

A community recognition and awards program
connecting and enriching local communities



Westfield

Local Heroes

2020 Information Pack

Who in your community deserves to be recognised and celebrated?

Westfield Local Heroes is a recognition and awards program that connects and enriches communities in Australia and New Zealand. The program discovers and celebrates individuals who make a positive impact to their local community and/or environment.

Westfield Local Heroes are nominated and voted for by their communities, with three finalists per Westfield centre each awarded a \$10,000 grant for their affiliated organisation or group.

The program recognises and promotes community role models whose work or activities create positive benefit for others in one or more of the following ways:

- Nurturing a sense of belonging and inclusion
- Helping in times of community crisis
- Building community resilience
- Promoting positive health and wellbeing
- Improving access to community services and groups
- Protecting the local environment

Nominate your Westfield Local Heroes at

westfield.com.au/local-heroes or westfield.co.nz/local-heroes

One act.
Big impact.

NOMINATE YOUR LOCAL HERO



Who Can Be A Westfield Local Hero

The intent of the program is to discover and raise the awareness of individuals who make a positive impact to their local community and/or environment.

All Westfield Local Hero nominees must meet the following criteria:



1

Their work or actions must be intended to positively impact the community and/or environment within the local area of an Australian or New Zealand Westfield centre

They must be of good character standing and be a positive role model

2



3

They must be affiliated* with a registered organisation or group whose work benefits the local community and/or environment within the local area of an Australian or New Zealand Westfield centre

*All nominees must be affiliated (i.e. volunteer, member, agent, employee) with an organisation or group that is a 'registered entity'. This includes, but is not limited to, emergency services, registered community groups, sporting clubs, not-for-profits, schools, authorities, government bodies and private/commercial businesses.

The Program Schedule



1 - Nominate

18 Feb – 16 March

Community members nominate their Westfield Local Heroes by filling in Section 1 of the online Nomination Form. In the form, nominators are asked a number of questions about their nominee and how their work benefits the community.



2 - Submit

18 Feb – 27 March

Nominees complete their submission by filling in Section 2 of the online Nomination Form. In the form, nominees will be asked about their personal story and their work, and to provide a contact for their affiliated organisation or group, and a referee.



3 - Assess

30 March – 20 July

All nominations will be assessed by our selection panels against a set criteria to create a shortlist of 6 finalists per Westfield Centre. The selection panels are made up of staff based in our centres and Support Office.



4 - Vote

21 July – 10 August

All 6 finalists per centre are recognised on Westfield websites, social media and in centre, and community members are invited to vote for their preferred hero.



5 - Celebrate

13 Oct – 26 Oct

The 3 successful Westfield Local Heroes per centre with the highest number of community votes are announced and their affiliated organisations are awarded a \$10,000 grant each.

Case Studies

Read the stories of some of our
2019 Westfield Local Hero alumni



Giving a platform to creative people of Pacific heritage

Westfield Liverpool Hero - Jannike Seiuli

South West Multicultural and Community Centre

Jannike Seiuli helped her community-worker parents from a young age and developed a passion for giving to others.

Her other big passions are her Maori Samoan community and culture, as well as performing arts and event management.

Eight years ago, Jannike pulled it all together and staged her first Pacific Runway fashion show in the heart of Campbelltown to provide a platform for designers, stylists and performers of Pacific heritage.

It started slowly, but the annual non-profit show now attracts international attention and features up to 20 designers and 70 models from around Australia, the Pacific Islands and New Zealand.

"I love creating opportunities for community and then seeing them shine," says Jannike, who worked with South West Multicultural and Community Centre to create Pacific Runway.

She feels honoured to be voted a Westfield Local Hero. "It is a beautiful reminder as to why I love doing what I do and working within my local community," she says.

The fashion show is held at the Carriageworks contemporary arts centre and creates opportunities for designers, make-up artists and stylists to go into business and for the models to gain experience and develop a career.

Models and designers have gone on to perform in Paris, London and around the Pacific.

One of Jannike's obstacles to achieving her vision was that she had lots of experience running events but no qualifications. So, she completed a certificate and diploma, despite working two jobs and looking after her first baby at the same time.

Westfield Local Heroes are nominated and voted for by their communities, with the three top finalists per Westfield centre each awarded a \$10,000 grant for their affiliated organisation.

