



New Zealand  
Road Safety, Emergency  
Response & Healthcare  
Awards



OFFICIAL GUIDE  
2025

---

## Chair's Message

Often without us knowing about it, every day people step up in an environment they may never have imagined finding themselves in by responding to and supporting those impacted by adverse events. They do this not for the attention, but out of a sense of care and kindness. The astounding efforts of those people play a significant role in safeguarding our whānau and communities.

Many actions go unnoticed yet are worthy of recognition. Whether it be quietly overcoming adversity, achieving milestones, promoting road safety, launching new programs and initiatives, developing solutions or promoting improved healthcare outcomes for those impacted by road trauma.

Around the country those quiet achievers are going about their business, perhaps unaware of the significant positive impact their actions have had on those around them.

Now is the time to shine a spotlight on these inspiring people. Let us recognise and celebrate the exceptional work undertaken by who have made a major contribution to reducing the occurrence and effects of road trauma.

It is a pleasure to announce nominations are now open for the annual New Zealand Road Safety, Emergency Response and Healthcare Awards.

**Mike Smith**  
**Interim Chair**

New Zealand Road Safety, Emergency Response &  
Healthcare Awards





# Contents

## Page

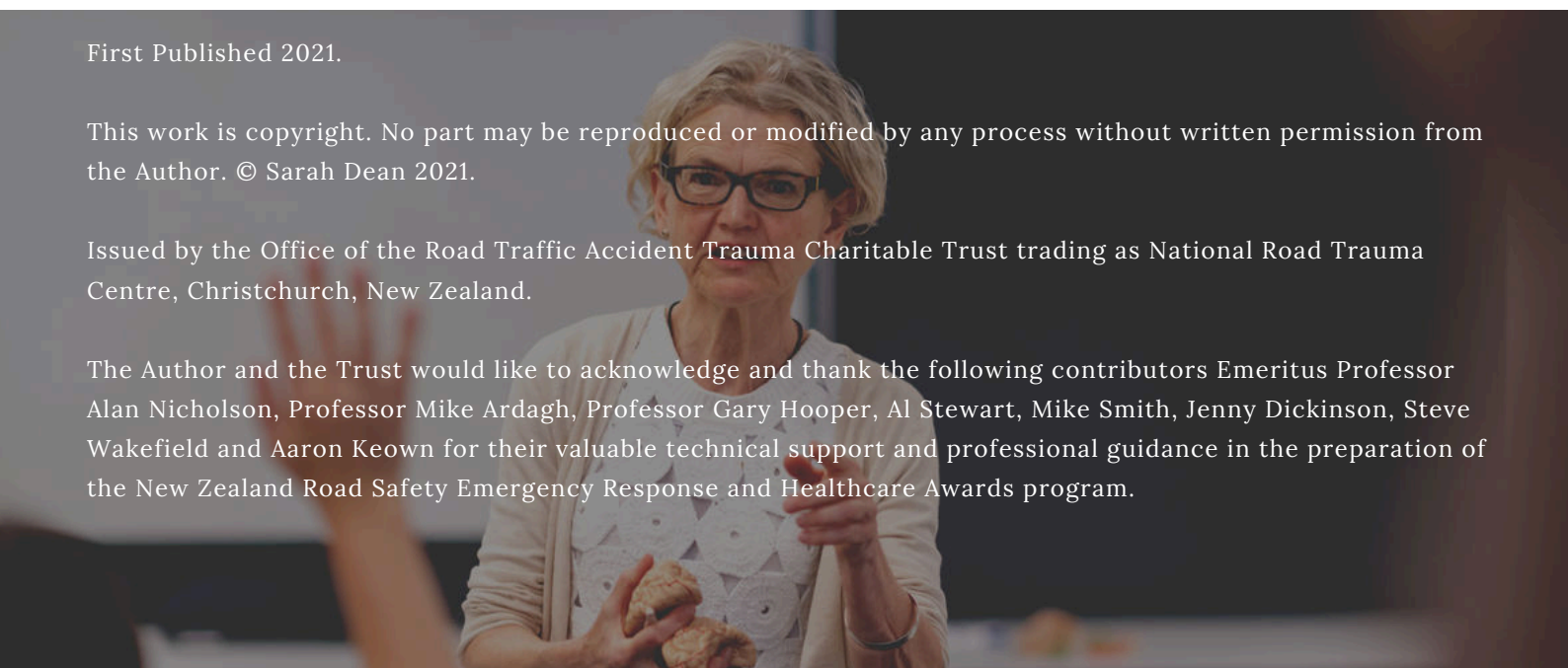
<b>2</b>	AWARDS CHAIR MESSAGE
<b>5</b>	ABOUT
<b>6</b>	AWARDS HISTORY
<b>7</b>	NEW ZEALAND ROAD SAFETY, EMERGENCY RESPONSE & HEALTHCARE AWARDS
<b>8</b>	A NATIONAL PERSPECTIVE
<b>9</b>	NATIONAL AWARD FOR EMERGENCY RESPONSE AND HEALTHCARE
<b>11</b>	NATIONAL AWARD FOR ROAD SAFETY
<b>13</b>	NATIONAL AWARD FOR COMMUNITY SERVICE
<b>15</b>	AWARD ENTRY GUIDANCE
<b>16</b>	AWARD NOMINATION AND EVALUATION PROCESS
<b>19</b>	CONFIDENTIALITY
<b>20</b>	THE MEDIALLIAN
<b>21</b>	GOVERNANCE
<b>22</b>	NEW ZEALAND ROAD SAFETY, EMERGENCY RESPONSE & HEALTHCARE AWARDS EXECUTIVE COMMITTEE
<b>24</b>	FURTHER INFORMATION

