

# Organisational capability - Communication



communication

## Key functions

In 2002-03, the Commission's Communications Unit played a pivotal role in promoting laws, policies and practices which safeguard the wellbeing of Queensland's children and young people. The Unit partners with all other areas of the Commission to ensure projects meet their communication goals.

The Communications Unit is responsible for:

- expert advice on risk management and media matters
- setting strategic direction for the Commission's external communications
- overseeing the ongoing development of the Commission's corporate identity
- enhancing the Commission's profile to instil confidence in its role and functions

- using research to evaluate the needs of key clients - children and young people
- editing, layout and production of publications and corporate materials
- providing advice to managers on projects through communication planning, and
- redeveloping and managing the Commission's website.

## Highlights

In the 2002-03 financial year, the Communications Unit's workload increased sharply, as demonstrated by the following performance indicators:

- 172 media contacts, up 81% on the 2001-02 financial year (95)
- exceeded the key performance indicator target of 130 media contacts and presentations by 90% - 247 in total
- increased involvement in events - up 300% from four in 2001-02
- 300% more publications edited, laid out and printed compared with 2001-02
- carried new corporate branding through new merchandise and materials
- redevelopment of the Commission's website
- organised community engagement activities and "Students Speak Out" breakfast at the North Queensland Sitting of Parliament
- began planning and organising the involvement in the RNA Show, Brisbane

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Commission's response to requests for interviews from members of the media. Fourteen media releases were issued in the course of the financial year and 60 written media responses provided to journalists.

In addition, there were 75 public presentations, such as speeches and key note addresses, written by Research Officers and edited by the Communications Unit, to a range of seminars, conferences and forums at state, national and international level. The Unit also prepared a number of speeches for the Commissioner.

In 2002-03, the Communications Unit wrote and issued 14 media releases on behalf of the Commission, including those on:

- the launch of *Volatile Substance Misuse in Queensland*
- the release of the *Working with Children Kit* and training program
- North Queensland Parliament community engagement activities and 'Students Speak Out' breakfast

### Events

In the 2002-03 financial year, there was a 300% increase in the number of events with which the Commission was involved.

These activities helped raise the profile of the Commission and awareness of its roles and functions among members of the public and government and non-government organisations.

Key events included:

### Launch of the Research Unit's Issues Paper series

The Commission launched a new series of Issues Papers in August 2002, with the Communication Unit responsible for their design, layout and launch. The Issue Papers are short, concise reviews on critical issues relating to children and young people in Queensland. The launch was attended by key researchers from a range of tertiary institutions.

## Outcomes and achievements

### Exceeded media/presentation targets

The Communications Unit exceeded the key performance target of 130 presentations and media contacts in the 2002-03 financial year, achieving a figure of 247 in total. This included the Commission being featured in 172 media stories as a result of direct contact with the media in 2002-03, representing an 81% increase on media coverage in the 2001-02 financial year. The majority of these stories arose as a result of the

### North Queensland Sitting of Parliament

The Commission conducted two key activities around the North Queensland Sitting of Parliament:

- *“Students Speak Out” breakfast*  
5 September 2002

The breakfast attracted around 40 Parliamentarians and 100 North Queensland school students aged from 12 – 18 and gave students the opportunity to raise issues of importance to them directly with Members of Parliament. Food was prepared by the catering students at the Great Barrier Reef Institute of TAFE and served by the hospitality students.

- *North Queensland Parliament Community Engagement Activities 3-5 September 2002*

A range of activities were provided in the community engagement marquee, including a display and child-friendly brochures on the Commission’s functions. A ballot was conducted to find out what issues are of most importance to young people, with 2,259 students voting over the three days.

### Children’s Week 2002

The Communications Unit sat on the 2002 Queensland Children’s Week Committee. As well as co-ordinating the Commissioner’s involvement in the launch of Children’s Week in Longreach in October 2002, the Unit co-ordinated a Cultural Sharing Day at Inala which offered children from preschool age to Year 3 the chance to take part in a range of culturally-based hands on activities, including craft, recognising bush tucker and dance.

### International Women’s Day

On Saturday, 8 March 2003, the Commission took part in International Women’s Day celebrations at Southbank to celebrate women’s achievements. This was the first year the Commission has taken part, providing an opportunity to reach our target market of young women and girls. As well the Commission’s display, activities offered included free face painting, brochures about the Commission and giveaways.

