

## Communications Group Report

### Annual General Meeting of Waiapu Cathedral, 10 March, 2024

The Communications team continued to assist clergy and staff with communication to the parish and wider public during the year.

#### Logo and Signage

- Perhaps the biggest piece of work this year was the introduction of a new Waiapu Cathedral logo.



- This was introduced in late 2023 to replace a logo that featured the bell tower which had a seismic report hanging over its head and was therefore an unfortunate emblem!
- The new logo has been well received. It was designed by Jason of Coast and Co who also designed the Diocese logo - these two logos have the same blue tone providing a connection which will be clear once the Diocese offices are built.
- Jason worked through a process with the Dean and Comms team and others. The logo reflects the cross, the building, the river for which the cathedral is named, and the two bishops. It also has an uplifting, open door, embracing impact reflecting our Christian belief.
- Signage went up progressively in time for Christmas 2023 – the main sign reused the existing frame by the garden, a new pavement sign has space for updating messages, a new sign at the main door gives service times, banners for the foyer noticeboards, and two new teardrop banners to indicate “we’re open” (many thanks to Jenny and the Taupo parish for their teardrop banner which helped show these get attention).
- We continue to use up existing stocks of publications etc with the old logo to avoid waste and unnecessary costs.

#### Social media

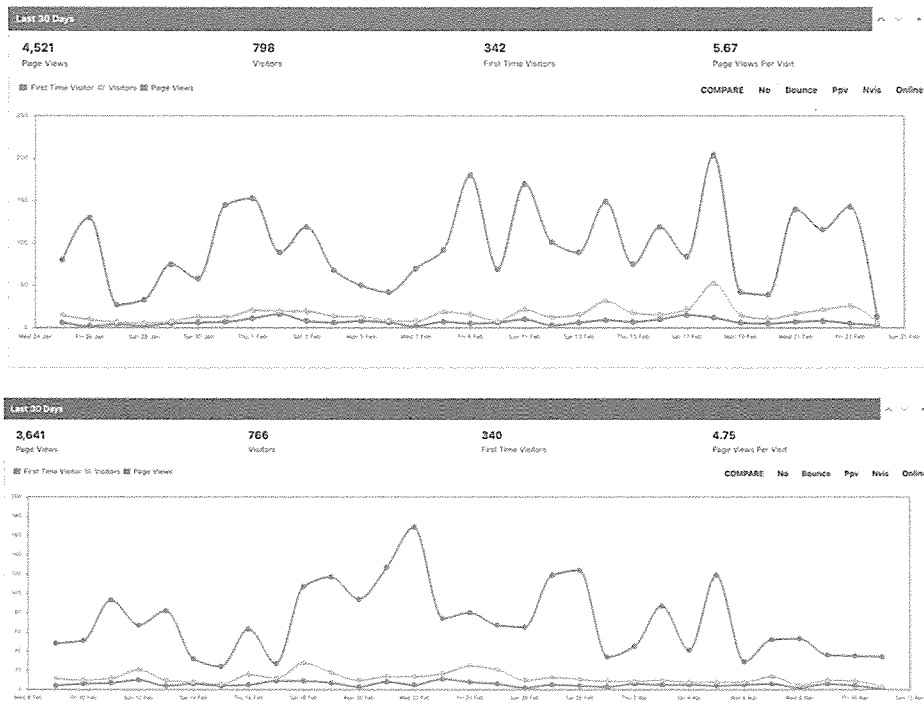
- Cathedral Connection was introduced in late 2023, making use of the existing MailChimp email service that Rev. Jenny Chalmers had used for her weekly newsletter. It has been reshaped with shorter newsy items, pictures and intro from Dean Di (or guest), and Charlene is enjoying ‘publishing’ it each week to everyone who has registered an email.
- Live video recordings of our Sunday 10am and Evensong services are very efficiently managed by Graeme West via the Cathedral Facebook page so that people can watch from home, share with family, or watch a second time. Service posts hover around 200-250.
- Posters, pictures and notices have also been regularly posted to our own FB page and to other local pages to publicise concerts, news and encourage people to special services.
- As at 22 February 2024 we have 916 people following the Cathedral’s Facebook page (up on ~800 in 2023) and in Feb the post reach was 1273. Top post reaches in recent months were – Nine Lessons and Carols 1637, Advent Service 1575, mobility parks on Browning Street 814, Ash Wednesday services 546, Cathedral holiday but evening windows lit 508, Dig Dust and Dine 507, Advent procession 476.

#### Website

- The website is updated weekly with the service sheets and a listing of the week’s services on the home page to make it easy for people to check our schedule and get to church! Since Jan 2024 the preacher and topic have been added to the listing.

- Buttons have been added to the home page to make it easy for people to access service sheets and special events, such as Christmas and (currently) Lenten studies.
- News and concert items are added as they are scheduled, and refreshed as needed so the home page order is relevant.
- We appreciate photo records of all activities (garden, social gatherings, etc) to share on the website and particularly for Cathedral Connection. Just be aware of privacy issues, so permission to publish must be obtained from people who feature in photographs.

*Website views Feb 2024 compared with similar period in 2023*



### Promotions

- Posters are developed for concerts, and special Cathedral events by Rae Towers and Susan Wylie using free design software. We commission Steffi Treganna (former parish admin) to professionally design posters for Advent, Christmas and Easter. These are used on noticeboards to attract attention, and invite people into our space, as well as in our social media.
- Wendy Probert and Susan Wylie smartened up the church noticeboards in late 2023 on Dean Di's advice, and made them more attractive and visible with colour and new signage.

### Media coverage

- Media releases to local press have been steady including publicity for Godwit Bells, concerts, Art Deco services, and special Advent and Christmas services etc. These also go on our social media.
- HBToday published an article about the seismic issues with the building which raised attention as intended, but didn't result in a huge reaction. This issue is ongoing.
- A closer relationship with the Napier City Council communications team has continued very positively, allowing us to directly liaise with the Mayor and Comms team regarding civic events.

Rae Towers, Nik Krawchenko and Susan Wylie  
23 February 2024