**Public Relations / Marketing Report for Management Team Meeting July, 2015**

June / July has been a very busy month in preparation for the Open night and new member drive. It was pleasing to see a large number of ladies come to our open night. Bev Jordan, from The Hills Shire Times visited a rehearsal for the first time. The following activities were undertaken as part of the PR campaign:

1. **Flyers:**  3500 flyers were printed / cut by Chorus members. Thanks to Lorraine Barlow who produced 2000 and Kate Hawkins who printed 1000. Lorraine also cut all leaflets into A5 size. This was a very large task and would have cost the chorus approximately $1150 if printed commercially. Their timely efforts in taking this task meant were greatly appreciated.

2000 flyers were used for a paid letter box drop in the Bella Vista / Crestwood area. Cost of this to chorus was $217.60. Due to wet weather and time frames this was more expensive than anticipated. Effectiveness of this to be monitored by finding out from visitors where they found out about us. **19/6/2015 – Local School Newsletters.**

Flyers were sent to the following schools and asked to be included in their community page of School Newsletters: Winston Hills, Crestwood Public, Matthew Pearce, Winston Heights, Castle Hill Public, Sherwood Ridge Public and Kellyville Public.

Unfortunately the timing on this was very close to school holidays and inclusion is at Principal’s discretion.

1. **23 June 2015 - Press releases for local papers:** Press releases were sent to The Hills Shire Times, Hornsby Advocate, Rouse Hill Times, The Hills News, Parramatta Advertiser, Parramatta Sun, Blacktown Sun. The following gave us coverage:

The Hills Shire Times ran a small snippet with photo detailing workshop only.

Hornsby Advocate ran a small story about the workshop on Page 11.

Rouse Hill Times ran a large story, with good size photo in Lifestyle section. They also mentioned workshop in What’s on and on the inside of front cover. Three mentions in the on paper!

We did not receive any coverage from Parramatta or Blacktown press. As we are outside their catchment there was not a real interest from them, in spite of using a local resident for a quote / testimonial. If we wish to target these areas next member drive, we may need to consider paid advertising in these papers.

1. **Social Media:** Social media campaign commenced 26/6/15. Over the course of the following weeks and up to the workshop multiple posts were made on the following sites:

Crestwood Parents Information Group 121 members

Dural Castle Hill, Kellyville and The Ponds Buy / Sell 2081 members.

Hill District Trading post 7501 members

Hills District Business Mums Garage Sale 1020 members

Hills District Business Mums 1899 members

Hills District Buy and Sell 2838 members

Hills District Tween and Teen Mums 1019 members

Hornsby Hills Buy Swap Sell

Kings Langley Blacktown Local trader

Looking for a Band Members or Band (Longshot but never know) 5650 members

Northmead and Surrounds Mums 455 members

Parramatta and Surrounding Suburbs Buy Swap Sell 4819 members

Stanhope Gardens and Surrounds community Group 3056 members

The Ponds Rouse Hill Buy and Sell 9742 members

The Ponds Social Community

The Ponds 2766 members

Winston Hills Public School Parents 206 members

There was some increased activity on our Facebook page as a result of this activity.

**Radio:** Unfortunately ABC 702 was not able to accommodate us.

**Shopping Centre:** Allouette, Kate and Amy Hawkins and I went to Rouse Hill Town Centre on Saturday before the open night to promote it. We handed out many leaflets and were given a busking permit on very short notice in a good location. For future reference, RHTC were easy to deal with and supportive of local musicians performing within the shopping precinct.

**For Discussion at Meeting:**  Procurement of New Banners for Chorus: Our old CKC pull up banner needs to be replaced. Approx cost will be $149 + GST and $85 +GST for artwork. This is from a supplier from the Hills District Business Womens page, one of the pages we used for a Social Media platform. She was recommended by other people on the site and appears to have a good reputation on the Hills Area.

The original supplier was Sign and Image – they have no record of the original artwork or sign. It is possible this was done as a cash sale at the time, so the artwork needs to be started from scratch. Their cost was $199 + GST for a ‘luxury banner’or $139 + GST. Artwork is charged at $100 per hour.

Outdoor eyelet banner – to be hung with permission from Council / Roads Authority. – Still to get pricing.

SAA Regional Brochure – Artwork / Testimonials to be selected for customised regional brochure.

Vicki has suggested we design a generic CKC flyer. These can be produced in China very cheaply, as part of an ongoing campaign to do a paid letterbox delivery drop in targeted areas through Box 2 Box.

Kind regards

Sharon Sullivan

Public Relations Chair