



RSL
Cairns Sub Branch

Cairns Sub Branch

Events and Marketing Report
September 2023

EVENTS AND MARKETING

1. Fortnightly eSIT-REP

The next eSIT-REP will be emailed out on Thursday, 12 October 2023. All Members receive our fortnightly eSIT-REP either via email or hard copy. We have 724 members who receive the EsitRep electronically.

Statistics for the eSit-Rep have an average open rate of 42%.

2. Veteran Business Network

We currently have 46 CVBN Members. Every Thursday on the Cairns RSL Sub Branch's social media accounts we advertise a CVBN member's business and attach links to their website.

3. Monthly Morning Tea

The Monthly Morning Tea' continues to be popular, getting approximately 20 to 30 members and Stakeholders attending.

The next morning tea will be held on Wednesday, 18 October, and will be attended by QLD Police to talk about Cyber Security.

4. Walk and Talk

Walk and Talk will resume in April 2024.

5. Morning Melodies

Tickets have been released to the membership for Karen Knowles Christmas. 20 tickets have been purchased for our members which are sold at a subsidised price of \$10.

6. Thank you for your Service Gala Dinner

Venue – Pullman International – Confirmed

Guest Speaker – Confirmed

Band – Fingerprint – Confirmed

Ticket Sales – 238 Tickets have been sold to the Gala

4 x Platinum packages have been sold.

2 x Gold packages have been sold

1 x silver package has been sold.

RSLQLD has purchased a table.

Legacy has purchased 13 seats.

7. Grants –

- Salute Their Service grant for \$32,450 to produce a Vietnam Veterans – 50th Anniversary of the End of Australia's Involvement in the Vietnam War documentary. The documentary will document the Vietnam Veterans in the Cairns and Far North Region. The Cairns RSL Sub Branch currently has 131 Vietnam Veterans who are members - **Successful**



- Mental Health Week Grant Application – **Successful** – A breakfast will be held at the Hilton on Sunday, 8 October.
- Anzac Day Trust Grant – **Submitted**.
- Veteran Health Week Grant – Wellness Challenge – **Successful** – Golf Day – **Successful**.
- QLD Remembrance Grant – **Submitted**
- RSL Club – Community Benefit Grant – **Successful** in receiving \$5700 to contribute to the new Drums.

8. 'KickStart your Day' Breakfasts

We have started the 'KickStart your Day' Breakfasts on the Esplanade,

Due to Father's Day, Morning Tea with Sir Peter Cosgrove, and the Peacekeeper Peacemaker Event, the September Breakfast was cancelled.

The October breakfast will be paid for via the Mental Health Week Grant and will be held at the Double Tree Hilton.

9. Veteran Health Week Events

Golf Day – 15 October 2023

Wellness Challenge – 20 October 2023

Museum Trip - TBC

10. Peacekeeper Peacemaker Event

The Peacekeeper Peacemaker event was a success, with 97 people attending the event. Positive feedback has been received.

11. HMAS Cairns end-of-year Family Event

HMAS Cairns has approached us to see if we would like to be a part of their family day again this year. They have asked if we can again provide the music. I spoke with them regarding ticketing as many of our members missed out on tickets to this event. They will allocate a percentage of tickets to our members. The event will take place on Saturday, 28 October from 2 pm to 5 pm with a Halloween theme. Tickets are now available to our membership on our website at \$5 per person.

12. Remembrance Day

The first planning meeting was held on Wednesday 13 September 2023.

Speaker – Army

Catafalque Party – Army

Flags – Navy Cadets

MC – Neil Turnbull

Bugler – St Andrews Catholic College

Singer – St Monicas

Flanders Field – Redlynch State College



RSL
Cairns Sub Branch

Cairns Sub Branch

Events and Marketing Report
September 2023

13. Draw to Remember

Redlynch State College have confirmed that they will be participating in Draw to Remember again this year. Still waiting on confirmation from St Andrews Catholic College.

14. Volunteers Christmas Party

Liz is organising quotes.

15. Social Media/Website/Email – September 2023

Facebook

September 2023

28 Posts were posted to Facebook for the month of September 2023

Facebook posts reached an audience of 17830.

Our Facebook page has 3014 likes and 3,103 followers.

Instagram

September 2023

15 Instagram posts were posted for the month of September 2023

Instagram reached an audience of 421.

Our Instagram page has 921 followers.

Website

September 2023

800 people visited the Cairns RSL Sub Branch Website in September 2023.

Email Statistics

September 2023

881 Contacts and 728 subscribers

3,650 emails were sent

Average of 42.5% open rate

Lucy Cahill

Events/Marketing Coordinator



RSL
Cairns Sub Branch

Cairns Sub Branch

Events and Marketing Report
September 2023

2023 EVENTS CALENDAR		
SEPTEMBER		
Peacekeeper Peacemaker Event	10 September	The Australian Armour and Artillery Museum
Monthly Morning Tea	Tuesday, 19 September	Kokoda Hall Museum
Quarterly CVBN Function	TBC	TBC
Walk and Talk	Friday, 1 September	
OCTOBER		
Monthly Morning Tea	Wednesday 18 October	Kokoda Hall Museum
Mental Health Week	Sunday, 8 October	Hilton, Double Tree
Veterans' Health Week – Golf Day	Sunday, 15 October	Half Moon Bay – Yorkeys Knob
Veterans' Health Week Wellness Challenge	Friday, 20 October	Fogarty Park
NOVEMBER		
Thank you for your Service Gala Dinner	4 November	TBC
Remembrance Day	11 November	Cenotaph
End-of-year Christmas Event	TBC	TBC
Monthly Morning Tea	Tuesday, 21 November	Kokoda Hall Museum
DECEMBER		
Volunteers Christmas Party	TBC	TBC
Christmas Morning Tea	TBC	TBC
Christmas CVBN Function	TBC	TBC