First Published 2021.

This work is copyright. No part may be reproduced or modified by any process without written permission from the Author. © Sarah Dean 2021.

Issued by the Office of the Road Traffic Accident Trauma Charitable Trust trading as National Road Trauma Centre, Christchurch, New Zealand.

The Author and the Trust would like to acknowledge and thank the following contributors Emeritus Professor Alan Nicholson, Professor Mike Ardagh, Professor Gary Hooper, Al Stewart, Mike Smith, Jenny Dickinson, Steve Wakefield and Aaron Keown for their valuable technical support and professional guidance in the preparation of the New Zealand Road Safety Emergency Response and Healthcare Awards program.



# About

The Road Traffic Accident Trauma Charitable Trust ('Trust') was founded in 2010. It was established to provide clinical support and training to industry professionals deeply impacted by the devastating consequences of road crashes. Motor vehicle crash injuries have the highest rate of major trauma in New Zealand, with crashes being one of the leading causes of post traumatic stress disorder in the general population. This is the first Charitable Trust of its kind in New Zealand.

In 2012, the Trust formed a partnership with the Canterbury Charity Hospital.

In 2020 the Trust formally rebranded to the Road Traffic Accident Trauma Charitable Trust trading as National Road Trauma Centre ('Trust') and launched its five year Strategic Plan. This was led by its Founder, Sarah Dean.

The Strategic Plan is the Trust's guiding principle to assist the Trust, to perform strongly to lead change, encourage multi-sector collaboration and innovation, leverage new opportunities and connect with national and global strategic objectives.

**“Our mission is to reduce the number of serious road crashes and facilitate a patient centric care model that reduces the socio-economic impact of road crashes in New Zealand. We will achieve this by working with the community and stakeholders to support the objective of a road system free of deaths, serious injuries and harm.”**





## Awards History

In 2017 the Road Traffic Accident Trauma Charitable Trust trading as the National Road Trauma Centre dedicated distinguished awards to those involved in post accident care and recovery, first responders and those in road crash prevention. These Awards were to be included as part of its annual Road Accident Remembrance Day ceremony. The Awards were established and led by its Founder, Sarah Dean who was the inaugural Chair.

The Award categories consisted of Canterbury Road Trauma Award for Public Service, Canterbury Road Trauma Prevention Award and Canterbury Road Trauma Award for Community Service.

The Canterbury Road Trauma Award for Public Service and Canterbury Road Trauma Award for Community Service were industry specific and recognised those in the community who may otherwise not be acknowledged.

Given the Awards would be open to government and lay personnel the Trust approached the Honours Unit, Cabinet Office to ensure the Awards would not conflict with the New Zealand Royal Honours system.

The Honours Unit provided guidance to the Trust that it consider a medallion in a presentation case. This would utilise the design benefits of a medal, without the broader issues around the approval of wear on formal uniform for recipients.

The Honours Unit directed the Trust to the New Zealand America's Cup, 1995 Medallion. This was issued under the New Zealand Honours system to recognise those who contributed to the America's Cup victory in 1995 – it was struck as a 'one-off' Award and was presented to 79 recipients.