South West Multicultural and Community Centre will use its grant to provide workshops and multimedia support for Pacific Runway participants.

"We are able to assist those in need and those who are looking for ways to break into the industry," says Jannike.



Surviving violence to spread ripples of kindness



Westfield Albany Hero - Anita Hinton

I Got Your Back Pack

Anita Hinton escaped domestic violence without any personal belongings.

Once she found her feet, the single mother came up with a way to support other survivors; back packs filled with essential items so women and children have something of their own in their time of need.

I Got Your Back Pack (IGYBP) is run by volunteers, many of whom are abuse survivors and find working together and helping others cathartic.

"I work as a cleaner to live and eat, but my passion is IGYBP and being a positive role model for my daughter," says Anita.

I Got Your Back Pack will use the grant primarily to invest in training for its volunteer team.

"This grant will allow us, for the first time, to upskill our volunteers," says Anita. "To sustain ourselves as a charity, we need more skills in communication and branding.

"The idea is to invest in our team to invest in someone else – that person who's so full of potential, but escaping from desperate circumstances," says Anita.

Changing lives through electric wheelchair sport



Westfield Doncaster Hero - Luke David

Victorian Electric Wheelchair Sports Association

Luke David has a disabling condition called Nemaline Myopathy and relies on an electric wheelchair.

Despite his challenges, he is committed to helping others and spends most of his time volunteering for organisations that support people with disabilities.

His main passion is sport, particularly electric wheel chair sports, which he took up when he was thirteen.

He's experienced the personal benefit and represented Australia at an international level.

"Growing up with a physical disability, I never thought I'd be able to play sport. I want to spread awareness around what our athletes achieve," he says.

The grant means the Victorian Wheelchair Sports Association will be able to purchase equipment and hire new venues across the state to make electric wheelchair sports accessible to more players.

"At the moment we have players all around the state, but we only play in the Eastern suburbs. We are the only organisation in Victoria specifically for electric wheelchair users, and transport can be challenging. This will make us more inclusive," says Luke.

Using lived experience to keep young people safe

Westfield Mt DrUITT Hero - Ned Narouz

Rap 4 Change

Ned Narouz felt lost when he was growing up and he knows from experience how vital a mentor can be for young people who are struggling through the juvenile justice system.

As the founder of Rap 4 Change, the volunteer uses music, creativity and sport to tackle substance abuse, self-harm, bullying and racism.

"I am able to build a good connection with the young people and help educate them on life skills and how to achieve success the right way," says Ned, who was released from juvenile detention at the age of seventeen and was lucky enough to find his own mentor.

Ned's mentor taught him the value of hard work and chasing big goals. Now he is giving back with Rap 4 Change, which offers school-wellbeing programs, hip-hop lessons, mentoring, sporting activities and counselling to youth in juvenile detention.

He feels proud to be voted a Westfield Local Hero for his good work at Rap 4 Change, which he established in 2016.

It's all about encouraging young people to make positive choices in their lives, and showing them how it can be done, says Ned.

"Growing up, I was lost," he says. "People were telling me to do things like go to school or get a job, but my mentor was the first person to explain why those things are worth doing."

In 2018, Ned was named Blacktown's Australia Day Citizen of The Year and he has completed a Community Services Certificate at Mt DrUITT TAFE.

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Rap 4 Change will use its grant to fund a ten-week leadership program called Ready For Success. The aim is to create education, employment and life skills opportunities for up to twenty young people at a time.

"With the help of the grant, we will be helping people who are either at risk of going into juvenile detention or just coming out of it," Ned says.



Bouncing back to deliver happiness to others



Westfield Carousel Hero - Julian Pace Happiness Co

Thousands of people around the world are happier, thanks to Julian Pace.

Driven to tackle depression and loneliness, he founded Happiness Co, which offers workshops and online programs to help people improve their mental health.

By employing more staff with different skills, he has been able to expand Happiness Co into workplaces and schools.

"I've benefited over 50,000 people in over 10 countries," says Julian, who was inspired to set up Happiness Co after overcoming his own mental health challenges.

He has severe dyslexia and dropped out of school in year 8 after being bullied.

Happiness Co's grant will help with youth suicide prevention programs.

"Youth suicide is on the rise," says Julian. "We want to provide some powerful programs that will give young men and women the resources and tools to use before they face problems with their mental wellbeing."

