



MEDIA RELEASE

DOUBLE WIN FOR PARKES SHIRE COUNCIL AT THE LOCAL GOVERNMENT WEEK AWARDS

Parkes Shire Council has taken out top honours in two categories at the 2020 Local Government Week RH Dougherty Awards for the 2019 Parkes Elvis Festival Communications Strategy and Council's event activations for the 50th Anniversary celebrations of Parkes' role in the Apollo 11 mission in July 2019.

The RH Dougherty Awards are held annually during Local Government Week, recognising and encourage greater understanding and communication by councils to their local communities.

LGNSW President Linda Scott was joined by Local Government Minister Shelley Hancock in congratulating the award recipients in an online presentation ceremony hosted yesterday 6 August 2020.

"Councils provide local leadership and these awards, along with Local Government Week, highlight just some of the services and support they are committed to providing," Cr Scott said.

Parkes Shire Council earned the accolades in both the Excellence in Communications and Innovation in Events categories in Division A, population less than 30,000.

The Parkes Elvis Festival Communication Strategy was recognised for *Excellence in Communication* of their multifaceted communication strategy for the 2019 Festival which targeted new visitor markets through creative public relations and strategic media engagement, while implementing new and improved informational mediums including a brand new Festival website.

The *Innovation in Special Events* category was awarded to Council for its multidimensional marketing campaign and CBD event activations that complemented the 50th Anniversary of the Apollo 11 moon landing mission and the role that Parkes played in this historical world-famous event. Council worked closely with the CSIRO to leverage their events with further local activations to maximise community and local business inclusion and bolster marketing efforts and visitor economy opportunities for Parkes Shire.





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Parkes Shire Mayor, Cr Ken Keith OAM welcomed the accolades acknowledging Council staff for their efforts.

"I congratulate the Economic Development Team for their valuable contribution to growing the visitor economy for the Shire. Their expertise in strategic marketing, communication, destination development and innovative event delivery have delivered and continue to deliver significant economic and social benefits to our community in these particularly trying times of drought and now COVID-19."

Minister Hancock said this year's winners' list reflected the great outcomes hard working councils were able to achieve.

"The winners of the 2020 LGNSW Local Government Week Awards provide outstanding examples of the many things councils do to make their local communities a great place to work, live and play," Minister Hancock said.

The awards are managed by Local Government NSW (LGNSW) and are judged by leading experts in the communications field.

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Precis or Summary:	Parkes Shire Council has taken out top honours in two categories at the 2020 Local Government Week RH Dougherty Awards for the 2019 Parkes Elvis Festival Communications Strategy and the Apollo 11 Marketing Campaign and Event Activations in July 2019.		
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