



# New Zealander of the Year Awards

PO Box 74443, Market Road,  
Auckland NZ 1543

Ph: 09 631 7856  
Fax: 09 631 7857

Email: [info@nzawards.org.nz](mailto:info@nzawards.org.nz)  
Web: [www.nzawards.org.nz](http://www.nzawards.org.nz)

Monday, August 16, 2010

John P Tregidga  
Mayor  
Hauraki District Council  
P O Box 17  
Paeroa 3640

Dear Mayor

## Nominations are open in the New Zealander of the Year Awards 2011.

The New Zealander of the Year Awards 2011 has just officially launched and we need your help! It's your chance to recognise and highlight the achievements of New Zealanders who are making a positive contribution to our communities and country. Is there someone you know, a person or a group, who deserve acknowledgement for their hard work, leadership skills, innovation and commitment? Maybe your nomination will give them the motivation to keep up their great work within their community.

We would like to invite you to nominate in the following award categories:

- **The Kiwibank New Zealander of the Year Award**
- **The Countdown Senior New Zealander of the Year Award**
- **The Coca-Cola Amatil Young New Zealander of the Year Award**
- **The Mitre 10 Community of the Year Award**
- **The Kiwibank Local Heroes Awards**

The five category winners will each receive \$5,000 from Kiwibank as well as a hand crafted trophy. All nominees will receive a certificate of achievement and up to 10 Local Heroes medals will be presented in your region. Please refer to the enclosed nomination form for more information, tips for nominating and award category criteria.

I have enclosed a press release that you might like to distribute to the media to show your support for the Awards and I have also included some background information on the programme for your reference. We would really appreciate any support and help in promoting the New Zealander of the Year Awards. If you or anyone in the council would like additional information, to display posters, additional nomination forms or can promote the programme in any other way please contact the Awards Office on free phone 0508 692 927.

Kind Regards

Grant McCabe  
National Awards Manager

## Award Categories:

New Zealander of the Year  
Senior New Zealander of the Year  
Young New Zealander of the Year  
Community of the Year  
Local Heroes

## Principal Sponsor:



## Category Patrons:



## DRAFT MEDIA RELEASE

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For immediate release: **(date)**

Suggested headings:           **Nominations sought for community awards**  
  **The New Zealander of the Year Awards now open**  
  **Awards seek nominations**  
  **New Zealanders urged to nominate achievers**

(Insert name here) is encouraging local organizations, community groups and individuals to nominate their inspirational Kiwi's in the New Zealander of the Year Awards 2011.

(Insert name here) says "There are many people and organisations within our region that are making positive contributions to our local community. These are our unsung heroes who go about their work not looking for recognition but with a passion and commitment in supporting their community groups through voluntary work and leadership"

"Nominating in these awards give us an opportunity to recognise, celebrate and encourage those Kiwis making a difference in our communities" says (Insert name here)

Nominations can be made for the Senior New Zealander of the Year, Young New Zealander of the Year, Community of the Year, Local Heroes Awards or the prestigious New Zealander of the Year for 2011. The winners and runners up in each category will be honoured at a gala awards dinner on Wednesday 2 February 2011. The five category winners will each receive \$5,000 from Kiwibank as well as a hand crafted trophy. All nominees will receive a certificate of achievement and up to 10 Local Heroes medals will be presented in your region.

Nominations close on Friday 22<sup>nd</sup> October and nomination forms are available from Countdown Supermarkets, Kiwibank and Mitre 10 branches or by free phone 0508 692 927. You can also nominate online at [www.nzawards.org.nz](http://www.nzawards.org.nz) or text 'nominate' to 244 for more information.

- Ends -

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For photographs or any additional information please contact:

Grant McCabe  
National Manager  
Mobile:           021 070 3521  
[info@nzawards.org.nz](mailto:info@nzawards.org.nz)  
[www.nzawards.org.nz](http://www.nzawards.org.nz)



### ***What is it?***

The purpose of the awards is to recognise, encourage and reward New Zealand's most vital resource - its people. The awards seek out and promote the incredible achievements of individuals, organisations and community groups and create a sense of national pride, unity and inspiration through their example as mentors and role models to the wider community.

### ***When are they?***

The New Zealander of the Year Awards, are presented at a gala presentation on the 2<sup>nd</sup> February 2011.

### ***Is there more than one award?***

Yes, there are five award categories:

- ***Kiwibank*** New Zealander of the Year Award
- ***Countdown*** Senior New Zealander of the Year
- ***Coca-Cola Amatil*** Young New Zealander of the Year
- ***Mitre 10*** New Zealand Community of the Year
- ***Kiwibank*** Local Heroes Awards

### ***Can you explain each award?***

**The Kiwibank New Zealander of the Year Award** has no age restriction. The recipient will be selected for his or her major contribution to our nation, and that person will have demonstrated an unrivalled ability to inspire us all through both their achievements and their outstanding service to the country and its people.

**The Countdown Senior New Zealander of the Year Award** will be open to those aged 60 and over, and will celebrate an ability to continue to achieve and to contribute to our nation.

**The Coca-Cola Amatil Young New Zealander of the Year Award** recognises the most outstanding and exceptional New Zealander aged between 15 and 30. The award highlights the valuable and necessary contribution of our youth and celebrates extraordinary achievement and leadership.

