



IDENTITY

publications



Organisational capability - Communication

Key responsibilities

In 2004-05, the Communications team supported the Commission in promoting laws, policies and practices which safeguard the wellbeing of Queensland's children and young people – particularly those most vulnerable. The team partners with other areas of the Commission to ensure major projects meet the Commission's goals.

The Communications team is responsible for:

- providing expert advice on media matters
- setting strategic direction for the Commission's internal and 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
- coordinating Commission functions, events and launches, and
- redeveloping and managing the Commission's website.

Highlights

In the 2004-05 financial year, the Communications team's workload increased sharply, with highlights including:

- a 535% increase on hits to the Commission's website, with a total of 12,388,198 hits in 2004-05
- a 93% increase in individual publications, displays, pieces of merchandise or signage produced, up to 85 from 44 items produced in 2003-04
- 597 stories printed or aired promoting issues around the safety and wellbeing of children and young people, up 88% from 317 media contacts in 2003-04
- conducted or took part in a number of key events and activities to promote the work of the Commission, and draw attention to laws, policies and practices which improve the wellbeing of Queensland children and young people:
 - launched the expanded Community Visitor Program and the new purpose-built CVIS database in September 2004
 - participated in the RNA Show in August 2004
 - conducted a display and face painting activities at NAIDOC Week in July 2004



WELLBEING

- sat on the Organising Committee of the 15th International ISPCAN Congress and co-chaired the youth participation sub-committee, with responsibility for overseeing the program
- took part in Child Protection Week in September 2004
- launched a joint complaints strategy with other statutory authorities to promote complaints functions to multicultural communities in October 2004
- sponsored a category in the 2004 Queensland Media Awards for 'best coverage of an issue which impacts on children and young people in October 2004'
- sat on the Organising Committee of Children's Week (October 2004)
- launched the *Child Protection – Risk Management Training* workshops in June 2005
- reviewed and introduced new corporate branding on all Commission materials with the Commission logo and name change in August 2004, including publications, the website, stationery, merchandise and other materials
- redeveloped the Commission's website, which was launched on 1 August 2004 to coincide with Commission's new name - the Commission for Children and Young People and Child Guardian, and its expanded powers and functions.

Outcomes and achievements

Exceeded media and presentation targets

The Communications team exceeded its key performance target of 300 media contacts and presentations with 703 in 2004-05, up 88% from 2003-04. Of the articles provided to key stakeholders, 12 were printed in newsletters, including those published by the Department of Child Safety, the Department of Communities, Queensland Health and Foster Care Queensland.

The majority of media coverage arose as a result of responses to requests for interviews from journalists or the media's response to proactive media releases on Commission-related issues and activities. This growth was achieved within existing staffing and resources.

In addition, the Commission issued 21 media releases during the financial year, many of which related to the enhanced powers of the Commission. They included:

- Commissioner welcomes child porn arrests
- New Commissioner; new legislation in place
- Child Death Case Review Committee members announced
- New Community Visitor Program to include visits to children in foster care
- Child Labour Discussion Paper released
- Commission on track to deliver blueprint reforms
- Independent Commissions' joint complaints strategy to reach people from culturally and linguistically diverse backgrounds

There were 106 public presentations, such as speeches and keynote addresses by Commission staff in 2004-05, up from 75 last financial year which were presented at a range of seminars, conferences and forums at state, national and international level.

They included responses to requests to speak to child protection groups, early childhood forums, professional groups, schools, TAFEs and universities and organisations whose staff require blue cards.

Some of the key presentations are listed under the 'Other information' section on page 67 of this report.





so children and young people could play interactive, educational computer games. Staff also supervised a game in which children had to shoot stress stars through a hoop to win a prize of Commission merchandise, including a magnetised photo frame (with contact details), non-permanent tattoos, a bubble pen or stress star and brochures about the Commission's functions. Children were also photographed as part of a giant mural of Commission cartoon characters.

Other

The Commission was involved in the following community engagement activities aimed at key target audiences to raise awareness of the Commission's services and responsibilities:

- *NAIDOC Week* - the Musgrave Park Family Fun Day at South Brisbane in July 2004
- *Child Protection Week* - September 2004
- *Children's Week* - October 2004
- *Child and Youth Mental Health Conference* - October 2004

Sponsorship of the Queensland Media Awards for best coverage of an issue which impacts on children and young people

The Commission provided \$2,000 sponsorship to the Media Entertainment and Arts Alliance (MEAA) to recognise excellence in reporting of children and young people's issues and to reward the promotion of positive images of children and young people. The award was given to the story which best addressed an issue relating to the rights, interests and wellbeing of children and young people in Queensland. ABC Radio Reporter for Triple J's Hack Program, Kellie Riordan, won the award for her story 'Young Voters and Kill TV Councillor'.

The Commission sponsored the award to raise journalists' awareness of the need to:

- take into account the rights, interests and wellbeing of the child and/or young person involved, and treat their contribution and opinion with respect
- avoid stereotyping the subject/s or depicting the issue simplistically
- positively portray children and/or young people, and
- avoid using negative subjective language to describe children or young people.

Events

In the 2004-05 financial year, the Commission was involved in a range of events relating to its core business. 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.

