

NSW Premier's Awards

**2024 Communications toolkit:
Nominations open**

March 2024



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About this toolkit

This toolkit is designed to help Awards Ambassadors and communications teams effectively promote the Premier's Awards to encourage nominations from their organisation. It contains key messages, sample communication content and links to promotional graphics.

Awards Ambassadors should refer to their Information Pack for more details.

For questions about this toolkit, please contact the Premier's Awards team by email: psawards@psc.nsw.gov.au.

About the Premier's Awards

The NSW Premier's Awards recognise outstanding performance and achievements in the delivery of public services to the NSW community by the public sector, and not-for-profit organisations and private businesses in partnership with public sector agencies and departments.

The Premier's Awards are comprised of 8 categories, which recognise the broad spectrum of work delivered across the sector aligning with the government's commitments.

The Premier's Awards team liaises with Awards Ambassadors in each department or agency to support the coordination of nominations.

Key dates

- Nomination open: Monday 15 April 2024
- Nominations close: Friday 24 May 2024 at 6pm¹
- Finalist announced: Week commencing September 16, 2024
- Awards ceremony: November 2024

¹ Internal due dates may vary at the discretion of the organisation/agency – contact your Awards Ambassador to confirm.

Award categories

Team award categories

[World class education and training](#)

Recognising the importance of lifelong education and training opportunities with a focus on improving positive outcomes for the people of NSW.

This category includes programs, initiatives, innovations or improvements that:

- Create opportunities and access to lifelong learning, helping people develop skills for the future.
- Demonstrate an improvement of education outcomes.
- Have invested in the recruitment and training of educators with demonstrated results.

[Highest quality healthcare](#)

Improving services to ensure that everyone has access to world-class healthcare when and where they need it.

This category includes programs, initiatives, innovations or improvements that:

- Demonstrate better health services through accessibility and upgrading.
- Provide opportunities for people to have quicker and easier access to the healthcare system.
- Extend quality services into regional and remote communities.

[Connecting communities](#)

Creating communities where people enjoy living and visiting by providing them with high-quality experiences, facilities and amenities.

This category includes programs, initiatives, innovations, or improvements that:

- Contribute towards shaping a state rich with cultural, sporting and leisure activities.
- Make transport accessible and affordable for all.
- Provide greater access to quality, green and public spaces.
- Reduce carbon emissions and help improve air quality.

[Building a resilient economy](#)

Growing an economy that works in the interests of its people, where services and infrastructure are sustainable and respond to community needs.

This category includes programs, initiatives, innovations, or improvements that:

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- Create opportunities to improve the cost of living and quality of life for the people of NSW.
 - Attract investment or support local manufacturing and NSW businesses.
 - Support greater housing supply and affordability.
 - Enable the responsible management and use of resources to ensure a sustainable future.

[Excellence in service delivery](#)

Celebrating teams who demonstrate the positive contribution they are making for the people of NSW through a range of services.

This category includes programs, initiatives, innovations, or improvements that:

- Recognise the everyday teams who consistently give their all each day and are committed to doing their best work by maximising their impact no matter what their role.
- Demonstrate an increase in customer satisfaction and deliver positive outcomes.
- Strive to continually improve on people focused service delivery and design.

[Driving public sector diversity](#)

We deliver greater benefits for the people of NSW when our workforce is as diverse as the people we serve. We enable workplaces and services where everyone is valued and can participate.

This category includes programs, initiatives, innovations, or improvements that:

- Build the foundations and structures for a diverse and inclusive workforce.
- Demonstrate inclusive practices that improve equitable access to government services.
- Demonstrate thriving healthy workplaces and employee wellbeing.
- Demonstrate outstanding leadership developing future leaders.

Individual award categories

[Anthea Kerr Award](#)

The Anthea Kerr Award is awarded in honour of Anthea Kerr who passed away suddenly at 38 years of age. The award is to recognise future public sector leaders and will be awarded to a maximum of two individuals each year. It will be awarded to people who exhibit in their work a deep commitment to public sector values and identified leadership potential – attributes that Anthea exemplified throughout her working life.

Recipients must be under the age of 35 as of 1 July 2024.

[NSW Public Servant of the Year](#)

Recognising exemplary work and outstanding leadership from an individual working for the NSW Government.

Promoting the awards

You can use the key messages and sample communication below to support promotion of the Premier's Awards nomination period across your organisation.

Use your understanding of your employees and organisation to adapt the communication so that they're most effective. You may like to emphasise nominations in a particular category relevant to your organisation or promote a different category each week throughout the nomination period.

To attract nominations from your organisation, we recommend including or showcasing previous winners or finalists from your department/agency.

Awards Ambassadors can access and view previous nominations via the manage nominations tab in the online portal.

Key messages for promoting the nomination period

- The Premier's Awards highlight and celebrate the world-class services delivered by the NSW public sector to the people of NSW.
- Nominating for the awards is an opportunity to showcase the important projects we work on to deliver for the citizens of NSW.
- Selection as a finalist is a highly regarded and recognised title demonstrating the highest levels of achievement in the NSW public sector.
- Nominating for the awards is an easy online process. Your Department/Agency Awards Ambassador is available to assist you during this process.
- This year there are 6 categories for team nominations and two categories for individual nominations. Categories are aligned to the NSW Government's commitments.
- Award nominations open Monday 15 April 2024 and close May 2024 and can be submitted using the [online portal](#). [Or insert organisation-specific submission information and date, if conducting own internal review process]

Promotional graphics

Download high resolution graphics from the [awards website](#) to use on social media, Intranet posts, Yammer, or your other relevant communication channels.

