
Publicity Officer's Report and Web Master Report

Madame President, distinguished guests, fellow State Councillors, ICPA members, ladies, and gentlemen, it is with great pleasure that I present to you the Publicity Officer and Webmaster Report.

The 2023 – 2024 period saw opportunities for me within the Publicity Officer role that has been invaluable.

The 2023 conference held in Moree was my first conference in this role and my first hands on experience managing the technology for the conference to run smoothly. Although a daunting and stressful task, with a room of people watching, I also found this experience to be very enjoyable and humbling. Like all conferences, it was an incredible experience to meet new people, learn new things, understand positions and policy, and be inspired with a newfound enthusiasm to take home to my branch. But attending conference as a state councillor and in the publicity officers' role also brought a sense of accomplishment.

In June, state council attended deputation in Sydney and the learning continued. I have been navigating how our members would like to see these updates and progress via social media and by attending deputation, it allowed me to have a deeper understanding of processes and insights on how I can distribute information to our members.

The contacts gained and meetings held during deputation allowed me to create a bigger 'watch and report' circle through social media. The names of departments, businesses, and organisations that 'come up' in conversations in these meetings provided great resources, research, and connections, and I am then able to pass this information along via the ever-evolving world of socials.

Federal Conference was held in July of 2023 in Darwin and again, I had the privilege of attending in my Publicity Officer role for NSW State Council. It was particularly wonderful to meet Publicity Officers and Webmasters from other states and form friendships to negate future development on a national level.

Federal Conference in Darwin also saw NSW State Council pass a motion to host the 2024 Federal Conference and a highlight for me, was creating the logo and promotional video for conference. Nervously, I watched the room view the video and I was thrilled to have that opportunity as creating videos is a very new skill.

Other highlights from this past year have been working with Kerrie Johnston and Hannah Calcino the editors of Top Wire and Pedals magazines respectively and look forward to work with them in the future.

The creation of the Publicity Officer's meetings has been fabulous also. Our zoom meetings have been well attended by all states and the experience between all the ladies has formed a sounding board and unity with our social media posts.

Facebook and Instagram continue to be the main sources used for social media. However, through the Publicity Officers nationally, LinkedIn is being explored as a possible addition, especially in terms of key stakeholder as this program is proving to have very up to date information and in real-time.

It was around this time, that the role of Webmaster began to intertwine with the role of publicity. There has been an enormous amount of work going on in the background at a federal level as the ICPA website and databases continues to develop. This in turn with provide our members with a more user-friendly and up to date website. The gallant effort by Federal Council is to ensure that the glitches and problems we have seen in the last year or two are eliminated.

As I wrap my head around the website and the webmaster role, I ask that people are patient with me and please do not hesitate to contact me if you notice something that isn't quite right. I have blessed by having both Gabie Le Lievre and Nikki Macqueen on speed dial as there is much to learn!

I hope our members have enjoyed looking at the 2024 calendar photo collages, I have tried to represent all branches through the months and to demonstrate how diverse NSW really is.

I am looking forward to further developing my role within Publicity Officer and Webmaster and I am especially looking forward to bringing our members together through social media as we share educational opportunities, resources, and connections. #ittakesanicpavillage.

Britt Anderson
Publicity Officer and Webmaster