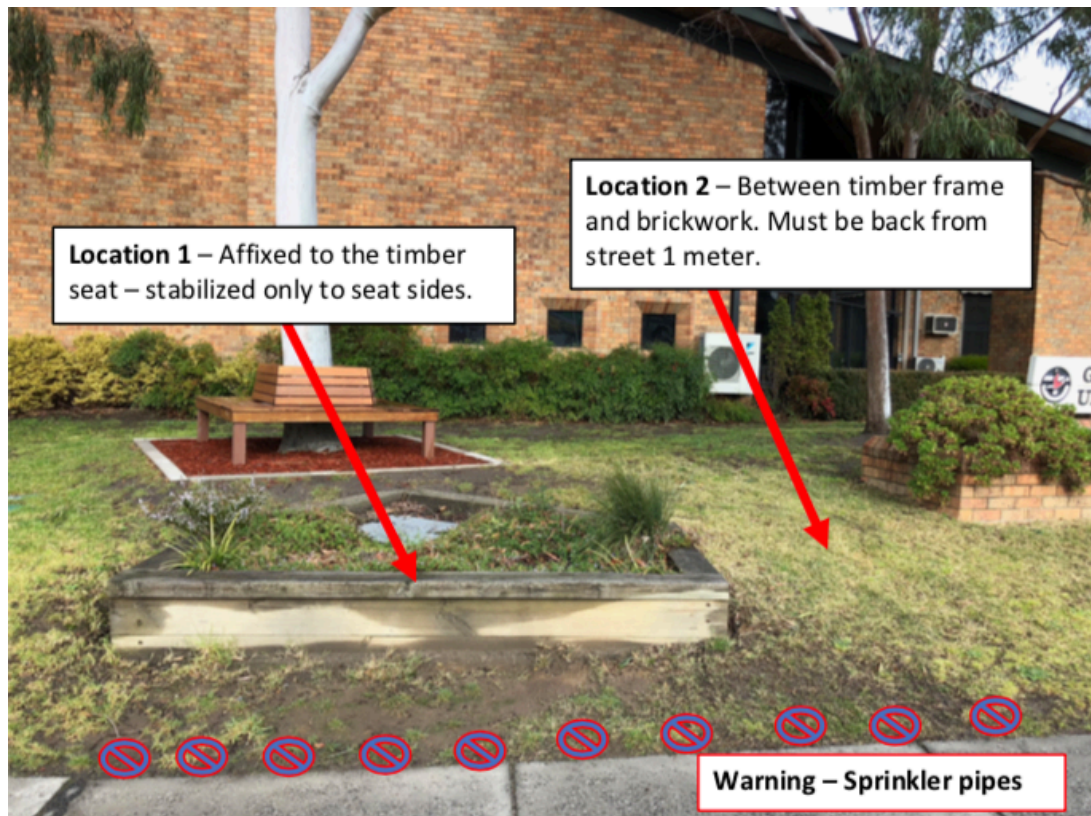


Publicity for Fete/Book Sale

Signage

- Real estate agents will make up, erect and remove **billboards** at no cost. You provide a jpeg or pdf of the image you want on the sign, they add a header or footer advertising their support, and do the rest. We have used a number of different agents and they are all keen. We put a sign on the church grounds.



- Council also allow signs to be erected on public space, but this is carefully controlled - certain corners only, and you must first pre-book the site with them. Do do this, contact the Local Laws Admin (locallawsadmin@monash.vic.gov.au but in fact you will only get a response if the request is lodged through the central mail portal mail@monash.vic.gov.au which logs incoming emails and monitors their response) to request the place and date. It may take more than one email/call to organise (not the best organised dept!). They will send you a letter detailing the location and when the sign may be displayed. Include this in the arrangements with the real estate agent and they will do the rest.
- I use different artwork for each sign (one says "HERE", the other gives the address) and the agents are happy with that.

