

WE ARE WILD HIVE

A national team of multidisciplinary marketing, communication and fundraising hives dedicated to serving the for-purpose and not-for-profit space in Australia.

NATIONAL

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@WEAREWILDHIVE



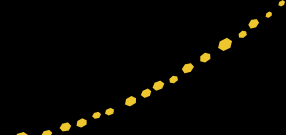
HELLO!

Introducing your team of design, digital, marketing and social media specialists.

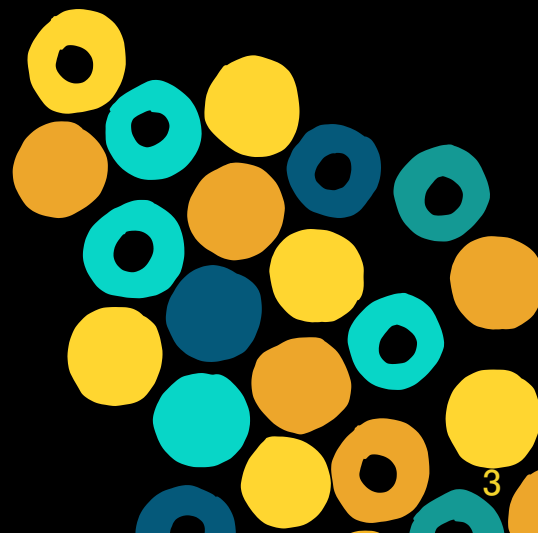
Wild Hive is a vibrant, collaborative, cross-functional, relationship-building, marketing, creative and fundraising agency. We're a hive of team players, each with our own unique skills across marketing communications and strategy, market research, brand management, social media, fundraising, graphic design, website development, photography, public relations and copywriting.

We select and embed high-performing, multi-disciplinary teams within organisations we work with. Our purpose is to develop and implement a communications strategy that reaches people and emotively connects them with your organisational distinctive.

Wild Hive has the combined experience and expertise to promote your organisation using our knowledge of the international and domestic market place. As a collective, our team can implement and execute tailor-made brand and marketing strategies on time and on budget.

A decorative dotted line in the top-left corner of the page.

**COURAGE
CURIOSITY
COLLABORATION
CHANGE.**





SERVICES.

As a full service agency, we can assist across the total spectrum of your communication needs:

Market, research, and strategy

Our marketing and advertising strategies will help you reach your market and advertise your business through diverse media channels.

Marketing strategy

Stop lurching from one marketing platform to the next with no plan in place and instead be guided by a holistic strategy utilising the best platforms and tools for your organisation.

Enterprise

Strategy and innovation are in our DNA. Tap into our combined years of experience in this area to reinvigorate the path you're on.

Market research

Get to truly know and understand your audience and let it inform everything you do. Let us do the leg work.

Brand management

Don't let your brand and organisation get stale. Wild Hive can help with brand strategy through to brand design and execution.

Social media

Nurture your online audience with fresh, current, consistent social media content and a strategy to back it up. LinkedIn, Facebook, Instagram, Spotify, YouTube, are all in our wheelhouse.

Fundraising and donor relationships

This is our bread and butter. From campaign development, to execution, right down to making phone calls on your behalf, we love to help you make money to do good in the world!

Operations

Struggling to manage all the moving parts of your org? We can help with that.

Graphic design

Our team of graphic designers are pros at developing fresh branding, building on your existing logo, as well as creating discrete graphics for social media, emails, letters, invitations and a million other marketing needs.

Website design

Tick "new website" or "update website" off your to do list with our team of talented web designers

Videography and photography

Our in-house photographers and videographers take the stress out of content creation, giving you folders full of fresh imagery and video to put on your website, social media and to build your next marketing campaign.

Public relations

Not sure who to tell about your new research, book or news, or how to tell them? Let us handle the press release creation and the distribution and watch the media roll in.

Communications

Struggle to send out a regular email newsletter? Let us take that off your plate.

Copywriting

Wild Hive's team of copywriters can handle anything from scripts, to email newsletters, web copy to brochures and social media. If you need words, we've got the writers for it.



MARKETING



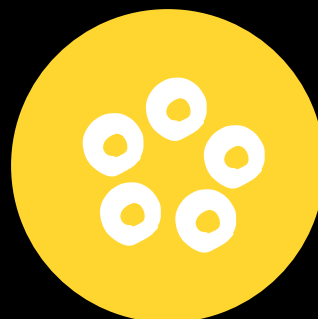
BRAND DEVELOPMENT
AND MANAGEMENT



CREATIVE



BUSINESS DEVELOPMENT
AND SALES



PUBLIC RELATIONS

MELBOURNE SCHOOL OF THEOLOGY/ EASTERN COLLEGE AUSTRALIA



In the unique position of being 'two colleges, one community', and having three distinct Centres of Excellence to promote, **Melbourne School of Theology** and **Eastern College Australia** have specific marketing requirements and several different audiences. Helping MST and Eastern gain clarity around their goals was a key first step in the Wild Hive – MST/Eastern partnership, as was building efficiency in the use of resources to get the best outcomes. Strategy days have brought a greater understanding of how marketing works across every area of both colleges. Another significant project in the quest to increase student enrolments and give the college greater visibility has been rebranding and rebuilding the Eastern website so that it has enough cut-through to compete in the broader educational marketplace.

- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
- ✓ GRAPHIC DESIGN
- ✓ PUBLIC RELATIONS MANAGEMENT
- ✓ WORKSHOPS AND TEAM COACHING

OPEN DAY POSTCARDS



 **EASTERN COLLEGE AUSTRALIA**

EXPLORE MENTAL HEALTH AND WELLBEING FROM A CHRISTIAN WORLDVIEW

From nationally-accredited one-year certificate courses to undergraduate and master degrees, deepen your own faith and identity in Christ as you equip yourself with the skills to grapple with the pressing issues of mental health and wellbeing in today's world.

