



EMPA Awards for Excellence in Emergency Communication

PURPOSE

The Annual EMPA Awards for Excellence in Emergency Communication have been established to recognise those who have made a significant contribution to emergency communications in Australia and New Zealand.

CATEGORIES

- 1. For emergency communication - Readiness and Resilience:**
 - a. A project or activity that contributes to improved community preparedness and / or resilience.
- 2. For emergency communication - Response:**
 - a. Communicating effectively during an emergency response.
- 3. For emergency communication - Recovery:**
 - a. Supporting the recovery of a community impacted by an emergency.
- 4. For published research that advances emergency communication by:**
 - a. Improving community preparedness and / or resilience; or
 - b. Increasing the effectiveness of communication during an emergency response; or
 - c. Enabling agencies to better support communities recovering from an adverse event.
- 5. For media:**
 - a. In-depth and balanced coverage of a topic that increases public understanding of a hazard or an emergency response.
 - b. Comprehensive and accurate reporting before or during an emergency response, contributing to public safety.

Judging

- A panel including EMPA Fellows will judge each category.
- The judges may, at their sole discretion, make inquiries or request additional information to verify or confirm any aspect of any entry. Notwithstanding, it is the responsibility of each nominee to ensure that their entry provides sufficient information and supporting evidence to enable a complete assessment to be made.
- Where there are enough entries in a category, the judges may at their sole discretion choose a runner-up and / or highly commend one or more nominees.
- If in the opinion of the judges there is no nomination of a sufficient standard to warrant an award in a category, the judges may decline to make an award in that category, or may commend an entry without announcing it as the winner.
- The decision of the judges is final.



JUDGING CRITERIA

The judges consider each project or activity against how well they conform to any of the **EMPA Principles**.

Use these criteria to guide the development of your award entry – understanding that not all the criteria will apply.

1. A seat at the table – systems and structures

- How well planned was the program or activity?
- How well did it align with operational and organisational strategic objectives?
- How well embedded into operational activity was the program?
- Was measurement of success undertaken in a meaningful way?

2. Creating connections – integrating efforts

- How well were connections with a range of communities developed before they were needed?
- Were opportunities taken to work with other agencies?
- Has the project or activity provided a foundation for further relationships or built substantially on an existing network?
- Was messaging and use of channels based on a solid research/lessons learned foundation?

3. Building teams – creating capacity

- What evidence was presented of capacity building of a team or community/ies?
- What evidence of innovation to cope with surge capacity or resourcing challenges (if applicable) was presented?
- How were lessons learned in past incidents and by other agencies and organisations used in planning and implementation?
- What evidence was there of information sharing across agencies?

4. Community focused communication

- How well was/were the target community/ies researched and understood in the development of the project or activity?
- How well was the messaging and channels suited to the characteristics of the local community?
- What evidence was there of communication considering groups that we might consider vulnerable?
- If the community stepped up, how well was it supported to take charge?
- How well did the project or activity recognise the diversity within a community and then accommodate these with diversity in communication?
- How well were obstacles and problems articulated?
- What were the shortcomings of the project or activity – and how will these be used in lessons learned in future?

5. Creating networks – connecting stakeholders

- What cross-agency co-operation occurred within the project or activity?
- What existing foundations were leveraged?
- What network improvements were made within the agency during or as a result of the project or activity?

6. Working with media and social media providers – liaison to collaboration

- What evidence was presented on unusual collaboration?
- What were some specific instances where unusual levels of trust between the agency and media had benefits for the community/ies?



ENTRY REQUIREMENTS

Each entry must:

1. Be made on the official online entry form (*refer to online link*)
2. Provide sufficient information and supporting evidence to clearly explain the intention and scope of the activity or project, and what it achieved.

Eligibility

The EMPA Awards are open to:

- All who make an active contribution to emergency management in Australia or New Zealand in any capacity, provided that their activity is directly associated with communication / public information.
- Students, tutors or teaching staff in any accredited tertiary institution, whose research is directly related to emergency management in Australia or New Zealand.
- Journalists, including freelancers, who report on hazards and / or emergency responses in Australia or New Zealand.
- Individuals, teams and organisations are all eligible for nomination.
- The project, activity, research or coverage which is the subject of the nomination must be contemporary in nature, e.g. carried out or substantially completed within the previous 12-24 months, ending:
 - 30 March 2020 (Australia)
 - 30 June 2020 (New Zealand)
- For media, the material must have been published / broadcast within the 12 months ending:
 - 30 March 2020 (Australia)
 - 30 June 2020 (New Zealand)

NB: Fellows of EMPA are ineligible to be nominated as individuals. Teams which include Fellows, or organisations which employ them, are eligible for nomination.



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Presentations

The Australian EMPA Awards will be presented via live webcast on **Thursday 4th June 2020**.

The New Zealand EMPA Awards will be presented as an online event, to be held on **Thursday 29th October 2020**.

- Finalists will be notified two weeks before the event.
- Finalists will be asked to submit a video or a PPS show, no more than two (2) minutes in length, summarising their project. This will be screened as part of the presentation ceremony.
- It is a condition of entry that finalists must participate in the webcast and/or attend the conference dinner [where a team has been shortlisted, at least one member of the team must attend].
- Travel and accommodation – if required – is at the nominee's own cost.
- If a finalist is not also attending the conference, a ticket to the conference dinner must be purchased separately.