

## Communication Manager's Report AGM 2019

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### **NZ Dog World features**

Every month we have a Canine Friends feature in NZ Dog World magazine which goes to thousands of people around the country involved in dog breeding, showing, obedience and other related canine activity.

These features are designed to target potential members and potential committee members and liaison officers. As the readers are already responsible dog owners they are likely to be interested in sharing their own dogs and making pet therapy visits. Over three years the awareness of Canine Friends has built steadily with this audience.

These features are sent to all liaison officers and are available for all members to use when promoting Canine Friends or to share with those they visit.

### **Facebook and other social media**

We are currently working with experts who are volunteering their time to help us make better use of social media to promote Canine Friends activities to several of our target audiences ... potential members, existing members, people in the places we visit, influencers and sponsors, and potential committee members and liaison teams. Lots of creative ideas are being discussed so watch this space.

### **Website**

The website has been refreshed and is working well for gaining new applications. But there are other improvements to be made. The consultants advising on social media are reviewing the website and its role in our communications.

### **Sharing member experiences**

These planned upgrades to the website and social media use will create greater opportunities for experiences to be shared. Members will be encouraged to send stories and photos which can be used on social media, in the newsletter, in local media, on our website and in a format to suit our sponsor Ziwi.

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

### **Stationery upgrading**

We are developing new communication material and adapting currently used items as our organisation continues to grow and develop. This year we have produced a Health and Safety leaflet for members and suggestions for dealing with people with challenging behaviours.

### **Rest Home and hospital brochure**

We are developing a brochure for our liaison staff to use when meeting staff and management from a facility we don't yet visit. It explains the value of pet therapy to the people they care for and



presents the credentials of Canine Friends. We think this will be a useful introductory tool for members.

### **Display screens and visual material**

We are looking at options to supply display screens and sets of visual material for liaison teams who are out and about promoting Canine Friends at shows and events. These systems need to be robust so they can be used in all sorts of situations, and they need to be portable so they can be put up and down easily and carried by most members. Lightweight systems are more economical but may not be robust enough for our purposes. So this is a (time consuming) work in progress.

### **Ziwi partnership**

All our communication material, our scarves and our banners etc are co-branded with our sponsor Ziwi's logo. We are organising events with Ziwi and sharing display space with them at key dog shows etc. We supply material for their website and Facebook page. They are generously assisting us with upgrading of our website and social media.

### **Liaison officer reports**

After the National Executive meeting every month a report is prepared for our Liaison officers. This includes all the matters discussed and raised in reports from around the country to keep our key people in the loop. It also gives them information to share with all the members in their region.

**Carolyn Williams**

**Communications manager**