DISCOVER MORE AT **OPEN DAY 11 May**

Visit: mst.edu.au/mst-eastern-open or contact: info@eastern.edu.au, ph 03 9790 9200



 **mst**

BIBLICAL STUDY THAT TRANSFORMS LIFE AND WORK

From undergraduate courses through to doctoral research, studying at MST will take you through a journey to deeper faith whether you're preparing yourself for ministry, or growing your theological knowledge.

DISCOVER MORE AT **OPEN DAY 11 May**

Visit: mst.edu.au/mst-eastern-open or contact: mst@mst.edu.au, ph 03 9881 7800



TWO COLLEGES ONE COMMUNITY

At MST and Eastern you have the unique ability to integrate your faith with your studies, and vocation. Whether you're just starting out, or switching careers, we offer a range of courses from certificate level through to doctorate in the areas of:

Teaching

Counselling

Biblical Studies

Chaplaincy + Pastoral Care

Mission



Discover more at Eastern College Australia and Melbourne School of Theology's

OPEN DAY 11 May

For more information visit: mst.edu.au/mst-eastern-open or contact: info@eastern.edu.au, ph 03 9790 9200

NCLS RESEARCH

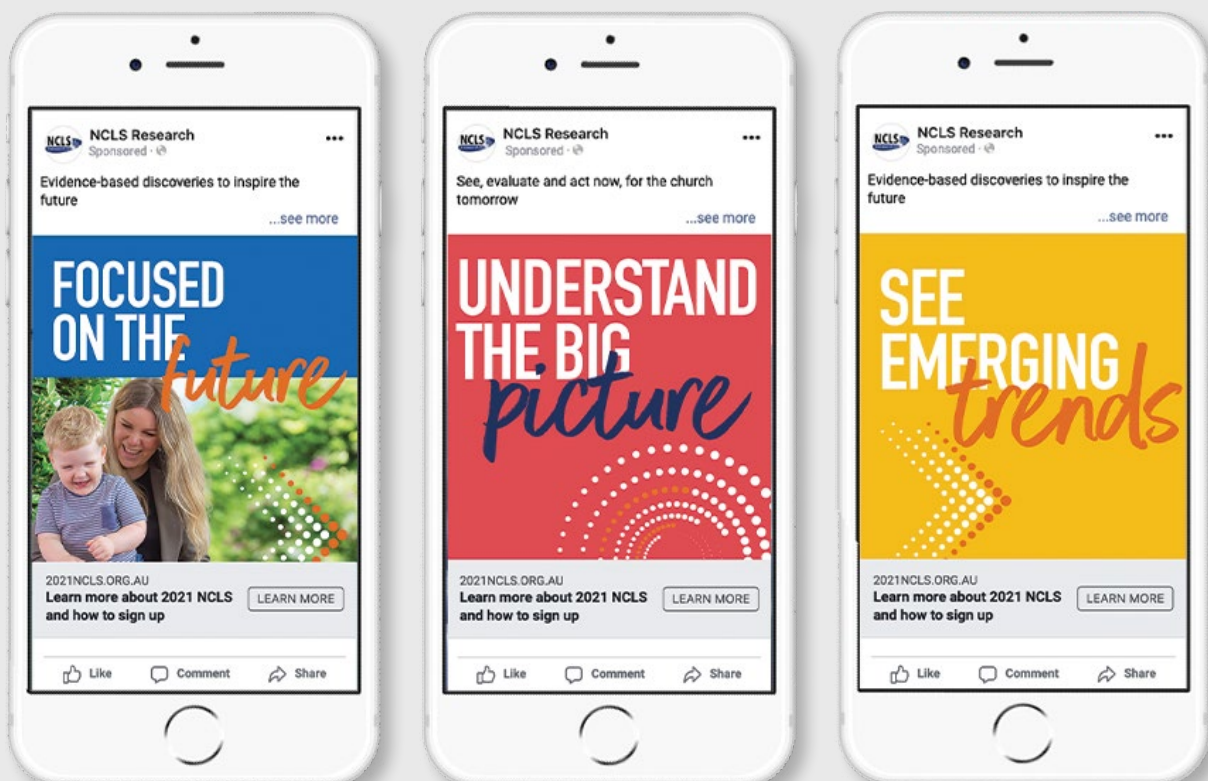


We are thrilled to work with **NCLS Research**—a world leader in social research with a passion for helping churches find their role and mission within our changing society. Their cornerstone project is the National Church Life Survey (NCLS).

Wild Hive was recently engaged to promote the NCLS survey and inspire churches to be involved in this project. Having Wild Hive's core team of Kathy, Bethany, Lindsey, Emma (and the Wild Hive design squad) onboard allowed NCLS Research to focus on doing what it does best—delivering survey resources and collecting and interpreting data. We looked after design, sales, marketing and comms, which included a brand refresh with an update of over 50 pieces of collateral. As well as creating a fresh, vibrant brand identity, our 2021 sales team of Daniel, Matt, Sherina and Ali secured sales of more than \$240k and secured partnerships with almost 20 organisations. We are excited to continue working with NCLS Research in 2022 in marketing and communications, graphic design, and helping build organisational stability through new partnerships and business development.

- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
- ✓ GRAPHIC DESIGN
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- ✓ WORKSHOPS AND TEAM COACHING

CHURCH SIGN-UP SOCIAL MEDIA POSTS





BIBLE SOCIETY AUSTRALIA



Our partnership with the **Bible Society Australia (BSA)** is something Wild Hive's embedded Sales Manager, Daniel Silva, gets excited about. He's passionate about BSA's vision—to open the Bible to all people everywhere, by any means possible. When Dan and his team sell advertising through BSA's far-reaching, reliable and trustworthy brands, including Koorong and Eternity magazine, they know they're selling a quality resource that helps other Christian organisations get noticed. In our time with BSA, Wild Hive has built a huge database of advertisers, exceeded sales KPIs (well, except 2021, thanks Covid), and brought our expertise to build and strengthen excellent face-to-face relationships with clients. And by increasing BSA's income, our work helps fund their vision.

