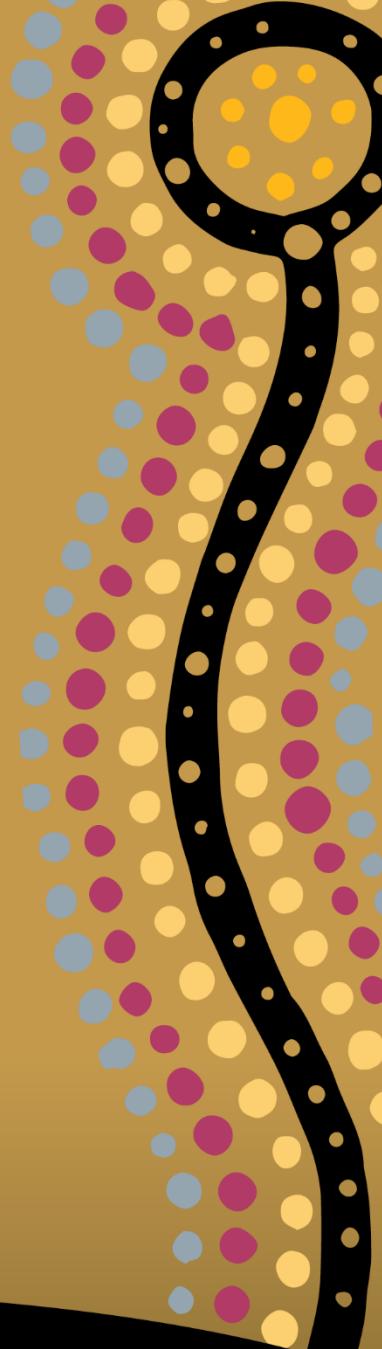




Australian Indigenous HealthInfoNet

Alcohol and Other Drugs
Knowledge Centre

aodknowledgecentre.ecu.edu.au



Alcohol and Other Drugs Knowledge Centre Project

Performance Report

1 July 2023 – 30 June 2024

Submitted to: IAHP-WA

Submitted: July 2024

Core funding is
provided by the
Australian Government
Department of Health
and Aged Care

The Australian Indigenous HealthInfoNet acknowledges the Traditional Custodians of the lands and waters of Australia and the Torres Strait. We respect all Aboriginal and Torres Strait Islander people—their customs and their beliefs. We also pay our respects to Elders past, present and emerging, with particular acknowledgement to the Whadjuk people of the Nyoongar nation, the Traditional Custodians of the lands where our offices are located.

AUSTRALIA
ECU
EDITH COWAN UNIVERSITY

Performance report Key developments and Impact

1 July 2023 - 30 June 2024

Highlights

- ✓ Promotion of a **new subtopic section on vaping**
- ✓ The AODKC exhibited at the **APSAD conference November 2023** – Adelaide, SA
- ✓ The AODKC exhibited at the **AHCWA conference April 2024** – Perth WA

Newsletters

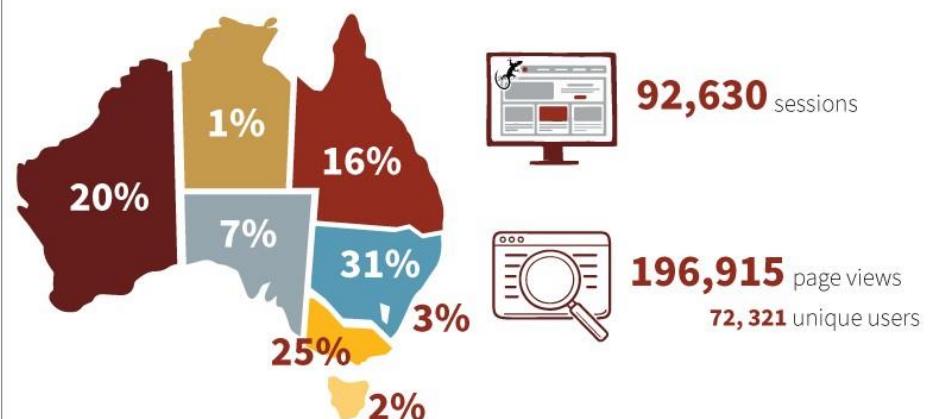


747 newsletter subscribers
10 newsletters distributed

New content



Website usage and where our users are from



Social media activities



Instructions:

