

AGCS FAMILY



Information & Prices for Marketing with AGCS

EVERY MONTH:

300 People

Receive our
Activities Brochure

1,000 People

Visit our Website

**Up to
10,000 People**

See our Facebook & Posts

1,500 People

Receive Our E-News
(per term)

Starting 2025 we're excited to offer new marketing opportunities to our permanent hall hirers! Permanent hall hirers can access our marketing platforms through two new AGCS Family Marketing tiers:

Tier 1

FREE

Tier 1 inclusions are:

- Activities Brochure: included in all editions for the year.
- Website page: a webpage for the entire year.

Tier 2

\$100/year

Tier 1 platforms included, PLUS:

- Facebook: two posts a year.
- E-newsletter: one e-newsletter spot a year.

Further information about our platforms, their reach, and your inclusion in them, is provided below.

Hall hirers who would like to be featured on either Tier 1 or Tier 2 platforms need to fill out our AGCS Family Marketing Form by **Sunday 1 December.**



We value our permanent hall hirers and know that the services and activities you provide are of great benefit to the Aspendale Gardens community. That's why we see the success of our permanent hall hirers as a success for our community centre. To this end, we're continuing to provide our activities brochure and website as free platforms and we'll be updating their design to improve the visibility of hirer activities. But we're also providing the opportunity for permanent hall hirers to pay for further promotion on our platforms.

Promoting your activity with Aspendale Gardens Community Service is an opportunity to be featured on marketing platforms that are grown and sustained by our in-house Marketing & Communications Officer. Our specialist knowledge is constantly developing the reach of our platforms through the Aspendale Gardens and wider City of Kingston community.

Marketing with AGCS is also an opportunity to tap into the rich community network which we've built and maintained for over 20 years as a community hub. We have around 1,200 in-person visitors to our community centre every week, but our relationship with the community goes far beyond a single visitor or a single activity. Parents or grandparents who bring their children to the centre have later attended our adult art or exercises classes. Community members who casually hire our hall have learned about and attended playgroup or messy play. We have long and sustained relationships with the friends and families of the visitors to our centre.

We recognise that the customer base of AGCS and of our permanent hall hirers are almost identical, from local adults and seniors looking for classes, support, and community connection, to children looking for play-based or educational activities. We see cross-promotion as an opportunity for both AGCS and our hall hirers and hope to work more collaboratively in the future.

PAYMENTS & DUE DATES

All hirers who would like to be **included in both AGCS Tier 1 or Tier 2 platforms** need to complete and return the AGCS Family Marketing Form by **Sunday 1 December**.



www.surveymonkey.com/r/SDWPQV2

We ask hirers on both tiers to complete the marketing form to ensure we have accurate information. Unfortunately we cannot include hirers on any of our platforms (including website and brochure) if this form is not completed.

If you are opting for AGCS Family Tier 2, payment is due by **15 December 2024**. We cannot begin our promotions of your activity until payment is made.

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ACTIVITIES BROCHURE

300 Brochures Taken Every Month by Visitors to our Centre

Our activities brochure is our main physical marketing platform. A new brochure is printed every term and placed at multiple locations around the centre, including the front doors, front office, and the kinder. The office staff distribute the brochure to all newcomers or anyone looking to know about our programs.

We're continuing our practice of having all permanent hall hirers in our activities brochure for free. As of 2025, we're improving hall hirer visibility by removing the "other activities" page and adding your activities in the main body of the brochure. Hall hirers will be indicated as "external providers". To ensure we have up-to-date information, hall hirers who would like to be in our activities brochure need to fill out the AGCS Family Marketing Form.

Where Permanent Hall Hirers are currently included:

OTHER ACTIVITIES @ AGCS

**Aspendale Gardens Residents Association**

**Bumble Bee Baby & Children's Market**
www.thebumblebees.com.au
info@thebumblebees.com.au

**Playball**
0420 277 217
victor.rondi77@gmail.com

**Back in motion**
9580 1985
aspendalegardens@backinmotion.com.au

**O'Grady Drama**
0460 861 723
www.ogradydrama.com.au

**Netball**
0419 881 615
gilldaves1973@hotmail.com

**Gymbaroo**
9515 0496
nikki.copp@gymbaroo.com.au

**Probuss South Pacific**
1300 630 488
probussouthpacific.org
membership@probussouthpacific.org

**STEM Birds**
0469 084 649
learn@stembirds.com.au

**Netball**
0419 881 615
gilldaves1973@hotmail.com

**Youth Cove**
9587 0869
ayc@kingston.vic.gov.au

**Happy Kids Sports**
happykidssports.com.au
0403 337 399

**Charlesworth Walsh Dance Centre**
Monique - 0431 328 515
www.cwdance.com.au

**Kelly Mini Sports**
kellyminisports.com.au
0403 908 854

**By the bay kinesiology**
0411 411 833

**Slow Flow Yoga**
0411 739 054

In 2025 Hall Hirers will instead be included in the main body of the brochure:

**ACRYLICS WITH LEE**
Tuesday 6.30pm - 8.30pm
From 23 April - 14 May
\$120 / 4 sessions
Ages 18+ years old

This class will delve into acrylic painting techniques, and colour including limited palette, providing students with the opportunity to create bold and vibrant works.

