



## 1. SIGNING CEREMONY GUIDELINES FOR COUNCIL'S

Following the council resolution of the Mayoral minute, the City Of Sydney will host a "Signing Ceremony" for the "Declaration of Support" and appointment of Councillors as Goodwill Ambassadors at the next council meeting. The Declaration includes two copies (*recommend Framed A3 heavy bright white stock, landscape full colour*) and include WKA & Council logos with signature spaces for all councillors and CEO. The formalities include a 7 minute presentation by Chair of World Kindness Australia to council with an invitation to answer questions allowing a total 10minutes. The Mayor would respond on behalf of the City and suggest a brief adjournment for either a morning tea or supper with community leaders, local MPs media. Note; Councillors who may be absent can pre-sign prior to the event, alternatively all councillors can sign declaration beforehand or on arrival to council meeting leaving the physical signing for the photo to the Mayor and appointed Goodwill Ambassadors. During the Signing Ceremony the Declaration of Support can be on display on a prominent desk (or alternatively easel and or projected on to a screen) with two seats, to allow a photo opportunity for the signing. (Note: Two Declarations for signing, one to present to WKA and one for public display at City Of Sydney.) Ideally the photo will be of the Lord Mayor and Councillors with WKA board members and a representative of the peak global body's The World Kindness Movement, eg current General Secretary. The WKA logo will appear in an appropriate corner of the certificate in line with the city's branding guidelines (Expected duration 45 minutes)



Gold Coast  
Council sign

(Right Captain Kindness at Council event 2013)

## 2. COUNCIL MEMBERSHIP CERTIFICATE

The City will in turn receive a "Certificate of Membership" signed by WKA Secretary and WKM General Secretary presented to the Mayor and appointed Goodwill Ambassadors by WKA Chairman. Following official presentation, the Membership Certificate will be on display with the Declaration of Support. The Certificate will also be framed in A3 Landscape with on bright white heavy stock. The WKM logo will appear in bottom centre of Council Membership Certificate with words "Official Secretariat To The World Kindness Movement"



## 3. BRANDING Landing Page & Social Media

The WKA logo is made available to promote World Kindness Week, for the City's email signatures "Facebook" and website with a hyperlink with the words "Proudly Supporting World Kindness Australia" The City of Sydney logo is also promoted on WKA website with hyperlink to specific Council Kindness landing page. Council's Landing Page includes photos of signing ceremony and media release as to the reasons Council is actively engaged in the global campaign. (Note as the first Capital



City in the world to sign to the global campaign it is important we set the standard for other international cities to follow.)  
Please see below suggestions of content for a proposed template for Councils landing page:

1. Insert Council Logo + WKA & WKM Logo Hyperlink
2. Video message from the Mayor & or Goodwill Ambassadors
3. Copy of Council's signed Declaration of Support
4. Copy of Kindness Policy PDF (To be developed in a collaborative environment)
5. Image Gallery + Calender for Events World Kindness Week (10<sup>th</sup>-16<sup>th</sup> Nov)  
**The BIG HUG, Flash Mob, Kindness Awards University Scholarship** etc
6. Council's World Kindness Cards links and stats eg number of active cards and total miles travelled.
7. Submit Share a Community local Kindness Story. Opportunity for public to submit stories.
8. Local News Gallery regarding organisations and community groups participating.
9. Kindness Awards Nominations Open Now (online form capturing name email contact and story)
10. Goodwill Ambassador bi monthly events (Guest speakers. activities. agenda, venues, dates, times of meetings)
11. Display logos of local Schools, Business, and Community Groups participating in the campaign as they register and appoint goodwill Ambassadors.(see online registration at wka)
12. Submissions of Support for City of Sydney to be officially listed as a World Kindness City, from local MPs, businesses, schools, individuals, community groups, sports clubs etc.

## **APPOINTMENT OF 3 X COUNCIL GOODWILL AMBASSADORS**

Appointment of Goodwill Ambassadors are encouraged with council and amongst the various departments within council (1) Management (2) Line staff Customer Services / Rangers /Admin etc (3) Executive. Ambassadors section on landing page should include photo and 150 words providing a brief statement as to why they were nominated and accepted the role. Option to nominate City Goodwill Ambassador for the Year, based on applications in second year of campaign.

## **How to Identify a Goodwill Ambassador**

A Goodwill Ambassador is someone who makes a difference to others with a simple smile or hello. They offer a helping hand when your hands are full, or an invitation to join in rather than leave someone standing alone. They can be any one, however they stand out, they have the presence of somebody who is willing and capable of making a difference because they choose to do something rather than nothing.