After the formal advice received the Canterbury Road Trauma Awards Committee decided the Award recipients would be presented with a medallion.



# New Zealand Road Safety, Emergency Response & Healthcare Awards

The New Zealand Road Safety, Emergency Response and Healthcare Awards were established by the Trust in 2021 in alignment with its strategic objectives to nationalise its Awards in 2021 and was led by its Founder, Sarah Dean.

The Awards are for ordinary people doing exceptional work, day in, day out, across New Zealand.

The Awards are designed specifically for industry professionals in emergency services, hospital care, post hospital care, road safety and those in the community who are contributing to improved road trauma outcomes who may otherwise not be acknowledged.

The New Zealand Road Safety, Emergency Response and Healthcare Awards has three Award categories:

1. **National Award for Emergency Response and Healthcare** (formerly Canterbury Road Trauma Award for Public Service)
2. **National Award for Road Safety** (formerly Canterbury Road Trauma Prevention Award)
3. **National Award for Community Service** (formerly Canterbury Road Trauma Award for Community Service)

Each Award recipient receives a medallion and a certificate for their meritorious efforts in a formal ceremony at Westpac The Terraces, Event Space, Christchurch on Thursday, 20 November 2025.





## A National Perspective

In 2020 the Road Traffic Accident Trauma Charitable Trust trading as the National Road Trauma Centre implemented its five year strategic plan. In 2020, the Trust engaged with a wide range of stakeholders and obtained sector engagement.

Nationalising the Awards may seem an ambitious task, the New Zealand Road Safety, Emergency Response and Healthcare Awards Executive Committee has strength of a highly talented group of well respected and distinguished industry professionals.

With the right personnel, resources and careful monitoring and control processes in place, the Trust has ensured the Awards are in a position to deliver a highly successful third year of the annual year of the New Zealand Road Safety, Emergency Response and Healthcare Awards.

Nationalising the Awards is one way to recognise the outstanding achievements of members of the public and industry professionals who are directly involved in reduction of road trauma. We see this a way to enhance multi-sector collaboration and leverage new opportunities to connect with local, regional and national mutual organisations.



# 1. National Award for Emergency Response & Healthcare

The National Award for Emergency Response and Healthcare has two Award categories.

- Recognition of outstanding individuals, groups or organisations in healthcare or in emergency services who respond to road trauma for a particularly noteworthy response to either an incidence, or incidences of road trauma.
- Recognition for their contribution to improved processes of care for road trauma victims.

This Award is open to distinguished individuals, groups or organisations in healthcare and emergency services who respond to road crashes and road trauma victims.

Nominations are open to full-time permanent members, part-time members, volunteers or auxiliary members who provide or lead front line community responses to emergencies and/or healthcare.

Nominations are open to healthcare professionals who are fully qualified, currently obtain an annual practising certificate and are a registered practitioner with the appropriate healthcare authority.

In some circumstances a group of persons may have been involved in a single incident. When nominating multiple people we require the details of each individual involved. Please refer to Award Entry Guidance for further information.





## Award Examples

Examples may include:

- Increased patient care capacity or patient care quality.
- Addressed an identified need, enhancing outcomes or improving a product, service, process or system that as a direct result will benefit those in their region or nationally.
- Enhanced or assisted in the further development of a product, service, process or system that as a direct result will benefit those in their region or nationally.
- Developed effective ways that minimise the impacts of disability or death after road trauma locally, regionally or nationally.
- Worked with local, regional or national organisations and bodies to put in place emphasis on patient care and/or improve response time for road crash patients.
- Worked with other local, regional or national organisations or agencies to improve response times.
- Used an application of unique skill or creative imagination to solve problems associated with the response to road trauma and road trauma victims.
- Developed new services for population groups that traditionally struggle to access healthcare.

## 2. National Award for Road Safety

The National Award for Road Safety, recognises outstanding achievements by industry professionals from non-profit organisations, and private and public organisations which improve road user safety through excellent practice, design or technical application in public education and prevention initiatives.

This may include initiatives across all modes of land transport and may include engineering and technology, network safety optimisation, demand management and road crash reduction.

In some circumstances a group of persons may have been involved in the project being nominated. When nominating multiple people we require the details of each individual involved. Please refer to Award Entry Guidance for further information.







