

CITY OF BURNABY

SOCIAL ISSUES COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

A

RE: LOCAL HERO AWARDS PROGRAM

RECOMMENDATIONS:

1. **THAT** Council approve the proposed program for the 2003 Local Hero Awards, as outlined in this report.
2. **THAT** a copy of this report be sent to Volunteer Burnaby, #14 - 250 Willingdon Avenue, Burnaby, B.C. V5C 5E9.

REPORT

The Social Issues Committee, at its Open meeting held on 2003 March 26, received and adopted the *attached* report presenting a proposed program for the 2003 Local Hero Awards. The Committee noted that the 2003 program would feature an increase in promotional efforts and more examples of contributions to community well-being in the nomination brochure. The Committee further noted that the program would include a press release announcing the call for nominations, assistance of a staff member of Volunteer Burnaby in the selection process and a recognition event.

Respectfully submitted,

Councillor D. Johnston,
Chair

Councillor L. Rankin,
Vice Chair

Councillor S. Dhaliwal
Member

COPY - CITY MANAGER
- DIRECTOR PLANNING & BUILDING
- DIRECTOR PARKS, RECREATION & CULTURAL SERVICES
- DIRECTOR FINANCE

TO: CHAIR AND MEMBERS
SOCIAL ISSUES COMMITTEE

2003 March 19

FROM: DIRECTOR PLANNING AND BUILDING

OUR FILE: 17.931

SUBJECT: LOCAL HERO AWARDS PROGRAM

PURPOSE: To present a proposed program for the 2003 Local Hero Awards.

RECOMMENDATIONS:

1. **THAT** Council be requested to approve the proposed program for the 2003 Local Hero Awards, as outlined in this report.
2. **THAT** this report be sent to Volunteer Burnaby, #14 - 250 Willingdon Avenue, Burnaby, B.C. V5C 5E9.

REPORT

1.0 BACKGROUND

At its meeting on 2002 September 25, the then Community Issues and Social Planning Committee received Ms. Bryony Hollick of Volunteer Burnaby as a delegation. Volunteer Burnaby is a Burnaby-based organization that recruits, interviews and refers volunteers to community organizations. It also aims to promote the value of volunteers and volunteerism in Burnaby. In her presentation to the Committee, Ms. Hollick outlined the ways that Volunteer Burnaby had assisted in promoting the 2002 Local Hero Awards and offered suggestions for future awards programs. In response, the Committee requested staff to prepare a report on Ms. Hollick's proposals and ways for the City and Volunteer Burnaby to work collaboratively in promoting the Awards.

At its meeting on 2003 January 27, Council approved the recommendation to invite Volunteer Burnaby staff to work with City staff in developing a Local Hero Awards Program for 2003. Based on discussions with Volunteer Burnaby, a proposed program for the 2003 Local Hero Awards is presented in this report.

2.0 PROPOSED 2003 LOCAL HERO AWARDS PROGRAM

The following program for the 2003 Local Hero Awards is proposed:

- *Increased promotional efforts*

In the past, the City has sent posters and nomination brochures for the Local Hero Awards to Burnaby elementary and secondary schools, libraries, Parks and Recreation facilities and members of the Burnaby Inter-Agency Council. In addition, advertisements announcing the call for nominations have been placed in the local newspapers.

In 2002, Volunteer Burnaby provided additional promotion of the program through its weekly media release and its monthly newsletter. It also mailed a Local Hero Awards brochure and letter to its member agencies which included an endorsement of the program and a reminder to nominate volunteers. Although nominators were not asked where they found out about the program, it is believed that Volunteer Burnaby's efforts contributed to the success of the 2002 Awards. More nominations were received than in previous years and a more diverse group of volunteers were represented in the nominations.

Volunteer Burnaby has offered to continue its promotional efforts of the program. In addition, Volunteer Burnaby staff have stated they will make personal phone calls to volunteer managers of its member agencies and liaise with SFU's volunteer program to promote the program. Since Volunteer Burnaby has over 100 member agencies representing a broad spectrum of community organizations, it is expected that these additional efforts will help to increase awareness of the program throughout Burnaby.

- *More examples of contributions to community well-being in the nomination brochure*

It is proposed that the nomination form include examples of activities performed by youth and newcomers to Canada. Although the focus of the program is to recognize outstanding contributions to community well-being over an extended period, the term "extended period" is not defined. As such, some people may not think to nominate youth and newcomers to Canada who have made contributions over a significant period relative to their age or residency in Canada. By providing some examples involving youth and newcomers, the revised program brochure may encourage more nominations and involvement of people representing these sectors.

- *A press release announcing the Call for Nominations*

It is proposed that a press release announcing the call for nominations be sent to the local newspapers to encourage broader publicity around the program. Members of the local media would also be invited to include a photograph to help publicize the call for nominations.

- *Assistance of a staff member of Volunteer Burnaby in Selection Process*

The selection criteria for the Local Hero Awards states that a maximum of 20 Local Heroes will be selected each year. From the program's inception in 1997 to 2001, fewer than 20 nominations were received each year. In 2002, thirty-three nominations were received. The award recipients were recommended to Council for approval by the then Community Issues and Social Planning Committee.

In anticipation of a greater volume of nominations, it is envisioned that a member of Volunteer Burnaby will assist the Committee, as required, in its review process. As in previous years, the established selection criteria will be used to determine the nominees for the 2003 Local Hero Awards.

- *Recognition Event*

Consistent with Volunteer Burnaby's suggestion to hold a volunteer recognition event, a reception was held for the first time in 2002 to honour the Local Heroes. Recipients of the Local Hero Awards, their families, nominators and the Mayor and Council were invited to attend. The reception was held in the foyer outside the Council Chambers prior to the Council meeting where the Awards were presented. The event was well attended and appreciated by those involved.

It is proposed that a similar reception be held in the foyer of City Hall for the 2003 Awards. As in 2002, recipients, their families, nominators and the Mayor and Council would be invited to attend. It is also proposed that each Local Hero be identified with a special name tag and their contributions to community well-being be highlighted in a brochure given to all those attending the event.


At its 2002 September 30 meeting, Council approved the expenditure of up to \$3,000 for the 2003 Awards toward the cost of printing brochures and posters and the placement of newspaper advertisements. At the time, it was not known that a reception would be proposed for the 2003 Awards program. Sufficient funds are available in the Committee and Boards budget to cover the cost of the recognition event.

To acknowledge the support of Volunteer Burnaby in promoting the 2003 program, it is proposed that Volunteer Burnaby be invited to have a display of their organization at the recognition event. In addition, their contribution will also be acknowledged at the event.

3.0 CONCLUSION

At its 2003 January 27 meeting, Council authorized staff to work with Volunteer Burnaby staff to develop a program for the 2003 Local Hero Awards. In consultation with Volunteer Burnaby, a proposed program for the 2003 Awards is presented in section 2.0. It is staff's view that the support of Volunteer Burnaby, with its connections to agencies, businesses and service clubs throughout Burnaby, will serve to broaden awareness of the City's program and contribute to its continued success.

It is therefore recommended that the Committee request Council to approve the proposed program for the 2003 Local Heroes Awards, as outlined in this report.


for J.S. Belhouse, Director
PLANNING AND BUILDING

MM/sa

cc: City Manager
Director Parks, Recreation and Cultural Services
Director Finance

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