



Australian Government
Department of Home Affairs

Australian Institute for
Disaster Resilience



Resilient Australia Awards 2022

Key messages and example copy

Submissions period



Australian Institute for Disaster Resilience

Level 1, 340 Albert St, East Melbourne 3002

📞 +61 3 9419 2388 ✉ raa@aidr.org.au 🌐 www.aidr.org.au/raa

📘 AIDRnews 🐦 AIDR_news 🌐 aidr



Resilient Australia Awards 2022: Key messages

- The Resilient Australia Awards are celebrating 23 years of community resilience.
- Every year, Australians face devastating losses caused by disasters and emergencies. The Resilient Australia Awards are an opportunity to highlight initiatives across the country that are making communities safer, more connected and better prepared.
- A resilient Australia is a shared responsibility.
- The Resilient Australia Awards recognise and encourage collaboration and innovative thinking across all sectors.
- A disaster resilient community works together to understand, manage and respond to the risks that it faces.
- The Resilient Australia Awards recognise and celebrate initiatives that build community resilience.
- Resilient Australia Award recipients provide inspiration and leadership for their own and other communities.
- The Resilient Australia Awards are an opportunity to spark local and national conversations around risk, preparedness, resilience and community recovery.
- The Resilient Australia Awards celebrate the hard work of individuals, organisations, councils and schools in our communities who show initiative in helping to create a more resilient Australia.
- The Resilient Australia Awards promote initiatives that respond to the needs and leverage the strengths of communities across the nation.
- The Resilient Australia Awards celebrate action that values and enhances the wellbeing of communities before, during and after disaster.
- The Resilient Australia Awards celebrate initiatives that help us better prepare, respond and recover together.
- The Resilient Australia Awards promote diversity and inclusivity as important foundations of a resilient community.
- The Resilient Australia Awards share inspiring stories of community resilience.
- The Resilient Australia Awards capture disaster resilience in action.



Resilient Australia Awards 2022: Key dates

7 March – 6 June

Online submission platform open period.

26 May

Extension to deadline announced to 13 June.

6 June

One week until submission platform closes.

13 June

Submissions close **11.59pm AEST**.

Resilient Australia Awards 2022: Key links

Resilient Australia Awards webpage

<https://www.aidr.org.au/programs/resilient-australia-awards> or [aidr.org.au/raa](https://www.aidr.org.au/raa)

State convenor media pack

<https://www.aidr.org.au/resources/resilient-australia-awards-media-pack>

Submission portal

<https://resilient.awardsplatform.com/>

2022 award guidelines

Resilient Australia Awards 2022 Guidelines are available to download from the RAA webpage

<https://aidr.org.au/rra>



Resilient Australia Awards 2022: Social media guidelines

The copy below is intended to guide your promotion of the awards across social media.

Please use these ideas in conjunction with the promotional graphics included in the [state convenor media pack](#), which are sized for LinkedIn, Twitter and Facebook posts.

The graphics will enable you to tailor content to a target audience within your jurisdiction. In doing so, please consider the following principles:

- Tweets should be as short and sharp as possible. Use the campaign hashtag (#RAA22) as well as any relevant trending tags (with discretion).
- Facebook posts should contain more content than Twitter and be accompanied by images/media where possible.
- For all mediums, please ensure you include a link to the Resilient Australia Awards page on the AIDR website (www.aidr.org.au/raa), where applicants can access the guidelines, browse winning projects from previous years and be directed to the submissions platform (resilient.awardsplatform.com).

Logo use

We will use tagging functionality rather than reproducing any logos on social media graphics.

Please advise RAA National Program Manager, Greg Taylor, of your preferred social media pages and handles so we can tag you where appropriate in our posts.



Resilient Australia Awards 2022: Suggested social media copy

Submit your project to the Resilient Australia Awards

The Resilient Australia Awards are back! The awards are seeking submissions from businesses, schools, governments, communities, local governments and photographers. Have an initiative that shows resilience in action? Make a submission! #RAA22 www.aidr.org.au/raa

Recent events provide an opportunity for communities to bounce back and showcase their #resilience. Individuals, communities and organisations are encouraged to make a submission to #RAA22! Make a submission in your jurisdiction and share your story today. www.aidr.org.au/raa

We are pleased to announce that submissions are now open for the 2022 Resilient Australia Awards! The Resilient Australia Awards celebrate initiatives that foster community resilience to disasters and emergencies across 7 award categories: community, business, government, local government, school, photography, and mental health and wellbeing: www.aidr.org.au/raa

Nominate a project for the Resilient Australia Awards

Celebrate the hard work of individuals, organisations, councils, or schools in your community who are helping to create a more resilient Australia by nominating them for a Resilient Australia Award. #RAA22 Learn more and nominate here: www.aidr.org.au/raa

Don't let outstanding efforts go unnoticed. If you have been inspired by a resilience project, nominate them for a Resilient Australia Award across 7 categories: community, business, government, local government, school, photography, and mental health and wellbeing. #RAA22 www.aidr.org.au/raa