15th International Congress on Child Abuse and Neglect - Brisbane September 2004

The Principal Communications Advisor joined the Commissioner on the Organising Committee of this bi-annual international conference, and co-chaired the youth participation sub-committee. The Congress attracted 1,055 delegates from 67 countries, and the first youth participation program ever held during an ISPCAN Congress attracted around 30 children and young people. As Co-chair of the youth participation sub-committee, the Principal Communications Advisor coordinated and supervised the activities of around 30 children and young people from overseas and throughout Australia over four days.

Display at RNA Show

In August 2004 the Commission took part in the activities conducted in the Frank Nicklin Pavilion at the Royal National Show (RNA), or the 'Ekka' to promote the Commission to the Queensland community - particularly children and young people, as a large number of school groups visit the pavilion during the Show.

The Commission's display was highly interactive and used artwork, computer games, images and information to communicate key messages. The Commission set up a 'games arcade'



Joint statutory authorities' complaints strategy targeting a multicultural audience

The Commission's Communications team developed a joint strategy with other Queensland statutory authorities to enhance access for people from multicultural backgrounds to complaints processes. The project aimed to clarify which agencies address different issues in simple, easy to understand language. The brochure was translated into 11 languages including Dari, Spanish, Vietnamese, Chinese, Arabic and Samoan. A joint launch was held at the Greek Club in October 2004 to inform key stakeholders from different communities about the newly-available information. In addition, each agency advertised its key services on 4EB, and information was sent to dozens of multicultural newsletters.

Launch of the Commission's Risk Management Training

The team organised the launch of the Commission's new Risk Management Training on June 19 2005. The training was developed to help agencies develop risk management strategies – a new requirement under the Commission's Act. The information and training package aims to raise awareness of the legislation and build organisations' capacity to ensure that children and young people can learn, thrive and enjoy activities in safe environments.

Website redevelopment

The Commission's redeveloped website went online on 1 August 2004, reflecting the new roles and responsibilities as well as the change to the Commission's name. The new site includes a corporate component and a Kid's Zone, incorporating interactive educational games and hot links. The new site is more responsive to the needs of key stakeholders and clients, particularly children and young people.

The Communications team was also responsible for ongoing updates to the existing website. Hits on the site rose 535% from 1,950,452 hits in 2003-04 to 12,388,198. The average number of hits per month in 2004-05 was 1,032,350, up from 162,538 per month in 2003-04.



Other activities

The team's other activities included:

- publishing a new Studies of Society and Environment (SOSE) curriculum module on children's rights
- publishing key Commission publications, including: the *Annual Report*, the *Child Labour Discussion Paper* and *Child Labour Review Summary and Findings*, fact sheets on the Commission's new functions, employment screening collateral to communicate legislative change and internal and external newsletters, and
- developing an internal strategy to help manage organisational change.

Publications

The Communications team oversaw the editing, printing and layout of 85 separate items, including publications, reports, brochures, merchandise and signage in 2004-05. This was a 93% increase on the 44 produced in 2003-04. Work centred on integrated design concepts so all publications tied in with the Commission's new corporate identity.

Publications edited, laid out and produced included:

- a range of new corporate materials including updated Employment Screening information
- four issues of *CommIssues* – the Commission's quarterly external newsletter
- twelve editions of a internal monthly staff newsletter *Commish-Dish*
- *2003-04 Annual Report*
- *A Review of Child Labour in Queensland*
- Materials supporting the Commission's new Risk Management Training Workshops





Launch of SOSE Module - Children's rights, children's lives

In 2005-06 the Communications team will release the publication of the Research team's Studies of Society and Environment (SOSE) curriculum module - *Children's rights, children's lives*. In addition, the team will coordinate the launch of the module at Parliament House on 19 July 2005.

Upcoming publications

In 2005-06 the Communications team will edit, layout and produce a wide range of publications which support the Commission's core business, including:

- A4 double-sided information sheets to explain expanded or new functions, on:
 - Child Guardian functions
 - Community Visitor Program
 - Child Death Review team
- *The Wellbeing of Children and Young People in Queensland: a snapshot 2005*
- *2005-06 Annual Report*
- *Strategic Plan 2005-09*
- *Child Death Case Review Committee Annual Report 2004-05*
- *Annual Report on Child Deaths in Queensland 2004-05*
- *Child Guardian Report*

Outlook

The Communication team's workload is expected to increase in line with the range of new powers and responsibilities in the Commission requiring communications input into new programs and projects. Further work will also be required on internal communication channels to address the rapid expansion in staff numbers.

Roles within the team are expected to be reviewed and upgraded in 2005-06 to bring staff levels into line with other teams.

Events

RNA Show

The Commission will again be involved at the RNA Show in the Government Pavilion in August 2005, with a new theme and look for its display space focussed around managing the risks to children and young people. The display will again include interactive activities for children and young people, including a table of Lego, on which children will be encouraged to build their ideal child-safe community, whiteboards for drawing places in which children feel safe, Indigenous artworks and a large plasma screen showcasing the Commission's television advertisement around changes to the blue card.

Child Protection Week activities

The Commission will continue its involvement in a number of activities during Child Protection Week in September 2005, including displays and representation at the Child Protection Week awards and staff attendance at the Child Protection breakfast and dinner held during the week.

