

**EXECUTIVE COMMITTEE OF COUNCIL**

**TO:** MAYOR AND COUNCILLORS

**SUBJECT: COMBINING PROCESSES FOR THE 2023 LOCAL HERO AWARD AND THE KUSHIRO CUP AWARD**

**RECOMMENDATIONS:**

1. THAT Council receive this report for information.
2. THAT a copy of this report is forwarded to the Social Planning Committee for information.

**REPORT**

The Executive Committee of Council, at its Open meeting held on 2023 February 01, received and adopted the attached report providing an update about the process for the Local Hero Award and the Outstanding Citizen of the Year program (Kushiro Cup Award).

Respectfully submitted,

Councillor S. Dhaliwal  
Chair

Councillor R. Lee  
Vice Chair

Copied to: Chief Administrative Officer Deputy CAO/CFO GM Corporate Services GM Planning and Development Director Legislative Services
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**TO:** CHAIR AND MEMBERS  
EXECUTIVE COMMITTEE OF COUNCIL

**DATE:** 2023 January 23

**FROM:** GENERAL MANAGER  
PLANNING AND DEVELOPMENT  
GENERAL MANAGER  
CORPORATE SERVICES

**FILE:** 1450 01  
*Reference: Local Heroes*

**SUBJECT: COMBINING PROCESSES FOR THE 2023 LOCAL HERO AWARD  
AND THE KUSHIRO CUP AWARD**

**PURPOSE:** To provide Executive Committee of Council with an update about the process for the Local Hero Award and the Outstanding Citizen of the Year program (Kushiro Cup Award).

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**RECOMMENDATIONS:**

1. **THAT** the Committee and Council receive this report for information; and
2. **THAT** a copy of this report is forwarded to the Social Planning Committee for information.

**REPORT****1.0 INTRODUCTION**

The purpose of this report is to update the Committee and Council of the new timeline for the 2023 Local Hero and Kushiro Cup Awards. The report outlines the existing process for each award and how the two awards could be streamlined into one process.

**2.0 POLICY CONTEXT**

The Burnaby Local Hero and the Kushiro Cup Awards align with and are supported by the following Council-adopted policies and plans/strategies: *Equity Policy* (2020), *Corporate Strategic Plan* (2022) and the *Social Sustainability Strategy* (2011).

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### **3.0 BACKGROUND**

#### **3.1 Kushiro Cup, Outstanding Citizen of the Year and Eligibility**

Each year, the City presents the Kushiro Cup to its Outstanding Citizen of the Year. The cup was presented to the City of Burnaby by its Sister City, Kushiro, Japan, in 1982<sup>1</sup>. To date, the City has recognized 40 Kushiro Cup recipients that are from diverse backgrounds but share the common values of leadership, service and community<sup>2</sup>.

As stated in the eligibility guidelines established by Council, one individual may be selected each year. The award is to recognize and celebrate individuals for their contribution to culture, recreation and other non-elected civic activities through volunteering their time and energy over the years. The recipient must have volunteered in several community programs in Burnaby for at least 10 years and have positively influenced the community and the lives of its citizens. The Kushiro Cup Award process typically begins in January of each calendar year.

#### **3.2 Local Hero Award and Eligibility**

Since 1997, Burnaby has identified and recognized Local Heroes, individuals who make outstanding contributions to community well-being in Burnaby. To date, the City has recognized 275 Local Heroes, individuals who represent diverse interests and backgrounds and have contributed to the community in a variety of ways (see list of past recipients in *Appendix 1, attached*).

As stated in the eligibility guidelines established by the Social Planning Committee in 2010, a maximum of 12 Local Heroes may be selected each year. The awards are intended to recognize individuals who have made contributions to community well-being in Burnaby through volunteer activities for at least five years and in a minimum of two different activities. Local Hero Awards are given on a one-time basis only.

In 2018, Council requested that the Local Hero Award nomination be held every two years to increase the number of awardees being celebrated at the award ceremonies. The recent Local Hero Awards reflected this in 2019 and 2021. The Local Hero Award process typically begins in May of each calendar year.

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<sup>1</sup> In the fall of 1982, Professor Takayoshi Makino, head of the Languages Department of the University of Hokkaido, accompanied 16 students from his English class to British Columbia for a five-day "Canadian Experience." Professor Makino brought with him a trophy from Mayor Wanibuchi of Kushiro. Makino gave the trophy to Mayor Bill Lewarne, which has since been used each year to honour the contributions of our outstanding citizens. A similar cup is awarded annually in Kushiro and is called the Burnaby Cup.

