

Rotary Police Officer of the Year Awards



Reference Manual

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SERVICE Above Self

Introduction & History

This report does not purport to be the only way to run these awards, but is only intended to be a reference manual to aid groups wishing to become involved in this project.

Samples of letters, etc are also available in electronic form

The Rotary Police Officer of the Year Awards are based on awards that have been successfully carried out in a the Northern Territory, Cabramatta, Parramatta, Bankstown, Liverpool, the Sutherland Shire & St George Area, and Macarthur area for several years.

The support of a local newspaper is critical in the distribution of information and nomination forms.

It is recommended that a *management committee* be established by Rotary Clubs. LACs may act alone, or a cluster of LACs and a group of Rotary Clubs can join together to form a management committee, however, there will be one trophy awarded for each LAC.

The following committee structure is suggested:

Chairman; Secretary; Treasurer

Police Interface

Nomination process

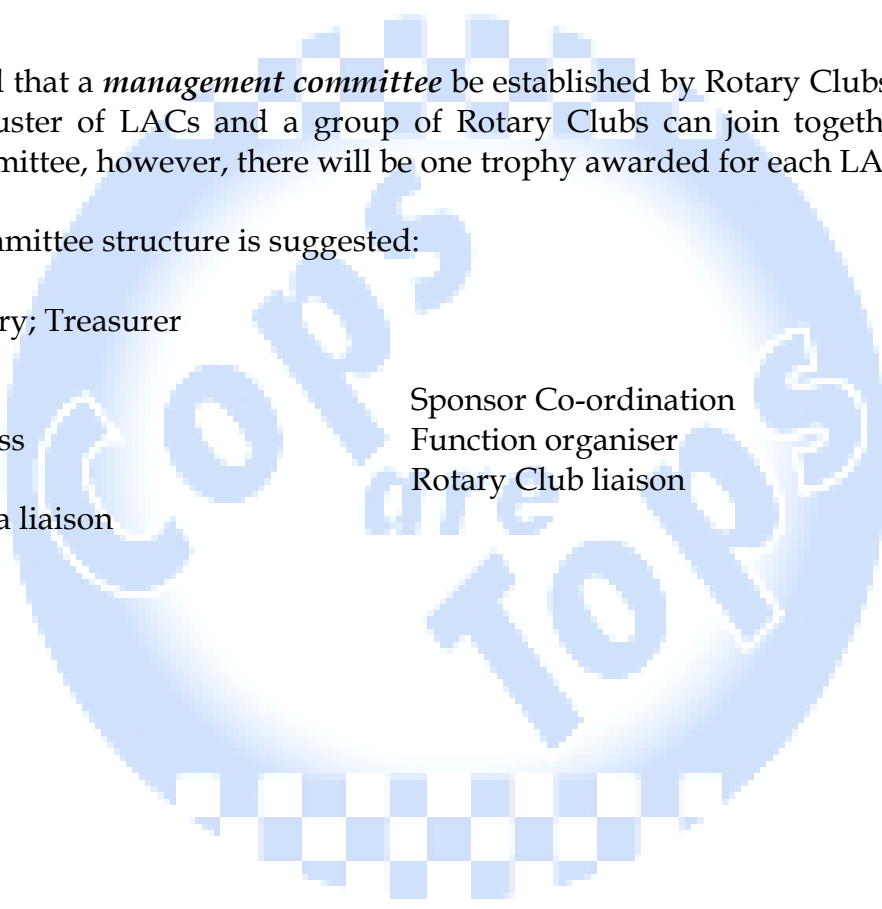
Promotion

Newspaper/media liaison

Sponsor Co-ordination

Function organiser

Rotary Club liaison



What are the Rotary Police Officer of the Year Awards?

The community, through Rotary, recognising the good work being done, day in and day out, by the majority of men and women in the New South Wales Police Service. It is hoped that this will encourage the community to appreciate the duties and difficult situations faced by police officers.

Each officer nominated is presented with a Certificate. There are two awards:

1. **The Community Police Officer of the Year Award** where the candidates are nominated by members of the public
2. **The Peer Police Officer of the Year Award** where their peers in the Police Service nominate candidates. Peer nominations give officers who do not generally deal directly with the community the opportunity to also be recognised. The Peer Award is optional.

Special awards may be awarded according to each group's requirements.

Judging is based on content of the nominations, rather than quantity of nominations

The awards are run in the first half of each year and cover the previous year from January to December.

