

ASSISTANT SECRETARY CONFERENCE REPORT – June 2023

Blackall Conference was again an enjoyable gathering of like-minded people all in one place to share and spread the word on issues faced educating our rural and remote children. There were plenty of issues to be discussed and debated over all portfolios with some having more motions than others. I am immensely proud of the way that State Council worked together in collaboration putting their best foot forward making the conference run as smoothly as possible. There are always little hiccups arising at the last minute but adapting to change is something that we are learning to take in our stride. Again, at this conference I worked closely with Neville Dolinski from Outback Sound. There was never a dull moment and gosh he knows his stuff, although I did teach him a thing or two this past year! The two of us worked together like a well-oiled machine and got the job done without much drama. Neville always is up for an odd job or two that does not quite slot into his pay grade, even dealing with the air-conditioning temperatures to make the room more comfortable. It only takes a little nod and a wink, and he is on the job.

At the conclusion of the Blackall State Conference, Annette promptly had all the relevant documents ready and raring for Di Selby to crank up the computer and compile the minutes. The minutes were proofread by our wonderful editing team, Tammie Irons and Noela Brown. Thank you to Di Selby for once again thoroughly preparing the minutes. The digital version was distributed to members, conference guests and Department of Education by email and uploaded to the website.

Communication of information through branches is improving, although some are still like molasses but generally a little reminder if needed has good results. There are always going to be those who just don't reply or have excuses, but it is like leading a horse to water, you can't make them drink. It is always a tough battle and one that will never be 100% won. It is important that information is conveyed to members, and it is as simple as reading an email. There can be a lot to gain from these emails, and I certainly appreciate someone sending me data, saving a lot of googling myself. I said in my last report it was going to be my mission to get all the current executive details from every branch but as I stated above this sometimes cannot be possible and I am sure waving a big stick would seem a little extreme. So doing the best that I can in this space is the most accountable I can be.

Dropbox from my point of view is still very relevant. There are many branches/members that do not have Dropbox or Teams for that matter. If they do happen to have either it seems to be that Dropbox was around before Teams and so this is their preferred platform. This means that keeping the records in the branch information folder in both Dropbox for Branch Executives and the Teams equivalent identical. Sometimes this can be a little challenging but a task that is not impossible. Being thorough when making changes to a document and saving the exact copy in the other platform. After lengthy discussion with State Council on this matter we have decided that all documents for Branches are on the website and that will be where they can be accessed moving forward. This will alleviate the problem of branches not having a compatible platform. It will be as easy as downloading direct from the internet. This change will occur immediately after the Julia Creek Conference. I will notify all Branch Executives of the change.

State Council has had discussions at great lengths around the delivery of the Queensland Compass. It was decided that we would not release the quarterly edition as the News & Views and Queensland Compass looked identical to each other. Gathering information for the QC was becoming harder to fulfil and having relevant information for members. The delivery of QC was to 1237 members with the number of opens anywhere from 350 to 600 members. The larger editions that were read were the ones covering Conference Information. The links within the QC were clicked on were anywhere from 1 to 36 with the largest number being conference information with 51 clicks out of 1237 delivered. There were 93 clicks on the Art Union 2021 special edition with 644 opens.

In a nutshell we will still compile the Conference Information Editions and any other special information that needs to go out to members. This will leave the News and Views to have plenty of fresh information for the paid magazine. Below is some statistics in relation to the QC. After further discussion on this topic, I am only too happy to go with the direction State Council decided upon for the QC.