This template is to be used for:

- Completion of a **Performance Report (2A and 2B)** measuring outcomes against your approved Activity Work Plan (as required in the terms of your Agreement).
- When complete, email to your IAHP-WA@dss.gov.au

1A. SERVICE PROVIDER & FUNDING INFORMATION	
Organisation name & location	Edith Cowan University, Mount Lawley, Western Australia
Activity ID: 4-JOQUJ6I	Health/InfoNet - Alcohol & Other Drugs Project
Reporting period:	1 July 2023 – 30 June 2024
Contact name & position title:	<p>Professor Neil Drew AM FAPS FCCOMP Director Australian Indigenous Health/InfoNet Edith Cowan University 2 Bradford Street, Mt Lawley WA 6050 Ph: 08 9370 6155</p>
Performance Report Template <p>The template overleaf has been created from the submitted 2023 - 2024 Activity Work Plan to enable the Community Grants Hub to efficiently assess the progress made against the grant key performance indicators during the reporting period.</p>	

1A. ACTIVITY DELIVERABLES 2023-2024 Activity Work Plan (AWP)			2A. Performance Report																					
Deliverable	Measures	Timeline	Status (Select from Met, Partly-Met, Delayed, or Completed)	Progress Comments																				
1. New entries of publications and resources added in the AODKC's online bibliography and other information added about programs, organisations and workforce information (events, courses, funding and jobs).	Number of new entries added	1/7/2023 – 30/6/2024	Met	<p>In the reporting period, the following number of items were added to the database:</p> <table border="1"> <tbody> <tr> <td>Publications</td> <td>117</td> </tr> <tr> <td>Policies</td> <td>17</td> </tr> <tr> <td>Health promotion resources</td> <td>50</td> </tr> <tr> <td>Health practice resources</td> <td>51</td> </tr> <tr> <td>Programs</td> <td>47</td> </tr> <tr> <td>Organisations</td> <td>5</td> </tr> <tr> <td>Events</td> <td>114</td> </tr> <tr> <td>Courses</td> <td>14</td> </tr> <tr> <td>Funding</td> <td>22</td> </tr> <tr> <td>Jobs</td> <td>356</td> </tr> </tbody> </table> <p>A new subtopic on Vaping was published in September 2023.</p>	Publications	117	Policies	17	Health promotion resources	50	Health practice resources	51	Programs	47	Organisations	5	Events	114	Courses	14	Funding	22	Jobs	356
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Jobs	356																							
2. Audits of existing information on the AODKC website to ensure content is	The following topics will be fully audited, which includes the	1/7/2023 – 30/6/2024	Partly Met	<p>In this reporting period, a full audit of the following topics was completed:</p> <ul style="list-style-type: none"> • Alcohol • Illicit drugs 																				

1A. ACTIVITY DELIVERABLES 2023-2024 Activity Work Plan (AWP)			2A. Performance Report	
Deliverable	Measures	Timeline	Status (Select from Met, Partly-Met, Delayed, or Completed)	Progress Comments
accurate and free of broken links.	key facts, in the reporting period: <ul style="list-style-type: none"> • Alcohol • Illicit drugs • Tobacco 			<ul style="list-style-type: none"> • Tobacco. <p>The audit of these topics included auditing:</p> <ul style="list-style-type: none"> • resources (612 entries) • programs (618 entries) • organisations (377 entries) • courses (93 entries) • funding (26 entries) <p>Key facts web pages were checked for relevance and currency and updated where necessary for the following content:</p> <ul style="list-style-type: none"> • Tobacco – main page and all subtopics: Prevalence, Prevention, Regulation, Treatment, and support • Alcohol – main page and all subtopics: Prevalence, Prevention, Regulation, Treatment, and support • Illicit drugs – (in progress - key facts scheduled to be complete end of July 2024) • Kava factsheet updated. <p>During the reporting period an estimated 12, 440 links to publications, resources, and policies, across all the HealthInfoNet's websites (which includes the AODKC website) were checked for currency and updated.</p>
3. A state-of-the-art AODKC web resource to be publicly available for a minimum of 95% of the time.	The percentage of time that the AODKC website is publicly available. Usage statistics for the AODKC website	1/7/2023 – 30/6/2024	Met	<p>In the reporting period, the AODKC website was freely available to users for 99.8% of the time.</p> <p>During this reporting period there were:</p> <ul style="list-style-type: none"> • 196,915 pageviews • 92,630 sessions • 72,321 unique users.

