

## 2022 Annual Report



## Communication and Marketing Report

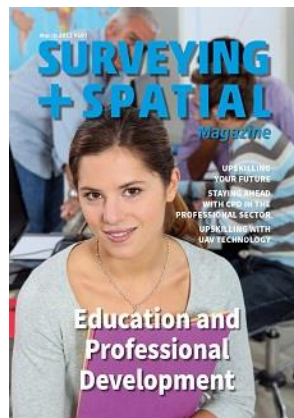
### Publications

We have continued the programme of refreshing all communications platforms. Work on developing the new website is well underway with an anticipated launch before the 2022 AGM in November.

### Surveying+Spatial Magazine



October 2021



March 2022



June 2022

We have continued to update the quarterly magazine with contemporary design and themed editions. These have included a Focus on Technology (October 2021), Education & Professional Development (March 2022) and Projects and Developments (June 2022).

### 2021 Professional Excellence Awards



The refreshed Professional Excellence Awards programme was successfully launched at the Auckland conference gala Awards Dinner sponsored by GSI Partners. Just under three hundred people gathered to celebrate professional excellence and outstanding service to the sector with their peers at a black-tie event held at the Cordis Hotel.

### 2022 Conference – Turning Up the Heat



The Promotional campaign for the 2022 conference was well underway before it was held in August at the Novatel Hotel in Rotorua. The dramatic theme and logo were used in all media to promote the event including:

- Email signatures
- Social media banners and postings
- News items
- Emails - conference announcements and updates
- Early-bird registration items.

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 updated to the 2022 conference branding.



## News Items

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

- Otago Scholarship Winner off to the Conference!
- Inclusion at Work Index
- Otago Student graduates in Hot Demand
- LINZ item
- Finalists and Winners of the 2021 Spatial Excellence Awards
- Welcome to Two New Fellows
- Canterbury peg awarded
- Christmas Message
- Conference 2022
- Farewell to Board Chair, Daniel Williams
- New Emerging Leader's Programme
- Welcome to Two new Councillors and Board Chair
- Diversity Report Published
- Kairuri Community Trust Scholarship Announced
- Congratulations to APSEA Winners
- Update on Regulation of Subdivision Engineering
- World Hydrography Day Seminar

## Kairuri Community Trust

Promotion of the first KCT Stirling scholarship was completed with the winning presentation held at the conference in August. The Trust continued to receive communication and administration support including regular updating of the website [www.kairuri.org](http://www.kairuri.org) and publication of a news items.



## Social Media

We have continued to place regular items on the social media platforms and have seen a steady increase in independent postings develop throughout the year.

## COVID-19 Communications



Covid 19 communications were adapted as we moved through the different phases. We keep a regular item in the monthly newsletter including links to business and mental health wellbeing information.

## Spatial Excellence Awards

The re-introduction of the Spatial Excellence Awards was promoted and successfully re-introduced during the year. These awards, celebrating the best of the spatial sector were hosted by APSEA and presented by S+SNZ. Over twenty entries were received, and the awards were announced at a function held in Wellington in November.



Technical Excellence-  
Steve Critchlow



Louisa Bloomer, Leader of  
the Year and Kat Salm



Professional of the Year-Stuart  
Caie