
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 2011

The CFS Promotions Unit is now into its 17th 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

The CFS Promotions Unit website, as in previous years, has continued to grow. The site now takes up more space (almost 1000 Meg) and has received more visitors to the site than in previous years

We have now included SES in our station pages – so we have information on every SES unit across the state, as well as CFS, MFS, DENR & SAAS, however, we are still adding, and updating information on SES units.

The site continues to hold the most up to date information about CFS appliances and brigades around the state, with feedback received from staff and volunteers again this year, that the site is used as a reference point for information about appliances, stations, brigade contacts and details.

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 staff, and now MFS staff have been very helpful in providing photos and information to update the site - thanks to all those who have assisted.

With the 2010-11 fire season being a quiet one, we haven't attended as many incidents this year, as in previous – due to not having incidents to attend!!

We were invited to photograph the SES National Disaster Rescue Championships, held at Wayville Showgrounds in July. Over the weekend, three of the Promotions Unit photographers, took around 5000 photos. Those photos were added to the CFS Promotions Unit website for display. Images taken on the weekend have been used in SES Magazine, and other websites.

Aside from the SES photos, there are over 8000 photos of CFS incidents & activities, and over 3600 appliances photos currently on display on the photo gallery portion of the site, with photos added regularly.

Particularly as a result of the photos being on display, we receive numerous requests for photos, for use in the CFS Volunteer magazine, CFS Website, CFS annual report, brigade websites, brigade publications, CFS training manuals, University research projects, AFAC presentations, SAPol and SAAS publications, overseas and interstate fire websites and more. The images are provided free of charge.

Cameras

We currently have two cameras placed with CFS members, to take photos on our behalf, generally within their own area. We have a few more cameras that we are seeking to place with appropriate CFS members, to facilitate more photos, particularly from areas outside the Region 1, where we are not readily able to get to.

Promotions Unit vehicle

CFS HQ continues to support the unit through the Promotions Car 1 – a Toyota Landcruiser, which was formerly a Group vehicle. CFS HQ has allocated this vehicle for the use of the Promotions Unit, and covers the maintenance costs of the vehicle, while the Promotions Unit budget pays for the fuel.

The Promotions Car 1 is now fitted with a GRN, VHF and UHF radio, as well as a scanner, has enabled us to travel far and wide across the state to attend various functions, and to photograph more stations and appliances. The vehicle is also more suitable for use on the fireground than our own vehicles.

Thanks to CFS HQ for the use of this vehicle, and we hope that the support will continue.

History Project

We have continued to collect data for our history project – to collate, and display information about all appliances that CFS / EFS has had. The project is proving to be huge, with over 4400 entries, with many more still to be recorded. We are also collating photos of those appliances.

As yet, we have only been able to add very basic details onto the website, (under appliance search on the history section of the website) as programming the page is proving to be difficult, and time consuming.

We are considering sources of funding (such as a grant) that might enable us to undertake the programming of history section.

We will continue to work on this project, as time allows.

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.

Conclusion

The website is an ever growing, and ever changing beast. 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.

Thanks to all those who have contributed to the CFS Promotions Unit website – from those who regularly supply photos and information, to 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.

Pip McGowan & Ashley Hosking
Website Administrators
CFS Promotions Unit