## Award Examples

Examples may include:

- Projects or programs that use innovative concepts at a local, regional or national level.
- Innovative management approaches to overcoming workplace road safety.
- Innovative interventions to an identified road trauma risk.
- Effective communication or marketing programmes or campaigns that promote safer roads and safer driving.
- Improved processes that significantly enhances road safety in areas such as planning, programming, project delivery, construction, and/or maintenance.
- Strengthened capacity for infrastructure, roadworks site safety, construction quality, data management, performance tracking, monitoring and evaluation.
- Improvements generating greater public awareness that produces a positive change in transportation safety culture e.g. community events, media publications.
- Addressing an identified need, enhancing an outcome, or improving a product, service, process or system that as a direct result will benefit the wider community, particularly those in their region or nationally.
- Road safety initiatives, schemes or products that are proven to contribute to improved road safety, particularly for those in their region or nationally.

### 3. National Award for Community Service

The National Award for Community Service recognises members of the community who have provided outstanding care or support to a road trauma victim at a road crash site or made an influential difference to their treatment, recovery or rehabilitation.

This Award is open to members of the general public who do not meet the criteria for the National Emergency Response and Healthcare Award.

In some circumstances a group of persons may have been involved in a single incident.

When nominating multiple people we require the details of each individual involved. Please refer to Award Entry Guidance for further information.





## Award Examples

Examples may include:

- Making an influential difference, contribution or assistance at the scene of a road crash, such as acts of notable courage, rendering life saving first aid, life saving site logistics or the minimisation to serious injury and harm.
- Providing excellent service or care at the community level and offering outstanding support within primary healthcare, post trauma or personal healthcare.
- Community service directed towards the rehabilitation of those directly impacted by road trauma based on personal (or professional) capacity.



## Award Entry Guidance

In preparing an application, the Executive Committee requires a detailed account of the nominees contribution, particularly addressing how their service could be considered extraordinary.

- Please ensure you have referred to the New Zealand Road Safety, Emergency Response and Healthcare Awards Criteria, Nomination and Evaluation Process. We suggest you prepare your entry submission in advance and give yourself plenty of time to complete the nomination process before the deadline.
- Submit your nomination online at [www.roadtrafficaccidenttrust.org.nz](http://www.roadtrafficaccidenttrust.org.nz) and click 'Nominate Now'. Paper nomination forms are also available should they be required. Please contact the Awards Secretariat.
- Complete the appropriate Assessment Criteria for the applicable Award category and note that a 500 word limit applies (in total).
- Links to multimedia may also be included in the submission or submission attachments.
- Letters of support for the National Award for Community Service are compulsory, the Awards Secretariat may be contacted for guidance.
- Submissions for the 2025 Awards will be accepted from **09.00am, Sunday, 1 June 2025** until **11:59pm on Tuesday, 30 September 2025**.
- Please note, no late submissions will be accepted.

The New Zealand Road Safety, Emergency Response and Healthcare Awards Executive Committee have an agreement with the New Zealand Honours Unit, Cabinet Office, that if any significant or deserving nomination deemed by the Executive Committee to meet the criteria for recognition by the New Zealand Royal Honours System, including the New Zealand Government Bravery Awards, then the Applicant will be notified by the Executive Committee by way of letter.

The formal decision to proceed with an Award nomination or withdraw the application, to instead nominate for a New Zealand Royal Honour, will be made by the Nominee and/or Applicant.

# Award Nomination & Evaluation Process

- Nominations open at **9.00am on Sunday, 1 June 2025** and close at **11.59pm on Tuesday, 30 September 2025**.
- Nominations must not exceed the word limit applied to each Award category.
- Upon submission nominators certify the accuracy of the credentials of the nominee.  
Nominators may choose to decide whether they wish to formally notify the nominee of the application or whether it should remain confidential.
- All nominations must be submitted, using the online submission form, to the New Zealand Road Safety, Emergency Response and Healthcare Awards Executive Committee via the Trust's website.
- The New Zealand Road Safety, Emergency Response and Healthcare Awards Executive Committee will review nominations based on the significance of the nominee's contribution to the reduction of road trauma, and effective change implementation to a product, service, process or system that as a direct result will produce a long-term benefit to those in their region or nationally.
- Nominations for the Emergency Response and Healthcare Awards and National Award for Road Safety must be accompanied by a letter of support from the nominee's Manager. Nominations should be checked for accuracy prior to submission. Any nomination form that does not indicate manager's consent will be disregarded.
- Nominations for the National Award for Road Safety should be supported by information regarding the impact of the initiative in preventing road trauma (preferably the results of a post-implementation evaluation rather than a pre-implementation estimation), in the nation or region.
- Self-nominations or non-organisation nominations for the National Award for Community Service will not be accepted without one written reference in support being provided by a reputable organisation, such as the New Zealand Police or a Te Whatu Ora - Health New Zealand.
- Nominees must agree to be contacted by a representative of the Road Traffic Accident Trauma Charitable Trust trading as the National Road Trauma Centre ('Trust'), to verify any information submitted and the eligibility of the nominee.
- Nomination in a previous year does not prevent a nomination again for future Awards. However, any new nomination must focus on a different significant contribution or updated long-term contributions.

