
CFS Promotions Unit

A Volunteer organisation of the South Australian Country Fire Service and the South Australian Country Fire Service Volunteers Association

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CFS Promotions Unit Report 2022

The CFS Promotions Unit continues into its 28th year of operation, and continues with its original charter of:

- Promote the volunteer nature, role and size of the CFS
- Support the members of the CFS
- Educate the public on
 - The operational activities of CFS members (Road Crash Rescue / Rural Fires / Structure Fires / Hazardous Materials Spills/ Natural Disasters)
 - The support roles of CFS HQ and volunteers (eg: Bushfire Prevention & Public Safety Education)
- Encourage new recruits to join the service
- Demonstrate the commitment of CFS volunteers to serving their community
- Gain public support for the CFS volunteers and organisation

Website and Social Media

The Promotions Unit website continues to hold the most up to date information about CFS appliances and brigades around the state, with continued feedback received from staff and volunteers, that the site is used not just as a reference point for information about appliances, stations, brigade contacts and details, but often the place to get the most accurate information regarding appliances and stations!

While the information is relatively up to date, we are always seeking input from brigades and groups to ensure it is correct as it can be. Thanks goes to those brigades and individuals who have provided photos and updates – no matter how small that update might be. It all goes towards keeping the site current.

As in previous years, several CFS, MFS and SES and NPWSSA staff have been very helpful in providing photos and information to update the site - thanks to all those who have assisted.

The number of Facebook page followers has increased over last year, with almost 12,000 followers on our main page - around 700 more than this time last year. The number of Twitter followers has remained fairly steady since last year, with around 129, (six more than the same time last year).

We recently launched an Instagram page to capture a different part of the social media market – eg the younger demographic. We are still learning how to use 'Insta' so we haven't yet publicised it widely – but so far picked up 94 followers. Once we promote this more widely, we expect the numbers on Insta to increase.

This year we have been looking at website programming. The programming language we currently use is quite old (at least 20 years old!) – which is a very long time in the world of technology!. While our site still works, there will come a time (eventually) when it won't, due to its age. We are getting our heads around the much newer programming, and will need to transition our website to something newer at some stage – however it is not urgent, and we don't have a specific timeframe (as yet) that it needs to be completed by.

We continue to supply images that appear on our site (many taken by us, some taken by people who submit their image to us) – to various organisations, including CFS HQ, newspapers, researchers / universities and more. We have a massive photo collection, with only a portion of it on display on the Promotions Unit Galleries - but still in the thousands. With the ease of access for members of the public / organisations to those photos leads to requests. Given we have a budget that covers our costs, images are supplied free of charge.

Promotions Unit vehicle

Our Promotions Car 1 – a Pajero, delivered to us in February 2020 is working well for us. It provides us the ability to get out & about to a range of activities. Being marked up, it also allows us (appropriate) access through road blocks etc.

The running costs / fuel / service / tyres for this vehicle are funded from the Promotions Unit budget – and so far has proven not to be beyond our budget.

History Project

We continue to work on our appliance history, and adding information and photos on appliances, as we gain the information, and have the time to upload it. We have also been collating information on fire stations – in particular volunteer fire brigade that existed from the 1870's onwards. This is an ongoing project.

We are *still* making our way through the Betteridge / Jarman & Michael Edwards historical photo collections (around 4250 photos in all). All images have been digitised, however we are still working our way through these photos, identifying appliance details and stations for uploading to our history page.

Currently, we have 7500 vehicle entries on our appliance history. This includes current appliances for CFS, MFS, SES, NPWSSA & Forestry, as well as historical entries. We do know that we are yet to capture details on many appliances used in the service of the CFS/ EFS. This is an ongoing project!

We continue to seek information and photographs from CFS members (past & present) as well as members of the public, who may be able to assist in adding to our collections.

Our Promotions Unit History Facebook Page now has around 2400 followers on the page (an increase of around 300 over last year – ironically the same increase over the previous year!). The History page, as the name suggests posts photos and information that is not current CFS activities / stations / appliances, which is opposite to our other Facebook page, which deals with the current.

Budget

The Promotions Unit continues to receive a budget from CFS, through the CFSVA. While this budget has not increased for some time, the budget does adequately cover all of our expenses, and we are pleased that the funding has continued.

We expect our expenses over the coming year to include the following:

Recurrent expenditure:

- Internet access
- Website hosting
- Domain registration
- Fuel
- Insurance
- Vehicle service repairs / tyres
- Trailer Registration
- Stationery & consumables (eg camera memory cards, batteries, postage)
- Accommodation (when travelling for events)

We expect to purchase some new camera lenses this year, as the lenses we have had for several years are starting to show wear & tear, and we have been advised are not repairable. (We were able to purchase one lens last year).

Conclusion

The website continues to be an ever growing, and ever changing beast. As in previous years, there is rarely a day that goes by without at least something being updated on the website – some days only small updates, other days significant or large scale changes.

Time to work on the site, attend incidents & activities to take photos , as well as our own paid work, looking after our two Junior members, and our own brigade responsibilities makes for a very busy time!. At times, it means that there is a delay in being able to sort, and upload photos we have taken, to the site, especially in a busy year, however, they eventually get there.

Thanks to all those who have contributed to the CFS Promotions Unit website – from those who regularly supply photos and information, and those who update their brigade information once a year, and to those who look at the site – without all of you, the site would not exist.

A special thanks to Braeden Gatt (from SA Emergency Services Photography – formerly Emergency Services Adelaide Facebook page) and Steve Schueler for the many photos supplied to us, Peter “Peejay” Jarman for his continued supply of information in regard to historical information.

Special thanks to the staff from Infrastructure & Logistics (in particular Jason Kleemann, Josh Jeffree, Andrew Hogg, Dean Norman and Andrew Horwood) for appliance information and photographs.

Thank you to the CFS VA for your ongoing support. For the Promotions Unit to still exist after 28 years, to continue to evolve and succeed is a testament to the support we receive.

Thank you.

Pip McGowan & Ashley Hosking
Website Administrators
CFS Promotions Unit
October 2022