



Australian Government  
National Emergency Management Agency

Australian Institute for  
Disaster Resilience



# Resilient Australia Awards 2025

Key Messages and example copy

Australian Institute for Disaster Resilience

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[WWW.AIDR.ORG.AU/RAA](http://WWW.AIDR.ORG.AU/RAA)





## Resilient Australia Awards 2025: Key messages

- The Resilient Australia Awards have been celebrating community resilience for 26 years.
- Every year, Australians face devastating losses caused by disasters and emergencies. The Resilient Australia Awards are an opportunity to highlight initiatives across the country that are making communities safer, more connected and better prepared.
- The Resilient Australia Awards recognise and encourage collaboration and innovative thinking across all sectors, and celebrate initiatives that build community resilience.
- Resilient Australia Award recipients provide inspiration and leadership for their own and other communities.
- The Resilient Australia Awards are an opportunity to spark local and national conversations around risk, preparedness, resilience and community recovery.
- The Resilient Australia Awards celebrate the hard work of individuals, organisations, governments and schools who invest in a more resilient Australian communities.
- The Resilient Australia Awards promote initiatives that respond to the needs and leverage the strengths of communities across the nation.
- The Resilient Australia Awards celebrate action that values and enhances the wellbeing of communities before, during and after disaster.
- The Resilient Australia Awards celebrate initiatives that help us better prepare, respond and recover together.
- The Resilient Australia Awards promote diversity and inclusivity as important foundations of a resilient community.
- The Resilient Australia Awards share inspiring stories of community resilience.
- The Resilient Australia Awards capture disaster resilience in action.





## Resilient Australia Awards 2025: Key dates

Date	Activity
11 March 2025	Submissions open
3 June 2025	Submissions close
13-27 June 2025	People's Choice: Resilient Australia Photography Awards vote
16 June – 13 July 2025	State and territory judging period
18 July 2025	Submission for National Research for Impact Award close
14 July – 30 September 2025	State and territory award ceremonies
25 July – 30 September 2025	National judging period
18 November – 2 December 2025	National Resilient Australia Awards Ceremony

## Resilient Australia Awards 2025: Key links

- Resilient Australia Awards webpage  
[www.aidr.org.au/programs/resilient-australia-awards](http://www.aidr.org.au/programs/resilient-australia-awards)  
[www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- State convenor media pack  
[www.aidr.org.au/resources/resilient-australia-awards-media-pack](http://www.aidr.org.au/resources/resilient-australia-awards-media-pack)





## Resilient Australia Awards 2025: Social media

The copy below is intended to guide your promotion of the awards across social media. Please use these ideas in conjunction with the promotional graphics included in the state convenor media pack.

The graphics will enable you to tailor content to a target audience within your jurisdiction. In doing so, please consider the following principles:

- Use the campaign hashtag (#RAA25) as well as any relevant trending tags (with discretion). Please avoid using the hashtag #RAA2025
- AIDR only manages a LinkedIn account and a Facebook account. We support the promotion of RAA on other social media platforms as determined by state convenors.
- All posts should include a link to the Resilient Australia Awards page on the AIDR website ([www.aidr.org.au/raa](http://www.aidr.org.au/raa)), where applicants can access the guidelines, browse winning projects from previous years and be directed to the submission platform.

We will use tagging functionality rather than reproducing any logos on social media graphics. Please advise AIDR Awards Coordinator, Juanita Bahl, of your preferred social media pages and handles so we can tag you where appropriate in our posts: [raa@aidr.org.au](mailto:raa@aidr.org.au).

**NOTE:** Award submissions can be made via video. Consider including this detail in your social media messaging.

## Resilient Australia Awards 2025: Suggested social media copy

### Submit your project to the Resilient Australia Awards

- The Resilient Australia Awards are back! The awards are seeking submissions from all Australians, including businesses, schools, governments, community groups and photographers. Have an initiative that shows resilience in action? Make a submission! #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Amid recent disaster events, we have seen communities bounce back and showcase #resilience. Individuals, communities and organisations are encouraged to make a submission to #RAA25! Make a submission in your jurisdiction and share your story today. [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- We are pleased to announce that submissions are now open for the 2025 Resilient Australia Awards! The Resilient Australia Awards celebrate initiatives that foster community resilience to disasters and emergencies across 8 award categories: community, business, government,





local government, school, photography, mental health and wellbeing, and research:

[www.aidr.org.au/raa](http://www.aidr.org.au/raa)

- The Resilient Australia Awards are back for 2025. This year we will again run the Research for Impact Award. This national award recognises knowledge, capability and practice that enhances disaster resilience. Don't miss your chance to share your resilience building #research with Australia. #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)

### Refer a project for the Resilient Australia Awards

- Celebrate the hard work of individuals, organisations, councils, researchers or schools in your community who are helping to create a more resilient Australia by referring them to @AIDR who will encourage them enter the Resilient Australia Awards. Learn more and refer a project here: [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Don't let outstanding efforts go unnoticed. If you have been inspired by a resilience project, refer them to @AIDR to enter the Resilient Australia Award across 8 categories: community, business, government, local government, school, photography, mental health and wellbeing, and research for impact. #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)

