

Memorandum

To: Regional Chair Emmerson and Members of Regional Council

From: Dino Basso and Katherine Chislett, Commissioner of Corporate Services and Commissioner of Community and Health Services

Date: Thursday, June 25, 2020

Re: **The Regional Municipality of York receives 15 International Association of Business Communicators (IABC) Awards**

York Region is the recipient of 15 communication awards

The International Association of Business Communicators (IABC) is a global membership association representing many of the global Fortune 500 companies and the public sector. The IABC has over 80 chapters worldwide with its largest chapter being Toronto with more than 1,100 members.

For more than 40 years, the IABC honours strategic communication excellence on a worldwide scale through its Gold Quill Awards. These awards recognize communication staff working across all departments at the Region, and help progress the priorities of Council while assisting our residents to better understand the programs and services we provide.

York Region has received the highest departmental honour in 2019 for winning the Not-for-Profit Communication Department of the Year award. This is the third consecutive year York Region has received this significant achievement.

With over 600 entries, York Region has also received nine Gold Quill awards for a variety of campaigns such as:

Awards of Excellence

- Diversity and Inclusion in York Region
- The 13 Factors campaign at York Region
- Fore the Love of Golf
- Healthy Workplace Month Videos
- #jealousofmyjeans: Supporting York Region's 2019 United Way Campaign

Awards of Merit

- York Region Social Services – Stronger. Together.
- World Toilet Day #loveyr
- #yrmatters
- Connected Communicators Conference

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

Awards of Excellence

- Healthy Workplace Month Videos
- #Jealousofmyjeans: York Region's Payroll Pledge campaign for United Way
- #yrmatters

Awards of Merit

- Diversity and Inclusion in York Region
- Happiness Happens Month - #loveyr
- Supporting York Regions' Agri-Food Sector

These awards continue to recognize the ongoing innovation and dedication of communicators. Through strong communication efforts, we can educate residents on the value of our quality programs and services that help our communities thrive.

Dino Basso
Commissioner, Corporate Services

Katherine Chislett
Commissioner of Community and Health Services

Bruce Macgregor
Chief Administrative Officer

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