**Goodwill Ambassador Are ;**  **Friendly**  **Understanding**  **Positive**  
 **Grateful**  **Compassionate**  **Resilient**  **Passionate**  **Inspiring**  
 **Respectful**  **Determined**  **Forgiving**  **Humble**  **Honest**  **Kind**

*(Right WKM Celebrations in China following Aust PM's Message)*



#### 4. GOODWILL AMBASSADORS

As a Goodwill Ambassador for the Council, you will be undertaking to support the city's ongoing kindness campaign which the council has undertaken. Whilst it is about the promotion of events leading up to World Kindness Week in November, it's also about engaging the whole village to create a better environment within the greater community by promoting the good work that is being done by individuals and or groups within all sectors of the community.

#### IT'S ABOUT WALKING OUR TALK

- Ambassadors will be asked to sign, with other members of the council a Declaration of Support for World Kindness Australia's (for publication) endeavours in creating a kinder society.
- Ambassadors will be asked to work within their own networks/departments either (directly or through social media) to raise awareness on events leading up to World Kindness Week updating council on the progress of the campaign both locally and internationally.
- Ambassadors will be actively involved in the celebration of The World Kindness Week through attending events such as **THE BIG HUG, THE COOL TO BE KIND AWARDS - GLOBAL FLASH MOB, A CONVERSATION ABOUT KINDNESS IN OUR COMMUNITY** and **WORLD KINDNESS DAY DINNER** where you may be asked to be a speaker at public engagements and forums.
- Working within the community on a volunteer basis, Ambassadors will be directly involved in bringing about positive change by raising awareness to the important role kindness plays in our society.
- Ambassadors will be asked to identify goodwill initiatives within the community in the lead up to World Kindness Week and through Council and WKA raise awareness to the good work that's being done by individuals and organisations.
- Ambassadors will be invited to meet periodically (once every 2 months) attend network evenings to share ideas and communicate their progress as major events unfold leading up to World Kindness Week.
- Ambassadors may from time to time be requested for media engagements, interviews, join panels, forums to address current events in which Kindness could be a factor.
- Ambassadors will highlight the importance of engaging the whole village in raising the child seeking opportunities to introduce the campaign and engage participation..
- Ambassadors may from time to time, be invited to address staff, public meetings panels, schools, sports clubs and or organisations encouraging them to celebrate World Kindness Week by implementing a Goodwill Ambassador program for their own projects.
- Ambassadors may be asked from time to time to acknowledge and present individuals, students and or organisations with "Cool To Be Kind Awards"



**5. MEDIA RELEASE;** A media release is recommended to announce the Council's Membership to WKA and launch Community Campaign following the "Signing Ceremony" both to internal and external stakeholders eg Council Staff, Community Groups, Chambers of Commerce , Local Members of Parliament, local business owners and of course schools and universities.

## **6. Mayoral Letter**

Example (from Mayor of City Council in NSW Australia)

**Mayoral Letter to Sports Clubs | Schools | Universities | Chamber of Commerce | Businesses | Community Groups | Ratepayers**

Following Her Excellency, Professor Marie Bashir, Governor of NSW, Letter of Support and Goodwill Ambassador function at Government House for World Kindness Week, The City Of Sydney Council unanimously passed the motion signing a "Declaration of Support" to join World Kindness Australia (WKA) in its worthy endeavours to create a kinder society for our children to ultimately inherit. WKA is the secretariat to the peak global body The World Kindness Movement which was established in 1997 as a coalition of nations to promote a global campaign which will see a kinder world realised in our lifetime. Council has appointed 3 Goodwill Ambassadors (Insert names) to drive and network the campaign leading up to World Kindness Week (10-17 Nov) Kindness is the common thread that binds us all and supports the good work that is being done within our community. Our Goodwill Ambassadors will work with the community leading up to World Kindness Day on the 13<sup>th</sup> of November to support, promote and recognise community goodwill initiatives inviting your organisation to do the same. We will also be acknowledging schools, businesses and community groups who go out of their way to make our world a little kinder and will be asking for nominations for the "Cool To Be Kind and the Courage of Kindness Awards"

Council is inviting schools, businesses and community groups to join the campaign and share with us their own initiatives which contribute to "The Village Raising the Child.

We will also be launching in collaboration with World Kindness Australia, our Community World Kindness Cards to recognise acts of kindness in our community which can be passed from one person to another. Each recipient can follow the cards journey on Google Maps as it collects miles and smiles. We encourage you to launch a World Kindness Card as we embark on this important initiative leading up to World Kindness Week. An information day on upcoming events such as **The BIG HUG & GOODWILL AMBASSADOR EVENTS** will be announced for schools, Business, Community partners and members of the public to participate in. If you would like to be involved in your village to bring about positive change, please register your interest at [Ambassador@worldkindnessAustralia.org](mailto:Ambassador@worldkindnessAustralia.org) email [ambassador@cityofsydney.nsw.gov.au](mailto:ambassador@cityofsydney.nsw.gov.au)



We look forward to working with our community to drive a campaign of goodwill through the common thread of kindness.

