

Rotary

Districts of NSW



Emergency
Services
Community
Awards

2020 Partnership Invitation



"Service Above Self"





WELCOME and INTRODUCTION

The Rotary Districts of New South, on behalf of all their Clubs, are pleased to invite you to become a Partner of the 2020 Rotary NSW Emergency Services Community Awards (RESCA). These awards were developed by a few dedicated and passionate Rotarians who recognised the value of not only our paid, but also our volunteer Emergency Service Personnel.

In keeping with the Rotary's motto of "Service Above Self", RESCA acknowledges and celebrates the selfless Community Service of NSW Emergency Services Personnel whilst also supporting two important Rotary initiatives:

- Australian Rotary Health - PhD Research Scholarship investigating Post Traumatic Stress Disorder (PTSD) in Emergency Services Personnel.
- Emergency and Disaster Preparedness training by a competitively selected Vocational Training Team connected with a developing country in the Asia/Pacific Region

The 2020 RESCA will be the 6th Annual Awards and to date RESCA has recognised 120 paid and volunteer emergency services personnel. The Awards have also raised over \$50,000 to fund each of the above initiatives.

In 2018 the Rotary Districts of NSW Emergency Services Community Awards saw the creation of the NSW Dorothy Hennessy OAM Emergency Services Youth Scholarship. This scholarship was an initiative by the former Minister of Emergency Services, The Hon David Elliott MP. The Scholarship and is open to volunteers between the age of 18 and 25. The \$1000 scholarship is to assist with further studies in the young person's chosen career whilst celebrating and supporting the contribution of our young heroes.

The Rotary Districts of NSW Emergency Service Awards are managed by a committee of volunteers, with the 2020 Committee Members including:

- Dorothy Hennessy OAM – Chair
- Brian Graham ESM
- Paul Johnston
- Ron Browne
- Shane Burette
- Dale Larsen
- Tony Luck
- Kay Mireylees

District 9675 Governors' Team

- Dianne North - Governor
- Warwick Richardson- District Governor Elect
- Jeremy Wright – District Governor Nominee

As Chair and on behalf of our RESCA Committee, I invite your support for this wonderfully unique event. Rotary, as a Not-For-Profit organisation, which embodies SERVICE ABOVE SELF, recognises the value, selfless dedication and commitment of our Emergency Service Organisations/Personnel, particularly acknowledging what we have experienced in this disastrous recent fire season. We do look forward to having you joining us for a very special and unique event for this year.

Kind Regards,

A handwritten signature in cursive script, appearing to read "Dorothy L Hennessy".

Dorothy L Hennessy OAM

Chair RESCA 2020

Past President Rotary Club of Wollongong



ABOUT THE AWARDS

Whilst the seven (7) individual Emergency Services Agencies – ESA's have their own internal awards, the Rotary Districts of NSW Emergency Services Community Awards (RESCA) is the only time all Emergency Services personnel, both paid and volunteer, are recognised in a combined awards program.

The awards are supported by all NSW Emergency Service Agencies.

The Governor of New South Wales has been the Vice-Regal Patron of the Awards since their inception and Her Excellency, The Honourable Margaret Beazley AO QC, continues this support. The Hon. Gladys Berejiklian MP, Premier of New South Wales and the Hon Gareth Ward MP both serve as the Official Ambassadors and support our host, The Hon David Elliott MP, NSW Minister for Police and NSW Minister for Emergency Services

The Awards are open to all Emergency Service Personnel stationed in NSW, serving in either a paid capacity or as a volunteer with one of the following agencies:

- Fire and Rescue NSW
- Marine Rescue NSW
- Surf Life Saving NSW
- NSW Ambulance Service
- NSW Rural Fire Service
- NSW State Emergency Service
- NSW Volunteer Rescue Association

NATIONAL AWARDS

We are delighted to announce that this project has been expanded to be National Awards with Their Excellencies, General The Honourable David Hurley AC DSC (Ret'd), Governor General of Australia and Mrs Hurley, fulfilling the role of Patron to the National Award. Their Excellencies hosted the first National Awards in the grounds of Government House, Canberra on 12 October, 2019 where the two (2) winners from NSW, joined their ACT colleagues, were judged and were awarded the National titles, National Officer in Paid Capacity and National Officer in Volunteer capacity.

