

Monday 10 August 2015

## **CITY OF RYDE COUNCIL WINS PRESTIGIOUS COMMUNICATION AWARD**

City of Ryde Council has won the coveted ***Excellence in Communication*** Award at the 2015 Local Government NSW Awards for its successful 'Securing our Future' Special Rate Variation (SRV) Campaign.

City of Ryde took out the top honour for Excellence in Communications (populations of 100,000+) which included entries from Councils right across NSW.

Ryde Mayor Cllr Bill Pickering said the Award recognises the incredible effort and professionalism that Council staff demonstrate in handling very difficult subjects.

"The work was thorough, thoughtful and showed mature handling of what can only be described as a complex subject in seeking a mandate from residents to increase rates over and above the annual rate peg.

"This, combined with intelligent planning, excellent stakeholder engagement and analysis, and a clear concise publication with plain English wording, resulted in a project that significantly over-achieved its communications and end-result goals.

"I congratulate our talented and professional staff for their outstanding work. Their efforts have ensured that Council has secured long-term financial sustainability for current and future generations" Cllr Pickering said.

Local Government NSW Awards are held annually to recognise outstanding examples of communication excellence and community reporting in line with best practice standards. They are presented to those organisations and communicators who have achieved outstanding success from innovative and effective communication practices in the local government sector.

Local Government NSW judges described the City of Ryde's entry as "*a well thought out campaign and a strong communication message for what is a hard topic to inform on and especially engage about. Ryde showed great innovation and one of the stand-outs was the educational video that delivered a complicated topic in a clear message and made it interesting and relevant.*"

City of Ryde General Manager Gail Connolly said the SRV was a difficult and complicated message to take to a diverse audience with complex communications needs. "Our staff did a brilliant job, working across all units of Council to streamline messaging, consolidate resources and package communications so that it was understood by all.

"The positive feedback Council received from a large section of the community, the success in securing the support of residents and the ultimate granting of a Special Rate Increase by IPART was the result we were seeking. The receipt of this Award is further testament to the quality of our staff who work with limited resources, very tight budgets and generally in very restricted timeframes. We are indeed proud of the result."

To view the City of Ryde Securing our Future campaign go to:

<http://www.ryde.nsw.gov.au/haveyoursay/Past-Have-Your-Say/Securing-our-Future-Councils-Special-Rate-Variation>

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