



KEEP AUSTRALIA BEAUTIFUL  
ASSOCIATION QLD LIMITED

Sustainable Communities  
Awards Program 2021

## Application Guide

Entries close Friday 15 October 2021

Winners announced December 2021



Thank you to our awards  
category sponsors:



**STORMWATER  
SHEPHERDS**

# Celebrating the achievements of Queensland's regional communities



The Keep Australia Beautiful Association Qld is pleased to launch the 2021 Sustainable Communities Awards Program.

Having evolved from the iconic Keep Australia Beautiful Tidy Towns Awards, the Sustainable Communities Awards set out to recognise and celebrate positive actions taken by communities to protect and enhance their local environments and community spirit.

The Sustainable Communities Awards Program rewards and promotes projects that prevent or reduce litter, encourage environmental innovation, showcase circular economy initiatives, promote heritage and culture, and raise awareness in environmental sustainability through communication and engagement.

All regional towns, councils, community groups, businesses, schools and individuals are invited to take part in this program by submitting an entry in one or more of the five categories. There is no fee to enter the awards.

## Key Dates

Entries Open:	16 August 2021
Entries Close:	15 October 2021
Judging:	Oct/Nov 2021
Winners Announced:	December 2021

Details of the award presentation/announcement will be provided in late 2021.

## FURTHER INFORMATION

Please contact us at [info@kabqld.org.au](mailto:info@kabqld.org.au) or phone 1300 421 065.

## Who can enter the Sustainable Communities Awards?

The Sustainable Communities Awards are open to all cities, towns and villages across Queensland.

Category entrants include (but are not limited to):

- Tidy Towns groups
- Individuals,
- Progress Associations and CWA's
- Youth Organisations
- Landcare Groups
- Chambers of Commerce
- Local Authorities/Council's
- Tourism Associations
- School's and Pre Schools
- Businesses
- Small Enterprises and Industry
- Registered Clubs and Service groups

Cover Image: Queensland's 2020 Overall Winner, Rockhampton Regional Council



## Dame Phyllis Frost Litter Champion

This award recognises innovation and achievements in litter prevention or reduction through education, effective litter management or behaviour change. It is for projects or programs that reduce or prevent litter and could involve behaviour change techniques, the creation of partnerships or networks.



## Circular Economy Initiatives

This award recognises innovation and achievements in reducing, reuse, remanufacturing and managing materials that would otherwise go to waste including programs that promote resource reduction, recovery and recycling.



## Environmental Innovation

This award recognises leadership and innovation in the protection, conservation and enhancement of the natural environment (including waterways, flora, fauna, corridors, roadsides and recreation areas), energy and/or water conservation and management for the future in the face of a changing environment.

Category proudly sponsored by:



## Heritage and Culture

This award recognises outstanding commitment to the conservation and celebration of a community's indigenous and non-indigenous heritage and culture.



## Communication & Engagement

This award recognises outstanding achievements in raising awareness in environmental sustainability, leading to empowerment and behavior change amongst the target audience.



## Overall Award

The Overall Award is awarded to a community that has successfully undertaken projects or actions in multiple areas of environment and sustainability across the range of award categories. Applicants may address as many of the categories as they wish.

## Population Groups

(please use the most recent census data to confirm the population of your town)

A: 1 - 7,000

B: 7,001 - 15,000

C: 15,001 - 50,000

D: >50,000

## Guidelines for inclusion of existing and new projects

1. A project should indicate if it is pre-existing/has been created in the past two years or if it is a new project.
2. If a project is older than two years - in order to be entered into a category, it needs to have had an improvement or something added to it to be re-entered. (Information should be provided outlining the pre-existing project and what addition/improvement has been made to it in the past two years or has been commenced.

**Before you begin preparing your submission think about what makes your entry stand out from the pack. How have you gone above and beyond a business-as-usual approach? How is your work leading and innovative? How have you engaged and partnered with a range of stakeholders from community, business and government?**

# Category entries

*Please note: there are different forms for Category and Overall Entries*

Before you begin completing the online form, we recommend you collate your submission material so that you can simply copy and paste/upload the respective content into the form. Please refer to the list below for the required information.

A Microsoft Word Template for Category Entries is available at <https://kabqld.org.au/download/158/>.