If you need support, please phone Lifeline: 13 11 14

Ensuring no child is left out or left behind



Westfield Hurstville Hero - Meni Pefkos Diversity Kids

Meni Pefkos lives and breathes diversity and inclusion.

This passion led to the launch of her social enterprise, Diversity Kids, which provides bilingual and Indigenous support teams to schools and children's services.

They help educators to include children who are facing barriers to participation because of language, culture or disability.

"We all know that feeling included and having a sense of belonging contribute to our wellbeing," says Meni.

"Children from diverse backgrounds and with diverse abilities may require additional support and a voice to enable their full inclusion and authentic participation."

Diversity Kids will use its grant to run a series of supported playgroups for culturally and linguistically diverse children with speech and communication delays. It will also host a local forum on the seven secrets to inclusion and engagement for children's services providers.

"The grant is going to go a very long way," says Meni. "It is giving us the opportunity to thrive and grow and continue what we do best."

Frequently Asked Questions



FAQs for nominators

Q. I have nominated a Hero previously, can I nominate them again this year?

Yes. There are no restrictions on previous nominees, finalists or heroes being nominated again.

Q. Can I nominate more than one Local Hero?

Yes. You can submit as many nominations as you like, so long as each one refers to different people.

Q. Can I nominate someone who is under 18 years old?

Yes. The nominee's parent/guardian must give consent for the nomination to be eligible.

Q. What if I, or my hero, needs help completing the online form?

Contact the Community Experience team at community@scentregroup.com who will help you complete your nomination.

Q. What organisations can my hero be affiliated with, and what does affiliation refer to?

All nominees must be affiliated (i.e. volunteer, member, agent, employee) with an organisation or group that is a 'registered entity'. This includes, but is not limited to, emergency services, registered community groups, sporting clubs, not-for-profits, schools, authorities, government bodies and private/commercial businesses.

Q. How do I nominate?

Nominations open at **9am (AEST) Tuesday 18 February 2020** and close at **4pm (AEST) on Monday 16 March 2020**. You can nominate your Westfield Local Hero at www.westfield.com.au/local-heroes or www.westfield.co.nz/local-heroes. All nominations must be made online using the grants portal provided. No offline nominations will be accepted, unless prior consent has been obtained by Scentre Group.

Q. Will my nominee be contacted as part of the nomination process?

Yes. All nominees will be contacted by email to notify them they have been nominated. Nominees need to complete the nomination process by submitting section 2 of the online form and providing consent. This form asks questions about them and their work. If the nominee does not complete section 2 of the online form, their nomination will not be eligible.

Q. Who has previously been awarded a Westfield Local Heroes grant in my area?

Please visit www.westfield.com.au/local-heroes or www.westfield.co.nz/local-heroes for the full stories and list of our 2018 and 2019 alumni.

Q. Why do I have to select one Westfield Centre in the nomination process?

To be recognised as a Westfield Local Hero, the nominee's work or activities must benefit the community and/or environment within the local area of an Australian or New Zealand Westfield centre. Nominators are asked to choose the Westfield centre that is located closest to where their nominee's work or activity occurs. If their work spans across multiple Westfield local areas, the nominator must choose the most relevant centre for the purposes of the nomination. You can find maps for all Westfield centres at www.westfield.com.au/local-heroes or www.westfield.co.nz/local-heroes

Q. Can I nominate the same person at more than one Westfield?

No. Please select the centre most relevant to your heroes work.

Q. My heroes work benefits overseas communities, can I still nominate them?

No. Your nominee's work must benefit the community and/or environment within the local area of an Australian or New Zealand Westfield centre.

Q. How are Westfield Local Heroes selected?

Nominations will be assessed against set criteria by a panel of Scentre Group staff for each Westfield centre to select the six finalists per centre. A community vote will then take place to determine the three Westfield Local Heroes for each centre.

Q. Do Local Heroes get to keep the \$10,000 for themselves?

No. The grant goes to the affiliated organisation or group to help the Local Hero's and organisation's work or programs to grow and thrive.

Q. Can I edit or submit my nomination after the closing date?

Nominations close 4pm (AEST) on Monday 16 March 2020. Nominations received after this time will **not be eligible** for the 2020 program. Once you submit your nomination you will not be able to edit it. Your nominee must then complete section 2 of the online nomination form by 4pm (AEST) 27 March for the nomination to be eligible.

