

THE Betty Awards

2017 Asbestos Awareness Month Campaign Awards



Organisations who actively participate in the Asbestos Awareness Month Campaign will be eligible to enter the 2017 Asbestos Awareness Month Campaign Awards dubbed the “Betty Awards”.

To be eligible for the awards entrants must register their intended participation in Asbestos Awareness Month before the conclusion of November. Only registered participants will be eligible for the awards and will be contacted after registration with details of how to submit an award entry submission.

Details of the awards are available at asbestosawareness.com.au in the Asbestos Awareness Month section. Access to the nomination form is via the registered downloads section.

2017 ASBESTOS AWARENESS MONTH CAMPAIGN AWARDS CATEGORIES

Council Awards

- ⦿ Most Innovative Asbestos Awareness Month Council Campaigner: National
- ⦿ Most Improved Asbestos Awareness Council: National
- ⦿ Most Active Asbestos Awareness Month Campaigner: Metropolitan Council*
- ⦿ Most Active Asbestos Awareness Month Campaigner: Regional Council*

** It is intended that one Metropolitan & Regional award will be issued to a council in each state and territory. If no entries are received or the quality of the application does not meet the standard, no award will be presented.*

General Awards

- ⦿ 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

PAST BETTY AWARD WINNERS

The full list of winners is available at asbestosawareness.com.au.

CONTACT

For more information about the 2017 Betty Awards please contact Insight Communications on 02 9518 4744 or via email asbestosawareness@insightcommunications.net.au.

TESTIMONIALS

"Campbelltown City Council is proud to be an active supporter of Asbestos Awareness Month through a range of communication initiatives. This award recognises Council's commitment to helping to highlight the safety risks associated with asbestos, educating the wider community and encouraging residents to learn more before embarking on renovation projects that could put them at risk." *Lindy Deitz Acting General Manager, Campbelltown City Council – Metropolitan NSW*

"Mornington Shire Council is extremely proud to have taken part in Asbestos Awareness Day, as part of the national Asbestos Awareness Month. Recognition like the Betty Awards and the accolades that come with them are a fitting tribute to recognise the enormous effort our staff have put into creating awareness of asbestos. Mornington Shire Council's campaign culminated in the removal of an asbestos riddled building that has been a serious health risk to our community for fifteen years, and through its removal together with asbestos education, the real winners here are the entire community. Council is appreciative for such acknowledgment and is humbled to receive two Betty Awards." *Frank Mills, CEO, Mornington Shire Council*

"Wakefield Regional Council is thrilled to be recognised for its asbestos awareness raising campaign within the community. The staff supported a range of activities and we thank the Asbestos Education Committee for this Betty Award and the opportunity to highlight this important issue." *Cate Atkinson, CEO, Wakefield Regional Council – Regional SA*

"Nillumbik Shire Council is very pleased to receive this award. This program has given Council another avenue to engage with our citizens and represents a positive step forward in Council's role in protecting our community's wellbeing" *Helen Coleman, Mayor, Nillumbik Shire Council - Metropolitan VIC*

"We are thrilled to receive this national Betty Award for the Western Sydney Residential Asbestos Disposal Scheme (WSRADS) campaign. This award represents an outstanding collaboration between eight western Sydney councils. Our councils cover the heart of Western Sydney's fibro belt. Raising awareness about the dangers of asbestos, while advocating for safe and affordable disposal, is really important to all of us." *Councillor Tony Hadchiti, President WSROC - Best Asbestos Awareness Month Campaigner: Government Department or Organisation*

"I'm extremely proud as Lord Mayor that we have been awarded NSW Winner of the Most Active Asbestos Awareness Month Council Campaigner and to have received the Most Improved Asbestos Awareness Month Council Campaigner national award. Like many regional communities there is an urgent need for Council to ensure that the messages on asbestos, people renovating houses and people being aware of asbestos in other areas – are compelling so we continue to develop a healthy community in our liveable city." *Lord Mayor Councillor Gordon Bradbery OAM, Wollongong City Council – Regional NSW*



2014 Most Innovative Asbestos Awareness Campaigner & Most Active Asbestos Awareness Council QLD Regional:
Mornington Shire Council



2014 Most Active Asbestos Awareness Council SA Regional:
Wakefield Regional Council



2014 Most Active Asbestos Awareness Council VIC Metro:
Nillumbik Shire Council



2016 Most Active Asbestos Awareness Council NSW Regional & Most Improved Asbestos Awareness Month Council Campaigner:
Wollongong City Council

THE 2017 BETTY AWARDS SUBMISSION DETAILS

Timeline

Thank you for participating in the '2017 Get to kNOw Asbestos this NOvember 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:

- a. 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.
- b. The individual or organisation must have been an active participant in Asbestos Awareness Month.
- c. Entries and supporting documents should be submitted no later than **10pm Friday 16th February 2018.**
EXTENDED TO MARCH 3RD 2018

2. Judging Criteria:

- a. 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.
- b. The judging criteria includes but is not be limited to:
 - i. Demonstrated benefit to the community, region, state or nationally.
 - ii. Evidence of initiative and/or innovation in raising awareness of the possible dangers of asbestos to homeowners when renovating or maintain homes.
 - iii. Breadth of campaign reach/involvement.
- c. 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.
- d. 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.
- e. 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:

- a. This is a non-cash award.

4. Contents of Entry:

- a. Elements of your entry may be used to promote the Asbestos Awareness Campaign or the Betty Awards in the future.

5. Lodgement:

- a. The nomination **must be typed** and submitted online via www.asbestosawareness.com.au in the Asbestos Awareness Month Section from the Awards page.
- b. 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.

- c. 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 ensuring they are clearly identifiable with your online submission.