### Business Award

- The Resilient Australia Awards recognise and encourage collaboration and innovative thinking across all sectors. Showcase your business' contribution to building community resilience by entering the awards. #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- What does corporate responsibility mean to you? Submit your business partnerships and innovation to #RAA25. Previous entries have shown businesses working with a range of stakeholders to build resilience and clean up in the wake of a disaster [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Businesses are important to the disaster resilience conversation. Showcase your business partnerships and innovative ideas by making a submission to the 26th Resilient Australia Awards. Submit now! #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)

### Community Award

- The Resilient Australia Awards are an opportunity to share your story of community resilience and strength in the face of a disaster or emergency. Submit an #RAA25 application or nominate a community initiative here: [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Have you helped make your community safe from disasters and emergencies? Make a submission to #RAA25 and showcase your initiatives towards increased disaster awareness





and resilience in the community: [www.aidr.org.au/raa](http://www.aidr.org.au/raa)

- Resilience is a whole-of-community responsibility. What has your community group been doing to build resilience? Submit to #RAA25 and showcase your initiative. [www.aidr.org.au/raa](http://www.aidr.org.au/raa)

### Government Award

- The Resilient Australia Awards celebrate initiatives that help us better prepare, respond, and recover together when faced with an emergency or disaster. Enter #RAA25 and share how your government agency is helping build community resilience: [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Governments have a responsibility to build #disaster resilience in their communities. #RAA25 is looking for projects that build whole-of-community resilience. Do you have work to share to from your government department? Submit today! [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Governments play an important role in reducing risk and building resilience in Australian communities. How is your department building whole-of-community resilience to disasters? Submit to #RAA25 today. [www.aidr.org.au/raa](http://www.aidr.org.au/raa)

### School Award

- The Resilient Australia Awards share inspiring stories of community resilience. Showcase how the strength of your school is building disaster resilience in your community. Enter #RAA25 or nominate a school here: [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- What projects has your school community been undertaking? Showcase the strength of your school by making a submission to the Resilient Australia Awards in the dedicated school's category! #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- What is your school doing to build resilience in our future generations? Share your school community's resilience initiative with Australia and help foster resilience across the nation. #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)

### Local Government Award

- The Resilient Australia Awards highlight initiatives across the country that are making communities safer, more connected, and better prepared. Share how your council steps up to during emergencies and disaster. #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Local governments provide a range of services for the community. Make a submission to #RAA25 and showcase your initiatives towards increased disaster awareness and resilience in the community. [www.aidr.org.au/raa](http://www.aidr.org.au/raa)





### Photography Award

- Do you have a photo that captures resilience in action? Help us share stories of resilience by entering the Resilient Australia Awards #RAA25. Submit an application here: [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Have you taken a photo that illustrates resilience during disaster? Submit your photograph for the 2025 Resilient Australia Awards! Previous entries have shown diversity, inclusivity and captured a narrative in the image. #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)

### Mental Health and Wellbeing Award

- Mental health is more important than ever, do you have an initiative that promotes and enhances the wellbeing of communities before, during and after disaster? Submit now to be recognised in #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Many people are doing it tough, which means mental health and wellbeing are a core focus of community resilience. Showcase your community's work with mental health and wellbeing by submitting to the Resilient Australia Awards. #RAA25 [www.aidr.org.au/raa](http://www.aidr.org.au/raa)

### Research for Impact Award

- The Resilient Australia Research for Impact Award recognises research that is having, or will have, a significant impact on knowledge, capability and practice and will enhance disaster resilience outcomes as a result. Submit to #RAA25 to be considered [www.aidr.org.au/raa](http://www.aidr.org.au/raa)
- Research plays an important role in building disaster resilience and reducing disaster risk. Submit or nominate a project to be considered for the Research for Impact category in the Resilient Australia Awards. Learn more: [www.aidr.org.au/raa](http://www.aidr.org.au/raa)





## Resilient Australia Awards 2025: Suggested copy

The copy below is intended to support you in pitching content for relevant newsletters and online news within your jurisdiction (please forward any published clippings so we can promote further where possible). You may also wish to tailor this content for use in electronic direct mail (eDM) target groups, as a personalised encouragement to submit projects.

### Suggested messaging

The 2025 Resilient Australia Awards are open for submissions. The awards are celebrating 26 years of highlighting initiatives that build resilience and inspire others to act – making communities safer, more connected and better prepared for disasters and emergencies.

Submissions will be accepted in each state and territory for business, community, government, local government, schools, mental health and wellbeing, and photography award categories. The state and territory winners in each of these award categories will also be considered for two national awards: the Resilient Australia National Award, and the Resilient Australia National Collaboration and Partnership Award.

The third national award is the Research for Impact Award which is open to tertiary institutions. This award recognises research that is having or will have a significant impact on knowledge, capability and practice and will enhance disaster resilience outcomes as a result.

The awards are open to all Australians, including but not limited to individuals, not for profit organisations, small and large businesses, all levels of government, schools, education institutions, research bodies, and emergency service agencies.

The Resilient Australia Awards are managed by the Australian Institute for Disaster Resilience, and proudly sponsored by the Australian Government in conjunction with the states and territories.

Submissions can be made in written or video format and will be accepted until 11.59pm AEST on 3 June 2025. For more information and to submit, visit [www.aidr.org.au/raa](http://www.aidr.org.au/raa).





## Resilient Australia Awards 2025: AIDR contacts

For enquiries or support regarding RAA media and promotion, please contact the AIDR Team:

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