



Rural Champion Award

This award recognises those who contribute to promoting the external image of the sector **OR** the wellbeing of farmers and farming communities through their programmes and activities. Individual entries or nominations are welcome.

Name of entrant/nominee:

Address:

Contact phone:

Email address:

Name of nominator (where applicable):

Contact phone:

Email address:

Describe you / group (nominee) contribution to changing or improving the image of the sheep and beef sector among other farmers, urban community and/or consumers **OR** improving the wellbeing of farmers or farming communities:

Outline how you/your group (nominee) have utilised a range of communication (social media, community activation, event and/or programmes) tools to share the sector story both within and to the wider public OR to promote your well-being programmes or initiatives:

Describe how you/group (nominee) work with partners to increase your impact and profile OR describe the impact your programme/ initiative is having on farmer/ farmer community well-being:

Please note: All entrants/nominees will have the opportunity to expand on their answers in a follow-up phone call as part of the judging process.

Terms and Conditions of entry

Entries are open to people and organisations working in, or providing support services to, New Zealand's sheep, beef and dairy beef sector.

Nominations and entries can be made for more than one award category but a separate entry/nomination is required for each entry.

Nominators must notify their nominees of their nomination and ensure correct and validated information is provided.

B+LNZ reserves the right to deny entry to a potential entrant, deem any entrant ineligible, and to terminate an entrant's entry if the entrant's behaviour is deemed to bring or potentially bring the Awards into disrepute. "Entrant" includes where awards have already been announced.

All nominees/entrants agree to a phone call as part of the judging process to clarify, gather and validate information provided.

Judges reserve the right to not to allocate an award in a category should the Award's criteria or the standards of entry not be met.

The judges' decision will be final and no discussion will be entered into. The judges panel reserve the right not to judge an entry if it is deemed to be unsubstantiated.

Entrants accept that their business must be compliant with relevant regulatory and environmental requirements.

Entrants agree to provide photos, stories or videos as required by Beef + Lamb New Zealand to promote the awards, winners and the sheep and beef sector.

Entrants agree to their details being shared with event partners to promote and leverage the event and their involvement.

I accept the terms and conditions of entry.

Entries and nominations must be received by 5pm on Friday 27 August 2021

Please send along with any supporting material to: Fiona Bowe, Beef + Lamb New Zealand
Email: events@beeflambnz.com Phone 0800 BEEF LAMB (0800 233 352)
Freepost 429, Beef + Lamb New Zealand Limited, PO Box 121, Wellington 6140

