STAFF NEWSLETTER APRIL 2024

Community Relations

Community relations refers to the relationship that a company, organization, etc. has with the people who live in the area in which it operates

For a company to be successful, it must develop a relationship with the community in which it operates. To see results, the relationship must be beneficial for all parties involved.

Community Relations Allows Giving Back

Businesses that participate in community relations benefit by being able to give back to their communities. The beneficiaries in that community prosper from donations and other services.

Community Relations Builds Credibility

Building credibility is essential for all businesses, and it's no different with community relations. A solid strategy helps boost RTS's credibility and create a personal connection with our clients as compassionate, trustworthy, and invested in local growth.

Community Relations is Great for Advertisement

Word of mouth marketing is king today. Our community relations strategy, when coupled with public relations outreach, can work wonders in generating buzz for RTS. The resulting coverage fosters positive sentiment of RTS in the eyes of locals, driving traffic right back to us.

Community Relations helps with Networking.

If we extend your time to do community relations, you'll find that our network will grow exponentially, and we will start attracting potential new clients.

It'll be easier to retain employees, connect with fellow local business owners for future partnerships, and RTS credibility ratings will go up as new clients view RTS as reliable, trustworthy, and honest.



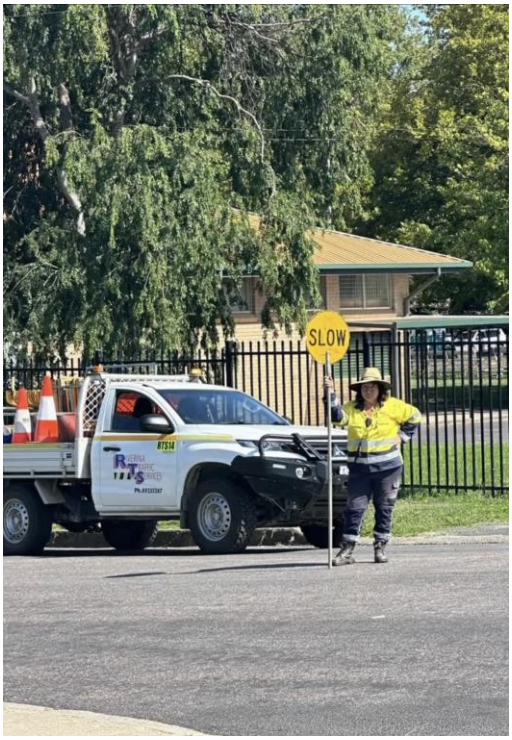




SAFETY IS PARAMOUNT

ONE TEAM – 3 BRANCHES

RTS Strategies for doing Community Relations



Investing in Our Community

RTS invests back int the community through sponsoring Local Sports teams and events such as the Khancoban Poker Run.

Giving Through Community Events

RTS has given back through community events by supplying time and resources.at a heavily discounted rate. Some of the events that RTS has assisted with over the last 12 months are The National Busking Championship Cooma, Mardi Gras Wagga Wagga, Toy Run Wagga Wagga, Zone 20 Pony Club Tumbarumba, Falling Leaf Festival, Blue Tree Project.

Volunteerism

RTS has given back to the community by volunteering Time, Knowledge, and Resources and also attending Career days and Industry Related events.

Leveraging Our Strategy



Social Media Posts

RTS uses social media to engage with the Community from jobs and events RTS has worked and by doing this will build brand trust among current Clients. To take it one step further, RTS will work with our community to develop a multi-channel strategy that reaches their audience in addition to yours to maximize visibility. Please refer to the RTS social media policy which can be found on the RTS website under employee resources.

Public Relations Outreach

RTS shares our story with local media this gives RTS a true spotlight to share our message directly and build credibility with the community.
Adding a community relations plan to our marketing strategy doesn't only benefit RTS but the community at large, creating a pipeline of brand trust that leads to new clients.



In conclusion, community relations is a two-way benefit: it positions RTS as ethically responsible contributors, fosters goodwill among potential clients, and helps the community thrive as a whole.

EMPLOYEE RESOURCES!!!!

Ensure you stay up to date with Company Policies. For ease of access these are all on our website and are updated frequently. ON OUR WEBSITE,

- **CLICK EMPLOYEE RESOURCES**
- **PASSWORD Riverina2023**

NEW POLICIES AVAILABLE FOR ACCESS NOW!