

Engage

with us



The Uniting Church in Australia
Synod of South Australia



“

We engage with each other and the wider church in many ways.

”

*Moderator
Bronte Wilson*

Meet The Team



Bridget Ransome

Bridget has extensive experience across marketing, media, communications and event management, highlighted by more than eleven years at SAS Channel 7 Adelaide. She is a professional editor, freelance writer and a member of the Public Relations Institute of Australia. In her role as Executive Officer, Bridget manages the Engagement Ministry Centre which is responsible for communications and campaigns delivered on behalf of the Uniting Church in South Australia.



Mark Guy

Mark brings a wealth of experience in media, communications and marketing. His career highlights include; hosting a digital marketing seminar for over 1,000 attendees and working on the PR strategy for the launch of a brand new cruise ship! Mark is responsible for the Congregational Website Program and supports congregations with their website and communications needs.



Henry Nguyen

Henry is a talented graphic designer that transforms ideas and concepts into professional products and services that support the life of the church. He has a keen interest in editorial design, branding and digital design, and is excited to bring your ideas to life using his creative flair.



Alex Gatley

Alex is a skilled graphic designer with experience working with church organisations and not-for-profits. He believes engaging and professional visual communication is essential in sharing key messages, interests and stories of the church, in a positive and impactful way.

Welcome

Welcome to the Engagement Ministry Centre.

The Engagement Ministry Centre was established in 2019 after a review of the communications operations of the Synod, and in July of that year I was appointed to the role of Executive Officer Engagement.

The Engagement team manages a wide variety of communications on behalf of the Synod of South Australia and supports congregations and various agencies associated with the Uniting Church. Engagement publishes both the *New Times* and the weekly UC E-news and also provides a range of communications services many of which are outlined in this booklet.

We have compiled this information to better inform congregations and church-related agencies as to the diversity of communications materials that we can provide. We do charge a fee for many of our services, however our rates are regularly reviewed and are usually half of current market rates for a similar type of product or service.

We encourage you to retain this booklet and to contact us about your communications needs. We would be pleased to support you in the important contribution you all make to the life of the Uniting Church in South Australia.



Bridget Ransome
Executive Officer Engagement



UC E-news



UC e-News is the weekly news of the Uniting Church in South Australia and is published every Tuesday. It contains up-to-date information about the life of the church, including news, faith development, issues and important updates for congregations. Regular features include:

- Lead articles
- Assembly highlights
- Reflection
- Prayer Points
- Positions Vacant
- Events.

'As I looked through the e-News this afternoon, I got the impression of a vital, justice-focussed church, that wasn't forgetting where their heart and common commitment lay.'

New Times is the voice of the Uniting Church in South Australia and is published bi-monthly. It represents the breadth, diversity and vision of Uniting Church members in the state - and beyond.

New Times was previously known as *Central Times* and was first published in 1971. It was renamed *New Times* in 1982 and throughout its history has received many awards for excellence in religious journalism and design.

We encourage members of the Uniting Church to submit articles and items of interest so that the community of the church is represented in its major publication.

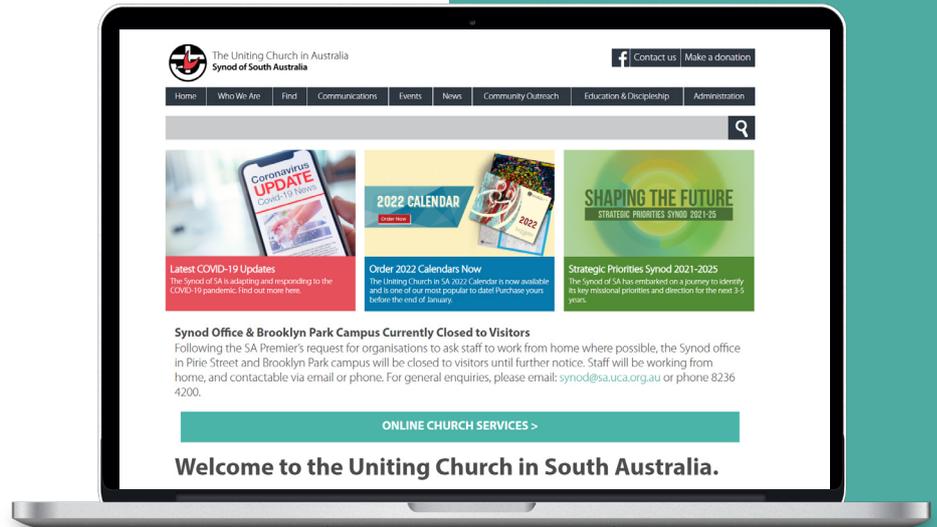
To submit items for consideration please fill in the automated form located at:
<https://ucasa.org.au/new-times/>

If your congregation would like print copies of *New Times* (which are free), please email:
engagement@sa.uca.org.au



New Times





Websites

The main Synod website of the Uniting Church in South Australia houses a range of information and resources relevant to the breadth and depth of the church.

At any given time the website houses over 14,000 items which are maintained by the Engagement team.

The most accessed pages on the website include:

- UC-ews
- News and Notices
- Events
- Find a Church
- Positions Vacant
- Placements.

To submit event information to be featured on the website please visit: <https://sa.uca.org.au/events/submit-an-event>

To submit a Positions Vacant advertisement please visit: <https://ucasa.org.au/positions-vacant>

The **Congregational Website Program** is separate to the main Synod website in that it offers three different types of website options for congregations so they can have their own website presence. Currently, Engagement has built over 60 individual sites in WordPress, which are fully maintained and securely managed.