Community nomination forms are circulated in the local newspaper for 4 weeks, 8 weeks prior to the presentation. Nomination forms are also distributed throughout the community. Nominations for all groups running the awards can also be placed on the website:

www.copsrtops.org.au

Awards are presented at a Gala Dinner organised by Rotary Clubs and attended by Police Officers, and community representatives
Typically, entertainment is provided by a local High School Band

Project Start-up

1. Determine Police Local Area Command boundaries
2. Contact Rotary Clubs within LACs to arrange information meeting
3. Contact local newspaper and invite to meeting
4. Establish management committee

The Project Launch

This can take many forms:

- ❖ Press Release
- ❖ Cocktail Party
- ❖ Launch in Shopping Centre
- ❖ Launch at Police Station
- ❖ Dinner
- ❖ Meeting

The Presentation

The same options as the launch apply to the presentation of the awards. Most areas choose a dinner to conduct the presentations. *This dinner is usually attended by the NSW Police Regional Commander or, if available, the NSW Police Commissioner.* It is recommended that each group running the awards liaise to co-ordinate dates.

An invitation leaflet promoting this evening is developed. This invitation is circulated to Politicians, Councils, local community groups, and other dignitaries.

A Program is developed for the evening listing the nominated officers and finalists.

Entertainment provided by local High School bands is very popular. Other entertainment may include a review of aspects of policing in the community.

A continuous PowerPoint presentation may be shown recognising the sponsors.

A summary of the nominations may be presented at the Presentation Night as people are interested in hearing why officers are nominated.

Nomination Process

Community Nominations

A nomination form is designed that can be circulated throughout the community. Some places where they may be distributed are:

- Police Stations
- Shopping Centres
- Cab drivers
- Libraries
- Community Centres
- Neighbourhood Watch groups
- Schools
- Hospitals
- Doctor's surgeries
- McDonald's placemats
- Sponsors

Nominations can also be made via the website.

A box is placed in each Local Area Command throughout the year to enable nominations to be made as they occur, as it is difficult to gather these nominations over a short period of time. Old election boxes are ideal.

A letter may be sent to any member of the public who has written to the command thanking an officer. The project is explained and the person is encouraged to fill in a nomination form.

Nominations are for January to December and are placed during the first six months of the next year.

Nominations are entered on an excel spreadsheet with an anonymous printout being created.

All nominations may be reviewed by a senior officer at the LAC to eliminate officers who may be under investigation. Names, ranks and situations are also verified.

Letters of Congratulations are sent to each Police Officer who is a finalist, together with a 'Finalist Certificate'. These are usually handed out by each LAC's Superintendent.

Nominations need to close 4 weeks prior to the Presentation to allow time for verification and judging.

After judging, a letter is sent to finalists inviting them to the Presentation Dinner (no charge). Their family and friends pay for their own dinner.

Peer Nominations

An officer from each LAC is awarded the “Rotary Peer Police Officer of the Year Award”. Nominations may come from the following sources:

- Monthly Superintendent’s award recipient
- Nominations by fellow officers
- Incidence reports submitted by Superintendents

Peer nominations may be for categories, such as:

- Detectives
- Highway Patrol
- Liaison
- General Duties
- Probationary Constables

Judging

A judging panel assesses each nomination according to the following criteria:

- Courtesy
- Kindness/Compassion
- Devotion to Duty
- Understanding
- Community Involvement
- Achievement

Judging is carried out by the following types of people:

- Senior Police
- Rotary Presidents
- Past District Governors
- Sponsors

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Letters of Congratulations are sent to each Police Officer who is a finalist, together with a ‘Finalist Certificate’. These are usually handed out by each LAC’s Superintendent. Nominations need to close 4 weeks prior to the Presentation to allow time for verification and judging.

Awards and Trophies

Each officer nominated receives a Nomination Certificate.

The following community awards are presented to each LAC:

- Rotary Community Police Officer of the Year Trophy to individual officer
- Perpetual Trophy to each LAC with the name of the officer engraved on it
- Special recognition award, as required. This may be for a team or other individuals who warrant special recognition

The following Peer awards may be presented to each LAC:

- Rotary Peer Police Officer of the Year Trophy to individual officer
- Perpetual Trophy to each LAC with the name of the officer engraved on it

“Excellence in Policing” Certificates may be awarded in each of the policing categories, such as, Detectives, Highway Patrol, Liaison, General Duties and Probationary Constables. These are drawn from all nominated officers.

Sponsorship

Sponsors add a number of different facets to this project. Some of these are:

- Sponsors are a vehicle to gain promotion in local newspapers. The more sponsors and the larger the sponsor names, the more likelihood there is of gaining “in kind” promotion in local newspapers
- Sponsor support creates public interest in the project
- Sponsors promote the project in their own organisations
- Sponsors enable the project to raise funds for local youth programs
- Sponsors help cover the costs of running the project

It is suggested that each Rotary Club provide at least one sponsor for the program. This helps spread the load and increase the contacts available. Many of these sponsors may also be potential Rotarians.

