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 2026

The CFS Promotions Unit continues 32 years 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, CFS Contractors and service providers, 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!

Our website statistics for January – September 2026 (the most recently available) indicate our website has had 524,000 unique visitors during that time, with 1.5 million pages viewed. The most popular page by a long way is the 'Station Display' – a page for each brigade that includes photos of the station and appliances, details of station address, contact information and call out statistics and more.

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, SES and NPWSSA staff have been very helpful in providing photos and information to update the site - thanks to all those who have assisted. A special thanks to the CFS I & L team – but especially Dean Norman and Andrew Hogg for their ongoing support with information and photos of CFS appliances.

We also have a core group of photographer who regularly send us photos from across the state – special thanks to Steve Schueler, Braeden Gatt, Bob Whitbread, Angus Kowald and Harrison Pocock for their high quality images, along with numerous others who supply images to us.

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, SA Police 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.

The number of Facebook page followers continues to increase each year, with just under 20,000 followers on our main page - around 6000 more than this time last year.

We looked at the numbers for our Facebook page – in the 90 days to 23rd September, the Facebook page had just over 500,000 views – although the last few months has been quiet on the Facebook front. With the Tooperang / Nangkita fires in January, we had over 4.8 million views for the month of January – with over 1.22 million views on ONE day, and with the Deep Creek fire in February, views for the whole of February was over 2.5 million for the month – with just one day (3rd February) having almost 404,000 views. This is almost as many in one day, as we had last year with the Wilmington fire for the whole of February 2025!!

We remain surprised at how much our Facebook page is viewed!

Our Instagram page, now 4 years old continues to grow (albeit slowly) from 424 this time last year to 844 currently. In the last 90 days to 23rd September we have had almost 34,000 views on Instagram – similar to the same time last year.

Our Promotions Unit History Facebook Page now has 3600 followers on the page (an increase of around 600 over last 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.

With such a large collection of photos going back 30+ years, we have started displaying more of our historical collection on our history Facebook page and website history section – 'On this day' - featuring photos from our collection. We had had lots of positive engagement from our audience.

In the last 90 days to 23rd September, the page has had almost 77,000 views!

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 – but with fuel costs increasing, and the age of the vehicle along with it being heavy on tyres, meaning we generally have to replace 4 tyres every year (despite being regularly checked / balanced, aligned) the vehicle costs will take up a large portion of our budget. The vehicle has almost 240,000 km 'on the clock'.

CFS have advised that they plan to replace this with another suitable vehicle at some stage in the future – but we have been given no indication of when that may occur. It is likely linked to when CFS start replacing command and logistics vehicles.

History Project

We continue to collect and catalogue historical information and photographs, as we obtain them.

We are continuing to work on collecting information about volunteer fire brigades through 'Trove' as well as any other information that comes our way.

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 has covered our expenses, - however with rising costs, we are now at the point where we spend the whole budget, and perhaps a little bit more.

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, USB sticks, batteries, postage, bulk digital storage)
- Accommodation (when travelling for events)

We may need to purchase some new cameras and lenses this financial year, as some of the ones we currently have are several years old and are starting to show their age. We expect this will be within our budget.

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.

Special thanks to the staff from Infrastructure & Logistics – Dean Norman & Andrew Hogg, Andrew Horwood and various Regional Staff –for appliance information and photographs.

Thank you to the CFS VA for your ongoing support. For the Promotions Unit to still exist after 32 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 2026