## 1. APPLICATION DETAILS \* indicates required fields

- **Name of project\***  
(max 40 characters including spaces, please enter as you would wish it to appear on any awards)
- **Applicant Name\***  
(please enter as you would wish it to appear on awards)
- **City/Town\***
- **Population Group\***  
(A: up to 7,00; B: 7,001 – 15,000; C: 15,001 – 50,000; D: > 50,000)
- **Which Local Government Area is your Town in?\***
- **Contact at Council** (if known)
- **Are you nominating as a:\***  
Group; Business / Enterprise; Individual; Organisation (NGO, NFP); Local Authority; School; Other
- **Main Contact**
  - Name\*
  - Organisation
  - Postal Address
  - Email\*
  - Phone\*
- **Media Contact**
  - Name
  - Phone
  - Email
- **Social Media Tags**
  - Twitter
  - Facebook
  - LinkedIn
  - Instagram
- **Please list your local newspaper(s), radio stations and any other media contacts** (it would be very helpful if you can provide their social media tags)
- **How many volunteers worked on the project?**

## 2. ENTRY QUESTIONS \* all questions are required

- **Project Overview** 25 words each. NOTE: This information will be used for awards promotions. No score will be assigned to this section,
  - What challenge was this initiative seeking to address?
  - How did you go about addressing this challenge (what did you do?)
  - Who were the main stakeholders?
  - What were the key outcomes/achievements?
  - What did you learn/what adjustments would you make if you were to do it again?
- **Hero Image** - Please provide one main image in LANDSCAPE format that best encapsulates the spirit of your project. Note, you may supply additional images in the attachment section.
- **What is the history of the project, how was the need identified and addressed?** (Word count 250)
- **How was this project resourced?** (volunteers, staff, grants, sponsorship, fundraising, in kind support, partnerships, etc). (Word count 250)
- **Tell us how you evaluated the overall success of your project** (include any relevant measurement models or statistics that demonstrate your progress, or personal stories about the success of the project, Word Count 250)

- **Category Specific Question** (Word count 300)

Category	Question
Dame Phyllis Frost Litter Champion	In what ways will the project lead to long term litter reduction in your community? (if it was a trial what was learnt; an ongoing program or did it just target a particular issue; a model that could be built upon or tried by other community groups or organisations).
Circular Economy Initiatives	Describe how your project shows a long-term commitment into the diversion of wastes into the productive economy?
Environmental Innovation	Describe how your project supports and achieves long term outcomes in the protection, conservation and enhancement of the natural environment, energy and/or water conservation and management for the future.
Heritage and Culture	Describe how or why your project demonstrates a commitment to the conservation and preservation of heritage in your area.
Communication and Engagement	Describe how your project provides long term solutions for your community to continue to learn from and continue in their education about your environmental campaign?

- **Describe how you have used your learnings from this project to promote improvements for future projects, events or similar programs.** Include any collaboration with partners, other organisations or sharing within communities. (Word count 500)

### 3. SUPPORTING ATTACHMENTS

- **To support your entry you may upload up to 10 attachments.** These may be photographs or documents (e.g. reports). It will assist the judges if you reference any attachments within your Entry Questions and we encourage you to upload photos and videos as these can be used to promote your project through KAB QLD and other channels. All photos submitted to Keep Australia Beautiful Association QLD may be used for promotion and marketing purposes and you must ensure that you have permission from all individuals featured in any photographs prior to submitting your entry.
- **You may also upload or provide links to videos.** This can be used to answer ALL OF THE CRITERIA as set out by the online portal.

**Now that you are prepared, visit**  
**<https://survey.alchemer.com/s3/6476048/KABQLD-SC-2021>**  
**to start your Category Award submission**

# Overall entries

*Please note: there are different forms for Category and Overall Entries*

Before you begin completing the online form, we recommend you collate your submission material so that you can simply copy and paste/upload the respective content into the form. Please refer to the list below for the required information.

A Microsoft Word Template for Overall Entries is available at <https://kabqld.org.au/download/156/>.

