Wimmera Catchment Management Authority

A Wimmera-based statutory authority helping the community develop a healthy and sustainable environment.

the brief

- Provide efficient, professional and prompt communication services
- Promote the authority's programs, strategies and role to the broader community
- Provide high-standard editing and media consultation services
- Help streamline activities that promote community engagement
- Be part of an organisation-wide focus on streamlining internal communications

the solutions

We have a long association with Wimmera Catchment Management Authority, and hence a good understanding of their internal and external communications needs. As part of the community engagement team, we have a strong focus on developing and maintaining close internal and external working relationships. This is to make sure Wimmera CMA has a streamlined and consistent information-sharing process and maintains a close connection and involvement with the regional community.

Some of the solutions we implement:

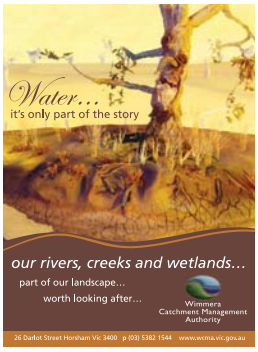
- Manage the authority's advertising, media and editing needs
- On behalf of Wimmera CMA staff, help develop close liaison and relationships with print, radio and television outlets to a guarantee a public image of efficiency and transparency

the feedback

"Wimmera CMA's relationship with mp|media solutions has led to a quicker response to media inquiry and an increase in the overall level of media coverage at a local level. Planning for localised PR and media campaigns has always been delivered in an efficient and timely basis. mp|media solutions deliver on their promises and provide an excellent range of services."

Carolynne Hamdorf, Wimmera Catchment Management Authority Engagement Manager

samples from top to bottom: Wimmera CMA calendar, Wimmera CMA newspaper advert, Wimmera CMA claymation adverts, Wimmera CMA quarterly newsletter



e. admin@mpmediasolutions.com.au
www.mpmediasolutions.com.au

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