

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: May 17, 2019

Re: York Region receives 18 International Association of Business Communicators (IABC) Awards

York Region is the recipient of 18 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 second consecutive year York Region has received this significant achievement.

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

- #YRCares – Employee Campaign for United Way
- #loveyr – Regional Services Campaign
- ICount – Homeless Enumeration Campaign

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 for the fourth consecutive year the Corporate Communication Department of the Year. York Region also received IABC Toronto Ovation Awards for nine communication campaigns. Some highlights include:

- EarlyON Community Engagement Report
- International Day of Older Persons – Senior Strategy Campaign
- Strategic Workplace Initiative: Transforming and Modernizing Where and How We Work

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 of Corporate Services

Katherine Chislett
Commissioner of Community and Health Services

Bruce Macgregor
Chief Administrative Officer

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