

## **MEDIA RELEASE**

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### **Council's community engagement enters new era**

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A new, user-friendly corporate website has been unveiled by Towong Shire Council as part of a key strategic objective of the Council Plan 2013 – 2017.

"One of our Council priorities is to improve communication and to implement feedback mechanisms to assess our engagement," said Cr Mary Fraser OAM, Mayor of Towong Shire Council.

"In August last year, Council embarked on a multi-faceted digital communications project to revamp our old website which was outdated and difficult to navigate around and to encourage greater community engagement via Facebook, Pinterest and YouTube. Australians are increasingly moving towards a digital economy and we need to be part of that."

2011 Census data showed that around 70% of Towong Shire residents have fixed internet access at home. In addition, the Australian Communications and Media Authority report a marked increase in the take up of mobile devices to access the internet. The ACMA report tabled in Parliament also states that internet users are performing more activities online more often.

Cr Fraser noted, "Following national trends in internet usage, Council is seeing increasing numbers of people engaging with us online. By developing our new user-friendly, responsive website and by having a presence in various social media channels, we can better communicate with the community and elicit their valuable feedback."

The site was designed by Empire Creative, who worked on the Towong Shire Council brand, and developed by Go Creative based in Wodonga.

Council is keen to receive constructive feedback from the community about the new site. You can 'have your say' by going to the homepage and clicking on the 'have your say' button. The new site can be found at [towong.vic.gov.au](http://towong.vic.gov.au)