<sup>2</sup> For a full list of past Kushiro Cup recipients, please visit: <https://www.burnaby.ca/our-city/awards-and-community-recognition/outstanding-volunteer-awards>

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## **4.0 2023 COMBINED AWARDS PROCESS UPDATE**

### **4.1 Updated Timeline**

The Local Hero Award and the Kushiro Cup Award nomination process was integrated for 2023, launching on 2023 January 16. This year's nominations will close on 2023 February 17. Staff will then review the submissions in accordance with the established eligibility guidelines for each award and provide a report to the Committee that will include the proposed nominees for each award for consideration.

### **4.2 Rationale for Combining the Award Processes**

As staff have undertaken the processes for the awards over time, areas for improvement have been identified, considering staff time and resourcing required for hosting both awards.

#### Number of Nominations Received

The number of nominations received had decreased in both award categories over time. Staff identified that the nominations were commonly received for both awards due to the similarity in the eligibility criteria. For example, if a candidate was not selected as the Kushiro Cup recipient, the same candidate would commonly apply to the Local Hero Award hosted later in the year. By combining the award process, the intent is to increase the number and quality of nominations.

#### Cost Effectiveness

Each award includes a funding request for printing and advertising costs from the Boards, Committees and Commissions budget. These costs include advertisements in the local newspaper (e.g. Burnaby Now), the City's social media channels (e.g. City Facebook page and Twitter account, including paid social media advertisements), and printing.

In addition, staff collect the nominations, review the submissions for adherence to established criteria and provide reports outlining the nominees for the awards. Once considered, the successful recipients are invited to receive the award at a ceremony where food, photos and a small gift of appreciation are provided. The Local Hero Award is hosted at a Council meeting and the Kushiro Cup Award is a dinner organized at the Shadbolt Centre.

By combining the award process, the intent is to combine printing and advertisement costs as well as any other associated costs, including staff time to review and prepare reports and organize ceremonies. Future consideration could be given to honour and celebrate both award categories at a single event.

## **5.0 CONCLUSION AND RECOMMENDATIONS**

The Local Hero Award and Kushiro Cup Award represent and reflect the dedicated efforts of volunteers and their contributions to community leadership and well-being in Burnaby. Integrating the nomination, selection and celebration process for both awards is intended to increase the

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number and quality of nominations, improve the efficiency of the process and increase the number of awardees celebrated during the award ceremony.

It is recommended that the Committee and Council receive this report for information and that a copy be forwarded to the Social Planning Committee. Depending on the results of the nomination period for the Local Hero Award and Kushiro Cup, staff will report back to Committee with further recommendations on changes to the City's award programs.

  
E.W. Kozak, General Manager  
PLANNING AND DEVELOPMENT

  
Juli Halliwell, General Manager  
CORPORATE SERVICES

KO/KM/sa  
*Attachment*

Copied to: Chief Administrative Officer  
Deputy Chief Administrative Officer and Chief Financial Officer  
Director Legislative Services