### Youth Services Expo

As part of celebrations for National Youth Week, from 5-13 April, the Commission took part in a Youth Services Expo ‘Burdekin to Brisneyland’ on 9 April 2003, organised by the Youth Housing Coalition. The Expo was held at City Hall to give young people information on services available in Brisbane. The Commission erected a display and provided promotional material and brochures.

### Australia Day Babies Event

In May 2003, the Commissioner hosted the official annual ceremony recognising babies born on Australia Day in 2003 on behalf of the Twenty Sixers Club. Each child received a certificate to commemorate their birth on January 26.

### Website redevelopment/activity

In the 2002-03 financial year, redevelopment of the Commission’s website began, to ensure it is more responsive to the needs of key stakeholders and clients, particularly children and young people. The site redevelopment was largely completed during the financial year. The new site will include a corporate component and a Kid’s Zone, incorporating interactive educational games, a bulletin board and hot links.

The Communications Unit was responsible for ongoing updates to the existing website. Hits on the site rose from 838,737 last financial year to 1,168,282 hits in 2002-03. The average number of hits per month for this financial year was 97,357. This represents a 500% increase on the number of hits experienced on the site in the 2000-01 financial year.

### Publications

The Communications Unit oversaw the editing, printing and layout of 24 publications in 2002-03, a 300% increase on the number produced in 2001-02. In addition to the increase in volume, the publications developed a recognisable corporate identity. Publications edited, laid out and produced included:

- *Volatile Substance Misuse in Queensland*
- a range of new corporate publications including a new corporate brochure and a brochure on the Commission’s Complaints and Investigations function
- *Working with Children Kit* and Training Participant’s Workbook

- Four issues of *Kidspeak* – the Commission’s quarterly newsletter
- design and layout of the Research Unit’s *Issues Papers 1 and 2*

### Consultation

- community consultation activities were conducted with thousands of children and young people during the North Queensland Sitting of Parliament
- the Graduate Trainee was involved in community consultation with children on Palm Island during her placement with the Communications Unit
- extensive consultation was conducted with around 70 children and young people to ensure their views contributed to the display designed for them

### Other

- continued the implementation of the Commission’s corporate identity
- created a new skyline display with two sets of skins – one designed to appeal to corporate stakeholders, the other to appeal to children and young people
- Principal Communications Advisor invited to Co-Chair the youth participation sub-committee for the 15th Annual Congress of the International Society for the Prevention of Child Abuse and Neglect (ISPCAN) in September 2004

## Outlook

### Events

#### RNA Show

The Communications Unit will co-ordinate the Commission’s involvement at the RNA Show in the Government Pavilion in August 2003. It will include a number of interactive activities for children and young people, with artwork, images and information used to communicate the Commission’s key roles and functions and tie in with the pavilion’s “get involved” message. This will include a “games arcade” offering interactive, educational computer games. There will also be a “shooting stars” basketball game, with giveaways of sample bags of Commission merchandise and brochures. In addition, those who shoot their star

through the hoop will have their photo taken looking out of a mural on the external wall of the stand.

### Child Protection Week Activities

The Commission will be involved in a number of activities during Child Protection Week in September 2003. This will include representation at the Child Protection Week awards, involvement in a community day on the Gold Coast and visits to Mossman, Townsville and Cherbourg by the Commissioner. The Communications Unit will provide support in the form of staffing the display at events and writing and editing media releases and speeches required.

### Children’s Week

The Commission’s involvement in Children’s Week will continue in 2003-04. The Communications Unit represents the Commission on the Children’s Week Organising Committee, and the Commissioner has been appointed State Patron. The Unit will write speeches, media releases and co-ordinate activities for the week, including a Cultural Sharing Day at Inala which will offer children from preschool age to Year 3 the chance to listen to a whole range of different storytelling activities.

### Upcoming publications

In 2003-04 the Communications Unit will edit, layout and produce a wide range of publications which support the Commission’s core business, including:

- the Advocacy Training Program Resource and Participant’s Workbook
- Child Labour Review Discussion Paper and Final Report
- Let’s Get Loud Report
- *The Wellbeing of Children and Young People in Queensland: a snapshot 2003*
- A ‘child friendly journalism’ guide

### Website

In 2003-04, the Commission’s website redevelopment will be finalised, reflecting the Commission’s expanded role, and providing interactive, ‘user-friendly’ areas for children and young people.