**The Mitre 10 New Zealand Community of the Year** acknowledges groups and organisations working together to build better communities and examples of teamwork, enthusiasm, dedication and cooperation in the planning and implementation of an activities that lead to a positive and sustained benefit for all.

**The Kiwibank Local Heroes Awards** are presented across New Zealand in conjunction with local communities and recognise the efforts of New Zealanders who are making positive contributions to their regions day in and day out. Up to 10 Local Heroes medals will be awarded in each of 25 regions across the country.

### **How do people enter?**

Nominations open on August 3rd and can be completed online at [www.nzawards.org.nz](http://www.nzawards.org.nz) or nomination forms can be collected from any participating Kiwibank, Countdown or Mitre 10 store nationwide. Nomination forms can also be requested toll free on 0508 692 927. A concerted effort will be made to contact community groups and organisations across the country to make it possible for any New Zealander to nominate. Entry is free but all nominees must be New Zealand citizens and must have resided in New Zealand for a period of no less than two years.

Nominations close on October 22nd, with finalists announced in mid December, 2010.

## **Who should be nominated?**

These awards call for as many nominations as possible – the New Zealander of the Year Awards is about celebrating the very best of New Zealand, regardless of ethnicity, interest, gender or inclination. Anyone who has made an outstanding contribution to any group, organization, community should be considered a potential nominee – especially those that have already been awarded by their respective organizations.

## **How are the winners chosen?**

Nominations close on October 22<sup>nd</sup>, 2010 at which point an executive judging panel will be convened. They will oversee the judging process with assistance from category judging groups. It is envisaged that these panels will comprise well-known New Zealanders and experts across each of the categories, as well as representatives from the Awards Patrons. Announcements of the judging panel will be made in October.

The New Zealand of the Year Awards 2010 judges included:

- Dame Malvina Major, Opera singer
- Dr Roderick Deane, Business Leader
- Tahu Potiki, former head of Ngai Tahu
- Jim Mora, Broadcaster
- Judge Ken Mason, retired Judge
- Jane Stevens, Community Waikato
- Michael Jones, former All Black
- Rt Hon. Jim Bolger, former Prime Minister

## **How many winners will there be?**

There will be one national winner, selected from three finalists, for each of the major awards. There will be up to 10 Local Heroes winners in each of the 25 selected regions. From these regional winners 3 will be chosen as finalists for the national Local Hero Award.

### **What do the winners receive?**

Winners of the major awards will each receive a \$5,000 grant from Kiwibank, a specially crafted trophy, and a framed certificate commemorating their achievements. All finalists and nominees each receive a certificate commemorating their achievements.

Local Heroes Award winners each receive a medal and a certificate commemorating their achievements.

### **What do these awards hope to achieve?**

Simply put, these awards are about celebrating the best of us. We want all New Zealanders to feel a sense of pride at some of the extraordinary contributions people just like them make every day. If they know about it, it just may inspire others to reach for greater heights!

### **So, this isn't just about famous people then?**

Absolutely not! We would hope some well-known New Zealanders are nominated but ultimately you don't have to be broadly recognised to have made a contribution to your country or your community. These awards are for everyone, at all levels and the judging will reflect that.

### **A very high profile New Zealander is Patron of the Awards, we understand.**

Indeed! Former Prime Minister, The Rt Hon Jim Bolger ONZ, is the official Patron of the New Zealander of the Year Awards.

### **The New Zealander of the Year Awards in Brief:**

- The New Zealander of the Year Awards will recognise, acknowledge and reward the individuals and community groups that demonstrate the greatest contribution to New Zealand and New Zealanders.
- The New Zealander of the Year Awards will be presented at an Awards Gala Presentation on 2<sup>nd</sup> February, 2011.
- Awards will be presented to The New Zealander of the Year, Senior New Zealander of the Year, Young New Zealander of the Year, Community of the Year and the national Local Hero Award.
- There will also be Local Heroes Awards presented in 25 regions throughout the country. From these winners 3 nominees will be selected for the national Local Heroes Award judging.
- Nominations are open from August 3<sup>rd</sup>, 2010 and will close on October 22<sup>nd</sup>, 2010.
- Nominees must be New Zealand citizens and must have been resident in New Zealand for no less than 2 years.
- Nominees be at least 15 years of age as of 6<sup>th</sup> February, 2011, to be considered for an award

## **Who won in 2010?**

*New Zealander of the Year 2010* was **Ray Avery of Auckland, 63**, who is a former street kid turned scientist whose low cost, sustainable medical devices - invented in the garage of his Mount Eden home - are making a difference to millions of the world's most vulnerable and poor.

**Sir Eion Edgar of Otago**, named *Senior New Zealander of the Year* for his lifetime of philanthropic service.

**Divya Dhar, 24 of Manukau**, named *Young New Zealander of the Year* for campaigning against global poverty and climate change.

**Haami (Sam) Tutu Chapman of Manukau**, given the *Local Heroes Award* for his extraordinary work with gangs and communities at risk.

**Victory Village in Nelson**, given the *Community of the Year Award* for creating strong support services for happy and successful communities.

### **For more information contact:**

Grant McCabe  
National Awards Manager  
New Zealander of the Year Awards  
+21 070 3521  
[info@nzawards.org.nz](mailto:info@nzawards.org.nz)