AMBASSADOR PROGRAM POLICY

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Responsible officer	General Manager

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AMBASSADOR PROGRAM

Purpose of the policy
Residents of Brewarrina Shire, recognised for sport, education, personal and professional achievements are encouraged to be ambassadors for Brewarrina and promote the benefits of living and working in the Brewarrina Shire.

Policy Statement
Brewarrina Shire Council will provide monetary assistance and Brewarrina branded promotional material to community champions when they travel away to other communities in recognition of sporting, educational, professional and personal achievements.

Scope of the policy
The policy provides guidelines for Council to identify and select ambassadors and promote the ambassador program to the community.

Objectives of the policy

- Encourage community champions to publically promote the benefits of living and working in the Brewarrina Shire.
- Increase profile of the Brewarrina Shire.
- Increase recognition and recall of the Brewarrina Shire as community to visit or reside.
- Recognise the achievements of residents of the Brewarrina Shire by supporting them in their endeavours.

Policy principles
Council will encourage and support community champions to promote the Brewarrina Shire through the Ambassador Program.

Brewarrina Shire Council recognises the need to promote the Brewarrina Shire throughout the region, interstate and internationally. Residents of the Brewarrina Shire have a strong history of sporting, educational, personal and professional achievements and act on many occasions as unofficial ambassadors for the Brewarrina Shire.

Brewarrina Shire Council recognises the value of community champions as official Brewarrina Ambassadors to promote the benefits of living and working in the Brewarrina Shire.

Upon completion and approval of the Ambassador Request Form and proof of selection in the event, Council will provide up to a maximum of $250 per person per year or $500 for a team or group.

Council will provide promotional materials on hand at Council or at the Visitor Information Centre. Promotional material will include Brewarrina branded products (postcards, magnets, badges, caps) and Brewarrina made products.

Council will provide promotional material to the value of $50 at the discretion of the General Manager. Additional promotional material to the value of $50- $200 will be at the discretion of the Council to be approved at a Council meeting.

Relationship to Council's Strategies, Plans of Management and Strategic Plans
Council's Social and Community Plan and Economic Development and Tourism Plan recognise the need for positive promotion of the Brewarrina Shire and the need for the community to assist in elevating Brewarrina’s Profile.

Review
This policy shall be reviewed annually to ensure that it meets the requirements of legislation and the needs of Council.

Policy Implementation Guidelines

Eligibility

- Ambassadors must provide proof of selection in the event.
- Reside in the Brewarrina Shire.
- Participants in the Ambassador Program must be undertaking travel external to the Shire boundary.
- Travel must be in recognition of a sporting, educational, personal and/or professional achievement recognised by peers. i.e. representing state sporting teams, guest speaker at professional conference or forum.
- Ambassadors need to demonstrate how the use of promotional material will promote Brewarrina.
- Ambassador agrees to provide Council with written feedback and/or photographs on the outcome of the event.
- Ambassador agrees to sign a statement of intent and agree to:
    - Act in goodwill and due diligence to not bring Brewarrina Shire into disrepute.
    - Accentuate the positive aspects of the Brewarrina Shire at every opportunity.
    - In good faith distribute equitably and fairly any promotional material provided to you by Brewarrina Shire Council.

Implementation Process

- Council advertise the program on Council's website.
- Potential Ambassadors approach the Executive Assistant for a Brewarrina Shire Ambassador Application Form (include personal details, eligibility criteria and statement of intent).
- Executive Assistant to go through the application with the applicant.
- GM to provide application to the Mayor.
- Mayor / Council to approve.
- GM to organise funding and promotional material as directed.
- Ambassador to provide Council with written feedback and/or photographs after the Ambassadors return to Brewarrina.

Implementation responsibility
Implementation responsibility is by the General Manager.

Appendix

AMBASSADOR REQUEST FORM

RECEIVED:	DATE:	TIME:	BY:	REQUEST NO.

ACHEIVEMENT REQUEST MADE FOR:

SPORT EDUCATION PERSONAL PROFESSIONAL *OTHER*

NAME:	**PHONE:**
ADDRESS:	**MOBILE:**
EMAIL:	

REASON FOR REQUEST:	*(Please supply a 100 word description of your proposed travel/event and a description of what promotional material may be appropriate)*

CONDITIONS

- Must provide proof of selection in the event.
- Must reside in the Brewarrina Shire.
- Must have a sound knowledge of Brewarrina Shire.
- Travel must be because of recognition for a sporting, educational, personal and/or professional achievement recognised by peers. i.e. representing state sporting teams, guest speaker at professional conference or forum
- Participants in the Ambassador Program must be undertaking travel external to the Shire boundary.
- Ambassadors need to demonstrate how the use of promotional material will promote Brewarrina
- Ambassador agrees to provide Council with written feedback and/or photographs on the outcome of the event.
- Ambassador agrees to sign a statement of intent and agree to;
  - Act in goodwill and due diligence to not bring Brewarrina Shire into disrepute.
  - Accentuate the positive aspects of the Brewarrina Shire at every opportunity.
  - In good faith distribute equitably and fairly any promotional material provided by Brewarrina Shire Council.

Applications must be received by the General Manger no later than 4 weeks prior to event.

Council will provide up to a maximum of $250 per person per year or $500 for a team or group. Promotional material to the value of $50 at the discretion of the General Manager. Additional funding and promotional material will be at the discretion of the Mayor to be approved at a Council meeting.

AGREEMENT

I, as an Ambassador for Brewarrina Shire Council, agree to:

- Act in goodwill and due diligence to not bring Brewarrina Shire into disrepute.
- Accentuate the positive aspects of the Brewarrina Shire at every opportunity.
- In good faith distribute equitably and fairly any promotional material provided by Brewarrina Shire Council.

Name	Signature	Date

OUTCOME				
AUTHORISED BY:	**Signature:**			
AUTHORISED MATERIAL:				
PERSON NOTIFIED:	*PHONE*	*BY PERSON*	*FAX*	*EMAIL*
	WHEN:		BY:	
FURTHER COMMENT:				

FURTHER ACTION REQUIRED			
DETAILS:		DUE DATE:	
		REFERRED TO:	
		ACTIONED BY:	
ACTION TAKEN:		WHEN COMPLETED:	
		SIGNATURE:	

SIGN OFF			
Name:		Date:	Signature: