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National Best Practice Unit  
Tackling Indigenous Smoking

# Tackling Indigenous Smoking Jurisdictional Workshop

Western Australia  
South Australia  
Northern Territory  
Victoria  
Tasmania



Whadjuk Noongar Country  
**Perth - Scarborough**  
24 to 25 March 2026

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## Introduction

As part of its work to support TIS teams in Grant Recipient Lead Organisations (GRLOs), the National Best Practice Unit Tackling Indigenous Smoking (NBPU TIS) organises a schedule of workshops at both the jurisdictional and national level. The workshops aim to:

- review Grant Recipient priorities and the support that the NBPU needs to provide;
- share evidence, best practice, & strategies for adaptation at local / regional levels;
- resolve implementation challenges;
- enhance support, collaboration, network building and communication;
- provide training and tools to assist in program delivery;
- support performance reporting and evaluation methods and skills;
- disseminate information and tools on performance reporting, data collection and evaluation; and
- support Aboriginal and Torres Strait Islander leadership in tobacco control.

## Background to the Workshop

The NBPU TIS held the TIS Workshop on Whadjuk Noongar Country in Perth (Scarborough) over two days (24 to 25 March 2026) for TIS teams from Western Australia, South Australia, Northern Territory, Victoria, and Tasmania.

## Program

See [Attachment A](#) for an outline of the program as distributed to participants ahead of the workshop. Summaries of the Workshop sessions follow – please see participant presentations on the Jurisdictional Workshop presentations page of the TIS Website<sup>1</sup> for details.

## Attendance

A total of 138 people attended the workshop, including 86 attendees from 15 out of the 17 eligible Grant Recipient Lead Organisations. See following table and [Attachment B](#) for a full list of attendees.

	No. of attendees	GRLOs Represented
<b>TIS Coordinator</b>	<b>1</b>	<b>-</b>
<b>TIS Teams</b>	<b>86</b>	<b>15/17</b>
VIC/TAS	19	2/2
SA	15	3/3
WA	31	6/6
NT	21	4/6
<b>Government</b>	14	
<b>Guests</b>	20	-
<b>NBPU TIS</b>	14	-
<b>Other</b>	3	
<b>TOTAL</b>	<b>138</b>	<b>-</b>

<sup>1</sup> See <https://tacklingsmoking.org.au/resources/jurisdictional-workshop-presentations/>

# Summary of Workshop Sessions

## DAY ONE: Tuesday 24 March 2026

### 1. Welcome to Country (Jayden Boundry)

Jayden Boundry is a Wadjak, Balardong, Yued, Wilman Noongar and Badimaya Yamatji man. He welcomed participants to Country on behalf of the Traditional Owners.

### 2. TIS National Coordinator Update (Prof. Tom Calma AO, National TIS Coordinator)

Professor Tom welcomed participants to the workshop. His [presentation](#) included information on the importance of ongoing funding for keeping TIS momentum going; the need for an Indigenous specific smoking program; the evaluation of the TIS program; challenges; and the National Reach and Priority Projects.

### 3. Update from the Department of Health, Disability and Ageing (Katherine McHugh)

The [presentation](#) from the Department of Health, Disability and Ageing included information on current funding for TIS; daily smoking rates among Aboriginal and Torres Strait Islander people for 2022-23; eligible and ineligible TIS activities according to the grant opportunity guidelines; funding agreement managers' contact details; the National Reach and Priority Projects; and the independent national evaluations of TIS.

### 4. Rise Up

Rise Up was introduced as a national TIS campaign focused on standing together for health and against industry harm. The NBPU TIS commissioned Claudine Thornton (a proud Ngilyampaa Wongaibon woman and expert in social media) to develop a culturally grounded, ready-to-use bank of social media images and brand logo, giving teams practical tools they can immediately download, use and adapt for their local communities.

The Rise Up sessions provided a number of scheduled parallel sessions throughout the day for attendees to participate in as follows.

#### RISE UP Content Walk

An outdoor content creation walk focused on practical posing, framing and visual storytelling techniques. Two expressions of the same campaign message were explored:

- Rise Up Against – staunch, strong, protective.
- Rise Up Together – gentle, relational, collective focus.

