

# CAMDEN COUNCIL

## Media Release

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12 December 2016

### **Camden Council highly commended in prestigious award**

The best and brightest multicultural marketing and communications campaigns were awarded in the annual Australian Multicultural Marketing Awards (AMMAs) held on Tuesday 6 December 2016, with Camden Council taking the Highly Commended Award.

The Awards recognise above the line marketing campaigns, from leading organisations, targeted at multicultural communities and Council received a Highly Commended Award in the Communities Award category for creative and innovative work to promote Light up the Libraries for Harmony Day and Multicultural March event.

Mayor of Camden, Councillor Lara Symkowiak commends Camden Council on winning a highly commended award for work to deliver two successful community initiatives.

“It’s wonderful to see works to deliver and promote both Harmony Day and Multicultural March recognised at the prestigious annual awards.”

“Council is dedicated to deliver a range of community events and initiatives each year to engage with local culturally diverse communities.”

“Council’s marketing campaign to promote both initiatives featured tailored community engagement activities including displays, posters and communications throughout mainstream and social media.”

“Council’s ongoing community initiatives provide an opportunity to put a spotlight on our local area, celebrating our rich history, while also welcoming our newest residents and celebrating the diversity and social cohesion of our growing area,” Cr Symkowiak said.

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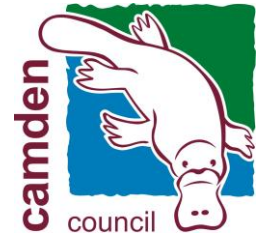
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The 2016 AMMAs received entries from a range of reputable organisations including SBS, Telstra and Western Sydney University, just to name a few. The Awards engaged a specialist judging panel of leading experts in the PR, communications and marketing industry. For more information about the Award and the AMMAs visit [www.multicultural.nsw.gov.au/awards](http://www.multicultural.nsw.gov.au/awards)

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