



CANBERRA QUILTERS INC
SINCE 1976

Canberra Quilters Inc.

ABN 49 327 425 805

Duty Statement – Publicity Officer

As a member of the Canberra Quilters' Committee, the Publicity Officer contributes to managing the affairs of Canberra Quilters to enable the organisation to meet its aim and objectives through the public promotion of the organisation in the general media and on social media platforms. These duties are undertaken in accordance with the Canberra Quilters' Constitution.

General:

- You are friendly, welcoming and inclusive of all members, visitors, and guests.
- You encourage all members to be friendly, welcoming and inclusive of all other members, visitors and guests.
- Liaise with the Executive regarding Canberra Quilters publicity requirements.
- Liaise regularly and closely with the Communications Officer, Sponsorship Coordinator, Newsletter Editor and Exhibition Coordinator in relation to new sponsorships and/or updating/removal of existing sponsorships, and associated publicity requirements.

Committee Meetings:

- Provide a Publicity Officer's report at the appropriate agenda item for the monthly Committee meetings from January to November; being aware of events coming up in our region that pertain to our members.
- The Committee as a whole approves spending by the group. The Treasurer will seek approval for spending at committee meetings or via emails if it is urgent.
- You attend exhibition sub-committee meetings each month from February to August and October and at other times if necessary.

Members' Meetings:

- Attend Thursday evening meeting and other members' meetings when possible to advise members on Canberra Quilters' publicity requirements/opportunities.

Connecting Threads, CQ Website and Blog:

- Notify the Newsletter Editor of any relevant items in time for the newsletter deadlines. Deadlines are the evening meetings in February, May, August and November.
- Monitor web page content whenever browsing the site and notify the Website Coordinator of any updates/corrections needed.



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Main responsibilities:

- The Publicity Officer is responsible for the public promotion of Canberra Quilters. Much of the work revolves around Canberra Quilters exhibition but also extends to other events and activities where Canberra Quilters is involved.
- Media releases, radio, paper, social media forums.
- You co-ordinate with the Sponsorship Coordinator and the rest of the committee.

1) Before and after the exhibition:

- Coordinate production of flyer in conjunction with Exhibition Coordinator. This is undertaken early in the calendar year.
- Coordinate distribution of flyers to members, quilt shops, sponsors, etc.
- Advise magazines and publications of date of exhibition, mindful of their three month lead time (check time line).
- Provide sponsors/businesses partnered with Canberra Quilters, with raffle quilt and other photos for craft show publicity.
- Write media release in conjunction with President and Exhibition Coordinator, for sending to local media outlets two weeks before exhibition.
- As appropriate, arrange for the posting of exhibition updates on CQ social media – prior, during and post the event.
- Hold onto a copy of the exhibition photos, and answer requests from magazines for photos after the exhibition.
- Coordinate external signs for the week of the exhibition. Post the exhibition, ensure the signs are collected and repairs made (if required) for the next year.
- Coordinate displays in ACT Public Libraries prior to the exhibition if possible.
- Contact and provide magazines with images and details about the exhibition and its outcomes.

2) For the rest of the year:

- Write quarterly guild round-up for magazine publication e.g. Quilters Companion.
- Provide flyers or other promotional material to coordinators of other events attended by Canberra Quilters, such as the Royal Canberra Show, Connect and Participate Expo etc.
- Coordinate Canberra Quilters' participation in available public events throughout the year, to promote the guild and seek new membership.



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PUBLICITY OFFICER KEY TIME LINE ACTIONS

December:

1. Send in application to the central library to request lockable display cabinets at the local libraries with the requisite facilities.
2. Notify the publishers of the quilting magazines the dates for the next exhibition. This is more than enough notice and you may get requests for more information.

January:

1. Liaise with Canberra Show Quilting Steward regarding requirements for Show (membership forms, dates for exhibition, flyers or other promotional material which may be given away).
2. Prepare and arrange for exhibition flyers to be printed.

February-March:

1. Promote to members the furthest travelled flyer competition at meetings, through the bulletins and on the Blog.
2. Connect and Participate (CAP) Expo usually occurs in mid-March. Canberra Quilters has a stand there to sell raffle tickets and promote membership. Need to start asking in February for volunteers to help with the stand. Only need about half a dozen people with some hand sewing to sit and give out information, sell raffle tickets, etc. – on two-hourly roster basis.

May:

1. Ask at May meeting for volunteers to put on the displays at the libraries in July. Great for friendship groups. Remember to ask at the day meetings. Library displays run for the month before the exhibition, so repeat request at subsequent meetings.
2. Ensure all external signs are available, order more if needed in consultation with Committee.

June:

1. Email exhibition flyers to sponsors, shops and quilt groups in the Canberra region.
2. Contact ABC 666, 104.7, Canberra Times and other local media outlets re publicity for exhibition.
3. Take flyers to night and day meetings for members to take and display during the month preceding the exhibition. Encourage members to take flyers for their suburb or workplace.
4. At evening meetings ask for volunteers to put up the external signs **on the Sunday before the show**. Send around a volunteers' sheet at the meetings.
5. Write to ACT City Rangers regarding street signs, including the list of planned locations and the dates from the Sunday preceding the exhibition until the final day.



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Check by phone first that there have been no alterations to the Code of Practice. The maximum number of external signs allowed is 20.

July - August

1. Take a bundle of flyers to the Tourist Information Centre at Regatta Point.
2. Produce media release to follow up on contact with media outlets contacted earlier
3. At meetings, repeat request and circulate sheet for road sign volunteers
4. Have flyers available at meeting for members to take.

August:

1. Assist with exhibition front desk set-up, together with Exhibition Coordinator. Post photos on social media platforms. Other tasks as required and enjoy the show!

September:

1. Collect signs, check for damage and return to storeroom.
2. Contact magazines re publication of exhibition images and report.
3. Attend Exhibition Sub-Committee wash-up meeting and provide feedback on improvements for the next year.

October/November:

1. Review promotional material to ascertain whether new material, additional printing or changes are required.

Other duties:

- Develop initiatives to broaden opportunities for publicity regarding Canberra Quilters.
- Liaise with the Communications Officer in the development of a “media” policy for CQ for the use of internal communication, links to the Blog and other social media platforms. Cover such things as: who can post, what sort of content, what is acceptable/not acceptable, how to delete the unacceptable, do we have a closed Facebook page (and if so how is access managed), etc.
- Liaise with the Sponsorship Officer for the posting of information about sponsors and sharing of regular updates through social media regarding sponsors and Canberra Quilters.
- Advise the Secretary of amendments/additions to the Perpetual Calendar.
- Advise the Communications Officer of any items of interest for the information bulletin.
- If members voice concerns, suggestions or compliments to you, accept all feedback with grace, thanks and a smile. Take action where needed.
- If things aren't working, work with the Committee to make things better.
- Remember – this duty statement is not a stagnant document. Update it often.