Sponsor Programs

Sponsors are local businesses, Councils and Clubs who support the Police Officer of the Year Awards by providing much needed funding and pro bono support in exchange for numerous promotional and marketing benefits listed below. Proceeds from the Awards are given to nominated youth programs within your area. Often, these are LAC related programs.

Platinum – over \$5,000

These are major sponsors and receive main recognition for the project.

Gold Sponsorship - \$2,000

- Your Logo on top of nomination form for 'Rotary Police Officer of the Year Awards'
- Your Logo displayed on top of advertising material placed in the local newspaper
- Logo and link on the www.copsrtops.org.au website
- Signage on stage at 'Rotary Police Officer of the Year Awards' Presentation Dinner
- Recognition in Program at 'Rotary Police Officer of the Year Awards' Dinner
- Presentation of 'Certificate of Appreciation' at 'Rotary Police Officer of the Year Awards' Dinner

Silver Sponsorship - \$1,000

- Your Logo on side of nomination form for 'Rotary Police Officer of the Year Awards'
- Your Logo displayed on side of advertising material placed in the local newspaper
- Logo and link on the www.copsrtops.org.au website
- Signage on stage at the 'Rotary Police Officer of the Year Awards' Presentation Dinner
- Recognition in Program at 'Rotary Police Officer of the Year Awards' Dinner
- Presentation of 'Certificate of Appreciation' at 'Rotary Police Officer of the Year Award' Dinner

Table Sponsorship - \$250

- A sign on the centre of a table at the presentation dinner
- Recognition in Program at 'Rotary Police Officer of the Year Awards' Dinner

Publicity / Artwork

Most of the publicity is carried out through the local newspaper. The local paper may also provide a number of articles in their newspaper. Other forms of publicity may include:

- ❖ Article in High School magazines
- ❖ Nomination forms/posters/stickers distributed throughout High Schools
- ❖ Articles in Police Weekly and presentations on Police TV (only available through Police Stations)
- ❖ Signs at Police Stations, train stations, libraries, councils
- ❖ Signs in local Shopping Centres

Artwork is produced for both the nomination forms and the newspaper articles.

Invitations – specific

It is important to develop a list of invitations that need to be sent to specific local dignitaries, such as the Mayor, Councillors, Politicians, and community group leaders. The Rotary District Governor is also invited to speak at the Presentation Dinner.

Police Liaison

The NSW Police has a well-organised public relations team. They are wonderful to tap in to for ideas and support. However, it is important that all groups use a co-ordinated approach to this liaison to avoid duplication and conflict. The public relations team provided the following:

- ❖ Article in Police Weekly magazines
- ❖ Presentation on Police TV
- ❖ Large banners promoting police activities used at Presentation Night
- ❖ Video promoting police in the community
- ❖ Press Releases, Information and support
- ❖ Supply of Photographer for Presentation Night

School Interaction

Nomination forms have been distributed throughout High Schools in the past. Police Youth Liaison Officers can facilitate a promotion program in schools to promote the project. Posters are placed in schools promoting the project. Cops are Tops stickers were also distributed throughout High Schools. This is co-ordinated through the local area office of the Department of Education.

It is also suggested that a representative student from each High School be invited to attend the Presentation Dinner, free of charge.

Website

A web site for all programs in New South Wales has been developed. This will enable online nominations to take place. It also allows each group through NSW to promote their individual programs. If all groups promote their Presentation Night on the website a more co-ordinated approach can be ensured.

Each participating group is encouraged to provide the following information for their own 'page' on the website:

- Date Nominations Close
- Details of Presentation
- Sponsor details
- Link to their Rotary website
- Brief summary of Rotary Club

Finance

There are three main areas of finance that need controlling:

1. Sponsorship
2. Presentation Night
3. Petty Cash

One suggestion is that a Rotary Club act as Financial Controller. All funds go through their accounts and they issue Tax Invoices to sponsors.

Recommendations

There are four main recommendations for all Rotary Clubs to follow:

1. Presentation Night dates be co-ordinated to ensure the Commissioner is available to as many as possible
2. The nomination and judging process be consistent for all groups involved
3. A co-ordinated approach be made to the Police Media
4. Sponsor contacts be discussed amongst all groups to avoid duplication and conflict

Benefits of all Groups working together

1. Collaboration of ideas so groups can learn from each other
2. Bulk printing of things such as stickers
3. Co-ordination of artwork to reduce costs
4. Sharing of resources such as the Website