All materials provided.

**ARTISTIC ADVENTURES**
Wednesday 10.00am - 12.00pm
OR 6.30pm - 8.30pm
From 1 May - 12 June
(no class 22 May)
\$155 / 6 sessions
Ages 18+ years old

Unleash your creative self! In this class you'll explore many different kinds of artistic mediums & techniques to broaden your artistic horizons. Learn to sketch with graphite and charcoal, paint with watercolour, acrylic & more.

All materials provided.



WEBSITE

1,000

**Unique Website Visitors
Every Month**

The information & booking links for all AGCS activities are directed through our website (www.agcsinc.org.au). Our website is listed on various other websites including Neighbourhood Houses Victoria, Playgroup Victoria, the Container Deposit Scheme, and the City of Kingston.

We're continuing our practice of having all hall hirers on our website for free. Hall hirers who want to continue being on our website need to fill out the AGCS Family Marketing Form.

FACEBOOK

3,000 – 10,000

**Facebook Profiles
Reached Every Month**

Up to 1,000

**Facebook Profiles
Reached for Every Post**

Facebook is our daily platform for news & updates.

As part of Tier 2, permanent hall hirers can be advertised on our Facebook twice a year. Towards the end of 2024/start of 2025 we will send you a schedule of when your posts will be featured on our Facebook and you can indicate your preferred times through the AGCS Family Marketing Form. If you have specific content you want to share, please send this to us 2 weeks before your scheduled post. If we don't receive any post information and images 2 weeks before, we will repost the activity information and images we already have from you.

E-NEWSLETTER

1,500 Contacts

Receive Our E-News

70% Opens

An average of 1,000 people open our e-news

Industry standard open rate is 10%

17.5% Clicks

Onto links in our e-news

*Industry standard
click through rate is 3%*

An e-newsletter is sent at the end of each term to all participants at our centre, to promote for the next term.


Tier 2 permanent hall hirers can be featured in our e-newsletter once a year in an activity spot or under the "AGCS News" section. An activity spot simply lists the activity, date & time, and booking links. A news spot is an opportunity to share any announcements (e.g. an upcoming performance, or a particular achievement of students, etc.) which can also be an effective way of promoting the activity.

Hall hirers who are in Tier 2 will be sent a schedule of when they will appear in our e-newsletter (you can indicate your preferred times through the AGCS Family Marketing Form). If you want to be in the 'news' section of our newsletter, you must send us information by Week 6 of the term you are featured in (dates will be sent to you). Otherwise, we will include you in an activity spot and use the information already provided.


Activity spots:

**Aspendale Gardens
Community Service**
Term 2 Activities & News


[Website](#) [Facebook](#) [Activities](#)



Dads & Kids PlayDay
Saturday 13th April 10am - 12pm
Celebrate the launch of Dads' Place! Featuring a petting zoo, face painting, balloon twisting & more!



Dads' Playgroup
Saturdays 9.30am - 11am
Meet local dads & play with the kids -- includes mess & fun with sand, music, puzzles, playdough & more!



Dads' Casual Bball
Wednesdays 8pm - 9.30pm
A regular social basketball program for dads and dad-like figures to shoot some hoops in our stadium.

[Bookings + Info](#)

News spots:

AGCS News

School Holidays
Hey playgroup families, just a reminder that playgroup will be running as usual during the school holidays break! Messy Play won't be running and will be resuming on Friday 19th April.



Casual Basketball Shooting
Thursday 11th April, 10am - 4pm
Shoot some hoops in our gym space during the school holidays! Bookings open to children 12 years and over.

[Bookings + Info](#)

ADDITIONAL INFORMATION

Please note that we require all hall hirers to keep updated information on programs, dates and times, etc. If there are any changes to the program, please send an email to enquiries@agcsinc.org.au. We may edit or ask for edits of information provided to keep all our marketing in conformity with AGCS standards.

We will not publish any content that does not align with AGCS values (including content that breaches child safety, or is homophobic, racist, sexist, or otherwise exclusionary) and will ask for any new materials to be provided.

We require participants to have consented to appearing in photos provided to us. For photos featuring children, the consent of the child and parent is required.

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