

FACEBOOK

- Community views, opinions, recommendations, tips and tricks,
- Purpose: Immediate, community building
- Who: Community
- Owner: Community member



Kawau Island communications eco-system

KOOKABURRA

- Stories of who we are as a community. Past and present.
- Purpose: Reflective, celebratory, community voice
- Who: Community
- Owner: KIRRA (Jude)



INSTAGRAM

FACEBOOK

INSTAGRAM (IG)

Visual showcase of the island, place and people.
Owner: KIRRA (Lauren)



OTHER IG ACC
(commercial)

WEBSITE

- Promoting the island, services
- Purpose (current and future): Information, insights.
- Who: Visitors, community, new and future residents.
- Owner: KIRRA (Kate/community and Lauren/visitors)



Our channels
How do we connect these channels to work better for the community?

Opportunity: grow community content on the website.

KAWAU E-BULLETIN

- Monthly email bulletin
- Community news
- Eg: What's happening, coming up, save the date, news from suppliers to the island
- Purpose: future focus
- Owner: TBC

Possible future option



EMAIL (Inc. Mail chimp)

- Information updates.
- Who: KIRRA members + Kawau and friends
- Purpose: Just in time information for the community, regular visitors and friends (ie, council)
- Owner: KIRRA (Jude and Nikki)



OTHER

- Other providers on the island who promote their services and the island as a destination.
- Owner: Other
eg, Parohe, Camp Bentzon, KBC, Doc, AucklandNZ.com, the Urbanlist, Sandspit Holiday Park, Kawau cruises, Auckland Council

Community Communications 2023

In 2023 KIRRA is proposing to establish a new communication sub-committee to:

- Get our eco-system working more in-sync for the community. Good for visitors, not so good for community.
- **Improving communications** with, and for, the wider community. Not just what's happening in KIRRA, but what's happening in our community and/or Bays/Coves/Harbours.
- **Build on response to community survey and establish new monthly email bulletin to complement the Kookaburra** for upcoming community activities, news and notices. Funding required for Campaign Monitor \$110-150 per year. Multiple licenses. More flexibility and features than current email platform (Mailchimp) and more secure for data storage (community names and emails).
- **Redevelop the current website** to include more information for existing and future community (ie, directory listing information, information for new and future buyers on the island)
- **Review current advertising package options and opportunities** with Kookaburra Magazine and social media to deliver value for our advertisers and for the community.
- Proposed membership to include members of current KIRRA committee plus members of the community (don't need to be a full exec member to be a member of the sub committee but do need to be a resident or ratepayer)

Community Communications 2023

Seek community support for:

- Establishing a new sub committee for improving our community communications across our ecosystem – especially the website and new email bulletin.
- Allocating KIRRA funds (>\$150 per annum) to technical platform/licenses to support more effective and regular email communications and launching of monthly email bulletin

Also requesting nominations/volunteers from anyone in the community with technical Squarespace expertise and time to help us redevelop the website.