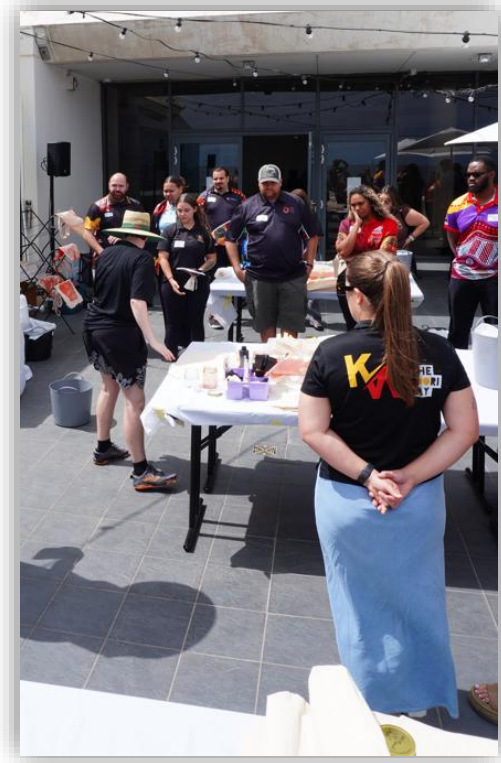
TIS workers participated in a walk led by a local knowledge holder, which provided live demonstration of tone, posing, movement, and framing including use of negative space for text and demonstrated how teams can create culturally grounded campaign content on Country, showing how tone and visual language align with message intent. Teams took home:

- ☞ A simple, repeatable content framework
- ☞ Increased confidence in tone-led storytelling
- ☞ Practical content captured on the day

### RISE UP Campaign Collateral Creation

A hands-on outdoor activation using sun dye techniques to create branded Rise Up tote bags. Each participant received a natural fibre Rise Up tote bag to dye. The process used sunlight to create tonal variation and simple logo masking to embed the Rise Up mark. The dye palette reflected the Rise Up campaign and aligns with Bunuru (Feb–Mar), the second summer season in Noongar Country, grounding the activation in local seasonal context. This activity demonstrated how culturally grounded, art-forward group activities can be used as a community activation model, building pride, visible messaging, and ownership of the campaign. Teams took home:

- ☞ A finished branded tote bag
- ☞ A transferable, low-cost activation model



### RISE UP Success Markers

A practical session focused on defining what success looks like before activation begins. Participants explored how to align Rise Up activities with program aims and community priorities, moving beyond simple metrics like reach, impressions, or views. Instead the focus was on grounding success in local priorities and meaningful action. This builds strategic clarity by helping teams connect campaign intent to measurable, culturally relevant outcomes. Teams took home:

- ☞ Skills to use simple pledge and action-based frameworks for assessing program outcomes
- ☞ Practical tools for tracking engagement (e.g. URLs, link-based actions, UTM tracking)

### RISE UP Success Markers to success stories

A practical session focused on how to capture and demonstrate impact once an activation is underway. Participants explored how to maximise the use of the data they collect - including participation, stories, images, voice, and basic metrics – within current reporting templates to support meaningful reporting and evaluation. This strengthened workforce capability in showing impact, ensuring community-led activities are visible, measurable, and recognised. Teams took home:

- ☞ Simple frameworks for strengthening reporting using participation, implementation and outcomes data.
- ☞ Confidence translating local impact into reporting for community, partners, and funders.

This session supported culturally grounded evaluation by valuing lived experience alongside measurable outcomes.

### Rise Up Home Base

This activation offered multiple a range of activities providing multiple ways to engage with the campaign. Stations included:

- Rise Up on the Mic: Guided practice for media interviews, radio spots, and podcast-style conversations using simple bridging techniques.
- TIS Website Walkthrough + Pledge Station. Included hands-on walkthrough of digital resources, and digital engagement pathways and the opportunity for participants to pledge a note of hope to loved ones, their younger self, or a stranger around quitting or setting a date to quit.
- Insta Wall / Self Capture: NBPU TIS Backdrop was available for participant self-capture, supporting content creation and engagement..
- Postcard to Big Tobacco: A values-based advocacy activity that reinforces the “Rise Up Against” message. Provided by the ANU Tobacco Free team.



- Statue Display: Kilung Morunbul Jum provided a conversation starter focused on health impact and education.

Teams took home:

- ☞ Simple, low-cost engagement tools
- ☞ Replicable micro-activations for local events
- ☞ Additional content and participation touchpoints

### Rise Up, Reflect and Reignite the Fight

Each team members was not able to engage in all Rise Up activities, but each TIS team was engaged across all the different activities. After the parallel activities, participants gathered to yarn and share learnings within their team. Details of the feedback from the yarning session are at [Attachment C](#).

The feedback session also included participant evaluation using an online survey platform (Qualtrics). Participant evaluation feedback included the following key issues.

