



CENTRAL NSW
COUNCILS

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MEDIA RELEASE

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Approved by: Cr John Medcalf, Chair of Centroc

Flying pigs, large balls, camel express and even Chuck Norris to the rescue.

These are just some of the solutions suggested in Central NSW Councils' Meme and Fake News competition. The recently launched competition aims to raise awareness of the need for improved transport links into the Central New South Wales region.

"We want the public to be aware of the NSW Government's Future Transport 2056 plan and the lack of solutions to address the transport constraints in our region" said Cr John Medcalf, Chair of Centroc.

The social media campaign encourages the public to create and enter their own humorous solution in the form of a meme or fake news story and post it on the "Central NSW Connex" Facebook page. The most successful entry in each category will win a \$1000 cash prize.

"Central NSW has been forecast as one of the top seven regions for gross production by 2031 yet ironically the State Government's Draft Strategy for Future Transport 2056 plan does not cater for this."

Central NSW is a powerhouse of productivity and a highly desirable destination for visitation or relocation that is currently locked behind the sandstone curtain created by the Blue Mountains.

"The region has long advocated for the construction of the Bells Line Expressway and for improvements to rail for passenger and freight transport to unlock the potential of the region and provide for safe and swift access to Sydney and the ports," said Cr Medcalf.

"It's a sad fact that currently it costs farmers more to get their product to port from the region than it does to ship it to China. Maybe Chuck Norris can help."

"We encourage our communities to get behind the social media campaign have some fun creating memes and fake news stories. Whilst these humorous solutions may not actually be incorporated into the Government's future projects, they do highlight the need for a re-think on the current draft plan" said Cr Medcalf.

To find out more including full terms and conditions please visit "Central NSW Connex" Facebook page.

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