

## FTMA Community Award

The FTMA Community Award is a newly introduced award and aims to highlight and celebrate the vital role that businesses play within their local communities. As a leading industry body, we believe it is paramount to encourage, motivate, and reward our members who go above and beyond in their community engagements. Through their active involvement, these businesses foster a sense of unity, drive societal progression and bring about tangible, lasting change on a local level - advantages that extend far beyond the profits of their operations. As one flow on effect, community engagement also raises the positive profile of our industry for the public, and indirectly educates about opportunities and job prospects for the sector.

The significance of businesses immersing themselves in their communities cannot be overstated. Businesses that dedicate time and resources toward community involvement are not only building stronger relationships with customers but are also contributing to the overall quality of life within these communities. They often become catalysts for community development, stimulating local economies, supporting educational initiatives, and promoting social wellbeing.

Recognising these efforts with the FTMA Community Award echoes our commitment to societal progress, ethical business practices, and the fostering of a supportive and inclusive industry culture.

To maintain fairness and transparency in the assessment process for the FTMA Community Award, the following criteria have been established:

- 1. Local Community Involvement:** The nominee should outline their active engagement within their local community. This can encompass various forms of participation, from hosting events, sponsoring local initiatives, or facilitating community development programs.
- 2. Initiative or Project Impact:** The nominee must clearly outline the initiatives or projects they have championed or supported. These initiatives may include but are not limited to educational programs, environmental initiatives, support of community pillars or health and wellbeing campaigns to name a few. What impact or outcome has been achieved, and may continue to be achieved, through the support of the business.
- 3. Social License:** Demonstrated commitment to ethical business practices, including maintaining a good reputation, upholding social responsibility, and positively contributing to the community's wellbeing, is a key criterion.

Please note, nominees are required to submit their application that outlines their alignment with the above criteria. The more detailed and specific the application, the easier it will be for the panel to assess the merits of the entry.

**All nominations for the Award should be sent to Kersten at [kersten@ftma.com.au](mailto:kersten@ftma.com.au) and should be titled FTMA Community Nomination.**

PRINCIPAL PARTNERS