✓ MARKETING STRATEGY

✓ MEDIA SALES

MEDIA KIT

Bible Society Australia | Media Kit FY2021

Eternity - Email Advertising

Weekly eNewsletter

Benefits
Your advertisement in our weekly E news updates is on board with one of the fastest-growing subscriptions to Eternity. Using this as part of your promotional mix allows you to be promoted in over 48,000 emails each month.

Requirements
Please supply medium rectangle sized ads (MREC 300x250px). We accept file formats: JPG, PNG maximum 500kb. Please note the change in format from previous email newsletter banner ads. Please also supply a link to the landing page of your choice alongside your artwork.

Pricing (per month) *excludes GST
\$695+ 1 mth
\$625+ 6 mth p/m
\$556+ 12 mth p/m

Ad Refresh: Change your ad creative during the month for only \$150 per additional creative. Please refer to page 23 for the most up to date deadlines.

biblesociety.org.au/advertising | advertising@biblesociety.org.au 8

Bible Society Australia | Media Kit FY2021

Koorong

About
Koorong has been a household name among Christians for more than 40 years, having opened initially, very modestly, in a garage in the street of our name in Marsfield Sydney in 1978. Owned by Bible Society Australia since July 2015, we have grown extensively over those 42 years with our 14 retail stores located across every state and territory except NT. We also deliver across the entire breadth of Australia via our efficient online webstore. We provide access to over 200,000 Christian titles both in print and print on demand.

With a well maintained database of over 250,000 Christian customers, Koorong offers 7 advertising options:

- Catalogue Inserts
- Statement Inserts
- Mail order inserts
- Cafe table flyers
- Customer basket flyers
- Website advertising
- Email advertising

biblesociety.org.au/advertising | advertising@biblesociety.org.au 10

Bible Society Australia | Media Kit FY2021

Koorong Audience

Online audience analysis

Koorong.com attracts a monthly traffic of more than **190,000** visits, with over 60% making up new visitors. Each month, Koorong sends an average of **400,000** emails to a growing customer subscription list.

Gender

30% Male
70% Female

Age

18-24 10%
25-34 33%
35-44 24%
45-54 10%
55-64 10%
65+ 13%

Denominational Affiliation**

Baptist	17.6%
Presbyterian	15.5%
Anglican	14.2%
Other	10.8%
A/C Churches	8.5%
Church of Christ	4.8%
Methodist	4.8%
Uniting Church	4.8%
Catholic	2.8%
Salvation Army	2.8%
Seventh Day	2.6%
None	2.5%
Lutheran	2.0%
Reformed	1.7%
CS Churches	1.6%
Other	3.6%
Not in to Answer	1.4%
Wesleyan	0.5%
Congregational	0.4%
Methodist	0.2%
Other Orthodox	0.2%
Other Orthodox	0.1%

State Audience Distribution*

11% NSW
21% VIC
7.7% QLD
10% SA
10% WA
10% NT

Married

68%

Tertiary Education

43%

biblesociety.org.au/advertising | advertising@biblesociety.org.au 11



When we came up with new creative and messaging for an enrolment campaign for **Whitley College**, the post-Covid-lockdown mood was that Victorians were ready to get out, explore, and start a new adventure. We wanted people to have that same feeling when they contemplated enrolling to study at Whitley. Learning should feel like embarking on an exciting journey, because it is! The integrated campaign included print media, social media, advertising, radio and digital ads, email marketing and a refreshed study guide, and was only one part of a larger campaign that included lead generation, enquiry nurturing and student services. Together with Whitley, we've also launched significant alumni feedback and student feedback projects, and ensured that all marketing and communications of the College is aligned with its strategic objectives.

- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
- ✓ GRAPHIC DESIGN
- ✓ PUBLIC RELATIONS MANAGEMENT
- ✓ WORKSHOPS AND TEAM COACHING







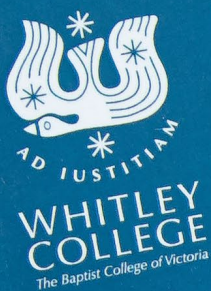
Wild Hive helped us right from the start to turn our lens more outward, oriented towards our primary audience. Working with the Wild Hive team is a wonderful experience, be it around developing a long term sound marketing strategy, the structuring of social media contributions or design of collateral. Wild Hive has a committed team of professionals who know the art of listening well before shaping up the needed steps! I would warmly recommend Wild Hive for PR and marketing purposes.

REV PROFESSOR RENÉ ERWICH

PRINCIPAL/PROFESSOR OF PRACTICAL THEOLOGY – WHITLEY COLLEGE

PORTMENTOS SOCIAL MEDIA POSTS

 whyodicy (noun) The journey one goes on when trying to make sense of a good God amongst a pandemic @Whitley	 Sanicare (noun) Pastoral care at 1.5m with hand sanitiser @Whitley	 Flexegesis (noun) The willingness to hold space in our understanding of scripture for experiences and interpretations of others @Whitley	 coffeescedence (noun) A transcendent experience of the divine when ones local coffee shop reopens after lockdown. @Whitley
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whitley.edu.au



 **UNIVERSITY
OF DIVINITY**
a college of the
university of divinity

EXPLORE LIVING FAITH

2022 Study

POWER TO CHANGE



We are excited to continue our relationship with **Power to Change** (PTC) — a grassroots movement that began in Australia in 1967, with an initial focus on training lay people in Australian churches to fulfill the Great Commission. Formerly known as Campus Crusade for Christ Australia, PTC as part of the international Cru network has an active presence in 205 countries. On the 40th anniversary of The Jesus Film, Wild Hive was engaged to promote The Jesus Film app in Australia. But we've done plenty more. Our amazing Kristie wrote PTC's marketing plan in 2018, which is still at the centre of their marketing activities today. Our ongoing engagement strategy focuses on increased brand awareness, deepening relationships with key audiences, and fundraising.

- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
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- ✓ WORKSHOPS AND TEAM COACHING



When I was searching for help with a major project, all my Christian ministry networks kept pointing to Wild Hive. As I met with, and then worked with, Ali and the team I came to appreciate the breadth of skills available across their "hive". And their teamwork meant we delivered the project on time and on budget. At the end, our ministry partner said they'd never received such a high quality project report.

GEOFF FOLLAND

NATIONAL LEADER - STRATEGIC ENGAGEMENT

● SOCIAL CAMPAIGN





JESUS FILM AUSTRALIA

PROJECT REPORT

PRESENTED BY GEOFF FOLLAND, CAMPUS TEAM LEADER

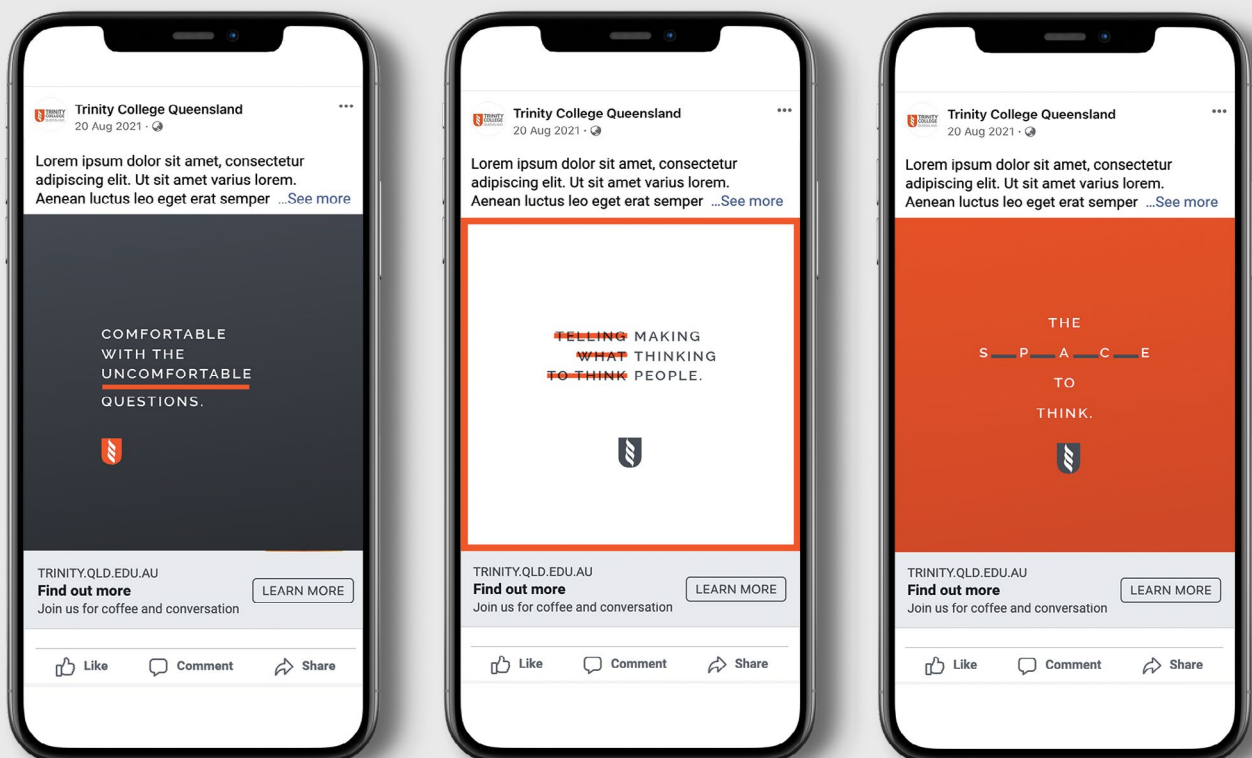


Connecting people to Jesus and each other

Trinity College Queensland is so agile and creative that our partnership with them feels like a natural fit. Over the last two years, Trinity has worked hard to incorporate Inquiry Based Learning principles into all their theology courses. They've basically turned their classes upside down and inside out, to give their students a grounded, thoughtful and vigorous learning experience, all the while keeping their focus on what benefits the learners they serve. We think Trinity is extraordinarily well positioned to give online and in-person students a genuine mind-and-soul-expanding experience. And we're extraordinarily excited to help them do exactly that — through branding and creative work, an increased presence on all sorts of media, and working to build even better relationships with churches and leaders.