APPENDIX 1  
LOCAL HEROES 1997 - 2021

1997 (7) Barbara Brady Don Brown Beth Chobotuck Don Copan Eddie Fisher Maddie Greenlay Barb Peabody	2001 (11) Roxy Abernethy Beverly Adams Tracie Buzza Dennis Baker Joane Came Paulene Hall Christina Lupien Judi Marshall Louise Towell Sandy Twinn Marguerite Wallace	2004 (20) Joy Ayers Hakam Bhaloo Olive Fera Gino Fera Sandra Fesluk Gillian Gallison Lois Godfrey Heleen Hamilton Joanna Herbrun Michelle Leong John McQuade Shirely Mortimer Kevan Oxley Lou Ryan Haminder Saghera Liza Shoda Carolyn Sinclair Tom Stewart Lisa Thomson Lisa Wong	Anna Rowden Tina Schipper Hazel Sinnott Sasha Tewari Ryan Brandlmayr Paul Legge Cham Toor	Keanne Driedger Sharon Freeman Fateha Jetha Jack Kuyser Tammy Ozero Wanley Poh Deepak Prasad Wendell Ratcliffe Mohammed I. Shamsi Mille Wylie	2014 (10) Farida Bano Ali Flavia Crema Ernest Matland Ceilidh Millar Teresa Morton Susan Nugent Carol Rush Arlene Sawchuck Yun-Ik Schallert Peggy Woodruff
1998 (9) Ray Abernethy Alison Dalgleish Bharti Eryik Liac Jung Faye Ku Ruth Loland Anita Loy Melody Marbach Sharon Mudrakoff	2002 (19) Elizabeth Briemberg Steve Cairns Mille Canessa Kenney Chan Jack Cyr Harvey Elder Richard Harvey Ethel Hawthorne Reg Hawthorne Vivian Henderson Gail Klarer Kenmy So Ying Leung Nick Lutz Eleanor MacQueen Merv Magus Regina Ogmundson Hugh Robertson Norm Sandercock Bernice Wseman	2005 (18) Marilyn Cooper Linda Cortin Bill Corson Frances Dickson Diane Doble Begum Ebrahim Kale Evans Theresa Johannsen Patrick Johnson Allan Joyce Vicki Kreuzer Irene Kyle Larry Lynn Fergus McCann Pearl Price Josie Romero Gloria Tom Wing Staudt Gail Yip	2007 (20) Jennifer Alchison Pushpa Cheema Donna Dawson Eman Elmasri Barbara (Barb) Harris Gregg Harris Jon Hernandez Mary Hernandez Mary Horton Rahny Kent Rahman Lajji Aly Laaji Elizabeth (Liz) McEwan Wanda Mulholland Susan Papedionisslou Patrice Pratt John Speckman Pak-Kwan Tam Chiu-Lin Tam Margaret Widmer	2010 (10) Jonathan Van Aggelen Ray Allen Elsie Dean David Gates Shirley Hill Darlene James Carole Kaye Kathy Tiejfen Tony Tsang Violet Zaytsoff	2015 (8) George Doering Janice Froese Alysa Jwa Maureen Kirk Lindy McQueen Heather Podrow Clare Stagen Tony Wong
1999 (14) Georgie Cole Marjorie Deschner Gloria Ingits Effie Kennedy Erna Kozak Marlon Kruse Nick Kvanich George McLean Scott Robertson Ken Ryan Rudy Spense Don Steen Barbara Stewart Tim Zinich	2003 (20) Jeannette Aadland Keith Beedie Gladys Brundrett Parvin Chamli Gillian Chan Paul Colvin John DeForest Jeanne Fike Maureen Francois Ruth Gautschi Lina Hu Pak Wing Kan Carol La Croix Jay McGarva Rajinder Pandher Eric Sato Norman Song Margaret Van Soest Greg van Eeuw Deb Yaschuk	2006 (19) Annanda van Aggelen Pat Beaucamp Della Berig Ardell Louise Brophy-Fitzpatrick Aila Chatur Bonnie Davies Liz Dill Doreen George Rhodora Horgan Gerry Juzenas Margaret Koster Jim Lawrence	2008 (19) Grace Mul Stephanie Jaeger John Johnston Rosemary Meech Norman Roberts Gloria Kravac Laurie Sheehan Myrtle Linden Diane Gills Anne Baker Irene Hervalles Margaret (Peggy) McClean Nelly Noort Ernie Bodie Bob (Robert) Khun Frankie Cena Sam K. Nalcker Ken Best Shayma Akhi	2011 (7) Darlene Gering Stephen Hughes Vicky Ma Raymond McKay Jim McQueen Sonia Purewal Nelle Wong	2016 (4) Khalid Boudreau Hazel Caley Brenda Felker Annette Vowles
2000 (11) Mark Angelo Lillian Chalmers Glenice English Philip Henderson Grace Jo Lea Lee Lowe Barbara Lussier Tony Mauro Doreen Player Joyce Rosterson Carol Roycroft			2009 (13) Stella Castillo Martyn Cook Sidney Cumbers	2012 (8) Karen Cocoran Thes Juett Maria Motta Vivian Pinter Michael Raynor Linda Saunders Tanaya Shaw Mardena (Marilyn) Soligo	2017 (5) Tazul Ali Joe Gallo Giovanna Lore Delmar Rens Daniella Revitt Bernie Richter
				2013 (8) Verna Adamson Georgette Leduc Dr. Carol Melnick Gulshan Megji Verlma Pallen Lary Smith Ken Tunnicliffe Melanie Walkus	2018 (3) Susan Anthony Rosemary Cooke Jane Lee
				2019 (6) Sameer Astani Marianne Buesink Mary Gates Kathy Richardson Donna Short Dianne Stevenson	2021 (5) Eric Berkefeld Teresa Rasquinha Rory Tennent Raymond M. Chow Winnie Cheung