



Show Organising Committee ~ Portfolio Overview

PUBLICITY & PROMOTION

This portfolio ensures the effective promotion and visibility of the Show through a variety of channels.

The aim is to raise awareness, generate excitement and drive attendance by strategically promoting the event to both local and wider audiences. This includes creating a monthly piece for the local paper, providing content for the website and / or social media, coordinating promotion suppliers (ie newspapers, magazines, radio, television) and liaising with sponsors/partners to ensure maximum exposure.

By leveraging both traditional and digital marketing tools, this role helps to create a strong public presence for the Show, engaging the community and enhancing its reputation year after year. Through consistent, targeted messaging, the Publicity and Promotion role contributes to building excitement for the event and ensuring its continued success.

Time Commitment

The time commitment for this volunteer role averages around 2–3 hours per week, though this can vary throughout the year. In September and October, the workload tends to increase, while other periods are generally lighter.

Monthly Committee meetings are held on the second Monday from March to December, usually lasting up to 2.5 hours. All Committee members are encouraged to do a bit of light reading and note-taking beforehand, to help meetings run smoothly and efficiently.

In the week leading up to the Show, there's a significant amount of work to be done. Committee members and casual volunteers will come together to tackle various tasks, ensuring everything is ready for a successful Show Day.

Portfolio Responsibilities

- Keep track of the event timeline and provide monthly updates to the Committee.
- Promotion of:

- Annual General Meeting
- Call for Committee Members (if required)
- Community Group Expressions of Interest (annual EOI)
- Casual Volunteer Opportunities – Competitions
- Casual Volunteer Opportunities – Activities
- Casual Volunteer Opportunities – Event Support
- Fundraising / Promotion Stalls / Wood Raffle
- Membership
- Sponsors and Supporters
- Schedule Release
- Entries
- Equestrian
- Entertainment Program

- Using the following methods:
 - Facebook (submission of regular posts and updates to Portfolio)
 - Poster / Flyer (creation using Canva)
 - Free Listings / Editorial (online and print)
 - Radio and Television
 - Signage

Toodyay Herald (submission of a monthly article)

Tour Groups / Lifestyle Villages

Web Page (submission of relevant and ongoing updates to Portfolio)

- Maintain accurate records and update the Publicity spreadsheet regularly, including staying within the allocated budget, ensuring all income and expenses are recorded with the Treasurer.

Portfolio Skills

- Comfortable using relevant technology, including Microsoft Office (Outlook, OneDrive, Word, Excel) and Canva.
- Strong written and verbal communication skills.
- Ability to build and maintain solid relationships with media outlets, sponsors, partners, and local businesses.
- Solid understanding of marketing and promotion strategies.
- Creative with visual storytelling and able to design content in Canva.
- Passionate about the local community and eager to make a positive impact.

Timeline

Monthly

- Preparation and submission of a piece to the Toodyay Herald, refer to previous for inspiration! Also share with Facebook and Web Coordinators.

February (post meeting)

- If possible, liaise with last year's portfolio coordinator for a handover, including provision of the Promotional Plan spreadsheet.

March

- Seek quotes, and update Publicity & Promotion Spreadsheet.
- Note: suggest attempting to track advertising so we know what's working / what's not – capturing feedback through an entry survey.
- Discuss ideas with Committee for draft Budget and Plan.

April

- Present updated Promotional Plan as draft Budget and Plan.
- Book suppliers as per Promotional Plan.
- Competitions / activities, call-out for casual volunteers to run (the Society provides space and insurance).

May

- Book Toodyay Farmers Market stall (July) and organise volunteer roster.

July

- Entry promotion campaign commences, including displays, paid advertising and boosted posts.

August

- Prepare final Entertainment Programme in CANVA (hard copy and electronic).
- Event promotion campaign commences, incl editorial, paid advertising, posters, flyers etc

September / October

- Event promotion campaign continues.

Show Day

- Take photos (of everything! especially sponsor banners / signage).
- Survey, coordinate.
- Prior to presentations, assist to set up prizes, etc.
- Prior to auction, assist to pack boxes and take boxes out to auction area.
- Auction, assist with money collection for items sold, etc.

November

- Prepare summary for final meeting, noting any issues and recommendations for next year.
- Assist with Volunteer Thank You event (Saturday following the second Monday in November).
- Update this document, and any relevant supporting documents for next year:
 - Publicity and Promotion Spreadsheet