



## Building a great brand is worth it

Did you know that it takes 7 to 12 times for someone to interact with your brand before they are prompted to take action! **But what is your brand?** According to marketing consultant Kim Cable, your brand is not a logo, a product, or a service. Simply put: **a brand is what a person FEELS when they come into contact with any part of your organisation or business.** It is an emotional connection. People build up impressions over time, so your brand is based on who you are most of the time.

The way you promote and market your classes and programmes is an integral part of your brand profile. Every **touchpoint** helps people build an impression – from the way you answer the phone, to how you deliver the activity, to the look of your Facebook page or a poster you've put together.

[Make sure your brand reflect your values.](#)



## Three tips for raising your brand profile

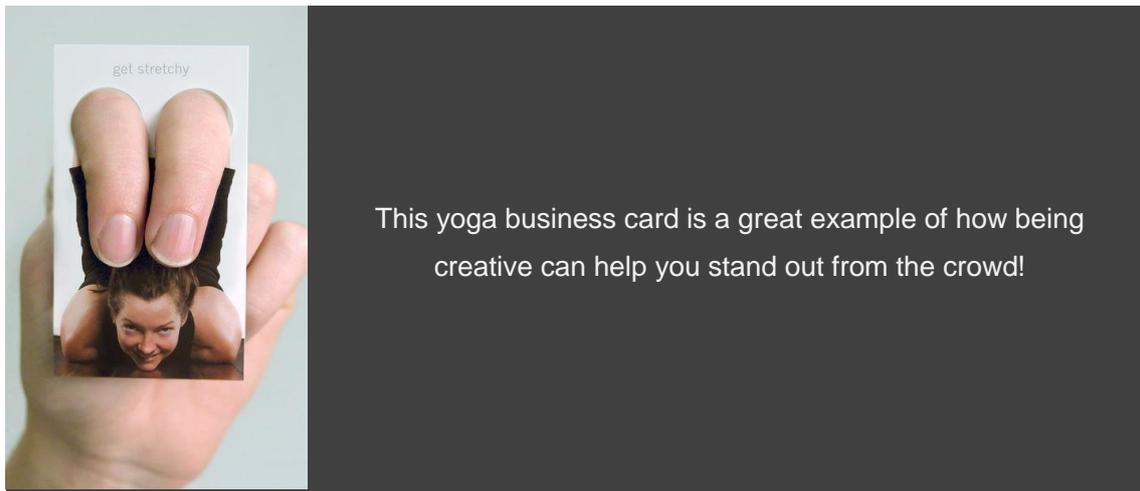
- **Identify your target audience:** instead of trying to target everyone, break the group down into manageable segments that you can communicate more directly with, and tailor particular messages to relevant segments.
- **Choose your communication tools:** the communication tools you use will depend on who you want to reach. Be clear about who your

audiences is, and think about things like what they read, where they shop, hobbies and whether they use social media.

- **Stand out from the crowd:** creativity is what gives your brand magic! Look for ways you can be different to stand out from the crowd.

[These tips were adapted from an article by Kim Cable from Markethub](#) (Issue 28 of Tonic Magazine - produced by Exult).

[Visit the Exult website for more tips on marketing and communications.](#)



## What's NEW on the Active Canterbury website

- [Events](#) – These can be a powerful goal or motivator for people starting out or getting back into activity after a lengthy break. If you're stuck for ideas or want to know what's coming up then look no further. We aim to list events that include a category, distance or challenge suitable for first timers and beginners.
- [Active with a disability or health condition](#) – The research tells us that having a disability or health condition can be a major barrier to participation in physical activity. These two sections are a great place to find helpful advice, info about support programmes and contact details for local organisations who can provide specific services.
- [Physical Activity Providers](#) – this section aims to provide local instructors and exercise leaders with the tools and information they need to deliver fantastic programmes, classes and activities in the community. Visit regularly for new research, upcoming training opportunities and latest industry updates.

[The ASB Summer Starter](#) is back on Sunday 27th November! The event is all about bringing Canterbury back together, focusing on our own well-being and marking the start of Summer.

Register by 11st November to avoid late entry costs.



The Active Canterbury Network is currently seeking expressions of interest from community organisations and people in the community who are interested in attending a **foundation exercise course** in April-May 2017.

[Email Active Canterbury to be sent more information.](#)

*No previous exercise or instruction experience required.*



## Education, Training and Development

### **Group Fitness Workshop: Register NOW!**

**Date and Time:** Saturday 5th November, from 12.30 to 4.30pm

**Location:** Pioneer Recreation Centre, Christchurch.

Join us for an afternoon of ideas to take back to your group activity sessions including speed dating, Shatki mats, cueing and music tips and latest industry updates.

[Get more information on the Active Canterbury website.](#)

Attendance is FREE and open to all activity providers in Canterbury.

**Reach your goals with help from a mentor**

In July the Active Canterbury Network rolled out a new FREE mini-mentoring initiative aimed at assisting local providers reach their goals and overcome obstacles. Specifically the mentoring seeks to help with new start-up ideas, support current providers to grow their classes and participation numbers, and help overwhelmed providers with large or numerous classes.

**Applications are now open for ROUND 2 starting in 2017.**

[Find out more or how to apply for mini-mentoring programme.](#)



A new survey shows two in five Australians (40%) trust health and wellbeing apps for information about being healthy despite a new guide showing **many may be ineffective.**

To help consumers and practitioners make informed choices VicHealth has reviewed more than 200 apps! [Read reviews of 200+ health and wellbeing apps.](#)



Are you looking for resources about nutrition and physical activity? [Then take a look at the one-stop website created by the Health Promotion Agency.](#)

The website aims to support your work and encourage national consistency of advice about nutrition and physical activity. Under the Activity section you'll find Sit Less Stand More resources, and a link to the My Family Activities website which lists fun, free or low-cost family activities.



[OneMusic is a joint initiative between APRA and Recorded Music NZ.](#)

OneMusic exists to simplify the music licensing process. [Watch a video to find out more about music licensing.](#)

Activity providers frequently use music and it is important to know your obligations and have the correct licenses in place.

[Download the handy 1-page overview on licensing](#) from Active Canterbury with what you need to know.



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To get in touch with Active Canterbury please contact:

Nadine Milmine  
Active Canterbury Network Coordinator  
Pegasus Health (Charitable) Ltd  
Phone: 0274 621 262  
Email: [nadine.milmine@activecanterbury.org.nz](mailto:nadine.milmine@activecanterbury.org.nz)

We welcome your feedback and comments.