

## A Shared Resource for the Clubs of Clunes

### The basics

This toolkit has been developed to help all the community organisations and clubs active in Clunes to better publicise and cross promote their events. It reflects our belief that working together keeps us all strong.

1. Be clear about what you are doing and why
  - Stick to one to two key messages
  - Use plain language
  - Avoid acronyms and jargon – not everyone will know who you are
  - For media, choose one spokesperson so message is consistent
  - Think about setting up a picture ‘stunt’ before your event to add interest for media – you’ll be more likely to get a run if they have sent a photographer
  - Word up key stakeholders if you need advocates in the community to help spread the word / support your event
2. Be clear about who your audience is – this helps you to choose how to best communicate. Look at:
  - Location (Clunes / Shire / Region, etc)
  - Special interest groups – target via age demographic / sporting links / hobbyists / service industries active in related field, etc
3. Always include a ‘Call to Action’ – for example:
  - To Book ring ...
  - To Find out more go to / contact
  - To Join In go to / contact
  - To Donate
  - Consider a QR code – there are free generators online that allow people to scan the image to a web page you want to direct them to for full details or booking. Try this one:  
<https://express.adobe.com/tools/qr-code-generator>
4. Use more than one way to promote your message or tell your story
  - Promotional campaigns work best when one message is spread across several promotional channels
  - Pick the channels that will get to your audience, so for instance while an older audience may be best connected through Facebook, print media and town posters, younger people may best be connected through local sporting activities and Instagram
  - Use the checklist in Communication Channels to help pick the best way to connect with your audience
5. Consider professional design of promotional materials
  - Consider setting up a club template that can be customised for each event but gives your club a consistent ‘look and feel’ when you promote yourself which builds on your brand and taps into an existing well of goodwill
  - Sahn Keily, a former resident of Clunes, is familiar with working with community groups.  
Contact: [design@sahnkeily.com](mailto:design@sahnkeily.com)





6. Printing
  - Book a shopfront printer at least one month out
  - Allow two weeks print set up (corrections/proofing) and print production
  - Online printers are available and may be quicker
  - Printer below has experience dealing with community groups:
    - Try FRP Printing: 9 Traminer Ct, Wendouree VIC 3355. Tel: 5339 3737
7. Promotional materials to consider
  - Posters, Brochures, Pull up banners
  - Longer term messaging/branding: Magnets, Window decals
  - Is there a novel idea that connects with your events for example:
    - Booktown used Bookmarks to great effect
    - Mt Beckworth 'Lollipop Tree' 100 Year Anniversary had printed lollipop lollies
8. Social media tips
  - Think (and use) pictures
  - Use hyperlinks for web and email contacts
  - Keep phone numbers in text so they can be called directly
  - Keep text short so readers can get the key details without scrolling through
  - Schedule posts for release at different times of the day
  - Facebook is generally better for older audiences, Instagram does better at capturing a younger audience
  - Share your posts, where appropriate, on the pages of other local Facebook groups
9. Aust Post Unaddressed Bulk Mail drop via Clunes Post Office
  - Needs to be booked with AusPost at least three weeks in advance
  - For Clunes, materials can be dropped directly at the Post Office by arrangement with staff once booked via Aust Post systems
    - Drop at PO on the Thursday prior to Monday/Tuesday delivery
  - Current quantities distributed:
    - 228 Roadside
    - 465 Township
    - 90 PO Boxes (excluding No Junk Mail)
  - For sizing and full requirements see (Most sizes covering A5 or A6 booklets, DL folded sheet or brochure can be delivered just impacts cost)  
([https://auspost.com.au/content/dam/auspost\\_corp/media/documents/unaddressed-mail-service-guide.pdf](https://auspost.com.au/content/dam/auspost_corp/media/documents/unaddressed-mail-service-guide.pdf))
  - To make initial registration use
    - [https://auspost.com.au/content/dam/auspost\\_corp/media/documents/unaddressed-mail-online-booking-tool-registration-form.pdf](https://auspost.com.au/content/dam/auspost_corp/media/documents/unaddressed-mail-online-booking-tool-registration-form.pdf)
  - To formalise booking use
    - [https://auspost.com.au/content/dam/auspost\\_corp/media/documents/unaddressed-mail-booking-request.pdf](https://auspost.com.au/content/dam/auspost_corp/media/documents/unaddressed-mail-booking-request.pdf)
    - For more details call 1300 22 371
10. Notice boards
  - Located at the Warehouse, Clunes Neighbourhood House, Attitude building and inside IGA
  - Keep items to A4 or A5
  - Be mindful to remove posters once your event has passed