- **The RISE UP sessions’ ‘hands on approach’ was positively received:**

*The workshop sessions were great and the walk and dye tie activity was great*

*Informative and held our attention*

*Doing hands on is a great Idea. It gets you out of the room of the chair and engaging in activities.*

- **However, some respondents felt that some of the background and description of what was required in the activities could be improved:**

*I feel as though the rise up sessions were not explained well and am confused about this campaign*

*Rise up was not clearly articulated. This carries through to branding of activities. None of these were distinctive enough to have us remember the difference between Rise up: success markers, and Rise up: success markers to success stories.*

*There wasn't enough info on the Rise Up Campaign and what was actually available to TIS teams to use*

- **And some felt that an emphasis on social media was less relevant for remote areas:**

*The focus on social media was sometimes difficult to apply in the context of remote communities.*

*Social media requires access to technology and internet that is not always available or common in remote and very remote communities. While helpful, additional focus at conferences on aspects of community events that are successful would be most helpful.*

## DAY TWO: Wednesday 25 March 2026

### 1. Panel Q&A on Illicit Tobacco

Amber Shuhyta (Illicit Tobacco and E-cigarette Commissioner), Tom Calma (National TIS Coordinator) and Raglan Maddox (ANU) discussed and answered questions about the threat to Aboriginal and Torres Strait Islander health from illicit tobacco.

### 2. Impact and Outcomes Evaluation update (Associate Professor Raglan Maddox, ANU)

Raglan's presentation on [First Peoples Perspective: Resisting Commercial Tobacco and Nicotine Addiction in Australia](#) included information on the context of tobacco use among Aboriginal and Torres Strait Islander people; why we need more Indigenous specific evidence; ongoing tactics used by the tobacco industry and how to best address them; the Tobacco Free TV commercial and 'Voices of Resistance' music video made with TIS teams; and information on ANU's impact evaluation of the TIS program.

### 3. TIS Team presentations

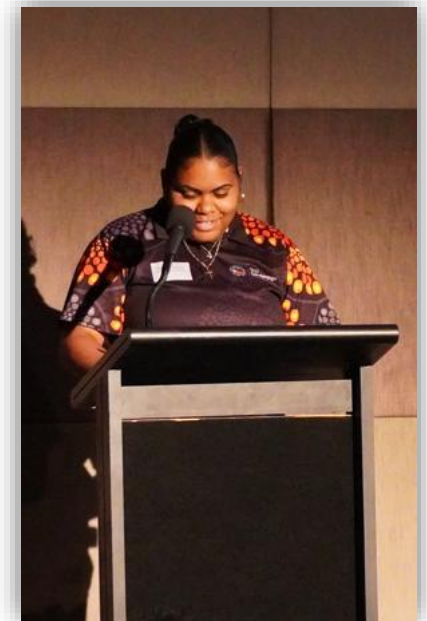
#### Bega Garnbirringu Health Service

Bega Garnbirringu Health Service's Puyu Wantikatinhi TIS team [presented](#) information on how they create safe and engaging spaces; their vision; and their activities to reach the Goldfields region including ads, campaigns and creative work.

#### Kimberley Aboriginal Medical Service

The KAMS team shared a video that describes how each IREG works across the Kimberley region to deliver the TIS program. It includes what each team member enjoys the most about working in TIS, how they are increasing their engagement and exposure to the TIS program, tools and resources for feedback with participants and increasing reach in remote communities and some of the main challenges they experience working in remote areas, including distance and road access during the wet season.

# WORKSHOP PARTICIPANTS (DAYS 1 & 2)



Geraldton Regional Aboriginal Medical Service

The [presentation](#) from Geraldton Regional Aboriginal Medical Service's Barndi Yarraly (Healthy Lungs) TIS team included information on their new artwork; their activities in 2025; their TIS documentary; their involvement with the Voices of Resistance project; TIS skits; Barndi Yarraly music video and the song's release on Spotify; and what is next for the team.

South West Aboriginal Medical Service

The South West Aboriginal Medical Service's Breathe Well Live Well TIS team's [presentation](#) included information on their travels; their TIS media campaign; and what is next for the team.

Katherine West Health Board (Using social media to spread TIS messages)

Katherine West Health Board's Big Rivers TIS team shared a [presentation](#) on reasons for using social media; the best types of content that connect; planning your content; capturing your content; taking photos and videos; lighting; editing; posting; and some key tips.

#### 4. Understanding Aboriginal Quitline (Tiffany Humes, Quit Aboriginal Adviser, Cancer Council Victoria)

The [presentation](#) included information on what Aboriginal Quitline is; the supports provided by Quitline; what happens when Mob call Quitline; their NRT pilot in Victoria and South Australia; how TIS teams can help Mob connect with Aboriginal Quitline; resources that can be used in community; and how Quitline can support TIS teams' work in community.

