

## 3. Promote CCS

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- Load updated application form and application guide onto your website.
- Promote CCS and advertise funding rounds on the council website and social media. (see below)
- Hold workshops, funding hui or drop-in sessions in the community.
- Display promotional materials in community areas and interact with community arts groups to spread awareness of CCS.

### Funding to promote the scheme

You are responsible for promoting the scheme in your particular area. Up to 10% of your annual CCS allocation can be used for promotion costs. This funding for promotion **cannot** be used to cover administration costs.

### Why promote CCS?

- Increase its impact in your community by increasing the number and diversity of your applicants
- Increase your chances of funding the best projects
- Ensure you are spending all of your allocation as required by Creative New Zealand

### Developing a promotional plan

To develop a plan targeted to your own community it may help to start by addressing the following questions:

#### 1. Who needs to hear about the scheme?

Brainstorm ideas, using your knowledge about your community. Look at past applications to help identify particular groups or communities who haven't been applying and may need to be targeted.

In thinking about who you need to reach and how to reach them, consider these specific questions:

- Who is driving arts activities locally?
- What's new on the local arts scene?
- How can we encourage applications from a wide range of groups in our community?
- How will we reach young people?

#### 2. Are there any groups in our target audience that are hard to reach?

Some groups are particularly hard to get to. For them, word-of-mouth is best, but in many cases you'll need to find a connection with the group to help you access it. Cultural associations, meeting places, schools and social media may be useful starting points. Build on the relationships you already have, eg other council staff, community development agencies or youth workers will be able to provide insights to save you time.

A hard copy brochure about the scheme is available in both English and te reo Māori. PDF versions in English, te reo and other languages can be downloaded from the CCS Administrators Hub.

### 3. Where do our groups and communities find information?

Consider the following options for connecting with your community:

- **Community specific media** – many communities have their own radio stations (eg iwi radio stations), newspapers and social media channels. Make sure you identify and use these avenues for reaching all of your community.
- **Social media** - Does your council have a Facebook page? If so, start “liking” and commenting on community groups’ Facebook pages, particularly if they have an arts focus. Post new developments on the council’s page, such as calls for CCS applications, announcements of grants, and interesting activities by previous recipients of CCS grants. Colourful images are a good way to attract attention to your post. But keep your posts short and snappy. You can also pay to boost your posts on Facebook – this is a cost-effective way of targeting specific pages, interest groups and friends of your Facebook audience.
- **Sharing** - Send information to arts and community organisations and local funding databases, so they can include it in their direct mailers, e-newsletters, websites and social media postings.
- **Networking** - Ask people you already know to connect you with the right groups.
- **Noticeboards and community venues** - Ask libraries, community centres and marae to distribute your CCS Brochures and put up posters publicising the scheme.
- **Community newspapers** - Get to know a reporter at your local community paper who has an interest in arts or social issues. While a media release is a good way to sell your news, inviting a local reporter to cover an event or talk to an artist with a new project can be even better. If you decide to advertise in a local paper, ask them whether they will include some editorial space in the paper as well.
- **Events** - Participating in existing community events can create good opportunities for promoting the scheme, but you can also explore options like holding showcase events for the community, or public talks or seminars. The opening of a new venue, for example, may be an excellent opportunity for these kinds of activities. Creative New Zealand asks that successful applicants acknowledge the assistance of the scheme verbally at event openings, performances and so on.

### 4. What are our messages?

Announcing lists of successful applicants is a good way of promoting the scheme. This can be done through the local media or the council’s website.

### 5. Is there a story to be told?

Audiences will often engage with a story that illustrates the benefits of the scheme, and so a newspaper article will attract more attention than an advertisement. Look for success stories from previous recipients, and consider inviting them to share their stories at seminars and events or through social media.

### 6. What resources or opportunities already exist in our community?

Your website and Facebook page, council newsletters, community meetings, events and launches all provide opportunities for promoting the scheme. Arts activities are often visually engaging, so include funding recipients in community events as performers and speakers.