1A. ACTIVITY DELIVERABLES 2023-2024 Activity Work Plan (AWP)			2A. Performance Report																				
Deliverable	Measures	Timeline	Status (Select from Met, Partly-Met, Delayed, or Completed)	Progress Comments																			
	reported in performance report.			<p>As of September 2023, Google Analytics underwent a complete transformation in the way data is collected, analysed, and reported. The previous analytics system, known as Universal Analytics, primarily focused on page views and screen views. However, the new method, Google Analytics 4 (GA4), centres around event-based tracking.</p> <p>At the Australian Indigenous HealthInfoNet, we have undertaken efforts to adapt to this transformation and update our reporting methods accordingly. However, this process is still a work in progress. We are currently in the process of trialling alternative data criteria for metrics that are no longer supported under GA4.</p> <p>Therefore, due to the fundamental changes, it's important to note that data collected prior to September 2023 using Universal Analytics is not directly comparable to data collected after this date using GA4.</p>																			
4. Produce knowledge exchange products (KEPs) on a key/topical AOD content area.	Commencement of the <i>Learning from 50 years of Aboriginal Alcohol Programs: A Summary</i> .	By 30 June 2024 (completion by 31 December 2024)	Met	<ul style="list-style-type: none"> Writing for draft sections for the Summary is in final stages Sections are being reviewed by the authors for feedback Artwork for Summary has been negotiated with the artist. 																			
5. Ongoing engagement and interaction with users and other stakeholder through the production and dissemination of AOD content on Facebook, Instagram, X and LinkedIn.	Number of social media posts, followers, impressions, engagements, and click-throughs.	1/7/2023 – 30/6/2024	Met	<p>The following table provides information on social media activities in the reporting period:</p> <table border="1"> <thead> <tr> <th></th><th>Facebook</th><th>Instagram</th><th>Twitter</th><th>LinkedIn</th><th>Total</th></tr> </thead> <tbody> <tr> <td>Posts</td><td>12</td><td>12</td><td>174</td><td>35</td><td>233</td></tr> <tr> <td>Impressions / Reach</td><td>2529</td><td>1912</td><td>20.068</td><td>15,127</td><td>39,636</td></tr> </tbody> </table>			Facebook	Instagram	Twitter	LinkedIn	Total	Posts	12	12	174	35	233	Impressions / Reach	2529	1912	20.068	15,127	39,636
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1A. ACTIVITY DELIVERABLES 2023-2024 Activity Work Plan (AWP)			2A. Performance Report						
Deliverable	Measures	Timeline	Status (Select from Met, Partly-Met, Delayed, or Completed)	Progress Comments					
				Engagement	120	94	996	564	1774
				Engagement rate	4.74%	4.92%	4.96%	3.73%	4.59%
				Industry average engagement rate (non-profit organisations)¹	0.07%	0.62%	0.0044%	1.91%	0.66% ²
				No. of followers³	5,035	1,535	7,818	11,428	25,816
				The social media strategy for the AODKC is performing well with engagement rates much higher than the industry average. There has also been an excellent growth in Instagram and LinkedIn followers. An AODKC Instagram account was launched in April 2024.					
6. Regular compilation of recent research, and other information relevant to the specified health topics for	At least 8 newsletters produced.	1/7/2023 – 30/6/2024	Met	In the reporting period, 10 newsletters were sent to subscribers. At the end of the reporting period the AODKC newsletter had 747 subscribers.					

