

## Barossa German Language Association - **AGM 2025 Communication report**

Anne McKenzie, 21<sup>th</sup> Sept 2025

### **Website:**

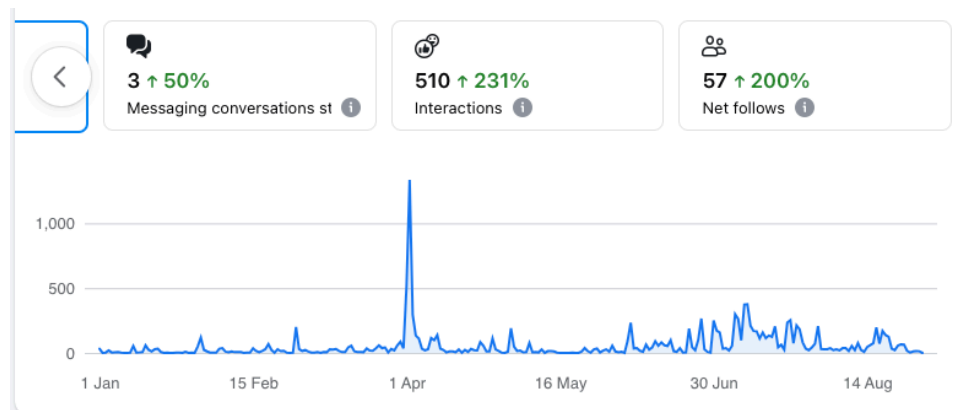
We post regular updates (around 3 per month), including details for Kaffee und Kuchen, guest speakers, Das Blatt publications, Laternenlauf, Adelaide German Week announcements, German class updates, and event summaries.

### **Email Newsletter:**

Our monthly email newsletter, sent via Mailchimp, continues to work well with 263 subscribers (+42 from last year). Engagement remains strong, with consistently high open rates and very few unsubscribes.

### **Facebook:**

- Our Facebook page <https://www.facebook.com/barossagermanlanguage> has grown to 81 followers (up from 0 last year when we had to restart from scratch after a system error)
- We've had 14,463 Views since the start of the year
- We don't run paid ads so all reach is organic. Thank you to everyone who engages – liking, sharing, commenting, and rating us helps us reach more people.



### **Looking Ahead**

With the AGM today, we would like to ask if any BGLA members or friends are interested in supporting our communications - managing the website, email newsletter, or Facebook page. These are rewarding volunteer roles, and I would be glad to hand over the responsibilities to someone keen to continue this important work.

Thank you for your continued support of the Barossa German Language Association!