

Coastguard Community Relations Activity of the Year

Award Level (circle one)	Regional / National	
Unit and /or Individual		
Region		
Contact Details (for best person to contact)	Name	
	Email	
	Mobile	
Considerations for Selection		
1. Describe how the activity showcases Coastguard's values and mission.	<p>The community relations activity was a fishing competition and a community walk. For both activities the unit was given the opportunity to talk to the community about coastguard and about who are and what we do. Following this engagement a number of new members were signed up.</p> <p>In addition to this, the unit was very prominent in all of the advertising leading up to the competition as well as the promotion of water safety by the organisers and the unit.</p> <p>The annual community walk provided the unit another opportunity to showcase its values and doing its bit for the community by assisting with taking the rubbish off the track that the walkers had collected. The crew of the CRV were also anchored up at times beside the water taxi taking the walkers back to the shore and this provided a good opportunity to talk to the many people who had taken the opportunity to walk the track. Many people were aware of the units recent rescues and were pleased to be able to see the CRV and crew.</p>	
2. Describe how the activity is new to the unit / community / Coastguard. Include date of the activity.	<p>The fishing comp was new to coastguard this year and each year is a different charity too which we think is a great idea as it is a community fundraiser. However we are keen to remain involved to keep the water safety message going but to also continuing the profile of the unit in this arena.</p> <p>The community walk isn't new to coastguard Nelson but combining the two events was a first for the unit.</p>	
3. Describe how the activity benefited the community and/or Coastguard.	<p>The fishing comp provided coastguard with a captive audience for water safety messages and engagement with a key sector of water users. The unit also benefitted from the fundraising.</p> <p>The community walk enabled our people and CRV to be out amongst the people raising our profile as a unit.</p>	
4. What were the objective(s) of the activity? Measure the achievement of the objective(s).	<p>The objectives were to raise the profile, promote water safety, increase membership and raise funds for the unit.</p> <p>Achievements:</p> <ol style="list-style-type: none"> 1. The unit is becoming wider known in the community 2. Water safety is being actively promoted 3. Membership has increased with over 50% renewal rate. 4. The community walk is now an annual event for coastguard <p>These activities also help to keep the unit very much community focused.</p>	
5. How have you ensured sustainability of the activity	<p>The organizers of the fishing comp are keen to have coastguard involved again to promote water safety and do a membership drive with a captive target audience. The</p>	

and/or work done to ensure its continued success and/or contribution to the unit?	community walk is now an annual event and is a good community project that the unit is already signed up for next year		
6. What have you learnt from the activity and how have you made changes to include the lessons learnt?	<p>From both activities we have learnt that fundraisers' need to be involved in the unit prior to any activity so they can see for themselves what goes on and have a better understanding of what it is that we do and what our needs are.</p> <p>Good media publicity around events are beneficial and crew members having an understanding of the value of the Coastguard brand going into fundraising partnerships. We will get the greatest return on our time and resources by aligning ourselves with events that match our ethos and values.</p>		
7. Provide evidence of documentation of the activity for sharing with other Coastguard units.	<p>Please find attached</p> <ul style="list-style-type: none"> - Event plan - Event Health and Safety plan - Event collateral and marketing material - Event run sheet 		
8. Who did your activity target? Show that you reached what percentage of the target group?	Both activities targeted the community we serve. Best evidence is attached from the news media coverage.		
9. Did your activity rely on other parties? If so, then who and what did they contribute?	We relied on the event organisers for both events to provide a channel for promotion and marketing.		
10. List any other contributions or considerations that support this nomination.	These two events are permanent events on the local calendar and engage the general public in two areas, the fishing fraternity and the general public for the community walk.		
Nominated By:	Name:		Date
	Position:		
Photo Attached (required for all nominations)	<input type="checkbox"/> Yes		