¹ Source: SproutSocial 2023

² This figure is the average of industry engagement rates across all platforms

³ There is a dedicated AODKC Twitter account but the other social media platforms cover all of the Health/InfoNet activities which includes the AODKC

1A. ACTIVITY DELIVERABLES 2023-2024 Activity Work Plan (AWP)			2A. Performance Report	
Deliverable	Measures	Timeline	Status (Select from Met, Partly-Met, Delayed, or Completed)	Progress Comments
distribution via the AODKC newsletter.				
7. Ongoing development of strong, reciprocal, collaborative relationships, and/or partnerships, with key organisations in the Aboriginal and Torres Strait Islander AOD sector.	Hold one online reference group meeting each year.	September-October 2023	Met	This deliverable was met in 2023. The next Reference Group meeting is anticipated for September 2024. Feedback, from the Reference Group, has been sought on potential topics for the next AODKC review, clarification of terms of Reference for the Reference Group as well as suggestions for new members.
8. Regular email communication throughout each year. Seek expertise, as needed, for peer review functions and reference group membership as required.	At least four email communications with Consultants in the year	1/7/2023 – 30/6/2024	Met	In the reporting period, electronic communication to Consultants included specific emails on the: <ul style="list-style-type: none"> Latest issues x 2 of the Journal of the Australian Indigenous Health/InfoNet July, December 2023, and April 2024 issue of the Health/InfoNet's Director's Communique. In the December 2023 issue, we promoted a new topic that focuses on addressing the harms from the use of e-cigarettes or vaping. There was also promotion of a section about justice/diversion programs relevant to AOD.
9. Continued engagement with the workforce and other stakeholders.	Two conference exhibitions, presentations and/or inserts in the year.	1/7/2023 – 30/6/2024	Met	The following cafés, presentations and/or inserts occurred in this reporting period: <ul style="list-style-type: none"> AHCWA conference April 2024 – Perth WA (exhibited) APSAD conference November 2023 – Adelaide SA (exhibited) The AODKC was also promoted at six other conferences the Health/InfoNet exhibited at (AODKC brochures and the latest <i>brochure, current reviews</i> and the AODKC pull up banner

1A. ACTIVITY DELIVERABLES 2023-2024 Activity Work Plan (AWP)			2A. Performance Report	
Deliverable	Measures	Timeline	Status (Select from Met, Partly-Met, Delayed, or Completed)	Progress Comments
				displayed) as well as at two Health/InfoNet Roundtables and stakeholder meetings across the country (see Stakeholder Engagement section below for more information).

1B. RISK MANAGEMENT 2023-2024 Activity Work Plan (AWP)		2B. Performance Report 1 July 2023 – 30 June 2024
Challenges - What difficulties may be experienced by your organisation in delivering the program?	Mitigation strategies – how will your organisation try to address these difficulties?	Progress - to be filled in by organisation only when undertaking a report against your deliverables
There are five main risks to the Health/InfoNet's operations: <ul style="list-style-type: none"> • cultural appropriateness • quality control • financial • staffing 	<ul style="list-style-type: none"> • Cultural appropriateness: mitigated through strong governance; oversight by the Advisory Board and strong relationships and partnerships with key stakeholders and peak bodies along with HIN's experience of over 22 years in developing and delivering websites and knowledge exchange material • Quality control: mitigated through embedded quality 	<ul style="list-style-type: none"> • Cultural Appropriateness <p>The AODKC, as part of the Health/InfoNet, continues to have strong cultural governance structures and processes that are working effectively. Since the last report there has been ongoing negotiation between the Health/InfoNet Director Professor Neil Drew, Professor Dan McAullay, Head of Kurongkurl Katitjin at ECU, Professor Braden Hill Deputy Vice Chancellor Equity and Indigenous at ECU and Health/InfoNet Advisory Board members. In the reporting period it was resolved that the Health/InfoNet Advisory Board will be integrated into the Edith Cowan University institutional cultural governance structures with special responsibility for the Health/InfoNet. This will provide a more formal cultural authority structure and ECU will provide resources to support the Advisory Board. The integration process is underway and will be completed in the next reporting period.</p> <ul style="list-style-type: none"> • Quality Control

