

## Benefits for winners and nominees

**\*All completed nominations will go into the draw to win a 2-night stay at a Tweed Holiday Parks cabin, valued at up to \$660\*.**

See the [Tweed Sustainability Awards website](#) for Ts & Cs.

### Award winners will receive:

- The perpetual Tweed Sustainability Award trophy for their category
- A free 1 hour on-location photo shoot by Sal Singh Photography valued at \$390
- A feature story in Tweed Shire Council's Environment and Sustainability e-newsletter
- A Tweed Link combined winners' article
- A social media post for each winner (featuring one winner per week after the awards showcase) on Council's social media channels
- '2023 Tweed Sustainability Awards winner' promotional logo.

### Nominees will:

- Be featured in the People's Choice voting hosted on Tweed Shire Council's website, promoted via media releases, social media, Tweed Valley Weekly, Tweed Link and via Council's e-newsletters.
- Share your proud moments and future plans with fellow nominees at the awards showcase event.
- Go in the draw to win a free 2-night stay at a Tweed Holiday Parks cabin. See terms and conditions at [tweed.nsw.gov.au/SustainabilityAwards](https://tweed.nsw.gov.au/SustainabilityAwards)

## Why get involved?

**1. Recognition and Prestige:** Nominating yourself for the Tweed Sustainability Awards puts your sustainable practices in the spotlight. It provides well-deserved recognition for your commitment to environmental stewardship and showcases you and your organisation as a leader in sustainability.

**2. Enhanced Reputation:** Boost your reputation for sustainability commitments and action amongst your community and beyond. Being involved in the Tweed Sustainability Awards demonstrates your dedication to creating positive change and can attract new staff, partners, clients, and supporters who share your values.

**3. Networking Opportunities:** The awards ceremony and network of previous nominees and winners serves as a platform for connecting with like-minded individuals, organisations, and industry experts. Engaging with fellow sustainability enthusiasts can foster collaborations, knowledge sharing, and potential partnerships that further advance our shared sustainability goals.

**4. Inspiration and Learning:** The Tweed Sustainability Awards bring together a diverse range of sustainability initiatives, allowing you to learn from other nominees and discover

innovative solutions. By being part of this vibrant community, you can gain inspiration and fresh ideas to enhance your own sustainability efforts.

**5. Marketing and Publicity:** Nominees and winners of the Tweed Sustainability Awards receive valuable marketing and publicity opportunities. Your achievements will be highlighted through various channels, including media coverage, social media, and the official awards webpage. This exposure can significantly amplify your message and expand your reach.

**6. Motivation and Team Morale:** Nominating for the awards can boost morale and motivation within your organisation. Recognising the hard work of your team and celebrating their sustainability achievements fosters a positive and inspiring work culture, encouraging continued dedication to environmental responsibility.

## Publicity benefits

As an entrant or winner you will get benefits from exposure on Council's media and social media channels:

### Tweed Shire Council's social media channels:

- [Facebook](#) - more than 26,000 followers
- [Instagram](#) - more than 4,225 followers
- [LinkedIn](#) - more than 6,400 followers

[Tweed Link](#) – 4,020 online subscribers and in print via the Tweed Valley Weekly (distribution 21,500 copies each week).

[Environment and Sustainability e-Newsletter](#) (2-monthly) – more than 2,500 subscribers

[Wildlife e-Newsletter](#) (quarterly) – more than 1,100 subscribers

[Business e-Newsletter: Succeed in the Tweed](#) (quarterly) – more than 2,000 subscribers

[Media releases](#) – sent to 2,453 subscribers including all local and regional media outlets (see below), many of whom are also nationally affiliated.

### Media outlets:

**Television** – Prime 7, Nine NBN, WIN TEN, ABC TV

**Radio** – ABC North Coast and ABC Gold Coast, Southern Cross Austereo (Triple M, Hit FM), Radio 97

**Print** – News (Gold Coast Bulletin, Tweed Daily News, Northern Star, Daily Telegraph, Nine Newspapers (Sydney Morning Herald), Guardian Australia, AAP, Tweed Valley Weekly, Northern Rivers Times, The Echo