

Outstanding advocate

This category recognises people who truly make a difference to the world through their advocacy practice. We are looking to celebrate individuals whose contribution has directly led to improvements or change for people or organisations.

Judging Criteria

Judges will be looking for examples and evidence of advocates who have shown outstanding practice. There is no formal scoring system – credit will be given for individual merit. However you may wish to consider the following areas in your nomination. Remember to give evidence (or examples) wherever you can to support what you are saying (otherwise the judges have nothing to base their decision on).

Making a difference: Credit can be given for nominations that can show the difference(s) the advocate has made (the bigger the difference, the bigger the credit). You may want to focus on one occasion the advocate made a difference or give more than example. Remember to show the *impact* the advocate has made.

Overcoming adversity: Judges can award credit to nominations that recognise any adversity or challenges the advocate has overcome in order to make the difference

Personal strengths: Nominations that can show extraordinary commitment, tenacity, passion or a powerful belief in the difference advocacy can make, are likely to be awarded credit. You may wish to consider what may be considered 'good' advocacy and show the judges how you feel the nominee goes above and beyond what is expected.

Raising standards: Credit may be given to nominations that show how the person has raised standards, improved or developed. This could be personal growth, learning new skills or developing new and better ways of acting as an advocate.