#### 5. Process and Implementation Evaluation update (Lena Etuk, Director CIRCA)

Lena's [presentation](#) included information on what the Culturally Inclusive Research Centre Australia (CIRCA) is; a quiz on CIRCA's role in evaluating the TIS program; where CIRCA is up to in the evaluation; and what is next.

#### 6. TIS Team presentations

Derbarl Yerrigan Health Service

The [presentation](#) from Derbarl Yerrigan Health Service's Wugen Wal-Yan TIS team discusses their Lungopoly game including how they came up with it; the game concept; how to play; and how to win.

Katherine West Health Board (Outback Stores partnership)

The [presentation](#) from Katherine West Health Board's Big Rivers TIS team included information on how they are working with Outback Stores on a tobacco reduction strategy including their memorandum of understanding with Outback Stores; community-led consultation with Outback Store Directors; community feedback; support from the community; and how to implement this into your TIS team activities.

AMSANT (Top End Tackling Indigenous Smoking)

Mala'la Health Service, Red Lily Health Board, Katherine West Health Board, the Aboriginal Medical Services Alliance Northern Territory (AMSANT) and NT Health deliver TIS services over a diverse range of communities in the Top End of the Northern Territory. This presentation described their activities including 'Kick the Habit'; social

media marketing and messaging; the No Bakki music video; and the Tackling Indigenous Smoking Tiwi Football League.

#### Victorian Aboriginal Health Service

The [presentation](#) from Victorian Aboriginal Health Service's The Koori Way TIS team discussed their Flip The Vape campaign including the campaign's reach and engagement; national expansion; Flip The Vape Week 2026; and the next steps.

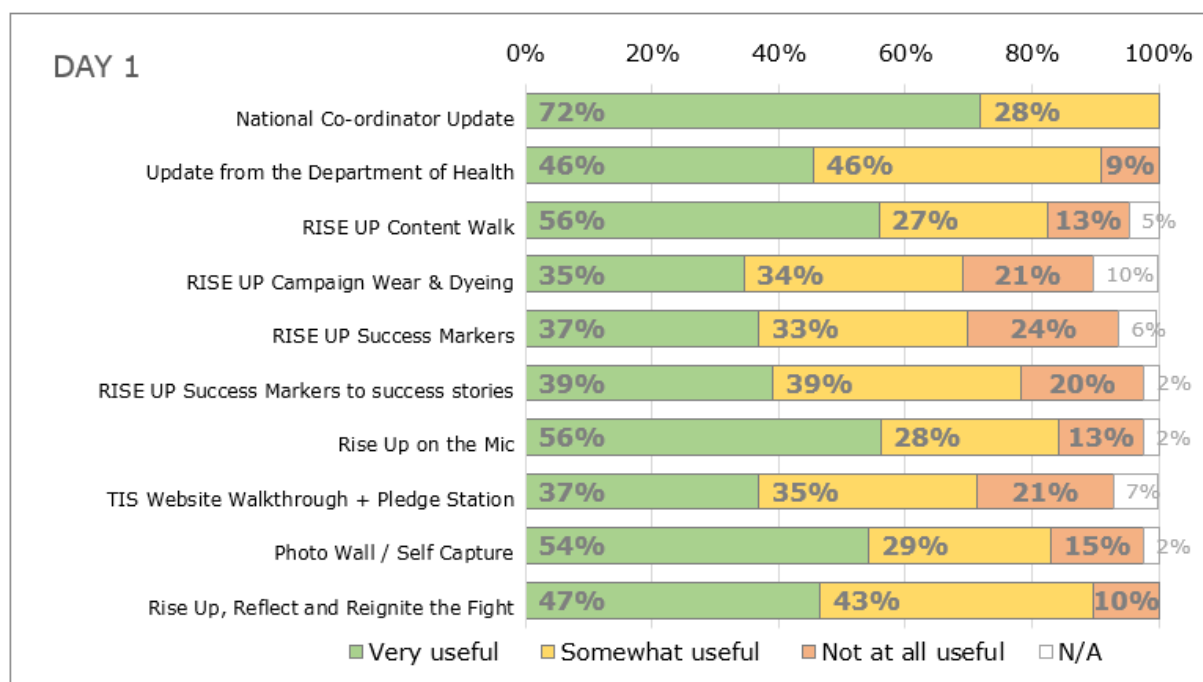
### 5. Workshop Wrap Up (Prof Tom Calma AO, National Coordinator TIS)

