

PUBLICITY OFFICER REPORT Townsville 2024

My final report as ICPA Qld Publicity Officer. I am so proud of having been a member of State Council and have had many memorable moments in the ICPA Qld Publicity Stable. We continued to build on our already strong social media presence and once again have grown our numbers. It has been a continued effort to keep content and information rolling throughout the year and we do hope members and friends find what they are looking for. We encourage everyone to follow and like our pages on Facebook and Instagram. Interacting with us on social media is a great way to keep informed of all happenings in ICPA Qld. Facebook continues to be our main source of information supply to members, friends, and supporters.

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 28 May 2024:

Facebook @ICPAQLDINC – 5060 Followers (up from 4708 last year);

Instagram @i_am_ICPA – 836 Followers (up from 754 last year);

Instagram receives cross posting where possible from Facebook and we will continue to work on this to keep it growing and delivering information to members using this platform.

A major publicity happening for 2024 was the inclusion of ICPA messaging on the back of not one but two Greyhound buses. We were fortunate to be gifted the entire back window of a Greyhound bus travelling the Brisbane to Mt Isa route and the entire back window of a Greyhound bus travelling Townsville to Mt Isa. State Council view this as an amazing opportunity for our brand and message to be seen in a wide area and encourage members to let us know if you see the Greyhounds running up and down the routes. ICPA Qld State Council also thank our photographer, Richard Birchley (Bushshutterman Photography) for generously meeting me onsite to capture our beautiful marketing image. Of course, we also thank the associated families in the image for taking the time to help us promote ICPA Qld. The final thank you for the opportunity at this advertising goes to Greyhound who took care of the printing, tidying up our design and application to the buses. ICPA Qld thanks them for their support.

Another significant promotion in the last council year was our paid advertising on the podcast Married to the Land. ICPA Qld purchased a 6-month subscription to advertising on the podcast and had a personalised message running throughout the year. We hope members heard it and shared with their networks. It was a test of a new medium to get our message out to a wider audience and demonstrate the significance of ICPA to families in rural and remote Australia. During our advertising campaign we were also fortunate to have some ICPA voices featured as guests which really helped to promote ICPA Qld as an important and valuable group to join. We did see spikes in memberships that were related to the times when our messaging was a part of the podcast. We thank Angie Nisbet for working with us during our advertising time and helping to promote ICPA Qld.

We also did some ICPA Qld promotion at Beef Week in Rockhampton. ICPA Qld were proud to be part of the “educate and embrace” panel discussion with our very own President, Mrs Wendy Henning, being on stage with the special guests where education and access to it was discussed. This was a joint council initiative with all States and Federal ICPA’s. At the forum the vibrancy of Rural Australia was discussed and how that was linked to education along with discussions around maintaining diversity in agriculture through education opportunities. We also were fortunate to promote our Art Union at the event in the tent of Rabobank which hopefully allowed people who may not have heard of ICPA Qld to look us up (and buy a ticket).

I also hope members and subscribers have found our State Qld articles in News and Views informative and helpful in keeping you updated of our actions and happenings. News and Views has always been a way for ICPA Qld State Council to communicate and we will continue to put our articles in for those that may have missed any going on's via our social channels.

ICPA Qld continues to use our social channels as a key communication tool. We encourage all members and interested people to follow and like our pages to continue to grow our presence. This year I have continued to post regularly and share all state council happenings and news. We continue to encourage members and friends to like, share and comment on our content to keep us in your feed and help promote ICPA Qld to others who may not have seen us yet. Our hashtag #iamICPA continues to be our main tag on all social media platforms. This can be used by all members, branches and friends to link our posts together in the web that is hashtags.

As always, please don't forget, ICPA Qld is happy to supply ICPA Qld promotional material to branches for use within your community. Just send a message to publicityofficer@icpaqld.com.au with your requests.

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.

Thanks for having me as ICPA Qld Publicity Officer and I thank everyone for their support of ICPA Qld publicity over the time I have been in the role.

Happy Days

Mrs Melissa Iland

Publicity Officer

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