

### PUBLICITY OFFICER REPORT Blackall 2022

Once again, the 2021/2022 ICPA Qld State Council year has seen our social media channels bursting with content and information for members, friends and interested parties. ICPA Qld freshly created content keeps rolling onto our pages and we hope members feel informed and updated on news, motions, council happenings and shared information from relevant sources. The main channel of information supply is via Facebook as that is where we have the biggest audience, so that is the space we spend more time. If you haven't already followed and liked our page, please head over now to get involved and informed. Our page continues to grow which is through the interaction of our members, friends, and supporters. All of this continues to allow the message of equitable education for rural and remote students to be heard by a wider community. We do hope that members have felt informed via our media content and I encourage anyone who has an idea or information to share to get in contact with me to discuss.

Excitingly again I am happy to report we have continued to increase our following on our main social media platforms.

The following statistics are current as at the 10 May 2022:

**Facebook @ICPAQLDINC** – 4451 Followers (up from 4119 last year);

**Instagram @i\_am\_ICPA** – 694 Followers (up from 588 last year);

**Twitter @IcpaQLD** – 506 Followers (down from 512 last year);

Our Twitter account has had a small pull back this year which is probably because we have not been pushing tweets out in recent times.

ICPA Qld was also fortunate to again have other media presences including, of course our publication News and Views but also Qld Country Life and ABC radio.

I will take this opportunity for a quick walk back over the year that was on our facebook page. We have covered some ground together. In June, following conference, we shared with you the many stories from the Qld Country Life talking about your issues presented at conference, we shared with you the winners of the Art Union, thanked our conference sponsors and called for your input into News and Views. We let you know about the Australia Curriculum review and congratulated Mrs Beryl Neilson on her OAM. We shared lots of COVID information about returning to school, mask wearing and about who could be on school grounds. We gave you lots of information about Federal Conference in Longreach. We excitedly let you know about the second round of eKindy ICT subsidy which allowed for later enrolled families to access the funding. We also took the time to individually introduce state council to you, we hope you enjoyed learning a little bit about your state council team. We shared information about online workshop opportunities and key QTAC dates and who can forget the brilliant new ICPA & You flyer we delivered in July. A great resource for communities and branches to share. We asked you for case studies to support motions about specific needs, kindy and travel. Then it was August and we headed to Brisbane for delegations where we shared information and photos of all our meetings, which of course is the place we take your motions to and lobby for change. We had information about class exemptions relating to COVID travel and boarding school students. But the journey continued and in September and ICPA Qld had an information stand at Westech in Barcardine. September rolled around and we shared stories of families who were living in NSW with children attending Qld schools – we shared their stories of border crossings, not being able to cross borders

and how this impacted their families. We shared interviews from the Country Hour and Rural Qld today with Dobbo where we were a feature. We reminded families about kindy exit statements and how to apply for scholarships and Centrelink payments post schooling. Then in October we let you know the dates for this very conference and headed off to Chillagoe for the annual mid-year meeting of state council. Then in November some state council members headed to Longreach for ICPA Aust. Conference while the TTT portfolio headed north for some meetings with AITC and Tec NQ. We wished Qld year 12s all the best for external exams, shared scholarship information and reminded you of the dates for Bush Christmas. Of course, in November we also started reminding you about paying memberships and why it is important to renew or join. Also, at the end of November a mini delegation went back to Brisbane to deliver ICPA Qld key issues document and once again present motions for discussion. We called on branches to send in information to update the website and then Christmas snuck up and we took a small break from the socials. Phew.

2022 and let's finish this walk down social media memory lane. We welcomed the new year and started rolling out information about second rounds of QTAC offers, Tertiary access payments and who can forget we were still getting information about COVID and the return to school which of course resulted in a delayed start. We gave a shout out to our great mates at ABSA for their continued work on ensuring boarding school students returned at the start of the new school year. We once again called for contributions to News and Views and shared with you the great line up for this year's Art Union, of course the major fundraiser for ICPA Qld. We advertised for a new fundraising officer and called for contributions from creatives to make a new card line for our merchandise line up. Happy to report that we did fill the fundraising role and have delivered a fresh, new set of cards that are available for purchase on the website or by contacting the fundraising officer. In February we also reminded members about our partnership with Outback Insurance Brokers and the need to submit risk management forms when running ICPA Qld branch events. Information continued to flow with the sharing of a NSW ICPA survey, information on life membership, the different distant education providers available, NBN services and some motion feedback.

The journey is almost over now and in March we reminded members that you can get a News and Views subscription for your community, friends or the doctors' surgery and that the 50-year history book of ICPA Qld was being written and pre-orders were open. From the TTT portfolio area we let you know about the trade support loans and, in the communications portfolio, we shared videos on all things you need to know about mobile phone set up in rural and remote locations, network coverage and 3G and 4G changes. We posted supporting international women's day and welcomed the new ICPA NT council. Now it is March and it's off to delegations again in Brisbane for the team. COVID kept some away but thanks for the technology of TEAMS those councilors could still join from home. March saw the ramping up on letting members know about the upcoming Blackall conference and some information about the accommodation at Distance Education schools. We put the call out again for contributions to the conveyance allowance lobby – seeking case studies to support the lobby. We shared the news of NBN changes to metered and unmetered data and we had councilors at the Tec-NQ opening of the new facilities. We reminded members that motions were due soon and reported on NSW ICPA conference. We shared information on RREAP and how to register for conference. We introduced our wonderful conference speakers, told you about tent city, and thanked each and every conference sponsor. Finally, we let you know about chaperone bus ticket pricing changes, we commented on Rebecca Sparrows work on curriculum, supp motion dates were advertised along with conference workshop details.

As you can see it has been a busy year on social media and we hope you have found it informative and engaging. We continue to encourage the use of the hashtag #iamICPA as we continue to use this on all our posting, sharing, and commenting. Thank you to those who have been using it – we do notice and appreciate the connection. If we have tagged your branch along the way this year, we hope that has helped to get traffic to your page also.

Truly I hope you have enjoyed the year of ICPA messages that have come your way via our social spaces and really thank you for your interaction. It is vital and keeps us encouraged and engaged as well.

My final message is that I am contactable on email [publicityofficer@icpaqld.com.au](mailto:publicityofficer@icpaqld.com.au) for any of your media matters. If you have a local media outlet that wants an interview, or you need some ICPA promotion flyers or you are the local branch PO and want to talk about PO “stuff” or you just wanted to talk about a way to use a hashtag then please drop me a line. I’m only too happy to hear from any members or friends.

Happy Days

**Mrs Melissa Iland**

**Publicity Officer**

