



## MEDIA RELEASE

Embargoed until 31/5/19

### Launch of Hope Vale 2023

Senior representatives from government, industry and peak bodies will travel from across the State today (31 May 2019) to join Hope Vale Aboriginal Shire Council to mark a milestone in Council's history.

Council is set to launch its ambitious sustainable community and economic development strategy *Hope Vale 2023*, which will be accompanied by the long-awaited *Hope Vale Video* and community building project #WeAreHopeVale.

Acting Mayor Cr June Pearson said that Council is hosting the Hope Vale 2023 Forum at the Pullman International Cairns, bringing potential collaborators, partners and stakeholders together.

"At Hope Vale 2023 Forum, Council intends to set the course for the people of Hope Vale over the next five years," Cr Pearson said.

Part of the *Hope Vale 2023* strategy includes strengthening communication and raising awareness of Hope Vale township.

"At the Forum, we will also be launching the quirky *Hope Vale Video* which aims to entice visitors to Hope Vale," Cr Pearson said.

"We've taken a different angle with our marketing video, which Council hopes will raise interest in, and awareness of, our town," she said.

Council is also taking the opportunity to launch a community campaign #WeAreHopeVale at the Hope Vale 2023 Forum.

"#WeAreHopeVale focusses on introducing the people who live and work in Hope Vale to the world. It is a community building social media campaign aimed at introducing Hope Vale to a wider audience." Cr Pearson said.

"Council is very excited and humbled by the level of interest that Hope Vale 2023 Forum has created amongst our stakeholders. We look forward to paving a collaborative and innovative way forward with new and existing partners," Cr Pearson said.

**Ends... Media enquiries to Tracey Wilson on 0419 688 372**

**Media are invited to attend the launch of *Hope Vale Video*, *Hope Vale 2023 strategy and #WeAreHopeVale* Friday 31 May 2019 Pullman International.**

**There will be interview opportunity with Cr Pearson during morning tea 11.30 am prior to the launches commencing at 1145am.**