Flyers

- We print 13000 (for Fete) and 5000 (for Book Sale) A5 **flyers**, and church members letterbox assigned areas around the church. Donations of items often have the flyer attached, indicating that these are an effective way of getting the message out there.
- Until 2015, these were printed in the church office in B&W. In 2016 for the Fete, a real estate agent offered to print and distribute colour flyers and this seemed like a great deal. However, the distribution was as part of a junk mail package, with the flyer buried

inside retail catalogs. It looked fantastic, but few saw it! Since the 2017 book sale, our agent was happy to print the flyers and have our members distributed them as in the past and this seemed much more effective.

Chinese Flyer

- Sheila Chan is happy to translate an advertising flyer into Chinese (for the Fete, we just translate the front, not the details on the back) and this can then be printed in the office. I usually try to include the image used to advertise the event, so there is a link to the English flyer, for us to know which one to give as much as for the recipients.
- A one-line Chinese 'sub-title' on the main flyer also allows recipients who do not speak English to see what the flyer is about (and hopefully ask family to translate for them).

Local advertising

- Flyers can be put up in shopping centres (Coles and Kmart have boards, so do the Centre Management but these are hidden down alleyways, usually outside the management office).
- The Library has a board and will be happy to take a stack of flyers.
- Many smaller shops are happy to display a flyer on their window. Schools and other public facilities are often happy to include the fete in their newsletter if sent the electronic copy of the flyer. Encourage church members to take some flyers and display them in shops/community centres/schools etc. The Glen management refuses to advertise anything 'religious'.
- Flyers can be distributed to participant in Playgroups, MiniMaestros, Hub and other groups meeting at the church. In many cases, the Chinese flyer may be more appropriate.

Wider advertising

- Crosslight will advertise coming events at no cost (just don't ask for a classified advert - they do cost!!). Email communications@victas.uca.org.au well in advance as it is only a monthly publication.
- The local paper (eg Monash Leader) will carry a 'garage sale' listing, but they are very expensive and we are not convinced that it is worth it. Multiple newspapers (ie in neighbouring areas as well) are a good deal compared with a single paper but even more expensive. However, a listing in "What's on" is free and widely read. Their instructions:

"What's On is curated two weeks in advance so please send yours early to avoid missing out.

While we try to feature as many events as possible, we can't guarantee coverage. Priority is given to date-specific events with full details.

Tips for a great submission:

*Submit at least **two weeks in advance** to avoid missing the deadline.*

Use our online form. Details: leadernews.com.au/whatson

*Keep it brief (max 80 words) **No PDFs please.***

Provide full details: address, time, date, contact number or website for publication.

Photos welcome. Jpeg format is ideal."

- The best outcome is to come up with a human-interest angle and approach the paper to see if they will print an article. This will usually mean they will send the photographer for

a photo. It is great publicity, but not always taken up - you need to find a 'quirky' point of interest. They also say

"We'd love to feature your event photos in Celebrations:

We're always on the hunt for great photos to share in Celebrations, our weekly print feature that showcases moments that made our readers smile. For details, go to leadernews.com.au/celebrations"

- Radio stations have the ability to register an event online, and they will/may advertise it on the day. These ads have been heard by others, so it must work, and they often sent a friendly reply indicating that they will advertise the event.

LightFM <http://lightfm.com.au/calendar/community/add>
3AW email Darren James <darren.james@macquariemedia.com.au>

- Gumtree will advertise community events for free
- Facebook Marketplace is also free and looked at by many
- Online databases

Every organisation now seems to have one of these, and I am not sure how widely read they are. However, a site which has many events listed, and a large email list, is <http://www.weekendnotes.com>. (this now requires an email as they charge for most events but are happy to carry community events for free.)

See <http://www.weekendnotes.com/archive/66696/873488/>
item 4 on the list: <http://www.weekendnotes.com/glen-waverley-used-book-sale/>

Another I have used: <http://www.aroundyou.com.au>

Sue Morgan
Oct 2019