

# Recognition of members acknowledges the service of all

**It's been a successful year for the Australian Federal Police across a spectrum of operational and business activities. Members have been recognised for their contribution to law enforcement both in Australia and abroad, while the AFP's leadership in raising awareness of significant policing issues helped to secure a prestigious international award at Cannes.**

Often the work of the AFP goes unremarked, seen as part and parcel of the work being done in service to the community. However this year four members received special recognition from the Australian Governor-General Quentin Bryce, who awarded two Assistant Commissioners with the highest policing medal available.

National Manager International Deployment Group Frank Prendergast was awarded the Australian Police Medal (APM) in recognition of his distinguished service to the AFP, including his contribution to federal and international policing operations.

National Manager Serious and Organised Crime Kevin Zuccato received his APM for distinguished service and his contribution to federal investigations, including the fight against technology-enabled crime.

The presentations followed official recognition in this year's Queen's Birthday Honours List.

Also honoured by the Governor-General was Protective Service Officer Robert Brown. He was presented with a Bravery Medal for his role in the attempted rescue of a

15-month-old child, who drowned in 2008 after falling into waters off the NSW coastal town of Tathra.

Commissioner Tony Negus said the awards acknowledge the personal efforts of members in carrying out their professional duties while upholding the AFP's values across all aspects of their life.

"The Australian Police Medal is awarded to police members for distinguished service and gives recognition to members of Australian police forces for their commendable service to the community," he said.

I would like to congratulate each of the recipients on their award and thank them for their contribution."

Also acknowledged by the Governor-General was retired Assistant Commissioner Denis McDermott. He received an Order of Australia for his distinguished service to community policing in the Pacific Region.

On two separate occasions he returned from retirement to work on international peacekeeping operations, finishing his career as Commander of the Participating Police Force in the Solomon Islands.

In addition to being recognised through the Australian honours system, Mr McDermott also received the Solomon Islands Independence Day Award.



- 01:** Assistant Commissioner Kevin Zuccato received his Australian Police Medal from Governor-General Quentin Bryce.
- 02:** Assistant Commissioner Frank Prendergast received his Australian Police Medal from Governor-General Quentin Bryce.
- 03:** Protective Service Officer Robert Brown received his Bravery Medal from Governor-General Quentin Bryce.
- 04:** ACT Policing was awarded the Best Station Produced award at the Australian Commercial Radio Awards.



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Mr McDermott is modest about being presented with the awards, saying his role was part of the overall effort made by the AFP and other international police forces deployed to the Solomon Islands as part of efforts to bring the rule of law, justice and security to the country.

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## Community Policing efforts recognised

The efforts of ACT Policing to stem the tide of accidents caused by drink driving have been recognised during 2010.

A radio commercial produced by the ACT Media and Marketing team for local radio in Canberra won the Best Station Produced award at the Australian Commercial Radio Awards.

Focusing on the personal impacts of drink driving, the series of four commercials highlighted the consequences

for those who choose to drink and drive when over the limit.

ACT Policing Traffic Operations Superintendent Mark Colbran said winning the award reflects the level of creative skills in ACT Policing.

"It's a continual challenge to generate a message which makes people rethink risky decisions or driving behaviour," he said.

"Winning the award acknowledges the hard work completed behind the scenes by members to make a successful marketing campaign and I am

pleased that these efforts have been recognised."



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**05:** Attendees at the Australasian Council of Women and Policing Excellence in Policing Awards function. **06:** Screencraft representatives at the Cannes Corporate Media and TV Awards.

## Recognising wonderful women

At the Australasian Council of Women and Policing Excellence in Policing (ACWAP) Awards, Federal Agents Peta Maddigan and Leisa James were recognised for their contribution to law enforcement careers for women.

Recognising the important role research plays in finding out how career streams for women can be improved, Federal Agent Maddigan was Highly Commended for her research thesis regarding career progression. Titled *Women and Career Advancement: A Case Study in the Australian Federal Police*, the paper examines the barriers sworn female AFP members face in gaining promotion.

Federal Agent James received the Audrey Fagan Memorial Award for displaying exceptional qualities as a mentor and providing leadership to female police officers in Australia and Indonesia.

## A win at Cannes

In 2010, the AFP also received accolades for its creative talents when the efforts of the Corporate Communications team were recognised at the internationally prestigious Cannes Corporate Media and TV Awards.

The 2009 National Missing Persons Week campaign, which was created in conjunction with the Canberra-based production company Screencraft, won the Silver Dolphin, edging out 26 others from prestigious companies including BMW, Bayer and Mercedes.

The commercial was the culmination of the creative efforts of AFP members Marina Simoncini, Greg Primmer, Mike Punch, the National Missing Persons Coordination Centre and the Screencraft team.

It focused on four families sharing their stories of loss and anxiety, reflecting on the campaign's theme: *Not knowing is like living in darkness*.

Manager Corporate Communications David Sharpe praised the efforts of the staff members involved.

"Winning the Silver Dolphin shows the commitment and hard work of Corporate Communications team members," he said.

"We have built a very strong team over the past year and I am pleased that their efforts have been publicly recognised at such a prestigious event."

National Missing Persons week is held each August to raise awareness of the issues and impacts surrounding missing persons. An estimated 35,000 people are reported missing each year in Australia, equating to one person every 15 minutes.