11. Town Signs
  - Signs must measure 2m horizontally X 1.1m vertically.
  - Both sides of a frame are available for use.
  - Technically need to be booked through Hepburn Shire Events Team - see full details below.
  - Belle Property is a generous community sponsor and often provides signs to support community events. Contact [Ange Flowers ange.flowers@belleproperty.com](mailto:Ange.Flowers@belleproperty.com)
  
12. Shop signs
  - Business owners in Clunes are happy to help promote local events
  - Prefer A4 posters to not take up too much window space
  - Cafes, Newsagent, Top Shop and Post Office are top locations
  
13. Clunes Museum window display
  - High traffic area at front of Warehouse with frontage to Fraser Street
  - The Museum is generally happy to support local groups to promote their club or activities
  - Focus on historical aspects works best for this placement
  - Set this up well in advance of your planned display
  - Works well as part of multi-part campaign coordinated with social media and local newsletter item
  
14. Hepburn Shire Events Team - for larger events and town boards
  - Contact Council's Events Officer Bridgette O'Brien on Tel: 5321 6439 or [bobrien@hepburn.vic.gov.au](mailto:bobrien@hepburn.vic.gov.au)

## Communication channels

What	Audience	Release	Contact
<b>Bulk letter drop</b>			
AustPost < 1000	Clunes residents	3 weeks prior	See Par 8. above
Volunteer delivery < 1000-2000	Clunes residents	2 weeks prior	
<b>Noticeboards</b>			
Warehouse	Clunes residents & visitors	2-3 weeks prior	
IGA	Clunes residents	2-3 weeks prior	Ask at counter
Clunes Neighbourhood House			
Attitude	Clunes residents	2-3 weeks prior	Ask at Neighbourhood House
<b>Town Signs</b>			
Entries to town	Clunes residents/visitors	1 month prior	Hepburn Shire
<b>Shop Signs</b>			
Chemist / PO	Clunes residents	2-3 weeks prior	Ask at counter
Newsagent	Clunes residents	2-3 weeks prior	Ask at counter
Valley of Gold	Clunes residents	2-3 weeks prior	Ask at counter
BOOM	Clunes residents	2-3 weeks prior	Ask at counter
Warehouse	Clunes residents/visitors	2-3 weeks prior	Ask at counter
Attitude	Clunes residents	2-3 weeks prior	<a href="mailto:projects@clunesnh.org">projects@clunesnh.org</a>
Local cafes, etc	Clunes residents	2-3 weeks prior	Ask at counter
TopShop	Clunes residents	2-3 weeks prior	Ask at counter
<b>Museum Window Display</b>			
Clunes Museum	Clunes residents/visitors	2-3 weeks prior	Contact Museum