The folder contains:

- 4 digital banner options in 1200x630px (2 generic and 2 'nominate now')
- 4 square social media graphics (2 generic and 2 'nominate now')

You may also like to use your own images, such as photos of [past finalists](#) or [winners](#).

For your information: Public Service Commissioner email to Secretaries for distribution to executives

The Public Service Commissioner will share this email with the Secretaries for distribution to their executive teams.

Subject: 2024 Premier's Awards – Nominations now open

Dear Colleagues

Nominations are now open for the 2024 NSW Premier's Awards. These awards recognise outstanding achievements and celebrate the great work in [INSERT DEPARTMENT/AGENCY] and across the sector. Selection as a winner or a finalist is a highly regarded and recognised title, demonstrating the highest levels of achievement.

I encourage you to think about the great work that is taking place and think about who you could nominate.

The Awards reflect the Government's commitments, and the NSW Public Servant of the Year Award is a standalone award which will be presented to an individual who has demonstrated an outstanding contribution to the sector.

This year, teams can be nominated in 6 categories:

- *World class education and training*
- *Excellence in service delivery*
- *Highest quality healthcare*
- *Connecting communities*
- *Driving a public sector diversity*
- *Building a resilient economy*

Individuals can be nominated for 2 categories:

- *Anthea Kerr Award – recognises future public sector leaders under 35 years of age*
- *NSW Public Servant of the Year.*

If you or your team would like to nominate for one of the Premier's Awards, please contact [INSERT AWARDS AMBASSADOR CONTACT HERE] for more information on eligibility and nomination criteria. Nominations must be submitted by [INSERT AGENCY CHOSEN CLOSE DATE].

I look forward to seeing many nominations come through which showcase the incredible work you are all doing for [INSERT DEPARTMENT/AGENCY NAME] and the citizens of NSW.

Sample communications

Intranet news article – award nominations open

[Nominations for the 2024 NSW Premier's Awards are now open!](#) Who can you nominate?

The awards recognise and celebrate outstanding achievements from across the sector and are an opportunity for us to showcase the work we do at [INSERT DEPARTMENT/AGENCY NAME]. Selection as a winner or a finalist is the highest level of achievement for delivering exceptional services to the people of NSW.

We encourage you to think of colleagues and projects in the workplace that have demonstrated the great work being done for NSW.

[Optional: insert department/agency's previous winners / finalists]

This year, teams can be nominated in 6 categories:

- [World class education and training](#)
- [Highest quality healthcare](#)
- [Connecting communities](#)
- [Building a resilient economy](#)
- [Excellence in service delivery](#)
- [Driving public sector diversity.](#)

Individuals can be nominated for 2 categories:

- [Anthea Kerr Award](#) – recognises future public sector leaders under 35 years of age.
- [NSW Public Servant of the Year.](#)

For more information on award criteria, eligibility and how to nominate, visit the [Premier's Awards website](#) or please reach out to our Awards Ambassador(s) [INSERT AWARDS AMBASSADOR CONTACT HERE].

Nominations close [INSERT AGENCY CHOSEN CLOSE DATE].

Intranet news article – reminder

[Nominations for the 2024 Premier's Awards are closing soon](#) – have you nominated yet? The awards are an opportunity for us to showcase the work we do at **[INSERT DEPARTMENT/AGENCY NAME]** which directly benefits the people of NSW.

Contact **[INSERT AWARDS AMBASSADOR CONTACT HERE]** for more information on how to nominate a team or individual.

This year, teams can be nominated in 6 categories:

- [World class education and training](#)
- [Highest quality healthcare](#)
- [Connecting communities](#)
- [Building a resilient economy](#)
- [Excellence in service delivery](#)
- [Driving public sector diversity](#)

Individuals can be nominated for 2 categories:

- [Anthea Kerr Award](#) – recognises future public sector leaders under 35 years of age.
- [NSW Public Servant of the Year](#).

Nominations close **[INSERT AGENCY CHOSEN CLOSE DATE]**.

Internal newsletter or email

[Nominations for the 2024 NSW Premier's Awards are now open](#). The awards recognise and celebrate special achievements from across the sector and are an opportunity for us to showcase the work we do at **[INSERT DEPARTMENT/AGENCY NAME]**.

Selection as a winner or a finalist demonstrates the highest levels of achievement. We encourage you to think of colleagues and projects in the workplace that have demonstrated the great work being done for the people of NSW.

For more information on award criteria, eligibility and how to nominate, visit the [Premier's Awards website](#) or please reach out to our Awards Ambassador(s) **[INSERT AWARDS AMBASSADOR CONTACT HERE]**.

Nominations close **[INSERT AGENCY CHOSEN CLOSE DATE]**.

Yammer/internal social media post

[Nominations for the 2024 NSW Premier's Awards are now open!](#) Who can you nominate?

Head over to the intranet to learn more about this year's categories and how to submit a nomination. [\[LINK TO INTRANET POST\]](#)

External social media post

Nominations for the 2024 NSW Premier's Awards are now open!

Selection as a winner or a finalist demonstrates the highest levels of achievement within the NSW public sector.

We're proud of [\[FINALIST/WINNER AGENCY/DEPARTMENT\]](#) who was selected as a [\[FINALIST/WINNER\]](#) in the 2023 Premier's Awards for the category [\[CATEGORY NAME\]](#). [\[SHORT BLURB ABOUT PROGRAM/INITIATIVE\]](#).

Do you know a colleague or project in the workplace that demonstrates the great work we do at [\[AGENCY/DEPARTMENT NAME\]](#)? All NSW public sector employees can submit a nomination. For more information on award criteria, eligibility and how to nominate, visit the [Premier's Awards website](#).

Enabling a world class
public service

2024 Communications toolkit: Nominations open

Public Service Commission

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