Professor Tom thanked the participants for their attendance, and praised the work of TIS teams and their commitment to the health of their communities. He also thanked the other attendees from Government and the NBPU for their work, and wished everyone a safe journey home, before closing the workshop

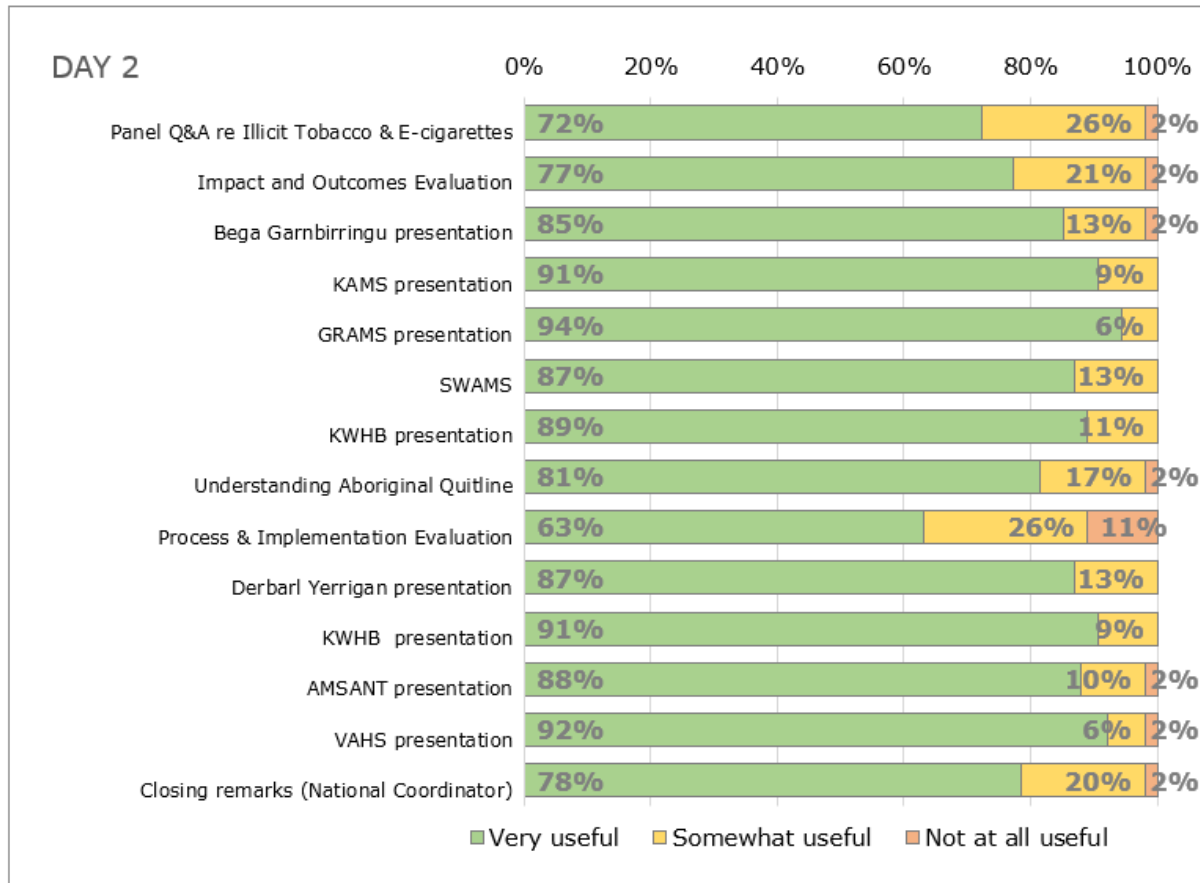
## Participant Evaluation

As with every workshop run by the NBPU TIS, the Workshop included participant evaluation, with both quantitative and qualitative feedback. Responses were gathered using an online survey platform (Qualtrics).

All sessions were well received by the majority of survey respondents with an average of 49% of responses rating Day 1 sessions and 81% of Day 2 sessions as 'very useful'. An average of 13% of responses rated Day 1 Sessions and 3% of Day 2 Sessions as 'not at all useful'. See Figures 1 and 2 for details.