## 1. APPLICATION DETAILS \* indicates required fields

- **City/Town\***
- **Population Group\***  
(A: up to 7,000; B: 7,001 – 15,000; C: 15,001 – 50,000; D: > 50,000)
- **Which Local Government Area is your Town in?\***
- **Contact at Council** (if known)
- **Please provide a brief description for your town** (25 words max). For examples visit <https://www.sustainablecommunities.com.au/2021-awards-event/2021-finalists/>
- **Applicant Name\***  
**Are you nominating as a:\***  
Group; Business / Enterprise; Individual; Organisation (NGO, NFP); Local Authority; School; Other
- **Main Contact**
  - Name\*
  - Organisation
  - Postal Address
  - Email\*
  - Phone\*
- **Media Contact**
  - Name
  - Phone
  - Email
- **Social Media Tags**
  - Twitter
  - Facebook
  - LinkedIn
  - Instagram
- **Please list your local newspaper(s), radio stations and any other media contacts** (it would be very helpful if you can provide their social media tags)
- **How many volunteers worked on your projects?**

## 2. ENTRY QUESTIONS \* all questions are required

- **Project Overview** 25 words each. NOTE: This information will be used for awards promotions. No score will be assigned to this section,
  - What challenge was this initiative seeking to address?
  - How did you go about addressing this challenge (what did you do?)
  - Who were the main stakeholders?
  - What were the key outcomes/achievements?
  - What did you learn/what adjustments would you make if you were to do it again?
- **What is the City/Town known for (key features?)**
- **What are the City/Town's main industries?**
- **How do you promote/communicate information about sustainability initiatives?**
- **Tell us about the level of community awareness of and participation in sustainability initiatives**
- **Hero Image** - Please provide one main image in LANDSCAPE format that best depicts your City/Town. Note, you may supply additional images in the attachment section.



### **AWARDS CATEGORIES (please address as many or as few as you wish).**

If you have also entered one or more category awards, you may simply include the project name for the judges to refer to your entry. You are also welcome to provide additional information in the Category Response.

In your response, please describe

- How have you gone above and beyond a business-as-usual approach?
- How is your work leading and innovative?
- How have you engaged and partnered with a range of stakeholders from community, business and government.

To support your entry you may upload up to 5 attachments per category, these may be photographs or documents (e.g. reports). You may also provide links to videos.

All photos submitted to Keep Australia Beautiful Association QLD may be used for promotion and marketing purposes, and you must ensure that you have permission from all individuals featured in any photographs prior to submitting your entry.

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• <b>Dame Phyllis Frost Litter Champion</b><ul style="list-style-type: none"><li>• If you have already submitted an entry for a category award, please list your project name</li><li>• Category Response (Word count 500)</li><li>• Supporting Attachments</li><li>• Supporting Links</li></ul></li><li>• <b>Circular Economy Initiatives</b><ul style="list-style-type: none"><li>• If you have already submitted an entry for a category award, please list your project name</li><li>• Category Response (Word count 500)</li><li>• Supporting Attachments</li><li>• Supporting Links</li></ul></li><li>• <b>Environmental Innovation</b><ul style="list-style-type: none"><li>• If you have already submitted an entry for a category award, please list your project name</li><li>• Category Response (Word count 500)</li><li>• Supporting Attachments</li><li>• Supporting Links</li></ul></li></ul> | <ul style="list-style-type: none"><li>• <b>Heritage and Culture</b><ul style="list-style-type: none"><li>• If you have already submitted an entry for a category award, please list your project name</li><li>• Category Response (Word count 500)</li><li>• Supporting Attachments</li><li>• Supporting Links</li></ul></li><li>• <b>Communication and Engagement</b><ul style="list-style-type: none"><li>• If you have already submitted an entry for a category award, please list your project name</li><li>• Category Response (Word count 500)</li><li>• Supporting Attachments</li><li>• Supporting Links</li></ul></li></ul> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Now that you are prepared, visit**

**<https://survey.alchemer.com/s3/6476160/KABQLD-SC-2021O>**

**to start your Overall Award submission**

### **Australian Sustainable Communities Tidy Towns Awards**

Overall population group winners may have the opportunity to enter the Keep Australia Beautiful National Association 2022 Australian Tidy Towns Awards (where population groups correlate with the National Awards Program) which will be hosted by the 2021 Australian winner. In the lead up to the event, the National Sustainable Communities Tidy Towns judge will visit each finalist to score each entrant against the national awards criteria. Judging will commence from December 2022 and conclude by April 2022. The date for the judge's visit will be determined by the judge in conjunction with the winning town.





Keep Australia Beautiful Association Qld Limited

ABN 23 647 944 401

[info@kabqld.org.au](mailto:info@kabqld.org.au) | [www.kabqld.org.au](http://www.kabqld.org.au)

