

## Memorandum

To: Regional Council

From: Dino Basso  
Commissioner, Corporate Services

Date: June 28, 2018

Re: **The Regional Municipality of York receives 20 International Association of Business Communicators (IABC) Awards and two Internet Advertising Competition (IAC) Awards**

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The Regional Municipality of York is the recipient of 22 communication awards.

The International Association of Business Communicators (IABC) is a global membership association with thousands of members from around the world, representing many of the Global Fortune 500 companies and the public sector. The IABC has over 100 chapters worldwide with its largest chapter being Toronto with more than 1,100 members.

Each year the IABC honours strategic communication excellence on a worldwide scale through its Gold Quill Awards. These awards recognize the innovation and passion of communicators and their advertising / marketing campaigns. The Regional Municipality of York has received the highest departmental honour in 2018 for winning the Not-for-Profit Communication Department of the Year.

With nearly 700 entries, York Region has also received the following 10 awards:

1. Invest in People: York Region's 22<sup>nd</sup> United Way Campaign
2. Your Community, Your Say: York Region Transportation Master Plan
3. #YRMatters Digital Newsletter
4. Diversity and Inclusion in York Region
5. The Gateway Conference 2017
6. Continuous Improvement program inspires employees to get involved, have a say and make a difference
7. Pledge to Ignore
8. York Region Mobile Application Launch
9. STOP on the Road: York Region Smoking Cessation Program
10. Buildings that Build People Up – York Region's Belinda's Place and Youth Hub

The IABC also has a Toronto-specific award program to recognize its efforts across the GTA through its Ovation Awards. The Regional Municipality of York has been awarded for the third consecutive year the Corporate Communication Department of the Year. York Region has additionally received the following eight IABC Toronto Ovation Awards:

1. Public Health Awareness Campaign Feedback Solicitation
2. Invest in People: York Region's 23<sup>rd</sup> Annual United Way Campaign
3. #YRMatters Digital Newsletter
4. 2017 Annex Communication Plan
5. York Region's Brand Book
6. But I Have Another Job – York Region Employees Who Are Also Dads Video
7. Child Care Fee Subsidy Media Strategy
8. The Gateway 2017 Conference

Finally, York Region has received two 2018 Internet Advertising Competition Awards:

- The [#LoveYR](#) video recognized as Best Government Video
- The [York Region Mobile App](#) recognized as Best Government Mobile Application

The Internet Advertising Competition (IAC) Awards were developed by the Web Marketing Association to honour excellence in online advertising, recognize the individuals and organizations responsible for creating innovative campaigns and showcasing award winning Internet advertising.

These recognitions represent the talent and creativity of communications staff in all departments across the corporation and their efforts to promote Regional Council-approved programs.

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Dino Basso  
Commissioner, Corporate Services

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