**Figure 1: Participant evaluation of Day 1 workshop sessions**



**Figure 2: Participant evaluation of Day 2 workshop sessions**

Overall, response to the sessions was very positive, with an average of 68% of participants describing sessions as 'very useful', 23% as 'somewhat useful' and only 7% as 'not at all useful'. Qualitative feedback from participants confirmed the positive view of the workshop:

*Great conference with the hands on approach. I'm amazed by how systematic the roll-out is nationally!*

*Appreciated the great work occurring across the country and passionate tis teams. Glad that Quitline and my quit buddy are being widely promoted.*

*Best workshops to attend is the TIS conference/workshops we do*

Some other issues identified in the qualitative participant feedback were as follows.

#### 1. TIS Team presentations

As is usual at TIS Workshops, the presentations from other TIS teams were a highlight for many participants (combined they had an average of 89% of respondents describing them as 'very useful').

*Tis teams is the best part*

*Enjoyed the discussions with the different teams (organisations) : their experiences, their challenges, etc.*

*Was great to see what other ACCHO's are doing!*

*Excellent presentations. As a new person to TIS, I learned so much. Feeling so excited to get on with it*

A couple of respondents had suggestions for how these could be better structured into the overall program of the workshop:

*Would love for the presentations to be mixed up a little bit.*

*It would be better to have these team presentations on day 1 so there is time for the teams to talk to each other about what they saw and make working together better*

## 2. Running the sessions

There was a common theme from respondents about sessions going over their allotted time:

*The sessions always run overtime*

*The sessions run overtime*

*Sessions ran over time when they did not need to. I.e. everyone was back in the room ready to go yet the next session wouldn't start for another 15 minutes.*

*Please enforce time limits for presenters.*

And several expressed disappointment with the technical difficulties encountered:

*It was unfortunate that we couldn't watch the videos with the technical difficulties*

*The audio needs to be tested and tried before the days event. Make people go there at 8am and load onto one laptop for consistency. Turn off the lighting for the screen, too much glare*

## 3. Language and presentation

A further challenge was noted in the difficulty of pitching presentations and sessions at a level suitable for participants from very diverse social, cultural and linguistic backgrounds, with some respondents commenting that:

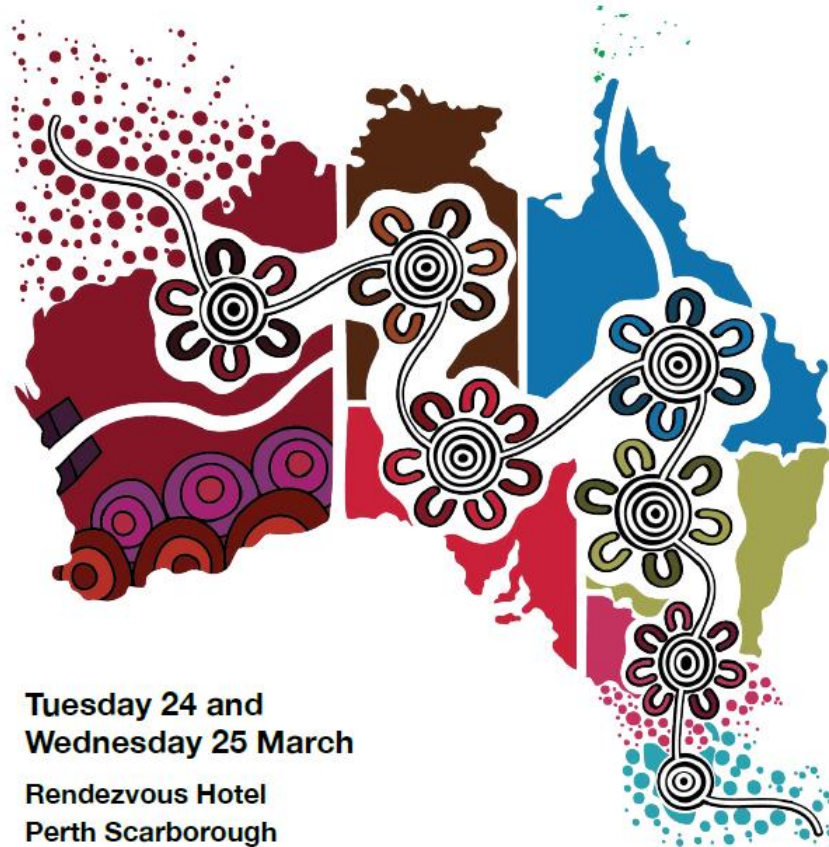
*The monitoring and evaluation was given at too high a level*

*More simple and direct language.*

# ATTACHMENT A: Workshop Program

## 2026 Tackling Indigenous Smoking Jurisdictional Workshop

(NT, SA, Tas, Vic, WA)



Tuesday 24 and  
Wednesday 25 March

Rendezvous Hotel  
Perth Scarborough

The National Best Practice Unit acknowledges the Whadjuk people of the Noongar nation as the Traditional Custodians of the land on which we gather.