THE AWARDS PROCESS

Emergency Service Personnel can be nominated by a colleague, family and any member of the community. Panels of independent judges, Rotarians across NSW, will then assess all nominees using three (3) key criteria:

1. Community service over and above the call of normal duties which best exemplifies Rotary's motto of **Service Above Self** (i.e. community involvement when the nominee is outside working in his/her normal role).
2. Personal attributes
3. Contribution to his/her organisation

Nominations are submitted through an online system via the Awards website at: www.RotaryESCawards.org.au

The Rotary Districts of NSW Emergency Services Community Awards consist of:

- **Four (4) Finalists** for each of the Seven (7) Emergency Services Agencies
- **Seven (7) Category Winners** – One winner for each of the seven (7) Emergency Service Agencies
- **Two (2) Major Winners:**
 - Rotary NSW Emergency Service Officer of the Year Serving in a Volunteer capacity
 - Rotary NSW Emergency Service Officer of the Year Serving in a Paid capacity
 - These overall two (2) then go forward to be judged with their interstate colleagues and attend the National Awards Ceremony hosted by our National Patrons, above mentioned.
- **NSW Dorothy Hennessy OAM Emergency Services Youth Scholarship**
 - Volunteers up between the age of 18 and 25.

Rotary Districts of NSW



Emergency Services Community Awards

2020 EVENT SCHEDULE – Key Dates for Partners



Wednesday 25th March 2020, 10:30-12:00pm

Launch of RESCA NSW – hosted by The Hon. David Elliott MP, Minister for Police and Emergency Services

Location: NSW Parliament House

This prestigious event will officially launch the Rotary NSW Emergency Service Community Awards and officially open the nominations. This will present a unique impression on those attending including representatives of the business and local communities throughout NSW.

Nominations Close: 1st May 2020

Photo: Their Excellencies, AUSRESCA Patrons and RESCA Australian Health PhD Research Scholar Tara Lal

Wednesday 17th June 2020

Announcement of the Finalists - hosted by The Hon. David Elliott MP, Minister for Police and Emergency Services

Location: NSW Parliament House

This event celebrates by introducing and announcing our finalists. In previous years the Minister for Emergency Services announced our 24 finalists, whilst this year the number will be increased to 28 finalists.

There will be a press-release in conjunction with this event. We will, once again, have a professional photographer attending. This is an ideal opportunity for you to come on board as a partner and depending on your choice of support, your logo can be utilised in our marketing, during the Finalists Announcement and leading up to the Awards Ceremony.



Saturday 1st August 2020 - Awards Presentation Dinner

Location: Bankstown Sports Club

Overview: The Awards Presentation Dinner is the Main Event. The evening starts with drinks and canapes as guests arrive, then moves into the more formal dinner component. An evening to celebrate not only our finalists, but all of our Emergency Service personnel. Each of the 28 category finalists, with their friends and family will be invited to attend the Awards evening, joined by the Commissioners of each of the ESAs, plus many State dignitaries. Previous dignitaries have included the former NSW Patron and now National Patrons, His Excellency General the Hon David Hurley and Mrs Hurley and The Hon. David Elliott MP, Minister for Police and Emergency Services.

There will be a press-release in conjunction with this event as well as two professional event photographers.





WHY BECOME A RESCA PARTNER?

By becoming a Partner of the Awards, your business will achieve many positive outcomes, including:

1. Supporting two (2) important Rotary/Emergency Services initiatives:
 - PhD Research Scholarship investigating PTSD in Emergency Services Workers
 - Emergency and Disaster Preparedness training by a competitively selected Vocational Training Team to be connected with a developing country in the Asia/Pacific Region, to provide Disaster Preparedness Training
2. Your choosing to become a supporter of RESCA, Rotary's ongoing commitment to 'Service Above Self' and Community Service. The Awards provide an opportunity to officially and publicly thank Emergency Service personnel, meet their families, friends, Commissioners and colleagues to give back to those who support our communities in times of greatest need.

