

## **WEBSITE, BRANDING AND NEWSLETTER PROJECTS, JULY 2021**

### **Website**

This is my last report to Council on the Website Project as I take on my new role as President Elect. It has been a long and rewarding road. I am pleased to announce the NZAP/Waka Oranga website is now in the very capable hands of Claire Miranda, who joined us at the Council table in April. Claire will keep our website updated and relevant.

I would like to extend a special thanks to Gavin Stanfield for all his support, input and encouragement in the process of making this website. My gratitude also to Lynne Holdem, Seān Manning, Anna Fleming, Nikky Winchester, and Diane Zwimpfer. Your contributions have been invaluable, many thanks.

We continue encouraging members to keep their profile up to date, and each NZAP committee to ensure their information on the website is accurate and updated. Contact Claire at [clairedasilvamiranda@gmail.com](mailto:clairedasilvamiranda@gmail.com)

### **Branding**

At our Council meeting in April, two branding and template options were presented to Council. Members of Council contributed their input, the most significant being inclusion of Waka Oranga's visual presence on our certificates. Having both logos on our certificates and templates is a reflection of our bicultural relationship. Andrew Kirby and I are working on how to best incorporate these changes and new alternatives will be presented at the Council meeting in July.

### **Newsletter**

In April, Council announced to our membership that the NZAP Newsletter has moved to an online format and that Marianna Ackerman from Wellington will be our Editor.

Since then, Marianna has been working alongside Iain Graham in the design and technical set up of the first issue. They faced some technical issues to start with, but now the call for submissions is out.

An online newsletter brings the possibility of a more agile and dynamic way of communication for members and Council. This is our small contribution to reduce our carbon print and is a more sustainable means of communication for the future.

Gabriela Mercado