Kind Regards,  
**Lord Mayor City Of Sydney**

## DECLARATION OF SUPPORT

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(Insert CITY OF SYDNEY Logo)

(Insert WKA Logo)

### CITY OF SYDNEY COUNCIL DECLARATION OF SUPPORT

*As duly selected Councillors of the City Of Sydney, we the undersigned, hereby declare our ongoing support to World Kindness Australia's endeavours to create a kinder society for our children to ultimately inherit. The CITY OF SYDNEY is honoured to be a Council Member and each year our appointed Goodwill Ambassadors will support the global campaign with events acknowledging schools, individuals and organisation's initiatives leading up to World Kindness Week.*

Lord Mayor \_\_\_\_\_ Deputy Lord Mayor \_\_\_\_\_ Councillor \_\_\_\_\_  
Councillor \_\_\_\_\_ Councillor \_\_\_\_\_ Councillor \_\_\_\_\_  
Councillor \_\_\_\_\_ Councillor \_\_\_\_\_ Councillor \_\_\_\_\_  
Councillor \_\_\_\_\_  
CEO \_\_\_\_\_ Date 15th of June 2014



*(Framed A3 landscape heavy bright white heavy stock. Includes group photo opportunity of signatories at signing ceremony. Suggest having Declaration of Support pre-signed excluding Lord Mayor & Goodwill Ambassadors who will sign for photo op)*

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**World Kindness Information Day** hosted by Council; Post the Signing Ceremony with a focus on engaging the community, it is recommended Council host an intimate Morning Tea / Lunch/ Cocktail or Dinner function for Business Leaders, Schools and Community Leaders, who work closely with Council. Potential Keynote speakers could include representatives such WKA Chair, Lord Mayor and representatives from Business, Politics, Academic, Media and Sporting identities.

Topics suggested for Keynotes which can be introduced in Information Day (1hr presentation and 10min Q&A)

**“What Business Does Kindness Have In Business”** How to embed Kindness in the Workplace. Chamber of Commerce

**“Global Strategies for A Kinder World”** How Local Government Influences Global Change. (Government NGOs Universities)

**“Duty of Care vs Our Care Factor”** Does the Burden of Compliance justify detachment? (Health, Unemployment)

**“Class Acts of Kindness”** Kindness from the classroom to the staffroom.

### City Of Sydney Goodwill Ambassador

Councillor's Letter of Introduction to Community Leaders to raise awareness to the campaign.

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**GOODWILL AMBASSADOR'S LETTER** (example only)

Dear .....

*It is with great pleasure that I can advise of my appointment as a Goodwill Ambassador representing The City of Sydney following our Council resolution to support World Kindness Australia's (WKA) endeavours to create a Kinder World. World Kindness Australia is an NGO which is an industry peak national body and the current Secretariat of the peak global body The World Kindness Movement. It has no political or religious affiliations. Its primary objective promotes kindness as a positive alternative to address many issues challenging our local & global communities. WKM's mission is to inspire nations and our world leaders that a kinder world can be realised in our lifetime.*

*World Kindness Australia partners with local government bodies, schools, businesses and NGOs appointing a network of Goodwill Ambassadors from the classroom to the staffroom and from the boardrooms to our corridors of government. The campaign has already received international recognition and more cities are joining with the City of Sydney which is the first Capital City in the world to sign up to the global initiative. A growing number of organisations across the nation are in the process of joining the campaign appointing Goodwill Ambassadors. I invite you to visit our Council's Kindness Page [www.cityofsydney.nsw.gov.au/worldkindness](http://www.cityofsydney.nsw.gov.au/worldkindness) & [www.worldkindnessaustralia.org](http://www.worldkindnessaustralia.org) to register your interest to attend an information day to share ideas and learn how you and or your organisation can participate.*

*Below BIG HUG Banner*

Kind Regards,

Councillor .....  
Goodwill Ambassador  
CITY OF SYDNEY COUNCIL

**THE BIG HUG ON BONDI BEACH**

**SUNDAY 11th NOVEMBER 2012 AT 9:45AM**

PLEASE JOIN US IN FRONT OF THE LIFEGUARD TOWER  
CELEBRATING WORLD KINDNESS DAY

[worldkindnessaustralia.org](http://worldkindnessaustralia.org)