## Award Nomination & Evaluation Process

- If any nomination deemed by the Executive Committee to meet the criteria for recognition by the New Zealand Royal Honours System, including the New Zealand Bravery Awards, the nominator will be notified by the Executive Committee by way of letter. The formal decision to proceed with a New Zealand Road Safety, Emergency Response and Road Safety Award nomination or withdraw the application, to instead nominate for a New Zealand Royal Honour, will be made by the nominee.
- Unless relating to long-term contributions by a nominee, any nomination should be related to a road crash (or crashes) that occurred within the previous two years before the nomination closing date.
- All applicants must be deemed to be a 'fit and proper person'. In general terms, a fit and proper person is a person who is someone of good character, who abides by the laws of New Zealand and elsewhere, and is likely to continue to do so. A 'person' may be an 'individual' or an 'organisation', that does not have past complaints or history of behavioural problems especially relating to transport-related safety. History of significant transport-related offences, or criminal convictions (in New Zealand or overseas), includes charges and convictions relating to violence or sexual offences, drugs or firearms offences, or offences involving organised criminal activities.
- The Executive Committee will meet in early October to decide on the official Award recipients.
- Until Award winners are announced, the Executive Committee's deliberations and decisions are confidential. The Executive Committee is not permitted to discuss or disclose the contents of nominations outside the confines of the Executive Committee discussions and meetings. All papers in relation to the Awards are the property of the Trust.
- If applicable, the Executive Committee, at their sole discretion, may choose one further Award recipient per category.
- The Executive Committee's decision is final and made at its sole and complete discretion. No correspondence will be entered into.
- Winners will be notified by phone and email after the nomination close-off date by a representative of the Trust by **mid October 2025**.



## Award Nomination & Evaluation Process

- Winner's details, such as name, employer, workplace, imagery and other details as provided in the nomination will be released to selected media prior to the Official Awards Ceremony. If required other significant parties may be informed.
- Winners will be invited to attend the annual Awards presentation as part of the Official Awards Ceremony, where the recipient/s will receive their Award and be invited to respond.
- Winners may be asked to engage in a brief media interview (which would include photographs) with the Trust. The information provided in the interviews may be used for promotional or publicity purposes by the Trust.
- If the National Award for Emergency Response and Healthcare or Road Safety recipient is not present at the Official Awards Ceremony the Award will be presented to the recipient's regional representative and the region will take responsibility for presenting the Award to the recipient at a suitable occasion.
- If the National Award for Community Service recipient is not present at the Official Awards Ceremony the Award will be presented to the recipient by a suitable representative or a member of the Executive Committee at a later date.
- Winners will be responsible for arranging their own accommodation and travel requirements.
- It is intended and agreed that the conduct of the New Zealand Road Safety, Emergency Response and Healthcare Awards shall not give rise to any legal obligations or duties, valid or enforceable in any way against the Trust.

---

## Confidentiality

Upon receipt, applications are collated and prepared by the New Zealand Road Safety, Emergency Response and Healthcare Secretariat for presentation to the Executive Committee.

All nominations are strictly confidential and the information provided will be used only to assist the Executive Committee in considering the merits of the nomination.

The New Zealand Road Safety, Emergency Response and Healthcare Awards Executive Committee and Awards Secretariat keeps all nominations confidential to respect privacy. We ask for the cooperation of nominators and others involved in respecting this policy.

