

If you weren't aware, we're building a new Playground

Hey everybody, this is an update on the Laingholm Playground Project and the launch of some exciting new communication channels.

Just a bit of background on what we've done and the direction we're going in terms of communication internally and the outside world.

“One of the largest failures with community based projects is the lack of unity and the disparate nature of effort and direction.”

What we want to build is actually larger than the rebuild of The Playground. We want to create a better community that supports our school. Yes our aim is to get the Playground rebuilt, but it goes deeper... wouldn't it be great to build a community of like-minded people that 'get things done' at The Greatest Little School in the Universe?

One of the biggest drivers for gaining assistance is creating awareness of the Laingholm Playground Project and the Laingholm Community. This has implications across the board from obtaining volunteer help, getting donations, securing corporate associations and donations as well as influencing decisions at a council level. If people don't know, people can't help.

So what we all need to think about is 'how can we create awareness?' How can we get people interested in what we're doing?

As a small example, how many people know that the rockets were removed from the playground early one morning by two crazed community members, hands up who'd have paid to see a Chief Exec and a one armed bandit, 20 feet up in the air pretending to be Bob the Builder. We could have sold tickets for that show!?!?

So get behind the project and get the word out to everyone in your networks and the local area. Create awareness and drive donations, every little bit helps.

Below are the two new communication channels due to be launched next week. Brigitte Pearce-Witana has come on board the committee and will manage our communications.

Firstly, we have a website - <http://laingholmplayground.co.nz/>

The website has been set up as the brand hub for the Project. This is the shop window. We want to portray a unified, positive community. You go here for updates on the project, find out who's involved, what's the status of the funding etc. We want to encourage you to submit content here and build memories of the playground.

What we want

- **Interesting memories of the playground** - Images, old video, accounts from past students. If you can video a relative talking about a fond memory... absolute gold.
- **Current state of play** - Updates on what's happening, we will update this as content is made available.
- **Viral video projects** - Get creative and make a video of aliens destroying the playground. Have a bit of fun and see if you can get on TV. Doesn't have to be professional, just has to be positive and interesting.

We'll also advertise any businesses that donate and or help out by offering their time, product or materials (see the businesses at the foot of the home page already).

Secondly, Facebook - <https://www.facebook.com/groups/1618871678436659>

Facebook is the discussion point for the community. Invite everyone you know and start getting the discussion and awareness going. At this point it will remain private, and it will remain constructive and positive!!!

Feel free to submit content that you wish to see on the website here as well. We can't promise to publish everything, but all content will be looked at and considered.

We look forward to lots of positive comments and enhancing the awareness of the playground project.
The Playground Committee