We pay our respects to their Elders past and present.

We acknowledge the deep and ongoing spiritual connection with their land and waters.



### INFORMATION



#### Photography

Please be advised that photography and/or video recording will be taking place during the Workshop.

By attending this event, you are providing your implied consent to be photographed and/or recorded, and for those images or recordings to be used by Ninti One Limited in publications, digital media, social media and other communications related to its mission and activities.

If you do not wish to be photographed or recorded, please notify a staff member directly. We will make reasonable efforts to accommodate your request.



#### Wi-Fi

Complimentary Wi-Fi is available via the Rendezvous Guest Access network.



#### Evaluation

All participants are requested to complete evaluations at the end of each day. Scan the QR Codes to provide feedback.

##### Day One



##### Day Two



#### First Aid

In the case of requiring first aid, please alert NBPU TIS staff or Hotel staff as soon as possible.

In attending this event it is assumed consent for either above party to contact medical services in the unlikely case of life threatening illness.



#### National Best Practice Unit Tackling Indigenous Smoking Newsletter

Don't forget to sign up the NBPU TIS monthly newsletter. Keep up to date with the latest news and events.

We welcome submissions for the newsletter. Simply email [communications@nintione.com.au](mailto:communications@nintione.com.au)





## DAY ONE

- **8.30am**  
Registrations open
- **9.00am**  
Welcome to Country  
*Jayden Boundary*
- **9.15am**  
Official welcome  
*Eileen Van Iersel, Executive Program Lead and Ronald O'Brien, Acting Program Manager/Program Officer (SA, VIC & TAS)*
- **9.30am**  
National Coordinator update  
*Prof Tom Calma AO, National Coordinator TIS*
- **9.50am**  
**Department of Health, Disability and Ageing update**  
*Katherine McHugh, Department of Health, Disability and Ageing*
- **10.10am**  
Group photo  
*Please follow staff instructions*
- **10.30am – MORNING TEA**
- **10.45am**  
Activation workshops introduction  
*Dr Penney Upton, NBPU TIS and Claudine Thornton, Director Claudine Thornton Creative*
- **11.00am**  
Rise Up Workshop
- **1.00pm – LUNCH**
- **2.00pm**  
Rise Up Workshop
- **3.00pm – AFTERNOON TEA**
- **3.15pm**  
Rise Up, Reflect and Reignite the Fight  
*Dr Penney Upton, NBPU TIS and Claudine Thornton, Director Claudine Thornton Creative*
- **4.15pm**  
Day one wrap up  
*Prof Tom Calma AO, National Coordinator TIS*



## DAY TWO

- **9.00am**  
Welcome  
*Eileen Van Iersel, Executive Program Lead and Ronald O'Brien, Acting Program Manager/Program Officer (SA, VIC & TAS)*
- **9.10am**  
Panel Q&A  
*Amber Shuhyta, Illicit Tobacco and E-cigarette Commissioner, Prof Tom Calma AO, Assoc Prof Raglan Maddox*
- **9.40am**  
Impact and Outcomes Evaluation update  
*Assoc Prof Raglan Maddox, ANU*
- **10.30am – MORNING TEA**
- **10.45am**  
Team presentations  
*Bega, KAMS, GRAMS, SWAMS, KWHB*
- **12.00pm**  
Understanding Aboriginal Quitline  
*Tiffany Humes, Quit Aboriginal Adviser, Cancer Council Victoria*
- **12.15pm - LUNCH**
- **1.15pm**  
Process and Implementation Evaluation update  
*Lena Etuk, Director CIRCA*
- **2.00pm**  
Team presentations  
*Derbarl, KWHB, Danila Dilba*
- **3.00pm – AFTERNOON TEA**
- **3.15pm**  
Team presentations  
*AMSANT, VAHS*
- **4.00pm**  
Closing remarks  
*Prof Tom Calma AO, National Coordinator TIS*
- **4.15pm**  
NBPU TIS Closing remarks  
*Program Officers*

