



**Skal International Australia
National Assembly, Broome, 27/28 March 2015
Vice President Report – Fiona McFarlane
Communications & PR**

I have very much enjoyed the last 12 months as your Vice President of SKAL International Australia - Communications and PR, working alongside your other Executive members led by President Denise Scrafton.

My responsibilities as your Vice President include Website Administration & Maintenance, Digital Media Strategies including Social Media & eNewsletters, Uniforms, Public Relations and assisting and mentoring 7 SKAL Australia clubs; being Cairns, Townsville, Whitsundays, Brisbane, Albany, Broome and Melbourne.

I have attended a few SKAL Club meetings since our last National Assembly in Albany including, Perth, Melbourne, Brisbane, Capricornia, Cairns, Townsville and the World Congress in Mexico. Apologies to those that I haven't managed to attend as yet, I will try to visit you ASAP.

SKAL Australia is now very active on four social media platforms including **Facebook** (SKAL International Australia), **Twitter** (@skalaustralia), **LinkedIn** (SKAL International Australia) and **Instagram** (@skalaustralia). If you or your business is on any of these social media platforms, please 'Like', 'Follow' and 'Join'. Please also feel free to 'Share' these pages.

SKAL Australia receives the updated SKAL Australia database before each eNewsletter is sent. If you are NOT receiving the Australia Newsletters, please ensure that your details are correct with SKAL International via the Skal.org website.

The new SKAL Australia website has officially been launched and all clubs have received their website manuals. Thank you to all for your patience and understanding during this transition. I have received many emails asking questions and requesting updates to which I encourage. This is YOUR website. It will be an ongoing project and we want it to be as user friendly and informative as you like.

In Mexico, I was nominated a Deputy Chairman of the SKAL 2020 Project, which is being led by Chairman Russell Butler, looking after SKAL Branding. In addition to this, I also look after all Social Media for SKAL International.

I would like to thank all Australian members for your support in the past 12 months and I look forward to working with all of you.

Yours in SKAL,
Fiona McFarlane