RESCA Partners will receive significant brand recognition through inclusion in marketing materials, media releases, digital media and event signage (based on the chosen partnership level).

Partners will be invited to participate in all three (3) special events such as the Launch and opening of nominations in February in the grounds of Government House, Sydney, Announcement of the Finalists to be held at Parliament House in April and the Awards Presentation Dinner in August.

Following the devastating events of August 2019 to date, of catastrophic bushfires following a crushing drought, these awards give your business an additional way to recognise and reward the selfless works of all Emergency Service Workers, with particular focus on the Fire Service NSW, NSW Rural Fire Service, NSW State Emergency Service, NSW Ambulance Service and NSW Volunteer Rescue Association.

MEDIA and MARKETING REACH

The Awards are promoted throughout NSW via a comprehensive marketing campaign using both traditional and digital media strategies.

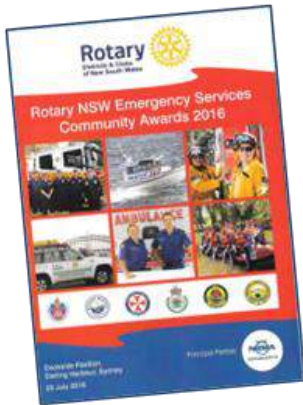
- In 2017, the Facebook reach alone was more than 116,000. We not only utilise the RESCA Facebook page, the Emergency Services Agencies assist in promoting the event by sharing it on their own social media sites.
- Our RESCA website received an outstanding number of visits in 2018 and 2019. The majority of these were to make nominations, review the finalists' profiles and discover who were the overall winners.
- In 2018 and 2019 we generated Media Releases for the Launch, the Announcement of Finalists and Awards Ceremony, which were circulated throughout NSW using general media outlets, Agency and Rotary networks.
- The Awards are widely promoted by Rotary through their Clubs across NSW. Each of the six (6) Rotary Districts hold a District Conference each year with representatives of the RESCA team attending to further promote the program. Recently, the RESCA team have attended Conferences of the Rotary Asia/Pacific Zone in Hobart (2018) and Christchurch NZ (2019) to promote to District Governors, District Governors Elect and District Governors Nominee, representatives from all Districts in Australia with a view to progressively strengthening the expansion of the Awards which commenced as a National Project in 2019.

Rotary Districts of NSW



Emergency Services Community Awards

PARTNERSHIP LOGO EXAMPLES



Souvenir Dinner Program

Awards Dinner Presentation

Pull Up Banner

PARTNERSHIP OPPORTUNITIES

We offer a range of partnership opportunities, as set out in the following table. These options should be viewed as a guideline only – we are open to whatever assistance your organisation is able to provide and can tailor a partnership package that helps meet your business objectives.

RESCA will also consider in-kind support with items such as printing, audio-visual production, décor, website design and hosting, venue hire, catering, trophies, media support and such. Let us know how we can create a package to meet your needs and interests in support.

PARTNERSHIP PACKAGES

	Description	Principal Partner	Gold Partner	Silver Partner	Bronze Partner	Awards Supporter
INVESTMENT:		\$20,000 +GST	\$10,000 +GST	\$5,000 +GST	\$2,500 +GST	\$1,250 +GST
Partner Benefits:		Identification as a Principal Partner	Identification as a Gold Awards Partner	Identification as a Silver Awards Partner	Identification as a Bronze Awards Partner	Identification as an Awards Supporter
Exclusivity within Business Sector	We will not allow any of your competitors to be a partner of this Event	Yes	Yes	No	No	No
Category Naming Rights	You will be aligned with an award category and have naming rights for that award.	Yes – The two “Overall” Categories	Yes – One of Six Different Agency Categories	No	No	No
Speaking Opportunity at Awards Dinner	A 5-minute speaker spot will be offered as part of your partnership.	Yes	No	No	No	No
Partner Video	Opportunity to show 60-90 second ad/hype reel at Award Dinner	Yes	No	No	No	No
Awards Dinner Gift	Opportunity provide branded gift to Awards Dinner attendees	Yes	No	No	No	No
Authorisation to use RESCA Partner logo	You will have authority to utilise the RESCA logo in your publications.	Yes	Yes	Yes	Yes	Yes
Identification in Dinner Program*	All of our supporters will be recognised within our Dinner Program.	Logo	Logo	Logo	Logo	Logo

