

PRABOA digital and precinct management report - AGM 2021

Prepared by: Ryan Hawthorne

Digital

PRABOA has a website and a newsletter, both of which were supported by UltimateData, and then DesignDept, and in particular by Brad Montgomery, who we thank for his help over the past year. The cost of this is approximately R1,000 per month, which covers the maintenance of the PRABOA and SafeParks websites. There are also costs to host our websites and there are annual domain and SSL licensing fees. The website attracted almost 370 visitors each month over the past year, an increase from around 314 visitors over the previous 12 months. The newsletters have been few and far between. We are working on a new marketing and communications plan to remedy this situation.

Precinct management

PRABOA hired Excellerate to manage our precinct for several months between the end of 2020 and the beginning 2021. The aims of the project included to manage the car guards on 4th Avenue, improve marketing and communication, and assist with managing the infrastructure in the area. While we did not achieve the outcomes we had in mind for the project, this was a useful learning experience, in that we now understand better what may be possible for precinct management in the area. We will continue to focus on these aspects in the coming year.