Business Award

The Resilient Australia Awards recognise and encourage collaboration and innovative thinking across all sectors. Showcase your business' contribution to building community resilience by entering the awards. #RAA22 www.aidr.org.au/raa

What does corporate #SocialResponsibility mean to you? Submit your business partnerships and innovation to #RAA22. Previous entries have shown businesses working with a range of stakeholders to build #resilience and clean up in the wake of a #disaster www.aidr.org.au/raa

Business are important to the disaster #resilience conversation. Showcase your business partnerships and innovative ideas by making a submission to the 23rd Resilient Australia Awards. Submit now! #RAA22 www.aidr.org.au/raa

Community Award

The Resilient Australia Awards are an opportunity to share your story of community resilience and strength in the face of a disaster or emergency. Submit an #RAA22 application or nominate your community here: www.aidr.org.au/raa



Have you helped make your #community safe from disasters and emergencies? Make a submission to #RAA22 and showcase your initiatives towards increased #disaster awareness and #resilience in the community: www.aidr.org.au/raa

Resilience is a whole-of-community responsibility. What has your #community group done to build #resilience? Submit to #RAA22 and showcase your initiative. www.aidr.org.au/raa

Government Award

The Resilient Australia Awards celebrate initiatives that help us better prepare, respond, and recover together when faced with an emergency or disaster. Enter #RAA22 and share how your government agency is helping build community resilience: www.aidr.org.au/raa

Governments have a responsibility to build #disaster resilience in their communities. #RAA22 is looking for projects that build whole-of-community resilience. Do you have work to share to from your #government department? Submit today! www.aidr.org.au/raa

Governments have a responsibility to build resilience in their communities. #RAA22 is looking for projects that build whole-of-community resilience to #disasters. Submit work from your #government department. www.aidr.org.au/raa

School Award

The Resilient Australia Awards share inspiring stories of community resilience. Showcase how the strength of your school is building disaster resilience in your community. Enter #RAA22 or nominate a school here: www.aidr.org.au/raa

What projects has your school community been undertaking? Showcase the strength of your school and consider making a submission to the Resilient Australia Awards in the dedicated school's category! #RAA22 www.aidr.org.au/raa

Local government

The Resilient Australia Awards highlight initiatives across the country that are making communities safer, more connected, and better prepared. Share how your council ensures it can step up to confront emergencies and disaster. #RAA22 www.aidr.org.au/raa

Local governments provide a range of services for the #community. Make a submission to #RAA22 and showcase your initiatives towards increased #disaster awareness and #resilience in the community. #RAA22 www.aidr.org.au/raa

Photography

Do you have a photo that captures resilience in action? Help us share stories of resilience by entering the Resilient Australia Awards #RAA22. Submit an application here: www.aidr.org.au/raa

Have you taken a photo that illustrates #resilience during recent events? Submit your photograph for the 2022 Resilient Australia Awards! Previous entries have shown #diversity, inclusivity and painted a narrative around the image. #RAA22 www.aidr.org.au/raa



Mental Health and Wellbeing

Mental Health is more important than ever, do you have an initiative which promotes and enhances the wellbeing of communities before, during and after disaster? #RAA22 www.aidr.org.au/raa

After many years of uncertainty and struggles, mental health and wellbeing are a core focus of communities. Showcase your community's work with mental health and wellbeing by submitting to the Resilient Australia Awards. #RAA22 www.aidr.org.au/raa

Resilient Australia Awards 2022: Suggested short form copy

The copy below is intended to support you in pitching content for relevant newsletters and online news within your jurisdiction (please forward any published clippings so we can promote further where possible).

You may also wish to tailor this content for use in electronic direct mail (eDM) target groups, as a personalised encouragement to submit projects.

Suggested messaging

The 2022 Resilient Australia Awards are open for submissions. The awards are celebrating 23 years of highlighting initiatives that build resilience and inspire others to act – making communities safer, more connected and better prepared for disasters and emergencies.

Submissions will be accepted in each state and territory for business, community, government, local government, schools, mental health and wellbeing, and photography award categories. The winners from each jurisdiction will be considered for national awards.

The awards are open to all Australians, including but not limited to individuals, not for profit organisations, small and large businesses, all levels of government, schools, education institutions, research bodies, and emergency service agencies.

The Resilient Australia Awards are managed by the Australian Institute for Disaster Resilience, and proudly sponsored by the Australian Government in conjunction with the states and territories.

Submissions will be accepted until 11.59pm AEST on 6 June 2022 via the online platform: resilient.awardsplatform.com. For details and guidelines, visit www.aidr.org.au/raa.



Resilient Australia Awards 2022: AIDR contacts

For enquiries or support regarding RAA media and promotion, please contact the AIDR Team:

RAA Program Manager

Greg Taylor

(03) 9418 5274

greg.taylor@aidr.org.au

AIDR Communications Officer

Alana Beitz

(03) 9418 5233

alana.beitz@afac.com.au