |

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| --- | --- | --- |
| **Media Awareness:** | | |
| Local Newspaper | Local Television | Local Radio |
| Social Media: Facebook | Social Media: Twitter | Social Media: Blog |
| Other – please list: | | |

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| --- | --- | --- |
| **Hosted:** | | |
| Betty – The ADRI House | Blue Lamington Doo | Tradies Breaky |
| DIY workshop or seminar | Information session for staff | Other – please list: |
| Community information session | |

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| --- | --- | --- |
| **Promotional Materials:** | | |
| Poster Distribution | 30 Second Radio CSA | Logo |
| Flyer Distribution | 30 Second Television CSA | Email Signature |
| Webtiles on website with links | Print Filler Ads | Magnets |
| Pull Up Banners | Model House Diagram | Blue Ribbon |
| Media Release Templates | Photographs |  |

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| **Other:** |
| Included Asbestos Awareness message in relevant organisation materials e.g. with development applications |
| Promoted the campaign to relevant groups in your community e.g. Local Tafe |
| Ongoing promotion of Asbestos Awareness |
| Other – please list: |

# Section 2: Benefit & Initiative

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| 1. What did your activities achieve/contribute and how were they accomplished? (Maximum 500 words) |
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| 1. How would you measure the impact of your involvement and what was the reach of your activities?   e.g. We included information in our newsletter which is distributed to 10,000 people (Maximum 300 words) |
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| 1. What has been the benefit of participating to your organisation, customers or community? (Max 400 words) |
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| 1. What has been the feedback of your involvement in Asbestos Awareness Month 2017? (Maximum 300 words) |
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# Section 3: Supporting Material

You can supply additional supporting material which may include, but is not limited to copies of newsletters, photographs, media clippings, screen grabs, website links etc. It is preferred any supporting material be uploaded with your submission. If you need to send hardcopies, please include details of your entry (organisation, name, award category, contact details) and post to:

Asbestos Awareness Month Campaign Awards

Insight Communications

PO BOX 944

STRAWBERRY HILLS NSW 2012

Any hard copies submitted will be unable to be returned. Alternatively if you have more than two photographs or three attachments you can email to [asbestosawareness@insightcommunications.net.au](mailto:asbestosawareness@insightcommunications.net.au), please ensure they are clearly identifiable with your online submission. All photos to be supplied as a JPG or PNG between 500KB-2MB in file size.

You must submit your main submission online. Submissions only received by mail are ineligible.

**Website Links:**

If you would like to provide links to news stories, social media or information on your website, please include URLs below.

|  |  |
| --- | --- |
|  | URL |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |
| 6. |  |

**Details of Uploaded Supporting Material:**

Please provide details about each attachment e.g. Greater City of Betty Newsletter which was distributed on 3rd November to 10,000 members of the community.

|  |  |
| --- | --- |
| Item | Description |
| Photograph 1. |  |
| Photograph 2. |  |
| Photograph 3. |  |
| Supporting Attachment 1. |  |
| Supporting Attachment 2. |  |
| Supporting Attachment 3. |  |