# The Medallion

## SPECIFICATIONS

**Design:** Antique Laurel Medallion

**Colour:** Gold

**Size:** 50mm diameter with 25mm dia. blank space for engraving.

**Engraving:** Recipient name and formal Award category.



## WEARING OF MEDALLION

The New Zealand Road Safety, Emergency Response and Healthcare Award medallion specifications have been specifically designed to utilise the design benefits of a medal, without the broader issues around the approval of wear on formal uniform for recipients.

For further information, please refer to the formal guidance *'Rules relating to the acceptance and wearing of Commonwealth, foreign and international Honours by New Zealand citizens'*, issued by the Department of the Prime Minister and Cabinet.

# The Laurel Wreath

## MEANING

A laurel wreath is a round wreath made of connected branches and leaves of the bay laurel (*Laurus nobilis*), an aromatic broadleaf evergreen. The symbol of the laurel wreath traces back to Greek mythology.

In common modern idiomatic usage, it refers to a victory. This is the very essence of the Awards, to recognise and honour outstanding contributions of individuals who make an influential difference. Their achievements deserve to be recognised with a legacy that will last a lifetime.





## Governance

The Road Traffic Accident Trauma Charitable Trust trading as the National Road Trauma Centre is a dedicated charitable organisation committed to enhancing the lives of others. The Trust recognises the importance of appropriate governance and the integral role it plays in the day-to-day life operational as a charitable organisation. Adherence to high standards of governance allows the Trust to optimise organisational performance, establish appropriate risk management systems, create sustained value for the community.

The Road Traffic Accident Trauma Charitable Trust trading as National Road Trauma Centre governance practices are continually reviewed and updated to reflect industry guidelines and standards, and compliance under the Charities Commission.



## Executive Committee

The New Zealand Road Safety, Emergency Response and Healthcare Awards Executive Committee is represented by well-respected members of the community practising in either community service, medical science, risk management, engineering, road safety, or emergency services and representatives from relevant central government agencies.

The purpose of the Executive Committee is to:

- Annually review and provide feedback on the Awards criteria as required.
- Provide oversight of the Awards process and provide feedback on Awards as required.
- Review Award nominations fairly and impartially.
- Ensure sufficient due diligence has been provided by the Nominee to ensure Award recipients are deemed 'fit and proper' persons.
- Provide recommendations on recipients for the Awards. If the vote is not unanimous, then a vote of two thirds majority would apply.
- Provide formal advice on other matters as required to the Trust.

## Awards Executive Committee

### **PROF. MIKE ARDAGH**

Emergency Medicine Specialist  
**University of Otago**  
**Te Whatu Ora - Health New Zealand**

### **MARK BAILEY**

Health Partner - Acute Services  
**Accident Compensation Corporation**

### **SARAH DEAN**

Trustee and Founder  
**RTA Trauma Charitable Trust trading**  
**as National Road Trauma Centre**

### **INSPECTOR JOHN FAGAN**

Road Policing Manager: Northland  
**New Zealand Police**

**PETER GALLAGHER**

Chief Advisor Operations  
**Fire and Emergency New Zealand**

**PROF. GARY HOOPER**

Head of Department  
Orthopedic Surgery &  
Musculoskeletal Medicine  
**University of Otago**  
**(Christchurch)**

**FABIAN MARSH**

Senior Manager, Road Safety  
**New Zealand Transport Agency**

**MIKE SMITH**

**Interim Chair NZRSERH Awards**  
Principal Transportation  
Engineer - Road Safety  
**Stantec**

**STEVE WAKEFIELD**

Director  
**Wakefield and Associates**  
Chair  
**NZ Health Innovation Hub**

**KIMBERLEY GILL**

**NZRSERH Awards Secretariat**  
National Investment and Delivery  
Manager, Fleet Services Group  
New Zealand Police

**EMERITUS PROF.****ALAN NICHOLSON**

Road Safety Specialist  
Civil and Natural Resources  
Engineering  
**University of Canterbury**

**SCOTT MORRIS**

Technical National Operations  
Manager  
**Hato Hone St John**

**IRENE TSE**

Technical Lead  
Road Safety Engineering  
Network Management  
**Auckland Transport**



## MORE HELP AND FURTHER INFORMATION

If you have any further questions, or would like to obtain an official copy of our Frequently Asked Questions Guide to support the preparation of the nomination, please contact us.

Email: [NZRSEHAWards@nationalroadtraumacentre.org.nz](mailto:NZRSEHAWards@nationalroadtraumacentre.org.nz)

Phone: 027 324 0918

