



## **Digital platforms and car guards AGM report**

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### **1. Website and email**

The PRABOA website (<http://www.parkhurstvillage.com>) receives between 200 and 350 unique visitors per month. The Parkhurst Village newsletter is delivered to approximately 2,300 addresses, almost 40% of which are opened (this is higher than the industry average of 25%). The website and newsletter are managed by UltimateData at a cost of R500 per month, and the hosting costs are approximately R139 per month, the SSL certificate costs R219 per year and we renew our domains at a cost of approximately R800 per year. The website was originally built using WordPress by Justin McCall, who we are grateful to. Please get in touch with me (Ryan Hawthorne, [technical@parkhurstvillage.com](mailto:technical@parkhurstvillage.com)) if you have any comments or suggestions for the newsletter and website.

### **2. Car guards**

Parkhurst now has more than 40 car guards vetted by the SAPS, with photo IDs and Ukheshe accounts. The results thus far have been positive, with numbers of crimes having declined near 4th Avenue. Please support our registered car guards, rather than giving money to other unvetted car guards. We need some help in respect of addiction and other social problems. Are there any volunteers out there that could help? We also need help with scheduling / coordinating the car guards. Further details, including the scheme rules and application form are available here: <https://parkhurstvillage.com/projects/car-guard-initiative/>. For more information, please contact Ryan Hawthorne: [technical@parkhurstvillage.com](mailto:technical@parkhurstvillage.com).

### **3. We could use your help with marketing and communication!**

We are currently looking for help with marketing and communication, and with website and email content, and communication and marketing more generally. Please get in touch with Ryan Hawthorne ([technical@parkhurstvillage.com](mailto:technical@parkhurstvillage.com)) or Cheryl Labuschagne ([chair@parkhurstvillage.com](mailto:chair@parkhurstvillage.com)) if you have any ideas on this.