COMMS REPORT FOR SIRAC FEB 4 MEETING

A Comms team meeting was held January 15.

1. Priorities for 2024:

- Key messages so that we can refer people to info on the website when crises/questions occur.

- Wrap up reports for SIRA activities – preferably quarterly. Next one in late March so will email Subcommittee team leaders to contribute a report for their area.

- Snap surveys to be decided as arise with consultation with SIRAC.

- Good news stories: need SC team leaders to contribute.

2. Protocols for SIRA News: Subcommittee communications composed b by SC, Comms committee to approve/edit; Level 3 reputational/controversial communications should be edited first by Comms SC, then go to whole committee before issuing.

3. Facebook pages:
- Name change from Scotland Island and offshore Community page – poll underway. Winning so far Pittwater Offshore Community.
- Anonymous posts: must now be approved by moderators before posting

4. Website
- Dedication on FB: look at it and consider what we could do. Maybe not a mission statement as that is perhaps too corporate. To consider further
- Add line on the Overview page for SIRA on the website just before the heading 'What does SIRA do?'. SIRA is regulated under the Associations Incorporation Act 2009? Alec to do.
- Event booking on the website – discussed changes to make the public calendar more accurate and useful for the public and to encourage all to put their own events up. Still enacting some changes and problem-solving to create a better system.
- Discussion about complexity/confusion in finding things on our website – need to simplify. More discussion needed but all to think of ways the site can be improved and reduce overlap. Alec says he can make changes – we just need to advise. Shane said there is a plug-in called Monster Sites which can gather usage details. Shane will find out.
1. General survey – Exec have proposed a different survey. Return to Governance and Comms to reconsider