



2021 AGM Devonport Community House Marketing & Activation Manager's Report

We are on an EXCITING journey to continue:

- ★ Bringing people together
- ★ Have on offer a wide & diverse range of classes, workshops and events
- ★ Being a welcoming and vibrant House that the whole community can enjoy

MARKETING & COMMUNICATIONS

Our **Social Media** strategy is to:

- Drive awareness and visibility of the Devonport Community House
- Support our Hirer's with promotion and content creation to help ensure their classes are as successful as possible
- Establish and maintain our place within the Devonport community as an active and vibrant hub both physically and online

Our key channels at the moment are **Facebook** and **Instagram**, both of which have a growing and engaged audience.

We have had very positive anecdotal feedback from the general public and our hirers around our increased presence online, which is great!

Other main areas of focus for our marketing & comms plan are:

- Website update and ongoing maintenance
- Termly timetables and creation of flyer for distribution around the House and community
- Noticeboard refresh
- Signage refresh

ACTIVATIONS

Our **Babysitting Workshop** has 25 registered students from TGS, Westlake and Carmel schools. Awesome to see our wide reach here!

This course has been postponed in line with COVID-19 restrictions and will be rearranged to a later date.



Activation planning:

- Term 4 OPEN WEEK
- Community Meet & Greet
- Summer Community Picnic
- Santa Parade & DCH Christmas Event

I will continue to look at and take feedback on board from our community on what they'd like to see and do at our House to ensure our weekly timetable is **awesome!**