

## TOO GOOD TO WASTE TAKES OUT LGNSW EXCELLENCE IN COMMUNICATION AWARD

10 August 2015

Local Government NSW has recognised SHOROC and its partner councils – Manly, Mosman, Pittwater and Warringah – as leaders for communication and community engagement, awarding the regional waste strategy “Too Good to Waste” for *Excellence in Communication* in the RH Dougherty Awards.

This most recent accolade comes on the back of winning the PIA President’s Planning Award for SHOROC’s *Shaping Our Future* strategy and receiving a Local Government Managers Australia NSW Management Excellence Awards in the category ‘Partnerships for Growth’.

“SHOROC and our partner councils are leading the way in regional planning and advocacy and these awards recognise the effectiveness of our collaboration across the region,” said SHOROC Vice President and Manly Mayor Cr Jean Hay.

SHOROC coordinated a communication campaign to inform and engage the community about *Too Good to Waste*, the strategy for managing the region’s waste and resource recovery. Stakeholders of differing backgrounds and operating environments united to adopt and deliver a regional strategy that identifies initiatives that go beyond council boundaries.

The judges commented that it was a ‘Great campaign, well executed and a shining example of what can be achieved through ROCs and County Councils.’

“We are justifiably proud of what we have achieved for this region and to be acknowledged by peers and leaders in local government is very satisfying,” Mayor Hay said.

Mosman Council was also awarded an Excellence in Communication award for its ‘There’s no such thing as the dog poo fairy’ campaign.

Strategy development has been supported by the NSW Environment Protection Authority with funding from the waste levy.

**Ends**