



MARKETING REPORT 2023

WHAT WE ACHIEVED IN TWELVE MONTHS .

From a marketing stand point we had very little to advertise or talk about except for our monthly exhibitions and openings.

Having weathered the storm of Covid, we were able to keep doors open and continue supporting our artists and their studios only to be ejected from our home, we still remained loyal to our members and visitors.

We opened doors at Old Bowral Town Hall with a unique opening that wrapped the facade of the Federation Hall in brown paper a few days before, where Jane burst a bottle of champagne opening, and invited everyone to unwrap the building declaring us open for shows.

A real community engagement where every youngster, adult and older ripped into the challenge and made the opening what it should be. A family event.

Branding and establishing ourselves in a heavily restricted and at times quite complex set of rules in a heritage building, made us dig deep and still create a fresh environment with our brand still intact.

Now we are back home in Robertson you will soon see the new SHAC, complete with its branding and galleries with artists' studios planned for, further down the track.

The marketing and advertising will largely come from an awareness campaign that on one hand, continues to inform and announce news on our digital platforms, with humble thanks to Scott Dunstan at the helm.

On the other hand, we will capitalise on the progress of our two irons in the fire, where so far we have been busy designing and producing vision boards and concepts to members of government and others.

All met with very positive and enthusiastic responses particularly in our vision as a creative hub for community and the region.

If all goes to plan, this next 24 months will mean a huge shift in what we do next and that will surely establish SHAC as a premier destination for creativity in NSW.

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SHAC.