



## **News Release**

### **New Manager of Communications and Engagement for the Sunshine Coast Regional District**

Sechelt, BC— October 28, 2020—Following a thorough selection process, the Sunshine Coast Regional District (SCRD) is delighted to announce that Aidan Buckley is the new Manager of Communications and Engagement.

“The importance of engagement and communication is outlined as a key priority in our 2019-2023 Strategic Plan,” says Lori Pratt, SCRD Board Chair. “We are confident that Aidan brings the expertise to ensure that residents in our communities are informed and continue to have their voices heard on issues that affect them each and every day.”

A native of Dublin, Ireland, Aidan moved to British Columbia ten years ago and brings 14-years of experience in journalism, communications and digital media to the SCRD. He holds a Bachelor Degree in Journalism and Editorial Design from the University of Wolverhampton in England.

Aidan joins the SCRD from the City of Burnaby where he has been leading communications for the Burnaby RCMP, the second largest RCMP detachment in the country. In the last three years, Aidan has led significant events such as the Burnaby RCMP’s communications response to the 2018 Kinder Morgan pipeline demonstrations and has been an integral part of bringing forward a progressive way of communicating with the public. Aidan has been the recipient of two Officer-in-Charge awards for his work in Burnaby and is recognized as being a leader in policing communications across the Province.

Prior to working with the Burnaby RCMP, Aidan was a news producer with Global BC and worked in communications and stakeholder relations with the Independent Investigations Office of BC (IIOBC).

In 2012, Aidan led the launch of BC1, Global BC’s 24-hour news channel and produced BC1’s breaking news coverage of events including municipal elections and the 2014 Parliament Hill shooting.

In 2015, Aidan stepped away from journalism and took on a communications role with the IIOBC. At the IIOBC he developed a comprehensive stakeholder relations program for the

organization. This program was highly successful in explaining the function and mandate of the IIOBC in communities around the Province.

“My wife, daughter and I have been regular visitors to the Sunshine Coast and surrounding islands over the last few years and the pride that communities take in this beautiful part of our Province is truly inspiring,” says Aidan Buckley. “We have a lot to accomplish in the coming years. I look forward to working with dedicated staff at the SCRD, engaging residents in new ways through the ongoing pandemic and contributing to the wellbeing and success of our communities.”

In his spare time Aidan enjoys biking and exploring the Province with his family. He is an avid soccer fan and serves as the Media Chair for the Cops for Cancer charity.

Aidan begins his role with the SCRD on November 23.

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