



Show Organising Committee Volunteer Guide

PUBLICITY & PROMOTION ~ How This Role Fits

This role helps spread the word about the Show and build excitement in the lead-up to Show Day.

The Publicity & Promotion Coordinator works with the Website and Social Media roles to share clear, consistent messages across different channels. This includes preparing a regular piece for the local paper, coordinating promotional advertising, and working with media outlets and suppliers such as newspapers, magazines, radio or television. The role also liaises with sponsors and partners to help maximise visibility for the Show.

By combining traditional and digital promotion, and working as part of a small communications team, this role helps keep the Show visible, well-promoted and top of mind within the community — contributing to strong attendance and the Show's ongoing success.

What to expect timewise

The time commitment for this role averages around 2–3 hours per week, though this can vary throughout the year. The busiest period is typically September and October, with lighter workloads at other times.

Committee meetings are held on the second Monday of each month (March–December) and usually run for up to 2.5 hours. Doing a little reading or preparation beforehand helps meetings run smoothly.

In the week leading up to the Show, it's a team effort, with Committee members and casual volunteers working together to finalise preparations and ensure everything is ready for a successful Show Day.

What this role involves

- Keeping track of the publicity timeline and sharing brief updates with the Committee
- Promoting key Show milestones and activities, including:
 - The AGM and calls for Committee members
 - Community group expressions of interest
 - Casual volunteer opportunities (competitions, activities and event support)
 - Fundraising activities, membership and sponsor recognition
 - Schedule release, entries and key program elements such as equestrian events and entertainment
- Sharing information across a mix of channels, including:
 - Facebook posts and updates (working with the Social Media role)
 - Posters and flyers created in Canva
 - Free listings and editorial opportunities (online and print)
 - Local radio and television
 - Signage, visitor centre displays and outreach to tour groups or lifestyle villages
 - A regular article for the *Toodyay Herald*
 - Supplying content updates for the Show website
- Keeping publicity records up to date, including maintaining the Publicity register and working within the agreed budget
- Liaising with the Treasurer to ensure any income or expenses are recorded accurately

This role would suit someone who...

- Is comfortable using Word, Excel and Canva
- Enjoys writing and communicating with a range of people
- Is happy working with local businesses, partners and media
- Likes sharing stories and promoting what's happening at the Show
- Has a creative streak and an interest in the local community

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
- Organise / drop off Visitor Centre display (include a list of what is on display and where it's from to assist with pick-up)

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