**60th Anniversary Advisory Panel Meeting – 4th October 2018:**

*Members in attendance:* Kathleen Hewitt, Michael Dillon, Rob Oliphant, April Currie, Anna Ibbotson, Anna Gibson, Anita Jacoby, Katie Brown, Maureen Burdett, Rachel Mayhead.

1. Welcome – Kathleen

* *Purpose of the meeting* - to discuss 60th Anniversary projects put forward by panel/committee

1. Acknowledge and comment on the feedback from Divisions regarding project ideas – Kathleen

* Thanks to Katie (WA), Johanna (VIC) and Rachel (NT) for feedback given on projects already
* Encouraging any other feedback from divisions to be given by 12th October
* Summary of Feedback so far:
  + A lot of support for Moments That Matter Campaign, 60km Challenge and Award recognition receptions to be held in each state.
  + 60th Anniversary landing page - Support for, but not relevant to divisions at this point in time.

1. Update on 60th Anniversary Committee’s work– especially promoting the Moments That Matter Campaign and the need for Awardee stories – Anita

* *Purpose of Moments That Matter Campaign* – there are so many good stories that do not see the light of day.
* Stories are important to show the impact, reach and outcomes of the Award for all young people
* 60th Anniversary Committee is made up of individuals experienced in communications and marketing – Petra, Simone, Lesna and Cecile. A very strong team that is committed to helping raise the Award’s profile in Australia and help drive the Moments That Matter campaign.
* Stories that are most engaging are relatable and inspiring
* Stories should be about people who have had their lives turned around by the Award e.g. Jon from UK Award who was getting into trouble with the law and turned his life around when he did The Duke of Ed and discovered his passion for cooking, now working with Jamie Oliver.

Full story: <https://dukeofed.com.au/story/jons-life-changing-experience/>

* NAA needs help from divisions to identify these stories that “touch our hearts” - would ideally like each division to **provide us with half a dozen potential leads.**
* **What is a good story? Any Awardee or current Participant or Award Leader who has been impacted by or has had their lives turned around by doing the Award.**
* These stories are not only crucial for 60th Anniversary next year, but should be something we place more focus on moving forward.
* **We can provide a template** to divisions for questions that can be asked to Participants/Awardees/Award Leaders to identify potential story candidates. (Alternatively we also have a Story template on our website)
* **Divisions do not need to write stories, simply identify them for NAA to follow up (The more leads we have the better and leads do not always result in a good story or a story at all!).**
* Katie Brown 🡪Noting although the Award has a common misconception around only catering for “private school individuals” this does not discount stories from Participants from private schools who have also faced hardships which the Award has helped them overcome.
* **Stories can be about an Individual’s story or a group.**
* WA suggestion –WA asks for Gold Award recipients to write a reflection piece on their Award Journey before ceremonies.

1. Overview of project ideas – Kathleen

* Introduction to Michaels 60km Challenge

1. Update 60km walk and 10 x 6 Trail: Michael Dillon

* Michael has planned to do a 60km walk next year in celebration of 60 years of the Award in Australia.
* Would like to invite Alumni to get involved and join him on this challenge.
* Alternatively would like to encourage Alumni or Participants to create their own challenges in hope these challenges will generate publicity on the Award.
* NAA is currently working with Michael on some communications around this challenge.
* Kathleen suggestion – opportunity to also invite Alumni to share stories.

1. Division receptions and major celebration event in each State/Territory – Peter

* Each division to host a reception for 60th Anniversary
* Receptions will be held from April 2019 – October 2019 (Start 60th celebrations April and wrap up October)
* More information to come.
* Another Potential Event – NSW to host a Gold Award Ceremony, presenting certificates to 600 gold Award Recipients throughout Australia.
* 20 VIPs to be in attendance to present certificates.
* This is based on UK model of Gold Award Ceremonies.
* Most likely to be held May, June or July 2019.
* *Anita question – What is our definition of a VIP?*

Peter response: mixture of High Achievers, Sporting people, Australian of the year, other people of significance.

* *Michael Question – Do we know any VIPs who have done the Award?*Peter response: Know about 25.

1. Update on HRH Prince Edward Visit 2019 – Peter

* Confirmation of the Visit will be about November
* If the visit is confirmed, it will be around late August/early September

1. Update on Web site, Logo for Anniversary and email signature block – Peter/Alex

* A 60th Anniversary Website landing page has been created. Not much information on there at present.
* Currently used to inform people the anniversary is next year and more information around events/stories etc. will be added throughout next year.
* We have worked with IAF to come up with a 60th Anniversary logo which can also be viewed on the website landing page.
* Discussions to come around division’s use of this logo throughout next year.