

Communications Officer Report 2023

We approach the end of another year, and what a year it has been. On the communications side of things it has been on and off with periods of calm and chaos.

My low point of the year would be the disappointment I felt not being able to complete a newsletter for October. I truly felt as though I was failing the society because I had been having some recent personal and family struggles. While these struggles are not yet 100% resolved I am determined to make a cracking December edition. However it would be even better with collaboration from the membership. A national newsletter is only as good as its contributors.

My highlight for the year would have to be compiling a thoughtful, professional response to “that” article. I’m sure we all know the one I’m referring to. I think everyone in here can tell (I mean you can hear it in my voice) I’m not built for conflict so writing such a response took a considerable team effort.

Apart from these different blips in the road, everything else coms wise has been ticking along. Facebook is still out primary social media, with 690 followers. Instagram is lagging with 110, but that is almost double the number we had 12 months ago, and I would expect an uptake in this as the younger generations enter the workforce.

The website for the most part is working well. We did have some membership issues which was a result of the changeover between systems but we are making plans to remedy this for next year. What we would love to see is an expansion of our educational content so any ideas, contributions would be much appreciated.

The CPD portal has now been up and running for a while now, I hope all or most of you are making use of this service. Please rest assured that any information stored is confidential. There are very few people that can access your submissions and I personally can attest that I only access those when contacted with queries to see if I can resolve the issue.

I would like to take a few minutes to acknowledge those that are leaving the exec team today. Gary it has been a privilege to work alongside you during recent exams. Leanne, thank you for being one of my biggest cheerleaders and support when I doubt myself. And Matt, thank you for everything that you do. I have relished the opportunity to work with you again, I would be the person I am today without you and the profession wouldn’t be on this incredible journey without you standing up for your beliefs and seeing into the future. The impact (see what I did there) you have is inspiring.

Thank you to the rest of the remaining exec team and welcome to those joining us on the journey. I looked forward to working with you next year. Finally thanks to our members, without you we can’t achieve half the work we do, and its with your continued support that we can have the voice to shape our future, wherever it may lead.