



2021 Communication and Marketing Report

COVID-19 Communications

We continued with Covid-19 communications and kept webpage updated as the country went into various lock-downs.

The 2020 conference was cancelled due to the uncertainty of being able to hold a physical event. The physical conference was replaced by webinar events conducted by various speakers.

The Consulting Surveyors of NZ published a very useful Level 2 and 3 Protocol which was included in the [Covid-19 web page](#).

COVID-19 INFORMATION

New Zealand government COVID-19 alert levels can change at any time. Information on government measures for each level is [available here](#).

- > [COVID-19 Vaccination Information](#)
- > [CSNZ COVID-19 Level 3 and 2 Protocol - 13 May 2020](#)
- > [NZ Government COVID-19 Tracing App](#)
- > [Business.govt.nz](#) - information and tools for Kiwi businesses.

Keeping Yourself And Your Family Healthy

We all need to work together if we want to slow the spread of COVID-19. Unite against the virus now.

Be kind. Check-in on the elderly or vulnerable. Washing and drying your hands kills the virus. Cough or sneeze into your elbow. Stay home if you are sick.

For some, there may be a measure of concern or anxiety which is completely understandable. We encourage you wherever possible to reach out to your community in the 'virtual space' or via phone for a conversation. There are some excellent support resources available that focus on looking after yourself and your family during this time.

[Talking With Your Team About Uncertain Times](#)

> [Health Anxiety Fact Sheet \(compiled by Bonestar\)](#)

Publications

A programme of refreshing all communications platforms has been underway with new email templates, refreshed magazine layout and graphics and a new newsletter. The newsletter was transferred to the Mailchimp platform to allow greater versatility in design and layout.

A refresh of the website is planned to get underway in the later part of 2021.

A new social media strategy was successfully implemented throughout the year making Facebook and Linked in more inclusive.

Surveying+Spatial Magazine



The magazine went through a design and content refresh making it more, contemporary and relevant to members. Themed editions were published in June 2020 (Housing market), November 2020 (Spatial and GIS) and March 2021 (Preparing for the Future 2021). There was no December 2020 edition to allow for the new-look launch in March.

2021 Professional Excellence Awards

The Awards programme was refreshed in preparation for the announcement of the winners at the conference planned for August 2021. This work included development of a new *Supreme McRae Award for Professional Excellence* aimed at being inclusive of the professional streams. Online nomination forms were created to make the nomination process easier to follow.



2021 Conference



Promotion of the 2021 *Build Back Better* conference at the Cordis Hotel Auckland began well before the August event ensuring maximum exposure. Consistent messaging and branding placed on the website, newsletter, email and social platforms resulted in good registration numbers of the early-bird discounted and standard registration rates.

The [conference website](#) was refreshed with a new look and feel for 2021.



Conference website entry page

News Items

The following news features were placed on the website, newsletter and social media platforms.

- Call for Kairūri Community Trust Scholarship entries and announcement of the winner
- Conference Promotion and Early-bird draw winner
- Kat Salm winner of NAWIC award
- School of Surveying Graduate Recruitment programme
- 2021 S+SNZ Award Nominations
- CSNZ Scholarship recipients

- CSLB Proposed New Standards
- 2021 Member Survey
- Kairūri Community Trust – GSI Partners donation
- Welcome to New S+SNZ Board Members
- 2020 S+SNZ Award Winners
- Covid -19 Item
- GSI Partners Re-brand promotion
- World Hydrography Day
- Dr Chris Pearson- MFAT Head of Mission Fund project, Nepal Department of Survey
- Positioning & Engineering Survey Workshop
- GIS Mapping with Māori Groups and Community item.

Kairuri Community Trust

The Trust continued to receive communication and administration support including an update to their website www.kairuri.org and publication of a news story featuring GSI Partner's donation to the Trust.



Updated KCT entry web page

Social Media

Adoption of a new strategy whereby a large number of members and stakeholders were given publishing rights on our social media platforms throughout the year helped to increase volume of content. LinkedIn, Facebook and Twitter continue as our main social media sites.