

# **RAVENSDOWN AGRICULTURAL COMMUNICATOR OF THE YEAR AWARD**

## **CRITERIA FOR NOMINATION**

The award is to recognise excellence in communicating issues, events or information in agriculture.

Those nominated will be judged on the effectiveness of their communication, whether it be on a national, regional or sector basis – for example, to goat farmers, beekeepers, or non-rural audiences like bankers.

Have a look at previous winners on the guild website,  
<http://www.nzgajc.org.nz/awards/ravensdown-agricultural-communicator-of-the-year/>

Nominators need to provide detailed supporting evidence of the effectiveness of the communication. This could be published material, it could be just a testimonial from the nominator, or from someone who has gained from a communication project. The judges need to be able to judge the message as well as the messenger.

Two referees must be provided, who can comment on the communicator's skills and achievements, from the "receiving end". The judges may contact these referees if they need further information in order to judge the nominee.

There will be 10 judges, one of whom is from the sponsor Ravensdown. The judges are to come from as wide a range of interest groups and regions of New Zealand as is practical.

The winner is to be selected after considering four criteria, ranking each person out of ten in each category.

1. How widely known is the person within their target sector (general public, region of NZ, sector group e.g. beekeepers).
2. Level of impact of communications/how well they communicated (e.g. changed farm management, assisted with understanding of issue, etc).
3. Commitment to agricultural industry.
4. General "gut feeling" for whether the person deserves the award.

**The key words are communication and agriculture...in its widest sense.**

**Nominations close: Friday 14 May 2021**

**Please complete the online nomination form and provide strong supporting material. Email questions or enquiries to [secretary@nzgajc.org.nz](mailto:secretary@nzgajc.org.nz)**