1B. RISK MANAGEMENT 2023-2024 Activity Work Plan (AWP)		2B. Performance Report 1 July 2023 – 30 June 2024
Challenges - What difficulties may be experienced by your organisation in delivering the program?	Mitigation strategies – how will your organisation try to address these difficulties?	Progress - to be filled in by organisation only when undertaking a report against your deliverables
<ul style="list-style-type: none"> information technology. 	<ul style="list-style-type: none"> control mechanisms including peer-review of substantial documents <ul style="list-style-type: none"> Financial: mitigated through ECU's comprehensive governance structure Staffing: mitigated through a strong orientation and training regime along with a documented procedure manual Information technology: mitigated through operating within a protective ECU IT environment 	<p>All quality control mechanisms, such as peer review of knowledge exchange products and publications, were adhered to throughout the reporting period. All new staff were inducted and trained in Health/InfoNet and AODKC policies, procedures, and practices.</p> <ul style="list-style-type: none"> Financial Regular due diligence oversight meetings were held between ECU Finance and the Health/InfoNet's Director and Business Manager. Staffing All new staff received induction, orientation and training as required by ECU and the Health/InfoNet policies and procedures. All new staff were recruited in accordance with ECU HR policy and procedures. Information Technology <p>The Health/InfoNet IT ecosystem continues to be managed within the ECU IT environment, with oversight by the Health/InfoNet's IT Manager. All performance indicators relating to IT performance were met and exceeded. We are part of an ECU internal audit and review of IT security practices which will ensure we remain best practice.</p> <p>The Health/InfoNet continues to liaise with ECU IT experts to update our security software and protocols.</p> <p>The Health/InfoNet has established an Artificial Intelligence (AI) working group to assess the impact of AI on Health/InfoNet operations. In addition, the Health/InfoNet IT Manager is a member for the ECU AI Working Group. The Director has been liaising with experts in the Aboriginal and Torres Strait Islander health sector to ensure that the cultural, ethical, moral, and legal obligations for best practice use of AI in Aboriginal and Torres Strait Islander health are developed, adopted, and adhered to.</p>

Stakeholder Engagement

(provide a short narrative update on stakeholder engagement over the period)

In the reporting period there was continued promotion and engagement with stakeholders. Stakeholders included Reference Group members, partners, funders, Consultants, NACCHO and affiliates, Government agencies, NGOs, peak bodies, and professional associations.

There were online meetings, email blasts, two conference exhibition stands and promotion at six additional conferences where the Health/InfoNet exhibited.

There were face-to-face meetings conducted by the Director, Neil Drew, and the Development & Marketing Manager, Tara Hoyne, in Perth, Brisbane, Canberra, Melbourne, Sydney and Adelaide.

Whilst not a deliverable, there was additional promotion of the AODKC at two Health/InfoNet Roundtables held in Brisbane in October 2023, included the CEO of peak QLD AOD body QNADA presenting at this event (along with 3 other guest speakers) and another event in Canberra in March 2024. These were well attended with 40-45 attendees representing a cross section of peak bodies in the sector. There were networking opportunities among attendees. The AODKC was promoted during the Health/InfoNet's Director's presentation and brochures included in the attendee kits. The AODKC was also promoted (brochures handed out) at six other conferences the Health/InfoNet exhibited at:

- IAHA conference Sunshine coast- exhibited
- Rural Health West Perth – exhibited
- NACCHO conference – exhibited and presented
- AHMRC conference Sydney – exhibited
- World Indigenous cancer conference Melbourne – exhibited
- QAAMS conference Adelaide – exhibited and presented.

We promoted a new topic that focuses on addressing the harms from the use of e-cigarettes or vaping. Also, a section about justice/diversion programs relevant to AOD was promoted.

Funding Agreement Manager

Record observations and recommendations (if any)

Activity Work Plan accepted – Community Grants Hub	Signature: Date: Name:
Team Leader Action (EL/Team Leader to finalise)	Signature: Date: Name: