



2013/2014 PR REPORT

2013/2014 saw an increase in members on the PR Committee. Two committee meetings were held during the year which determined the focus of the PR Committee was to:

- *increase membership*
- *create performance opportunities*
- *encourage participation, both within the chorus and in the general community, at fund raising events*
- *encourage audience attendance at performances*
- *increase our success in winning donations and grants*

A successful PR campaign was run during July and August to promote the membership drive. This included a social media campaign driven by Kaitlyn Dwyer, an interview and performance on ABC 702 Mornings Show with Linda Mottram and articles appearing in the Hills Shire Times, Northern District Times, Hornsby Advocate, Rouse Hill Times, Galston, Glenorie and Hills Community News, Kenthurst and Community News and Alex Hawk's (local MP) Newsletter.

During August, CKC sponsored the People's Choice Award of Crestwood Idol in return for acknowledgement on all Crestwood Fair promotional material and website. Acknowledgement, signage and the opportunity to hand out flyers during the heats held on the main stage at Castle Towers and the final held at Crestwood Fair.

Thanks to Steph Wallbank, contributions were made to OzChords during the year and to Judith Bourne for our Family and Friends Newsletter.

Flyers were created for fund raising events during the year – Blue Illusions fund raiser, the Jewellery Party and Garage Sale.

Thanks to Heather Finch, a great array of photos from the year's chorus activities have been added to the PR portfolio.

I would also like to note a vote of thanks to Heather Finch from the Regional Management Team for her part in instigating an approach to Sweet Adelines Australia by the Sydney Morning Herald Picture Editor.

I would like to thank all the members on the PR Team for their contribution and assistance during 2013/14.

Kate Hawkins
PR Chair