

THE CALGARY AWARDS – External engagement and communications

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.
- 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.
- Efforts to ensure the Calgary Awards program is more accessible, inclusive and diverse included: marketing efforts targeting new Canadians and marginalized communities through Windspeaker Radio, Fairchild, Red FM, 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.

Dialogue with interested parties was undertaken:

- In 2024, a demographic survey was sent to nominators. This data will inform marketing and Calgary Awards Program strategies for 2025.
- Business units were consulted, including the following: Community Strategies, Development, Business & Building Services (Award for Accessibility); Climate & Environment (Environmental Achievement Award); and Parks & Open Spaces, Facilities, and City & Regional Planning (Heritage Award). Each business unit reviewed their respective award criteria and assisted with promoting the nomination phase with their networks.