
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 2020

The CFS Promotions Unit continues into its 26th 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 Facebook Page

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

Due to time constraints, lack of an appropriate vehicle and Covid 19 restrictions, we had a very quiet year, but have been making the most of the opportunity since Covid restrictions were relaxed, and a suitable vehicle delivered. We have updated most of the photos of CFS stations in Region 1, 2, 3 & 5, and around half of Region 4. We were able to get out and about in August, and take over 2000 photos of incidents & activities, and have been able to add them to the website.

We have done some programming of the site, and were able to make the site more mobile device friendly – however into the future, the site will need to be migrated to a more modern format.

The number of Facebook page followers has increased marginally over last year, with around 10,400 followers on our main page - around 400 more than this time last year. The number of Twitter followers has remained fairly steady since last year, with around 118, (four less than last year)

Promotions Unit vehicle

Our Promotions Car – Toyota Landcruiser suffered mechanical issues in August 2019, and a decision made by CFS not to repair it. A replacement was delivered in February 2020, we took delivery of a 2011 Mitsubishi Pajero – formerly Mt Remarkable Group Car 1.

This vehicle is a marked up CFS command vehicles, and badged as 'Promotions Car 1'. It arrived after 6 months without a command vehicle, which, in hindsight curtailed the scope and number of photos we take, due to not having a suitable vehicle, and being reluctant to take our own vehicle to incidents /events.

All of the running costs of this vehicle are now going to be funded from the CFS Promotions budget. Previously, service / repairs & tyres were funded by CFS. However, given our current budget, we don't see this as being an issue.

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 October 2019, we were given a collection of photos collected / taken by Peter Jarman and Richard Betteridge, predominately taken in the 1980's & early 1990's. The collection was around 3500 images, all of which have now been digitised.

We are slowly adding the to our appliance history pages. In addition to the photos, Peter Jarman holds a large amount of historical information about CFS brigades and appliances, which we are slowly working through with him.

In July 2020, we were given another collection of around 750 images, taken / collected by Michael Edwards. This includes historical photos of both appliances and stations.

We are yet to complete the processing of these two collections – however, as a result of these two collections, and additions of brand new CFS appliances, we have now added around 500 new entries onto our appliance history page in the last 12 months – with the current number of entries 7021!

We would like to thank Peter, Richard & Michael for trusting us with their collections, and enabling people to share these terrific collections.

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.

We created a Promotions Unit History Facebook Page in October 2013, which has around 1800 followers on the page now (an increase of around 200 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. We have been sharing the images from our two new collections on this page, with many positive comments and feedback.

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

We purchased two new camera over the last 12 months, to replace two that were not repairable, so have adequate cameras for ensure we always have a camera available, when required!

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 the CFS VA, to 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.

Pip McGowan & Ashley Hosking
Website Administrators
CFS Promotions Unit
October 2020