



MARKETING & ENGAGEMENT STRATEGIES

The Shire of Pingelly has recently adopted new Marketing and Engagement Strategies after conducting a community perception survey in accordance with the Shire's Corporate Business Plan. The survey results identified five key priorities, the first of which is to consider what makes the town unique and develop branding that reflects its special qualities. The overall aim of these strategies is to promote Pingelly both within and outside of the community, attracting people to live, work, visit, and invest in the town.

These new strategies are designed to fit into an overall framework along with the Shire of Pingelly Communication Plan. The Engagement Strategy looks at the Shire's communication with our community more strategically and makes recommendations aimed at increasing the reach of the Shire's messages – making the Shire's communications more effective.

The Marketing Strategy looks at the promotion of Pingelly outside of our community. This includes the consideration of what makes Pingelly special and unique, creating suitable identity statement of 'Positive by Nature' to guide the marketing of the town. that will help promote Pingelly as a unique and attractive place to live, work, and visit. By working with community groups and stakeholders, the Shire aims to ensure that the strategy is aligned with the needs and desires of Pingelly's residents and businesses.

The Shire of Pingelly recognises that a strong marketing and engagement strategy is vital for promoting economic growth and sustainability in the town. By focusing on Pingelly's unique qualities and developing a branding and marketing strategy that reflects these qualities, the Shire aims to position Pingelly as an attractive destination for both residents and visitors alike. With this new strategy in place, the Shire of Pingelly is well-positioned to promote the town and attract new investment and growth in the years ahead.



SHIRE OPENING HOURS
8.30am to 4.30pm
Weekdays (closed
Public Holidays)
Licensing Closes 4pm

NEXT COUNCIL MEETING
2pm 19 April 2023
Shire Office

CONVERSE WITH THE COUNCILLORS
5.30pm 19 April 2023
Shire Office

TIP HOURS
7.30am - 4.00pm
Saturday - Monday

RANGER CONTACT
24 hours / 7 days
Ph: 0459 678 154

WASTE COLLECTION
Every Tuesday

RECYCLING DATES
4 APRIL 2023
28 APRIL 2023

WORKS REQUESTS
DOWNLOAD THE APP
'SNAP SEND SOLVE'



RATES INSTALLMENT DUE

Attention all property owners, please note that the final instalment of rates for the current financial year is due on the 4th of April 2023. Please ensure that payment is made on time to avoid any late payment penalties.

If you are experiencing financial hardships or require assistance with payment arrangements, please do not hesitate to contact the Shire Office . We are here to help and support you during these challenging times.

Contact Us:
17 Queen St Pingelly
Ph: 9887 1066
Email: admin@pingelly.wa.gov.au



Cr Bill Mulrone: 0427 871 191
(Shire President)
Cr Karmvir Singh: 0457 680 994
Cr Peter Wood: 0427 968 452

Cr Jackie McBurney: 0427 944 456
(Deputy President)
Cr Bryan Hotham: 0477 004 157
Cr Anthony Oliveri: 0499 795 792
Cr Peter Narducci: 0417 953 386