

QBANK: EVERYDAY *Heroes* AWARDS

Stakeholder Resources Kit

QBANK Everyday Heroes Awards 2022



NOMINATIONS NOW OPEN

To nominate, scan the QR code or visit:
qbank.com.au/everydayheroes

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This event is proudly supported by:



**EMERGENCY
SERVICES
HEALTH**

About the Everyday Heroes Awards

Since 2014, QBANK has proudly held the Everyday Heroes Awards. The awards put the spotlight on the hard work, dedication, and exceptional service of Queensland Police, Fire, Health, Corrections, Justice, and all Public Service employees who have gone above and beyond to protect, serve and heal their communities. 2022 marks the eighth year QBANK will host its flagship awards, which aims to encourage the Queensland community to nominate our unsung heroes for their outstanding contributions and service.

Although going above and beyond is business as usual for frontline workers, first responders, and public service employees, the awards program aims to recognise and reward their vital role within our community and is a chance to thank them for everything they do.

Eligibility

Anyone can nominate a local hero for a QBANK Everyday Heroes Award and it only takes one nomination to be considered.

You can nominate local, state or federal government employees or volunteers residing in Queensland, who are employed in a job that is principally concerned with the administration of justice and protection of life/property. You can even nominate yourself! To be eligible for the Young Everyday Hero Award, the nominee must be aged 12 to 17 and reside in Queensland.

Nominate your hero at: qbank.com.au/everydayheroes

Award Categories

There are six awards categories that the winners can fall into. The six category award recipients will each receive a \$1,000 cash deposit into a QBANK account and \$1,000 donated to their charity of choice.



Achievement



Dedication



Excellence



Ownership



Working Together



Young Everyday Hero Award

“

From police officers making the dreams of two terminally ill children come true, a Rural Fire Service volunteer who fought a SEQ blaze for 70 days straight, through to the nurse unit manager of the COVID-19 vaccine centres across the Gold Coast, there is no shortage of incredible acts of service.

”

- QBANK CEO Mike Currie



Judging, Finalists and Winners

All finalists will be announced in September. The finalists for each award category will then be independently reviewed by the judging panel, who are a collection of highly respected commissioners and officials from across the police and emergency services sectors, to determine the winners.

The winners will be announced at the Everyday Heroes Awards event in October at The W Hotel in Brisbane, over a three course banquet lunch.

Key Dates Timeline

MAY	JUNE - JULY	AUGUST	SEPTEMBER	OCTOBER
Nominations Open	Launch lunch Promotional content live Media stories	Nominations closing soon reminder Media stories Nominations Close	Finalists Announced Finalists promotion Judging collateral Pre-Awards comms	Awards event - Winners announced Share event livestream Event media Winners promo Post-Event wrap up PR

Promotional Content

Promotional materials will be sent to you from the QBANK team throughout the campaign to promote and encourage award nominations from across your organisation. You can make these available on your intranet and social channels, attach them to internal emails, and display the print collateral in your staff rooms. Keep an eye out for emails from the QBANK team with further content to share with your teams throughout the campaign.

Please email marketing@qbank.com.au for further information or to request specific file formats. Additional resources can also be provided, should your agency have any specific communications requirements.

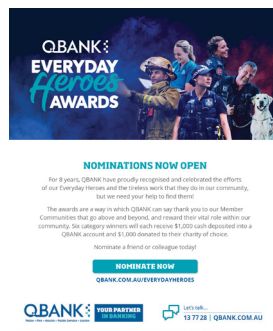
Social tiles



Flyers & screensavers



Emails



- Blog post
- Emails
- Flyers
- Invitations
- Newsletter/magazine ads
- Posters
- Powerpoint slide
- Screensavers
- Social Media assets
- Website banners



Scan the QR Code to access the Everyday Heroes Promotional Content







What to expect at the 2022 Everyday Heroes Awards Event

To acknowledge and celebrate the achievements of our finalists, QBANK will hold an awards ceremony lunch at the W hotel, where the winners will be announced. It is a chance to shine the spotlight on the unsung heroes in our community who deserve recognition for their efforts.

The 2022 awards event will be held in Brisbane at The W Hotel, with finalists and guests treated to a lunchtime event that will be live-streamed on our website for those who cannot be there in person.

In 2021, the awards ceremony was attended by senior dignitaries from across our Member community groups including;

- Commissioner Carroll - Queensland Police Service;
- Deputy Commissioner Taylor - Queensland Police Service;
- Deputy Commissioner Lawler - Queensland Ambulance Service;
- Assistant Commissioners Cunningham, Baxter and Medin - Queensland Ambulance Service;
- Commissioner Stewart - Queensland Corrections Service;
- Deputy Commissioner Roche - Queensland Fire & Emergency Service;
- Assistant Commissioner Barber - Queensland Fire & Emergency Service.

Key Contacts

QBANK Marketing

QBANK will oversee the Everyday Heroes nominations, campaign and organisation of the awards event, including promotional content, media opportunities and press. To contact QBANK, email marketing@qbank.com.au.

Paula Hayes

Chief of Distribution and Partnerships

Jenny Devine

Manager - Marketing and Digital

Matthew Farnham

Campaign and Communications Manager

Alyssa Fahey

Brand and Marketing Assistant

Sabio - Media Liaison

Sabio will oversee all media stories and liaise with core stakeholders, talent and external press regarding nomination stories. Please cc marketing@qbank.com.au to all press enquiries.

Sarah Matulin

Account Director - sarahm@sabio.com.au

Brittany Butler

Account Manager - brittany@sabio.com.au

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Emily Whitehead

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Do you know an Everyday Hero?

Scan the QR code to nominate or visit qbank.com.au/everydayheroes