Social Media			
Clunes online noticeboard	Clunes residents		Facebook group
Talbot online noticeboard	Clunes surrounds		Facebook group
Creswick noticeboard	Clunes surrounds		Facebook group
Creswick community page	Clunes surrounds		Facebook group
#Onehourout.melb	Victorian tourists		Instagram tag / @mention
#visitballarat	Regional tourists		Instagram tag / @mention
#visithepburnshire	Regional tourists		Instagram tag / @mention
#daylesfordmacedonranges	Regional tourists		Instagram tag / @mention
#visitvictoria	Victorian tourists		Instagram tag / @mention
#btcreswick	Clunes surrounds		Instagram tag / @mention
Event listings			
What's on in Clunes guide	Clunes residents	12 <sup>th</sup> of month prior Out 4 <sup>th</sup> week month	projects@clunesnh.org
CFA Calendar	Clunes residents	tbc	tbc
Clunes Newsletter	Clunes residents	10 <sup>th</sup> of month prior Out 1 <sup>st</sup> week month	
Hepburn Shire Events	Clunes surrounds and regional tourists		<a href="mailto:tourism@hepburn.vic.gov.au">tourism@hepburn.vic.gov.au</a>
Daylesford Macedon Ranges 'Life'	Victorian tourists		<a href="https://daylesfordmacedonlife.com.au/events/">https://daylesfordmacedonlife.com.au/events/</a>
Newsletters			
Clunes Community News	Clunes residents	10 <sup>th</sup> of month prior Out 1 <sup>st</sup> week month	<a href="mailto:matt.m@clunesvic.org.au">matt.m@clunesvic.org.au</a>
Creswick District News	Clunes surrounds	1 <sup>st</sup> of month Out 4 <sup>th</sup> week month	<a href="mailto:cdn@cbl.com.au">cdn@cbl.com.au</a>

## Media contacts

Outlet	Email	Phone	Best contact
Local Radio			
VOICE FM	<a href="mailto:press@voicefm.com.au">press@voicefm.com.au</a>		
ABC Ballarat 107.9 Breakfast 8.30am	<a href="mailto:Martin.Stephen@abc.net.au">Martin.Stephen@abc.net.au</a>	1300 303 468	Steve Martin
Power FM 103.1 FM	<a href="mailto:ballaratnews@powerfm.com.au">ballaratnews@powerfm.com.au</a>	5331 1333 gen 5332 1031 studio	
ABC Ballarat - Australia All Over (Sundays 5.30am)		1300 700 222 02 8333 1020	Ian McNamara
3BA 102.3FM	<a href="mailto:news@3ba.com.au">news@3ba.com.au</a>	5331 1333 gen 5332 1023 studio	
Local TV			
WIN TV Ballarat Ch9	<a href="mailto:balnews@winnetwork.com.au">balnews@winnetwork.com.au</a>	5320 1366	
PRIME TV Ballarat Ch7	<a href="mailto:news.ballarat@primetv.com.au">news.ballarat@primetv.com.au</a>	5337 1777	



Local Press			
Ballarat Courier	<a href="mailto:cos@thecourier.com.au">cos@thecourier.com.au</a>	5320 1261	COS desk
The Local	<a href="mailto:donna@tlnews.com.au">donna@tlnews.com.au</a>	0418 576 513	Donna Kelly
Maryborough Advertiser	<a href="mailto:news@maryaddy.com.au">news@maryaddy.com.au</a>	5461 3866	
Daylesford Macedon Life – seasonal, deadline at least 1 month prior next ed.	<a href="mailto:info@dmrtourism.com.au">info@dmrtourism.com.au</a>	5309 2770	Madeleine Blake

## Sample Action Plan

- What do you need to say?
- Who do you need to tell?
- When do you need to tell them by?
- What are they meant to do with what you are telling them?
- How are you best going to reach them with your message?

Audience	Channel	Frequency	Purpose	Timeline	Lead	Status
Clunes community	Stakeholder launch (invites via email, phone, in person)	Once	- Awareness of project - Participation/cross promotion of activities	4 weeks prior	Who will do this?	i.e., Done, Invites issued
Clunes community	Clunes newsletter	At least once	- Awareness of project - Ticket sale / Registrations	From 8 weeks prior		
Clunes community	Posters on local notice boards and shops	Once	- Awareness of project - Ticket sale / Registrations	3 weeks prior		
Broader community	Media release - all local outlets	Once	- Awareness of project - Ticket sale / Registrations	2 weeks prior		
Broader community	Facebook /Social media posts – all local	Weekly	- Ticket sale / Registrations	4-6 weeks prior		
Broader community	Town sign	Once	- Awareness of project	4 weeks prior		
Regional visitors	Event listings – all online listings	Once, update as program finalises	- Ticket sale / Registrations	4-6 weeks prior		

**Prepared by the Attitude. Ageing Well in Clunes working party**