

Parish AGM: 16 March 2025

Communications & Events Group Report

Recommendation:

That the Property Committee Report is received.

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

Social media

- Cathedral Connection has continued weekly throughout the year and has a high subscription rate. Non-parishioners also request to be on the list to know what's happening within the cathedral.
- Live video recordings of our Sunday 10am and Evensong services are very efficiently managed by Graeme West and Richard Renew 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 and news.
- As at 22 February 2024 we have 931 people following the Cathedral's Facebook page (up on ~917 in 2023) and in Feb the post reach was 2521. Top post reaches in recent months were – Deco Service 773, Christmas Eve Midnight Mass 1312, Gala Concert power outage notice 600, Nine Lessons and Carols 938, Woodford House Christmas service news 1001.

Website

- The website is updated weekly with 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!
- Website views remain consistently steady as we should expect as it is our public face on the internet, where visitors and parishioners alike can find out more about us. During discussions on potential earthquake strengthening that information page got a lot more attention as expected – and invited.
- Buttons on the home page make it easy for people to get links to service sheets and special events, such as Christmas and (currently) Lenten studies. There is also a link to the Seismic page of information.
- News and concert posts are added as they are scheduled.
- We appreciate photos of any church 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.

Promotions

- Posters are developed for concerts, and special Cathedral events by Rae Towers and Susan Wylie using free design software. These are used on noticeboards to attract attention and invite people

into our space, and go onto the website and social media. For concert events we also ask libraries and some local cafes to display these.

- Charlene regularly updates the noticeboards in the foyer and church so both parishioners and visitors can see information easily.

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.
- 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.

Events at the cathedral 2024-25

A series of concerts during the year included two by our own cathedral choir and musicians: *O Nata Lux*, in May, celebrated many aspects of light, and in September we presented *The Power and the Glory* – a memorable selection of music performed by the adult and junior choirs and the cathedral Strings orchestra.

The colder days of June were brightened by our annual all-comers *Sing-in*. This year the singers rehearsed the Glorias from cantatas by Vivaldi and Rutter and then performed them to an appreciative audience.

A busy musical weekend in mid-July saw concerts by the Chapel Choir of Christ's College, Cambridge, England and NZ-born organist Eugene Lavery, now resident in America. Both well-attended.

The chamber choir Octavius has a close association with the cathedral and we were pleased to host them for two concerts: *A Century of Song*, in August and, to round off the year in style, a *Gala Concert* with guest artists Hawke's Brass Quintet and the Cathedral Choir just before Christmas.

The students of Woodford House held their Christmas Carols service on 8 December which was 'standing room only'. The NZ Male Voice Choir gave their popular annual Napier concert during the 2025 Art Deco festival in February.

A number of special services associated with the cathedral this year included the Anzac Day Dawn service at the Soundshell and then other commemorations in the region; a Napier combined city churches service on Pentecost Sunday (19 May); and a Jazz Mass for Winter Art Deco on 19 July.

At the end of 2024 we commemorated Remembrance Day on 10 November. In early December we offered a Blue Christmas service for people who find it difficult to celebrate at Christmas. The traditional Anglican Christmas services of Advent Carols and Nine Lessons and Carols were held on 1 and 15 December, attracting large congregations.

Social Saturday events

The establishment of a **walking group** has proved very popular, meeting on the last Saturday of each month. Highlights have included a Matariki walk in late June to the navigation circle at Waitangi, two walks across Napier Hill covering the 'Bishop's Walk' route with places of interest to the cathedral, and in October a walk through Ahuriri Estuary to see the godwits.

On the same Saturdays, the **Pins and Needles crafting group** gather in the cathedral to work on their craft projects and enjoy social time together.

These groups are not restricted to cathedral parish members.

An **Open Day** was held on 12 October to discuss the future of the cathedral. This was open to anyone in the community who was interested as well as the parish, and resulted in a wide-ranging discussion of the problems and possible solutions for the building.

Rae Towers and Susan Wylie

28 February 2025