- ✓ MARKETING STRATEGY
- ✓ GRAPHIC DESIGN
- ✓ PUBLIC RELATIONS MANAGEMENT
- ✓ WORKSHOPS AND TEAM COACHING

● SOCIAL MEDIA POSTS





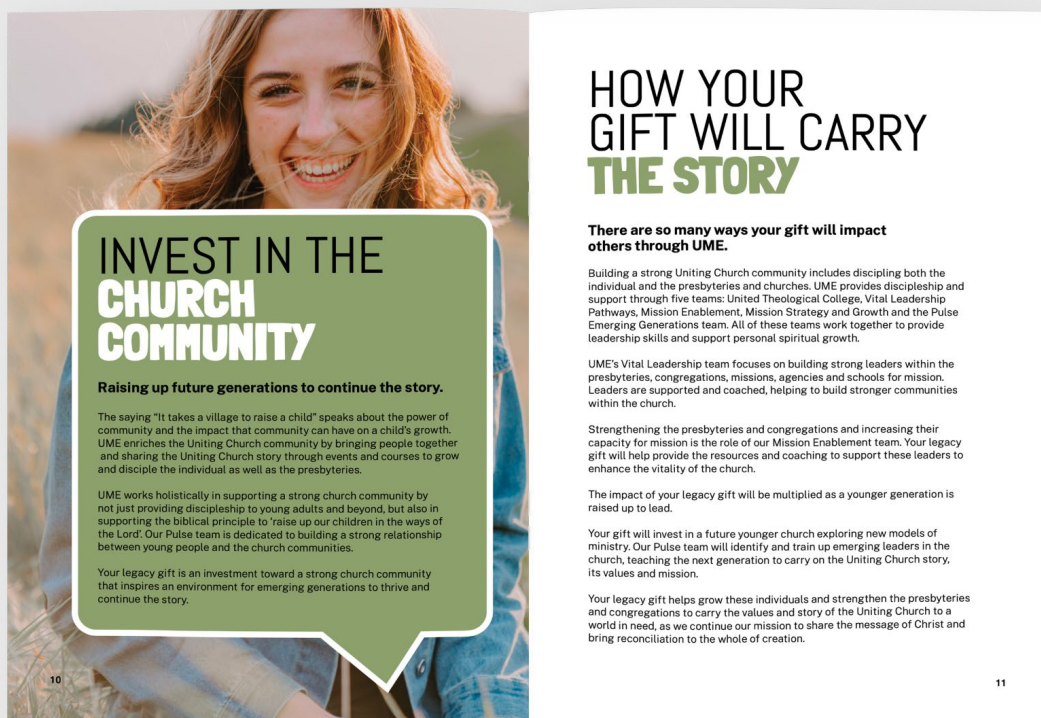
UNITING MISSION AND EDUCATION



Uniting Mission and Education provides research, education, and other resources to the Uniting Church in NSW and ACT. If it sounds like a broad reach, it is. In serving a number of different groups in a variety of different ways, they have the opportunity to strengthen the church and extend its mission. Wild Hive has collaborated with UME in strategic thinking and developing effective communication across its different branches. Most enjoyable? We loved the privilege of developing creative branding representing rejuvenation and growth. It's not only beautiful, but it underlines the Uniting Church's strong commitment to eco-theology and the environment.

- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
- ✓ GRAPHIC DESIGN
- ✓ WORKSHOPS AND TEAM COACHING

LEGACY BROCHURE



A photograph of an elderly woman with short brown hair, wearing a red shirt, smiling warmly at a baby she is holding. The baby is wearing a white shirt with a colorful floral pattern and yellow shorts. The background is a soft-focus green, suggesting an outdoor setting. The entire image is framed by a white border with rounded corners.

TOMORROW'S CHURCH DEPENDS ON WHAT WE DO TODAY

*Including a gift in your Will
can disciple future generations*



Uniting Church
SYNOD OF NSW & ACT

CHRISTIAN COUNSELLORS ASSOCIATION OF AUSTRALIA



Helping people live their best lives, **CCAA** counsellors integrate Christian theology and spirituality with psychological theory and clinical interventions. Wild Hive partnered with CCAA to increase its membership and raise awareness of CCAA in the church community. Re-energising CCAA's email campaign for membership renewals, thinking through how to make the joining and renewing experience easier and more positive, and developing a church partnership campaign began the process. We also delivered a professional development series that helped members develop and market their business and increased the CCAA social media reach and engagement with a 'Meet the Counsellor' series on Facebook. Putting a human face to CCAA and making our counsellors relatable helps them promote their business.

- ✓ MARKETING STRATEGY
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FIND A COUNSELLOR SOCIAL MEDIA POSTS





COUNSELLING...
FOR WHEN LIFE **GETS HARD**

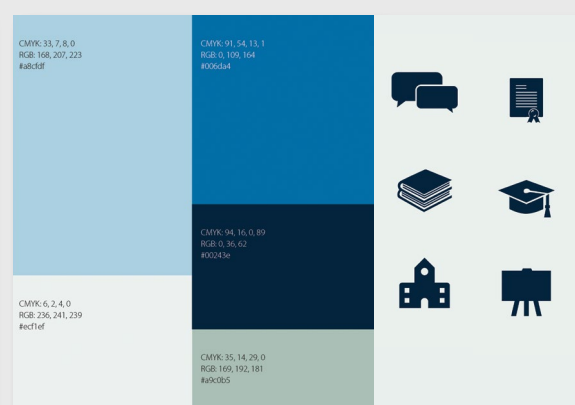
LOCAL LEADERS INTERNATIONAL



Local Leaders International is an innovative supporter of local Christian leadership development and training throughout the majority world. Partnering with Bible colleges in the Pacific, Asia, Africa, Latin America and the Middle East, LLI strategically assists theological institutions to provide the growing church with well trained, contextually relevant ministers. It's also part of Wild Hive's origin story, with our fearless leader, Ali Cooke, spending a decade as LLI's Sydney Director and Communications Manager prior to launching her own business. Our current embedded team member, the effervescent Lisa, brings all of Wild Hive's abundant resources including social media messaging and content creation, branding, event management, and lead generation, to help LLI raise the support and funding needed to do their important work.

- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
- ✓ PUBLIC RELATIONS MANAGEMENT
- ✓ WORKSHOPS AND TEAM COACHING

BRAND GUIDELINES



“

At Local Leaders International we love having a Wild Hive team member embedded with our staff. It makes communication easy and free flowing. It truly feels like they're part of the team.

REV DR STUART BROOKING
OCA EXECUTIVE DIRECTOR



● **CONSULTANT FOR LOCAL LEADERS INTERNATIONAL, DAVID JOHNSON,**
CONNECTING WITH BIBLE COLLEGE FACULTY IN MALAWI.

