

connectedau

**COMMUNITY ENGAGEMENT,  
EVENTS  
& INSTALLATIONS**



# WHO ARE WE?

Connected AU is a purpose led business that specialises in connection, we deliver meaningful programs designed to create real connection, and we are on a mission to ensure that everybody in Australia feels visible, valued and connected.

Our programs are inclusive, accessible, safe, and innovative, and we are reading to help you make a difference to the lives of your community.

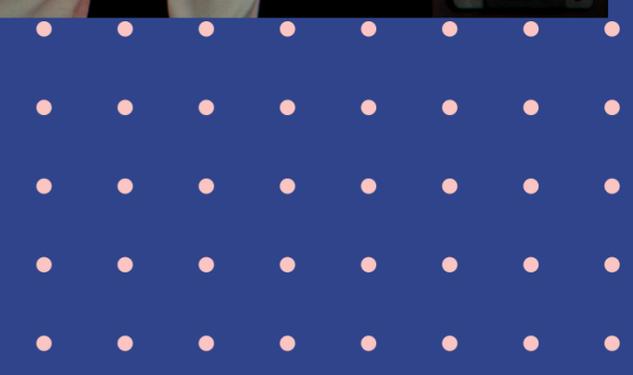
**We would love to partner with you to bring one of our Community Engagement offerings to your local area.**

# OUR LETTERBOX PROJECT

The Letterbox Project, is a famous, nationwide program connecting the wider Australian community with vulnerable and isolated people via the art handwritten letters.

The program fosters community engagement and connection, as well as increasing awareness and education.

This program is featured heavily in our two Community Engagement offerings.



# COMMUNITY ENGAGEMENT PROGRAMS

We offer two, impactful options to local councils and businesses to deliver heartfelt, inspiring, community engagement.

1. Community Events
2. Installations



# 1. COMMUNITY EVENTS

We specialise in feel-good community events within your local area, to foster genuine community engagement and combat loneliness.

## What are the events?

2 hour family friendly events - usually themed (Easter, Christmas, Seniors Week)

## Who are the events for?

Our events are tailored to all demographics; families and individuals. They are inclusive of all ages, from young children to seniors.

## Why?

Our events facilitate genuine community connection by bringing your local area together in a positive way. Our events educate, raise awareness and inspire action about the importance of connection.

## The events include:

- Letter Writing/Card making session
- Mini art class (optional)
- Visit by Santa/Easter Bunny (or others) to collect cards and deliver to local aged care homes.
- Food and drinks
- Ambassadors



## 2. 3D INSTALLATIONS

We deliver and manage month long public installations.

### What is an installation?

Our installations are eye catching, co-branded, large 3D Letterbox Boxes referencing our national Letterbox Project.

### What is included?

The installations include interactive content and QR codes to engage your community. Through these touch points people gain free access to a range of our programs designed to facilitate connectedness including our famous Letterbox Project.

### How does it benefit you?

We engage in month long marketing, promotion and media opportunities to highlight your community impact and focus.

You benefit by bringing an impactful, fun and emotive free program to your community to both volunteer and receive support.





# FREE PROGRAMS

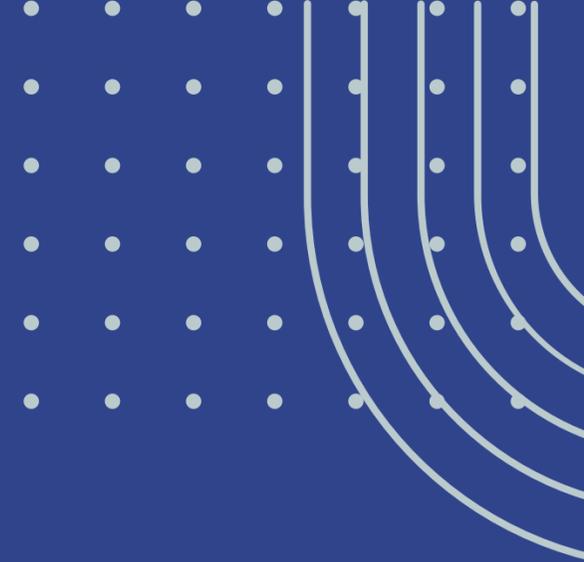
When your community engages at an event, or with an installation they access:

## Letterbox Project

Community members can scan a QR code on the installation and participate in our famous Letterbox Project. People choose a local senior or aged care resident to write a letter or card to – creating direct community impact and inspiring connectedness.

## Extra programs

Community members will have free access to a range of other programs including online clubs (book, art, garden, cooking, social), online events (with guests including Sam Neill, Liz Hayes), podcast, and free e-learning including fun quizzes and interactive mini-courses.



# WHY

## CONNECTEDNESS

## COMMUNITY

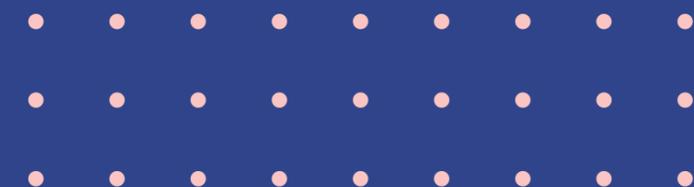
## LONELINESS

Our community engagement programs deliver themes of community and connectedness to your local area – addressing the critical social, economic and health issue of loneliness for your community.





- Research shows the majority of people (particularly older people) who are experiencing isolation and loneliness seek connection in public places – shopping centres, parks, busy foot traffic areas. The goal – meet them where they are.
- Loneliness costs 2.7 bn annually in Australia
- Loneliness linked to equal risk in mortality as smoking and obesity
- Loneliness linked to increased risk in chronic health conditions including heart disease, CV disease, stroke, mental health disease.
- Connected AU programs are designed to generate interest and engagement.
- Facilitates community connection by participating in physical and online programs.
- Supports local vulnerable community through outreach with letters and cards.
- Generates your brand awareness and impact in tackling this serious issue.



# PRICING TABLE

## INSTALLATIONS

- Letterbox Installation Access
- Free program access for local community
- Marketing & promotion month-long (social media, media, ambassadors)
- Dedicated connected au support

\*\* flexible plans and fees available

**\$4,900**

## COMMUNITY EVENTS

- Themed community event
- Management & hosting by CAU
- Promotion/marketing
- Professional photography (minimum 40 shots)
- Local business engagement (Harris Farm, Bakers Delight)
- Free installation (optional)

\*flexible plans and fees available

**\$11,500**

# FLEXIBILITY

We tailor programs to your goals  
and local area.

We can discuss all budget types and needs.

# CONTACT

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