## To Do List (A Collaborative exercise)

### Tools of Engagement

- 1. Conversation “What Does Kindness Mean”** Inviting distinguished members of the community to participate in an open panel discussion around the understanding of being kind in everyday situations to the extraordinary situations.
- 2. Marketing & Communications:** Kindness Card Strategy: Design launch campaign to assist worthwhile endeavours from the money raised from card sales, Launch of Kindness Card in consultation with WKA. to assist. Develop landing page for council to post and highlight stories.
- 3. Human Resources and Community Support:** In consultation with WKA to facilitate and tailor Workshops on Embedding Kindness in our Community and in our workplace. See Kindness Policy, Add a category of Kindness to the community grants program.
- 4. Events and Community:** In consultation with WKA, working with the community invite interest to design World Kindness Week selected events: **THE BIG HUG** - Flash Mobs - Dance For Kindness - Big Picnic - Kindness Concert - Kindness Short Film Festival – Writing, Photography, Art, Public Speaking Awards And Scholarships For World Kindness. Football, World Kindness Cup (teams representing various nationalities within community) Identify Potential interested parties eg Toast Masters, TropFest, Opera House, Rotary.
- 5. National Kindness Conference Nov 2015**  
Discuss co-hosting conference, sourcing sponsors for Hospitality & Tourism Partners.
- 6. City Kindness Awards;** In Collaboration with WKA Identify those individuals and organisations within the community who tick all the boxes Ambassadors of Goodwill acknowledging them with Cool To Be Kind and Courage of Kindness Awards. Suggest collaborating with NSW DEC, NSW Department of Family and Community Services and the NSW Department of Sport and Recreation, NSW Tourism.
- 7. Sourcing Potential Partners** in Business, Chambers of Commerce, Education, Sport, Health, Government and NGO's to join Kindness campaign announcing their participation at an appropriate event though invitation from the Mayor's Office.
- 8. World Kindness Movement Youth Council,** Source Local Youth Executive, Nominate Delegate for World Kindness Youth Council to lead delegation to United Nations. Courage to Be Kind Awards Cool To Be Kind Awards.
- 9. Goodwill Ambassador Events** Attending / Hosting Bi monthly network events to engage, share and create ideas with members of the community. *Next Event TBC, NSW Parliament House, Council Goodwill Ambassador Dinner 6<sup>th</sup> August 2014*
- 10. Kindness Index** Survey to be implemented with focus groups prior to going to community. Measuring the perception of kindness within all sectors of the community. In consultation with researcher Eva Cox, adviser to WKA Board.



## Helpful Tips When Intending To Pass On A Kindness Card

For those organisations about to embark on launching a new kindness card please register your receipt of the card at the website on the card and thank the person / organisation who gave it you. Your Card is now ready to start a journey collecting miles and smiles. Some maybe unclear on how to present the card so below is an example only however feel free to choose your own words covering key points highlighted. Instructions are on the back of the card but we thought this will help. When registering the card for the first time you activate it by just following the prompts on the pages advising of the registration. Cards can be posted by regular mail and the below can be copied and pasted to assist.







*"I was given something and told not to keep it but to hold on to it until an appropriate time when I found someone deserving. I think the appropriate time is now and that someone deserving is you.*

*I would like to acknowledge you for.....*

*(If physically handing the card Present Card to show but hold on to it until you finish) Now this is not just a plastic card, it has travelled a long way collecting a journal of stories and miles because it is linked to Google Maps. When you go to this website enter this card number and you will not only see where the card has been and the stories it has collected at each location you will see the story I just added about you.*

*All I ask is that you not to keep it but to hold on to it until an appropriate time when you find someone deserving, return to the website, enter the card number and enter the story of the act of kindness you witnessed or were the recipient of, and why you intend to pass the card on asking the new recipient of the card to do the same"..*(Hand the card over to the deserving person) Now even after you pass the card on, every time it is used and a story is registered with this card number, it will send you and everyone who has been connected with it an email inviting them to click on a link to see where the card is and what act of kindness it is acknowledging with a total of miles travelled.**

Card Number: 0000549

-  Jin - Seoul, Seoul, ,South Korea  
 Received World Kindness Card via Nigeria and look forward to finding a deserving person to acknowledge their act of kindness.  
 Date: 28/08/2014
-  Stephen - ,Lagos,Nigeria  
 No one has ever become poor by giving. This fact was a reflection of what I experienced sometime ago, one afternoon on my way to my office, I saw an [More](#)  
 Date: 11/07/2014
-  Nirmala - Mumbai,Mumbai,Maharashtra,India  
 Kindness Unlimited along with the employees of Densul Aegis Network recently distributed raincoats and chocolates to laborers who work hard in the city of mumbai - the aim was to [More](#)  
 Date: 07/07/2014
-  Nirmala - Vile Parle,Vile Parle,Maharashtra,India  
 Receiving WKM World Kindness Card and looking to pass it on and recognise an act of kindness somewhere in the world



*Sharina is caring!*

*Enjoy Your Goodwill Hunting.*