THE MELBOURNE ANGLICAN (TMA)

The
Melbourne
Anglican

We really enjoy working with **The Melbourne Anglican (TMA)**, the media arm of the Anglican Diocese of Melbourne, and the largest Christian newspaper in Victoria. When TMA brought Wild Hive in to manage advertising sales, our team increased revenue by establishing new systems, reaching out to new advertisers and nurturing existing contacts. We've helped them develop their subscriber base and connected them with a web developer to launch a new site—allowing for online ads. Now, advertising income is more stable, and some clients are booking a year in advance! Here's to creating marketing buzz so this remarkable newspaper can build its revenue and increase its reach.

- ✓ MEDIA SALES MANAGEMENT
- ✓ BRAND DEVELOPMENT / MANAGEMENT
- ✓ GRAPHIC DESIGN
- ✓ PUBLIC RELATIONS MANAGEMENT

MEDIA KIT 2022



The Melbourne Anglican

TMA The Melbourne Anglican

November 2019, No 586



From left: Sharon Little (Broadsheet), Dr Dr Sarah Hewson, Rachel Green (Arlow), Tishna Bush (Barrett), Jonah Gilson (Kemp), Leo Smith (Eggleston) and Anthon Mousa (Broadsheet). Photo credit: [unclear]

Archives discovery gives insight into Gold Rush era church
page 14

Reading Thomas Merton 'opened a gate into a Christian landscape'
page 35

Youth in Canberra for jobs forum

As part of its national youth employment campaign, the Brotherhood of St Laurence convened a jobs forum at Parliament House in Canberra last month.

Speakers included Federal Employment and Skills Minister Michelle Cash and Youth Minister Richard Colbeck. Young people from across Australia who have experienced adversity put their views to the ministers. Most had never been to parliament before.

"This picture really captures how the Brotherhood of St Laurence works: we always partner with community and the people who live in these neighbourhoods and regions," said Brotherhood chief Conny Lemberg. "It was wonderful to provide the platform - and opportunity - for young jobseekers to engage directly with policymakers."

Colbeck organisations from every state attended the two-day forum, which was themed "Community to Canberra".

In Victoria, the Brotherhood delivers the federal Transition to Work program to young people in Frankston, Monaghan Peninsula and Broadmeadows. The Brotherhood has been campaigning nationally on youth employment since 2014, including publishing its influential Youth Unemployment Monitor.

See viewpoint on page 25 and Synod reporting on page 7.

Marriage the 'issue of our times': Dr Freier

by Mark Brody and Emma Hargrove

SAME-SEX MARRIAGE AND the blessing of same-sex civil marriages is 'the issue of our times' for the Anglican Church, Melbourne's Archbishop Philip Freier told the opening session of his annual diocesan Synod, and seems to be the one that most polarises Christians.

Archbishop Freier, delivering his Synod Charge (address) to clergy and lay people from Melbourne and Geelong in St Paul's Cathedral on 16 October, said debate about human sexuality struggled to be carried out in moderation.

"It is easy for such discussion to leave some feeling unsafe, others unheard and others left wondering why amongst the many things that urgently press upon us, this debate seems to have claimed such an urgency," he said.

"Same-sex marriage and the blessing of same-sex civil marriages is the singular social issue, amongst these I have listed that has been internalised, as the issue of our times for most churches and certainly within the Anglican Church ... Despite the many other

challenges that properly concern Christians, this one issue seems to be the one that most polarises Christian denominations.

"Matters of sexual identity are obviously very personal to who we are and how we interact in society. The Anglican Communion has made it clear over the past two decades that while it affirms marriage as

"We can no longer rely on the culture around us to be a mere projection of our church culture ..."

between a woman and a man it also affirms the place of LGBTIQ people within the life of the Church. For some this is a big stretch. We know that there are passionately held views around how this is or even can be done. Equally, I suspect that when we are in relationship with people in our families or congregations we manage different opinions and identities very differently from when it is a debate amongst people we don't know personally."

In September, Dr Freier, who is also Anglican Primate of Australia, referred a decision of the synod of the Diocese of Warragamba providing for the blessing of same-sex civil

Diocese called to restart stalled reconciliation process

by Chris Shearer and Mark Brody

SYNOD HAS unanimously adopted a motion asking Archbishop in Council to review and respond to a report on the diocese's stalled Reconciliation Action Plan (RAP).

Archbishop in Council, the body that governs the diocese between synod meetings, now needs to give a considered formal response to the review of the diocesan RAP tabled by the RAP Working Group on 20 February 2018, reported to the Statement to Provincial Leadership tabled by the Aboriginal Council of the Anglican Province of Victoria (ACAPV) in November 2018.



The Rev Glenn Laughy holds up a drawing by four-year-old Louis representing reconciliation.

PLUS: Brotherhood of St Laurence supplement to the Lectionary (p22)

TYNDALE CHRISTIAN SCHOOL



As we've worked with the passionate group of educators at **Tyndale Christian School**, we've noticed that they don't just talk about Christian education—they live it. Teachers and staff model what it means to live and relate as Christians and everyone is passionate about lifelong learning. Enrolment numbers are the challenge for any private school, and we've worked with Tyndale to tighten the focus of their marketing, through media opportunities, an effective online presence and the development of beneficial partnerships. We've helped run successful Open Day campaigns, designed their Prospectus and reviewed the school's online Learning Management System to improve user experience and brand engagement.

- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
- ✓ GRAPHIC DESIGN
- ✓ PUBLIC RELATIONS MANAGEMENT
- ✓ WORKSHOPS AND TEAM COACHING

● SOCIAL MEDIA POSTS





“

Wild Hive takes the time to understand and find effective ways to communicate the distinctives of Tyndale as a Christ-centred, biblically-based school that partners with families in providing children with a holistic education.

