

## **Communication Manager's Report AGM 2018**

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### **Ziwi co-branding**

Since the exciting sponsorship deal with Ziwi was confirmed we have been busy rebranding all our communication material. This has involved revising content and layout to include the Ziwi logo and sometimes references in the text. This material is now printed and has been delivered to those responsible for compiling packs for liaison officers and new members.

This has given us consistent and professional communication material for dealing with applicants, informing those assessed successfully and welcoming new members.

This has involved months of work but is the basis for our very strong Canine Friends brand.

The next step will be bringing the website and other channels into line with this established and recognisable branding.

### **NZ Dog World features**

Every month we have a Canine friends feature (2-4 pages) in the Dogs NZ (was NZ Kennel Club) magazine which goes to thousands of people around the country involved in dog breeding, showing and obedience and other related activity. This is targeting possible applicants and possible liaison officers as we are sharing our experiences with people who are already responsible dog owners.

These features (around 18 to date) will soon be accessible from our new website to all members and applicants. Every month the new features will be added.

Some of the features will be edited for the Ziwi website. The first three have been sent to Ziwi already and the process is under way. (We also need fresh news stories for this exercise.)

### **News stories**

We need to develop a process where we can use good stories and photos sent in by members most effectively. Stories and photos can be featured on our Facebook page, in the newsletter, in local media, on our website and in a format to suit Ziwi.

Part of our agreement with Ziwi is to work with them to generate this sort of publicity. Stories like Felicity the greyhound in Hawkes Bay Hospital ICU and the beautiful Oxford at Wellington ICU are particularly appealing.

All these media channels have different audiences so great stories can be shared and repackaged more effectively to get maximum benefits from coverage.

**Carolyn Williams**

**Communications Manager**

**Canine Friends**