Q. Can I have an extension to submit my nomination?

Unfortunately, no. In fairness to all our nominees and to ensure we can keep on track with our selection process, we cannot offer extensions.

FAQs for nominees

Q. What do I have to do once I have been nominated?

Your nominator must complete their nomination (section 1 of the online nomination form) by 4pm (AEST) on Monday 16 March 2020. Nominations received after this time will not be eligible for the 2020 program. You must then complete section 2 of the online nomination form by 4pm (AEST) 27 March for your nomination to be eligible. Once you submit your nomination you will not be able to edit it.

Q. Can I have an extension to submit my nomination?

Unfortunately, no. In fairness to all our nominees and to ensure we can keep on track with our selection process, we cannot offer extensions.

Q. As a nominee, will I be provided feedback if I am unsuccessful?

You will receive a notification about the outcome of your nomination. Unfortunately, as we receive more than 1000 nominations every year, we can't provide individual feedback.

Q. Why do you ask if I have a criminal record?

The intent of the program is to discover and raise the profile of individuals who make a positive impact to their local community. Westfield Local Heroes are community roles of good character standing. We judge every nomination on its individual merits, and a criminal record does not exclude nominees from becoming Westfield Local Heroes. This information forms part of the assessment but is not made public.

Q. As a nominee, how will I know if I am a finalist?

We will notify all nominees of the outcome of their nomination by 20 July 2020. Westfield Local Heroes will be announced on 13 October 2020 and published on our website www.westfield.com.au/local-heroes or www.westfield.co.nz.

Q. What will the selection panel be looking for in a nomination?

The selection panels assess each nominee on their own merits, taking into consideration how their work benefits the local community and/or environment, the specific role they play in that work and their standing as a community role model.

Q. Why do you want a referee/s?

Your referee/s can help us get to know you better to inform our nomination assessment.

Q. Who can be my referee/s?

Referees may be referral partners, affiliated organisation representatives, corporate partners, government or community agencies or someone who works with or has worked with the Nominee. Referees cannot be a relative.

Q. As a nominee, will I be interviewed?

As part of the assessment process, we may request a short interview by phone with you.

Q. How secure is the Information I provide?

We take your privacy seriously. Information gathered for Westfield Local Heroes will be managed in accordance with the Scentre Group Privacy Policy. By agreeing to the terms and conditions of Westfield Local Heroes, you are giving your consent to Scentre Group to use and disclose the information in your Westfield Local Heroes nomination for purposes related to the program, including promotional and marketing purposes.

Q. Where can I find the Terms and Conditions for the Westfield Local Heroes program?

Please find the full Terms and Conditions.

Q. Why is there a public vote to select the heroes?

Telling the stories of our finalists and raising their profiles is a key intent of this community recognition program. The voting period invites and encourages community members to engage with the program and learn about the finalists and their work. We provide all finalists with tailored marketing materials to help them promote themselves to their networks, and we give equal time for each of our finalists on our Westfield channels in our centres and on our digital channels.

Q. There is a significant time period between nomination and voting. Why is that, and how will you keep me updated?

With more than 1000 nominations across Australia and New Zealand, we apply a rigorous and fair assessment process that involves multiple steps. We will inform all nominees of their nomination status no later than 20 July 2020.

Q. How else can Westfield help my work if I am not successful in this program?

We know that our Westfield centres are local hubs where people come to connect, inform and share. It is through our centres and staff that we can contribute directly to communities in a number of ways. This includes providing space at our Community Sites in our centres for local, community-focused group to raise awareness of their work; working with local groups and organisations as part of our Centre Community Plans; and enabling our staff to support causes of their choice through volunteering days and Workplace Giving. For more information, see our Community Pages on each centre's website. www.westfield.com.au or www.westfield.co.nz

Westfield

Local Heroes

Who in your community deserves to be recognised and celebrated?

Nominations open 18 February – 16 March. Nominate here:

[westfield.com.au/local-heroes](https://www.westfield.com.au/local-heroes) or [westfield.co.nz/local-heroes](https://www.westfield.co.nz/local-heroes)

If you need help or have further questions about Westfield Local Heroes, contact us at community@scentregroup.com