Subject	Send Date	Total Recipients	Unique Opens	Open Rate	Unique Clicks	Click Rate
ICPA Qld Inc: Queensland Compass - August 2020	Aug 20, 2020 02:26 pm	1469	467	31.96%	6	0.41%
ICPA Qld Inc Conference 2020 - Information 2	Aug 30, 2020 11:57 am	1471	545	37.20%	43	2.94%
ICPA Qld Inc: Queensland Compass - September 2020	Sep 10, 2020 02:09 am	1469	435	29.84%	21	1.44%
ICPA Qld Inc Conference 2020 - Information 3	Sep 25, 2020 10:57 pm	1482	466	31.64%	57	3.87%
ICPA Qld Inc Conference 2020 - Information 4	Sep 29, 2020 02:47 am	1478	443	30.05%	24	1.63%
ICPA Qld Inc Conference 2020 - Information 5	Oct 13, 2020 09:06 am	1475	425	28.85%	80	5.43%
ICPA Qld Inc: Queensland Compass - October 2020	Oct 16, 2020 01:35 pm	1475	387	26.29%	36	2.45%
	Dec-20 Dec 02, 2020 11:53 am	1475	545	37.15%	33	2.25%
Christmas 2020	Dec 18, 2020 03:04 pm	1473	616	42.05%	0	0.00%
Accomodation Cunnamulla 2021	Jan 07, 2021 09:27 am	1472	623	42.44%	63	4.29%
Important News January 2021	Jan 08, 2021 12:30 am	1471	535	36.52%	13	0.89%
	Feb-21 Feb 03, 2021 12:48 pm	1472	535	36.72%	64	4.39%
Art Union Tickets	Feb 05, 2021 05:55 am	1471	644	44.11%	93	6.37%
Update - ICPA Cunnamulla Conference Accommodation 2021	Feb 18, 2021 01:18 pm	1465	570	39.07%	46	3.15%
ICPA - AGM NOTICE CONFERENCE CUNNAMULLA 2021	Mar 01, 2021 12:15 am	1464	564	38.71%	0	0.00%
Cunnamulla Conference Information	Mar 07, 2021 09:18 am	1462	554	38.08%	32	2.20%
ICPA (Qld) Portfolio Snapshots - Å Delegations February 2021	Mar 24, 2021 02:30 pm	1458	550	37.96%	1	0.07%
ICPA Queensland Compass April 2021	Mar 30, 2021 10:00 pm	1455	477	32.92%	22	1.52%
ICPA Qld Conference Information No 2 - April 2021	Apr 11, 2021 07:24 pm	1019	429	42.52%	24	2.38%
ICPA Qld Conference Information No 3 - May 2021	May 02, 2021 06:03 pm	1023	429	42.10%	16	1.57%
Important Information - No 4	May 12, 2021 09:06 pm	1022	506	49.71%	20	1.96%
More important information - ICPA State Conference 2021	May 20, 2021 08:28 pm	1021	434	42.72%	23	2.26%
Please read, Important final information ICPA Cunnamulla Conference 2021	May 27, 2021 09:16 pm	1021	472	46.50%	5	0.49%
ICPA Queensland Compass July 2021	Jul 01, 2021 11:45 pm	1021	350	34.45%	10	0.98%
ICPA Queensland Compass September 2021	Sep 04, 2021 08:53 pm	1243	446	36.32%	28	2.28%
ICPA (Qld) Portfolio Snapshots - Å Delegations August 2021	Sep 12, 2021 07:23 pm	1183	452	38.60%	0	0.00%
ICPA Queensland Compass December 2021	Dec 05, 2021 10:46 am	1210	513	42.61%	31	2.57%
Scholarships Now Open and Available!!!	Jan 11, 2022 04:24 pm	1207	615	51.08%	8	0.66%
More Scholarship Opportunities	Jan 12, 2022 04:13 pm	1206	567	47.17%	29	2.41%
ICPA Queensland Compass March 2022 - Important Information for 1st QC for the Year 2022	Feb 26, 2022 05:00 am	1203	573	47.91%	18	1.51%
Conference Information No 1 - Blackall - 2022	Apr 07, 2022 05:23 pm	1064	574	54.67%	28	2.67%
Conference Information No 2 - Blackall - 2022	May 01, 2022 10:41 am	1148	597	52.60%	33	2.91%
Conference Information No 3 - Blackall - 2022	May 17, 2022 07:18 am	1148	602	52.67%	33	2.89%
Conference Information No 4 - Blackall - 2022	May 22, 2022 04:07 pm	1183	629	53.49%	31	2.64%
Please read, Important final information ICPA Blackall Conference 2022	Jun 04, 2022 10:03 am	1182	627	53.50%	31	2.65%
ICPA Queensland Compass July 2022	Jul 09, 2022 12:31 pm	1180	603	51.36%	2	0.17%
ICPA Queensland Compass July Delegations Snapshot	Aug 21, 2022 02:02 pm	1234	635	51.71%	0	0.00%

There has been a lot more action in the Awards space. Qld Life Memberships were presented to Margie Greenway and Jan Gall at the Blackall Conference with some tears shed by many as the recipients received these wonderful awards. Due to the timing of reports for State Conference there were some awards that I could not include in my report. Branch Life Memberships were awarded to Susan McDonald, Springsure/Rolleston Branch, Patricia McKenzie, Cunnamulla Branch, Elizabeth Shoecraft and Anne Chater, Dawson Valley Branch, Emma Brodie, Winton Branch, Dawn Brown, Moonie Branch, Kim Hughes, Richmond Branch, Pam Crothers, Dirranbandi Branch, Jenny Ford, and Karen Pedersen, FNQ Branch, Judy Treloar, Charleville Branch and Sally Cooper, Talwood Branch. Once again, a big congratulations to everyone recognized for all their hard work and dedication to ICPA over the years.

I also thank my fellow State Councillors for the wonderful relationship we have developed over the past 12 months and look forward to continuing in the foreseeable future.

Sonia Spurdle

Assistant Secretary

assistantsecretary@icpaqld.com.au