REBECCA HALL
TYNDALE CHRISTIAN SCHOOL

CHRISTIAN SUPPLY CHAIN



Christian Supply Chain
BUYING GROUP/AUS
www.cscbg.org.au

Christian Venues Australia, the peak industry body for Christian camping in Australia set up CSC as a buying group for its members to achieve better pricing from food distributors and other companies that source and distribute what campsites might need. The Wild Hive team works with CSC providing experienced sales staff who can identify suppliers, negotiate prices and nurture relationships, as well as marketing experts to bring members and distributors together. Recent projects include organising the biannual trade show, completing a rebranding, and developing a new, more efficient, user-friendly website for CSC that will increase business development and sales.

- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
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“ Since engaging with the Wild Hive team I have been most impressed with their professionalism, their desire for accountability and their approach to our contract where the skills required are covered by skilled staff that have the ability to produce a quality result. I look forward to many more years of partnering with Wild Hive.

GRAEME JANES
CHIEF EXECUTIVE OFFICER

FACEBOOK HEADER CONCEPT



CONNECT22 |  Christian Supply Chain

THRIVE

**EXHIBITOR INFORMATION & CONFERENCE
SPONSORSHIP OPPORTUNITIES**



CVA MEMBERS NATIONAL CONFERENCE

25 - 29 JUL 2022

CSC SUPPLIERS TRADE SHOW

27 JUL 2022



**PHILLIP ISLAND ADVENTURE RESORT
1775-1801 PHILLIP ISLAND RD, COWES.**

OASIS HORTICULTURE AND FLORIANA



Oasis Horticulture Pty Ltd is the largest producer and distributor of bedding plants in Australia, supplying a wide market from wholesale growers to retail supermarkets. **Floriana**, a subsidiary of Oasis, also grows seedlings for Australian gardeners, but their market focuses on the younger 20s to 30s female aspirational gardener. Both companies are motivated to produce quality, beautiful products so that Australians can have a happier, healthier and more sustainable future.

- ✓ MARKETING STRATEGY
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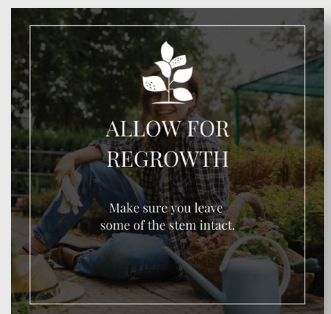
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The team at Wild Hive are the perfect partner for all social media needs across both Facebook & Instagram — from content creation to analytical reporting, they have helped us in growing our accounts for both our Oasis and Floriana brands.

MELANIE COGGIO

DIGITAL MARKETING COORDINATOR

● SOCIAL MEDIA POSTS





YOUNG LIFE AUSTRALIA



Young Life, a Christian youth volunteer organisation with a 50 year history, has a deep heart to help Australian young people find hope and purpose, and keeps in-person, genuine connections at the centre of their ministry. But when Covid hit, it was tough to keep a relational ministry going in the face of social restrictions. Our Wild Hive team helped support fundraising communications and worked to expand Young Life's brand awareness and prayer base with targeted email and social media campaigns, a donor audit and an Australia-wide online prayer gathering, widely publicised on Christian radio.

- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
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- ✓ PUBLIC RELATIONS MANAGEMENT
- ✓ WORKSHOPS AND TEAM COACHING



Wild Hive's expertise, enthusiasm and experience helped Young Life move through the difficult period of the pandemic. We emerged with good relationships with donors, supporters and volunteers, and are able to get right back to what we do best - reaching out to young people.

GLYN HENMAN
CHIEF EXECUTIVE OFFICER

CHRISTMAS CARD



WHERE TEENS BELONG

@YOUNGLIFE



YoungLife
Australia

It was a privilege to partner for two years with **CRU**, the largest provider of Christian holiday camps and school camps in NSW. With over 85 years of experience, CRU welcomes over 4000 campers each year to over 70 camps, as well as running a flourishing school's ministry. Their reach is great, and their marketing needs are significant. Despite leading her team through 18 months of lockdown restrictions in her embedded role, Wild Hive's senior marketing manager Kathy Elliott was able to launch a new CRU brand identity, revamp their online presence with a brand new website and implement the marketing campaign for CRU's biggest ever holiday camp season! Kathy also mobilised a hugely successful recruitment program for Summit, CRU's ministry traineeship, and led the marketing strategy for the newly built Lake Mac site.

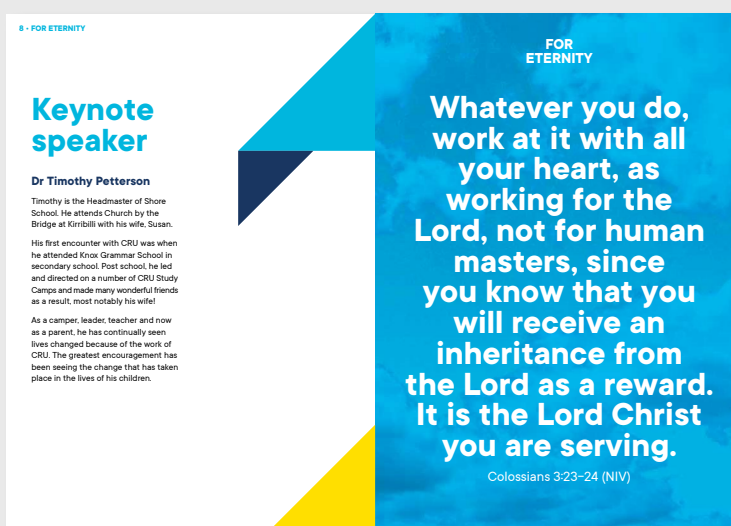
- ✓ MARKETING STRATEGY
- ✓ BRAND DEVELOPMENT / MANAGEMENT
- ✓ GRAPHIC DESIGN
- ✓ PUBLIC RELATIONS MANAGEMENT
- ✓ WORKSHOPS AND TEAM COACHING

“

We are so thankful for Wild Hive's involvement in this. Over the last couple of years, Kathy Elliott was able to help develop strategies, design campaigns, and lead our staff to this end. Most significantly, all of our Wild Hive team were on the same page in understanding, supporting and promoting our Christian foundation in our communications.

