



REPORT TO APANZ Annual General Meeting (AGM), June 25 2025

Re: Digital Communications Committee Report

From: Claire Miranda, Digital Communications

The Digital Communications Committee (DCC) is in the process of developing a wide strategic vision to serve both Digital Communications and the Association at large so this report is very much a work in progress towards those goals. Here, I will outline elements of the strategy as we have discussed them so far.

Primarily, we are aiming to stimulate *Engagement and Connection* across the whole Association. We are thinking of how we support or encourage branch activity; how we reach uninvolved branch members; how we encourage new, small-scale communities of interest within APANZ itself, and how we utilise new digital tools for members' use and benefit.

DCC comprises of myself, Kathryn MacKenzie, John Farnsworth and Jo McKenzie. Kathryn and I are taking on more of the actions in the committee while Jo and John are consulting. I would like to take the opportunity to thank the members of DCC for their creativity, expertise, depth of experience, beginners' minds and on occasion, exquisite dream offerings. We have had just a few meetings all together and a lot of our time has been orientating new members of the team to the work at hand with more plans intended to flourish in this second part of the year.

Cross-generational links: Mentoring and support

A traditional strength of the Association has been the links between newer and older members. Often this was at the branch level, but we want to restimulate this across our whole body. We are looking at ways to encourage older members to mentor or assist newer members towards active involvement in the Association. But, equally, to encourage new members to assist older members around social changes, new technologies and much else with which they have a natural skill-base. We believe this is mutually beneficial, and we know that, amongst some branches, this is already taking place. We want to support and assist this in material ways, as we outline below.

Current Focus: Engagement and Connection

Branches and easy digital assistance

We want to foster engagement at the branch level by introducing easy digital tools as support. Here are some examples:

- We can create Branch sites for each branch on Nexus which they can develop to suit their own purpose.
- Some branches already have a Whatsapp group, some already do hybrid online and offline groups.
- Some branches have had a stylish newsletter for a while, some have adopted a much simpler format.
- We are considering facilitating meetings *across* branches to foster exchange and creativity across the branch level and offer specific tools to assist them.

- We are considering a simple website calendar of events each branch can populate, so that group convenors have one less task to do reminding people.

Reaching the Unreachables

We know many members don't go to branch meetings, conferences, read the newsletter or Ata. We know some members connect only through their original training body and avoid the Association. How do we attract them back to APANZ: what resources can we offer that expand their connection beyond their original training group? How to bring them into contact with APANZ? We are considering ways both to highlight different modalities and to connect them by demonstrating their different clinical methods. APANZ is a broad church and this helps simultaneously to celebrate and inform members about that. We will be preparing a form for modalities to fill out for the resources page on Nexus.

Nexus and APANZ websites

The Digital Communications Committee will be responsible for Nexus after the 2025 AGM due to Gabriela Mercado's departure. By having both websites under DCC we will be able to develop a unified digital communications plan that speaks to the different audiences using our websites

Claire Miranda
Digital Communications