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Emergency Services Community Awards

	Description	Principal Partner	Gold Partner	Silver Partner	Bronze Partner	Awards Supporter
Advertising in Dinner Program	Our Awards Dinner Program will be on each place-setting at the event. You have an opportunity to position an advertisement within this program.	2 Pages	1 Page	½ Page	¼ Page	Nil
Digital Marketing – Social Media	As Social Media is one of the world’s strongest marketing mediums, we will be recognising each of our Supporters through Facebook posts.	1x Partner Video 2x Individual Partner Post 1x Principal Partner ONLY Facebook Post. 2 x Facebook Posts that recognise all Supporters.	1x Individual Partner Post 1x Gold Partners ONLY Facebook Post. 2 x Facebook Posts that recognise all Supporters.	1x Individual Partner Post 1x Silver Partners ONLY Facebook Post. 2 x Facebook Posts that recognise all Supporters.	1x Bronze Partners ONLY Facebook Post. 2 x Facebook Posts that recognise all Supporters.	2 x Facebook Posts that recognise all Supporters.
Nomination and Registration Confirmations	Acknowledgement of Principle Partner and Logo in email communications.	Logo and Name	NIL	NIL	NIL	NIL
Venue Banners	Display of Partner banners at the Awards Dinner	2 Banners – on stage	1 Banner in Foyer	NIL	Nil	Nil
Website	Our website is not only the main place for information on RESCA, it is also where Nominations are made, and where all of the finalists’ profiles are listed. This is a great opportunity to drive traffic straight to your website.	Logo	Logo	Logo	Logo	Logo
Website	Banner advertisement on https://nsw.rescawards.org.au/	Home page banner ad Partner page banner ad	Partner page banner ad	No	No	No
Tickets to Awards Presentation Dinner	The Awards Dinner is the main celebration of the awards.	1 table of 10	6 x Seats	4 x Seats	2 Seats	NIL
Media Wall	Logo on media wall at launch, finalists’ announcements and dinner	Yes	No	No	No	No

PARTNERSHIP TIMELINE:

The sooner partners come on board, the more opportunities for exposure we can offer. As these Awards involve three (3) different events - Launch, Finalists Announcement and Awards Dinner - these events present an ideal opportunity to promote your organisation as a supporter of RESCA.

To make this a smooth process, we have put together some deadlines to ensure we gather your information in a timely manner, enabling processing and activating your exposure through RESCA.

Deadlines:

Event or Exposure Type	Items Required	Deadline
Exposure at Launch	Logo	15 th March 2020
	Verbal Recognition	15 th March 2020
Exposure at Finalists Announcement	Logo	20 th May 2020
	Verbal Recognition	10 th June 2020
Exposure at Awards Dinner	Logo	1 st July 2020
	Dinner program advertisement	1 st July 2020
	Verbal Recognition	25 th July 2020
Exposure through Social Media	Logo, Company Slogan**	As soon as committed as partner
	Video***	3 rd June 2020

**Logo placement will be proportionate to the engagement level*

***Social Media will be determined based on timings. Commitment to social media post numbers will vary based on timeframe between confirming partnership and Awards Dinner.*

****Please refer to earlier table for partnership entitlements.*



FOR MORE INFORMATION, PLEASE CONTACT:

Dorothy Hennessy – Committee Chair - 2020 RESCA Committee

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<https://nsw.rescawards.org.au/>

<https://www.facebook.com/RotaryESCawards/>