

## THE CALGARY AWARDS – External engagement and communications

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Public/interested parties were informed:

- Community members can join an email list to receive updated information on the Calgary Awards Program (“the Program”) at [calgary.ca/calgaryawards](http://calgary.ca/calgaryawards).
- The website and nomination form have translated statements directing those who prefer to read other languages to use Google Translate to translate from English to their preferred language. Statements are translated into Traditional Chinese, Chinese Simplified, Punjabi, Filipino, Hindi, Spanish and Arabic.
- The marketing plan included social media posts and sponsored ads, email marketing, radio ads on two ethnic stations and one Indigenous station, digital ads, industry e-newsletter ads/stories, YouTube ads, a postcard mail out, news release and City employee communications. An information toolkit was created and distributed to Members of Council, award partners and community associations.

Dialogue with interested parties was undertaken:

- In 2022, the Community Achievement jury members were engaged to assist with the revamp of the Commerce award. The Social Impact – Business award was established and will be awarded for the first time in 2023 to a for-profit business. The Commerce award has been discontinued.
- Work started in 2020 to ensure that the Program is more accessible, inclusive and diverse has continued, so that recipients better represent Calgarians. The work has included: marketing efforts to include new Canadians and marginalized communities through Windspeaker Radio and digital ads in multiple languages; greater efforts to recruit more diverse juries (gender, race, age and jury experience) by recruiting from the Anti-Racism Action Committee; and unconscious bias training for jury members prior to reviewing nominations.
- In 2020 and 2022, a demographic survey was sent to nominators, recipients and jury members. This data informed marketing and Calgary Awards Program strategies for 2023 and the survey has been sent out again to 2023 participants.
- Business units were consulted, including the following: Community Strategies and Development, Business and Building Services (Award for Accessibility); Climate and Environment (Environmental Achievement Award); and Parks and Open Spaces, Facilities Management, and City and Regional Planning (Heritage Award). Each business unit reviewed their respective award criteria and assisted with promoting the nomination phase with their networks.
- External award partner Writers’ Guild of Alberta was consulted about the W.O. Mitchell Book Prize criteria and eligibility.