



## Communication Coordinator's Report for 2014/2015

The Communications Sub-Committee (CSC) is one of a number of ARF sub-committees, and looks after a variety of issues including communications and fundraising. Our main focus is Chinwag, stalls and events, social media, raffles, the ARF website and Facebook, and ARF publications and advertising.

The CSC manages the stalls and organises volunteers, and carers and fosters are welcome at the majority of events. A group email address, [communication@fosterdogs.org](mailto:communication@fosterdogs.org), has been used and publicised on the ARF website to channel enquiries.

The ARF CSC team has been involved in another year of hard work and exceptional achievement.

Key supporters include:

- Canberra Labor Club Group (Belconnen providing the trivia night venue)
- Local vets who provide ongoing care for the foster dogs and notably Curtin Vets who ran their Open Day with all profits coming directly to ARF.
- Tradies Dickson and Woden (use of meeting rooms)

### Fund Raising Events

Major events have been spaced throughout the year. Several are noteworthy including the ARF stalls, Trivia Night and Calendar **launch**.

The 2015 Trivia Night, hosted by Larry Appley from 2CA, was a huge success with over 220 participants and over \$8,000 raised. Popular activities on the night included gold coin donation to play the table games, \$20 lucky dip, and a slide show of current foster dogs in care.

Key sponsors for the Trivia Night included Canberra Labor Club Group – Belconnen, Alyssa Rankin—Dog Behaviour and Training, Australian Geographic, BrodDogs, Brumbies, Canberra Centre, Canberra Pet Stylists, Career One, Club MMM, Cockington Green Gardens, Dexter & Boo (Victoria Swalling), EMB Strategies, Flawless Beauty by Penelope, Gelatissimo, Gundaroo Puzzler, (Canberra) Indoor Rock Climbing, Jervis Bay Wild, Kokoloco, McDonalds, Mogo Zoo, Naked Wines Australia, National Film and Sound Archive, National Dinosaur Museum, Paws2Play, Pups4Fun, Questacon, Savoy Dance, Seg(way) Glide Ride, My Puppy Training (Sound Proof Puppy App), Teacher's Pet (James Fanning), Telstra Tower, (Taronga) Western Plains Zoo, Westfield Concierge, Wok it Up! and Larry Appley.

Several CSC members were instrumental in helping ensure the success of the evening including the organising team Sarah Rullis, Penny Waddell-Wood, Emma Hotham, Harold Hotham, Aine Dowling, and Petra Bright for marking on the night.

### 2016 Calendar Launch

Gai Brodtmann, Federal Member for Canberra, launched our 2016 calendar on 3 October at the Red Hill Lookout. The calendar's doggy stars were photographed by three photographers within the theme Best Friends. The calendar launch was extremely successful with around 40 people and their dogs attending. Calendar sales exceeded those at last year's launch.

Calendar sponsors are Advance, Teachers Pet All Natural Pet Treats, Weston Woden Animal Hospital & Clinic, Curtin Veterinary Clinic, Pups4Fun, Canberra Pet Stylists, Crinkle Pooch Pantry, and Alyssa Rankin Dog Behaviour and Training.

### **ARF Stalls**

A busy program of stalls continued in spring/summer seasons with stalls in Canberra and the region. These stalls are very successful both financially and as a promotion of our work. Carol Anderson continues to play a pivotal role in supporting the CSC through management of the stalls program and her dedication to ARF.

New stalls added to the list this year included A Pooch Affair, and the Googong Field Day. Existing stalls that continue to be very successful in terms of awareness raising and fundraising include the Canberra Show, Collector Pumpkin Festival, and Living Green. New sale items that have proven to be successful include tugs, ARF badges and socks.

There will be a continued focus in 2016 on holding events during the week as well as on the weekends. Foster carers and dogs have been welcomed at many stalls and have proved popular with the public. This, together with very active promotion on Facebook, has led to a healthy promotional combination.

### **Social Media and ARF Members site**

Facebook is proving extremely effective. There are currently 8,843 members liking the page. Daily updates are provided on events, milestones, foster dogs and DAS and Queanbeyan pound dogs in need. This is managed jointly by RSC and CSC representatives, Lyn Boyer, Beverley Margosis and Sarah Rullis. There have been at least four direct ARF foster dogs rehomed as a result of their profiles on Facebook, and many dogs rehomed directly from local pounds after members of the public viewing the dogs profile on the ARF Facebook page.

### **Media and Marketing**

Our media profile was strong in 2015 with plans to continue in 2015 - 16. We have provided both posters and stories to the Canberra Times, Bungendore Mirror, and Canberra Weekly Magazine when there is spare advertising space. These publications have very been supportive.

The quarterly newsletter, ChinWag, continues to be popular reading and its editor, Aine Dowling, is committed to continued improvements. The magazine has been revised with a new glossy look and feel. Aine has worked tirelessly to edit, produce and manage ChinWag.

### **Website and Member's site**

Extra thanks to our web guru Tess Kent and Helen Shannon for their fantastic work on the website.

### **Meetings and thanks**

Plans for other events in 2015 - 16 include a renewed look at how the CSC can best support ARF, a review of Café Press, working with some local dog club groups, and approaching major companies for corporate sponsorship.

Thanks to the CSC members Aine Dowling, Carol Anderson, Ruth Underwood, Joh Dunn, Daniela Lopez, Wendy Parsons and Sarah Rullis.

Sarah Rullis

Communication Coordinator