Sunset Rock Church website



Gartrell Church website



Loxton Church website



**Uniting
Foundation**



**BURNSIDE
CITY UNITING
CHURCH**

Raising Children of God



Logo Design

With two talented graphic designers on staff, we are able to provide a professional logo design service.

We ensure that each design meets the needs of the client and we do this by conducting a preliminary meeting to explore ideas; we then follow-up with the provision of two original designs; on-going collaboration with the client; and upon completion of the project we provide a *Style Guide* document along with graphics in a variety of formats and elements.



Videos and Photography



The Engagement team is able to produce professional videos and is regularly required to undertake photography for Synod events and major activities such as the annual Synod meeting.

Each year we produce themed videos for the Moderator to convey key messages for the seasons of Easter and Christmas.

Engagement also uses YouTube and Vimeo to further promote video productions.

We can also produce short-form animation for use on social media platforms.

Flyers/ brochures/ booklets

With a full suite of professional graphic design software available to the Engagement team we are able to produce high quality publications whether simple or more complex.

We can work with you to develop publications that meet your needs and will provide you with a full set of files upon completion of the project.

You can provide your own images or we can source a range of images from our graphic design sources which include our in-house photo library or Canva and Unsplash.



Merchandise/ Banners/ Signage

Engagement can design and source a range of merchandise and other types of products required by congregations, including:

- Pull-up banners
- Outdoor banners (corflute, vinyl)
- Promotional bags
- Pens
- Decals
- Name Badges.

We can also provide advice as to what may suit your specific event or activity – just ask!





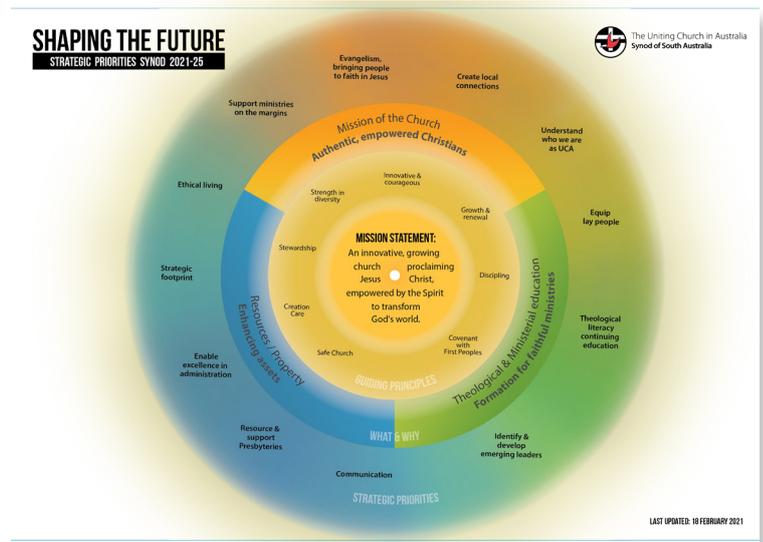
Social Media

The Uniting Church in South Australia uses the following social media platforms:

- Facebook
- Instagram
- YouTube
- Vimeo
- LinkedIn
- Twitter.

The Engagement team uses Hootsuite to help manage social media messaging, and forward scheduling of messages.

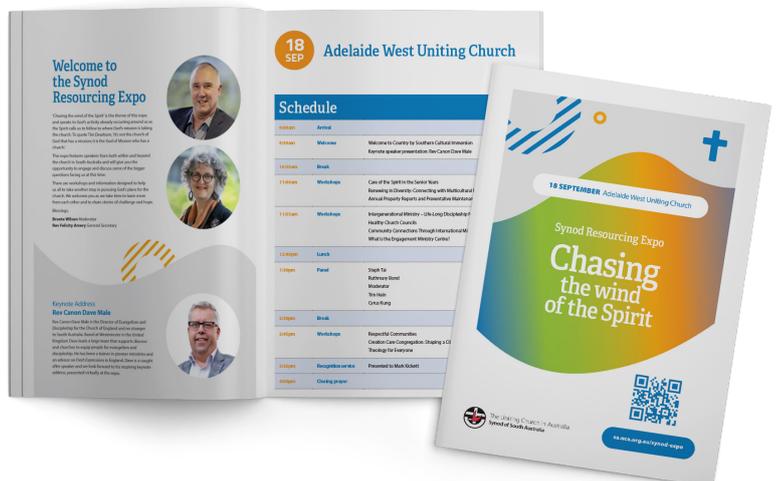
Communications Campaigns



As the Uniting Church in South Australia seeks to progress its significant projects and initiatives, the Engagement team's role is to convey this important work to the wider church.

This requires the preparation of professional communications campaigns that can incorporate a range of publicity and promotional concepts and platforms – whether a simple fact sheet is needed through to animated video.

Some of these campaigns have included, for example, the *Shaping the Future* strategic plan and wheel concept through to the Property Review project with graphically designed reports and a full video concept.






**Uniting
Foundation**

Financial support for
innovative projects

Help build vibrant
church communities

Lead the Church
into the future



We invite you to
engage with us ...

Engagement Ministry Centre

Email: engagement@sa.uca.org.au

Phone: (08) 8236 4249

Website: sa.uca.org.au



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