GARY HILL
CHIEF EXECUTIVE OFFICER

CRU TEACHERS' CONFERENCE 2021



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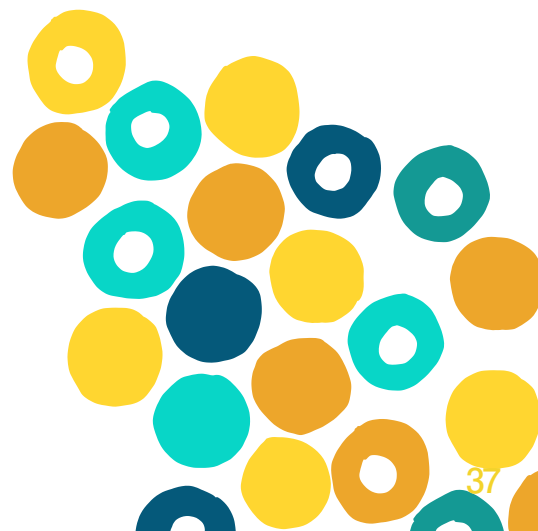
Alexandra Park
CONFERENCE CENTRE



Uniting Church in Australia
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**A CHRISTIAN
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GIVE US A BUZZ

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Alison Cooke
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NSW

SYDNEY

Kathy Elliott
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VIC

MELBOURNE

Carmen Petropulo
0416 062 435

QLD

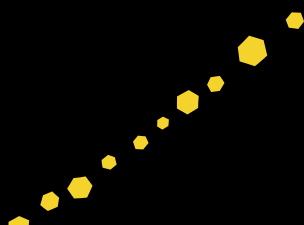
BRISBANE

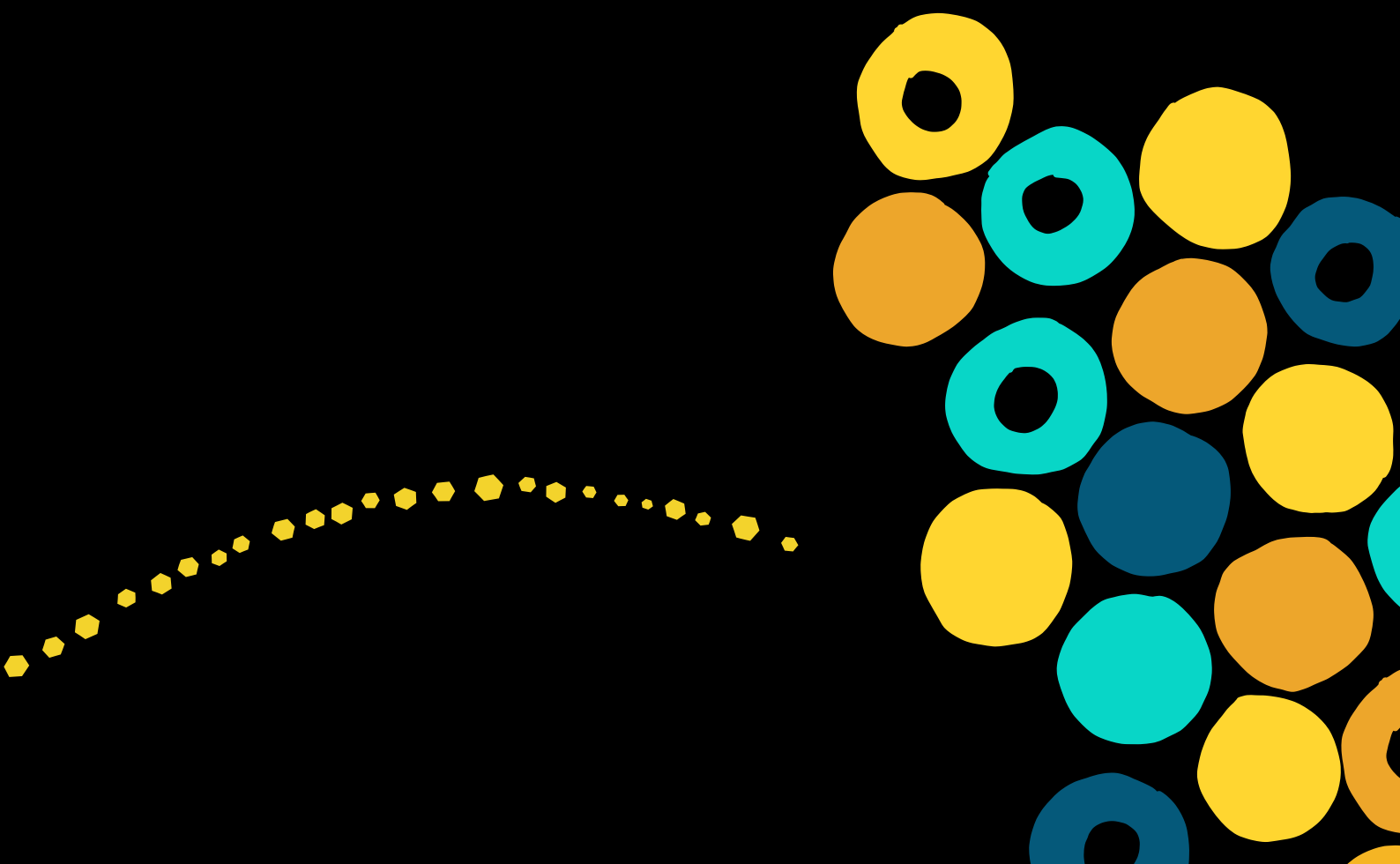
Emma Holmes
0478 020 021

SA

ADELAIDE

Dan Silva
0452 629 682







WILD HIVE



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