



PR & MARKETING ANNUAL REPORT 2022/2023

What another wonderful year we have all had! It has been great to get back out into the community again and do what we love the most.

Since being voted again to continue my position as PR/Marketing Coordinator/Chair, I have had the absolute pleasure to continue with PR & Marketing for CKC. Here is a re-cap and some highlights on PR/Marketing from April 2022 March 2023!

NEW BANNERS!

Firstly, our lovely new banners arrived! CKC purchased x1 Pull-Up and x2 Outdoor Banners. Thankyou to both Sue Gray and Jenny Do-Rozario for offering to have them in their front yards. My mother makes sure to let me know every time she drives down Glenhaven Road that they are still there and are still looking wonderful!

CONTEST FILMING PHOTOSHOOT:

Then came our contest filming day. We were in need of some updated photos of the Chorus so we had Jenny Do-Rozario's wonderful daughter come and take some lovely professional photos for us (which can be accessed on Photobucket if you haven't seen them) and they all look amazing!

MEMBERS DRIVE:

My first big task was to market our Members Drive. We had everything ready to go as we had planned to do this the year before. Because of COVID-19, It was a wait and see situation. As soon as we could do it, we were ready!

Our main target area to market the drive was Social Media (Facebook, Instagram etc.) and Local Newspapers and Magazines. We had articles published in The Hills District Independent Magazine and Hills to Hawkesbury Magazine.

We also did a Letter Box drop around our local areas and put some the front of local shopping centres, community halls etc.

Thank you to members who took flyers and handed them out, the lovely Jen Kumar for designing our flyer for the Members Drive and Kath Ware for her generosity of printing out approximately 2000 flyers and the A4 glossy ones. They all looked amazing!

SAA COMMERCIAL CONTEST:

When it was announced by SAA that they would be holding a Commercial Contest with the prize money of \$250.00, I immediately jumped at the opportunity to get creative and put a video together. Initially got a team together through advertising on our private CKC On-Key page that I would be holding a ZOOM meeting to discuss our ideas and what we could do. Some members came to that meeting and we threw around some ideas between us

I presented the ideas to the chorus and we voted on a concept via Google Forms. Of course we didn't stick to any of it! We ended up just having fun with it. The finished product looked amazing after hours of tearing my hair out with editing.

A massive thank you to those ladies who came early to Chorus on both those Wednesday nights. Your participation was greatly appreciated and I could not have done this without you all.

I did not think I would be getting an email from Karen (SAA Marketing Coordinator) on New Year's Eve telling me that CKC had won the contest and \$250.00! I was ecstatic and had tell all of you right away.

PERFORMANCES:

Weren't we all glad to be getting gigs/performances again! Jane has done a remarkable in the last year getting performances for us. For a PR/Marketing Coordinator that meant regularly posting about upcoming performances and photos from the day(s). Christmas was a especially a hit! The public certainly loved it, and our Social Media presence has grown larger since and in continuing to grow,

OTHER:

Other than those highlights, I've been updating our Social Media regularly with the happenings in the Chorus such as Awards, Coaching themed nights, Anniversaries etc.

It has been an absolute pleasure so far and I can't wait to do more even when my full term is up in April 2024.

As always, thank you for being such a great group of women to collaborate, have fun, and most importantly, sing with!

Candace Deller
PR & Marketing Coordinator