## ATTACHMENT B: Attendance

Name	Organisation	GRLO	S/T
Tom Calma	National Best Practice Unit Tackling Indigenous Smoking		
Ayesha Kay	Aboriginal Medical Services Alliance Northern Territory		
David Thomas	Aboriginal Medical Services Alliance Northern Territory	AMSANT	NT
Ned Watt	Mala'la Health Service		
Kia Gowler	Red Lily		
Hayley Bathern	Central Australian Aboriginal Congress		
Keely Bishop	Central Australian Aboriginal Congress		
Demi-Lee Braun	Central Australian Aboriginal Congress	Central Australian Aboriginal Congress	NT
Glenn Clarke	Central Australian Aboriginal Congress		
Jeremiah Pepperill	Central Australian Aboriginal Congress		
Tianna Ross	Central Australian Aboriginal Congress		
Kaleel Ross	Central Australian Aboriginal Congress		
Rohan Watts	Central Australian Aboriginal Congress		
Lynette Kenyon	Danila Dilba Health Service	Danila Dilba Biluru Butji Binnilutlum Health Service	NT
Elijah Roberts-Smyth	Danila Dilba Health Service		
Krystal Sidaway	Danila Dilba Health Service		
Cass Bonython	Danila Dilba Health Service		
Daisy Howard	Katherine West Health Board	Katherine West Health Board	NT
Naekeyla Johns-Baxter	Katherine West Health Board		
Semaema Lomani	Katherine West Health Board		
Chibuike Joseph Okoli	Katherine West Health Board		
Carmen Smith	Katherine West Health Board		
Maxine Turner	Aboriginal Health Council of South Australia	Aboriginal Health Council of South Australia	SA
Cyndi Cole	Nganampa Health Council		
Lee Lawrie	Nganampa Health Council		
Devon Milton-Hutchison	Nunyarra Aboriginal Health Service Inc		
Julie McNamara	Nunquwarrin Yunti	Nunquwarrin Yunti of South Australia	SA
Matthew Newchurch	Nunquwarrin Yunti		
Arthur Ware	Nunquwarrin Yunti		
Greta Warrior	Nunquwarrin Yunti		
Doretta Weston	Nunquwarrin Yunti		
Kelli Anderson	Pangula		
Blake Steed	Pangula		
Jacinta Wyte	Pangula		
Chantal Farr	Port Lincoln Aboriginal Health Service	Yadu Health Aboriginal Corporation	SA
Miranda Peel	Yadu Aboriginal Health		
Cyril Windlass	Yadu Aboriginal Health		
Khristee Lade	Flinders Island Aboriginal Association	FIAAI	VIC/TAS
Lillie Scown	Flinders Island Aboriginal Association		

**ATTACHMENT B: Attendance**

Name	Organisation	GRLO	S/T
Jikola Whyman	Dandenong & District Aborigines Co-Operative (Koori Way)		
Jamara Maza	Dhauwurd Wurrung Elderly and Community Health Services		
Hannah Britten-Cook	Goolum Goolum Aboriginal Co-operative		
Thalia Robertson-Wilson	Kirrae Health Service		
Xavier Atkinson	Lakes Entrance Aboriginal Health Association		
Rhianna Germaine	Lakes Entrance Aboriginal Health Association		
Rhianna Germaine	Lakes Entrance Aboriginal Health Association		
Rhiannon Mullett	Lakes Entrance Aboriginal Health Association	Victorian Aboriginal Health Service	VIC/TAS
Sarah Stewart	Lakes Entrance Aboriginal Health Association		
Jackson Canuto	Victorian Aboriginal Health Service		
Karinda Farrant	Victorian Aboriginal Health Service		
Salomae Haselgrove	Victorian Aboriginal Health Service		
Lowarna Hood	Victorian Aboriginal Health Service		
Rianne Hood	Victorian Aboriginal Health Service		
Ethan Penrith	Victorian Aboriginal Health Service		
Amber Sanderson	Victorian Aboriginal Health Service		
Benjamin Silva	Wathaurong Aboriginal Cooperative		
Zharayah Graham	Bega Garnbirringu Health Service	Bega Garnbirringu Health Services	WA
Marrie Momo	Bega Garnbirringu Health Service		
Gavin Rundle	Bega Garnbirringu Health Service		
Naomie Winter	Bega Garnbirringu Health Services		
Zachary Alexander	Derbarl Yerrigan Health Service		
Ragilen Kristnasawmy	Derbarl Yerrigan Health Service	Derbarl Yerrigan Health Service	WA
Destiny Taylor	Derbarl Yerrigan Health Service		
Gemma Thomas	Derbarl Yerrigan Health Service		
Samantha Curley	Derby Aboriginal Health Service		
Reece De Zylva	Derby Aboriginal Health Service		
Denise Garlett	Geraldton Regional Aboriginal Medical Service	Geraldton Regional Aboriginal Medical Service	WA
Brent Walker	Geraldton Regional Aboriginal Medical Service		
Deborah Woods	Geraldton Regional Aboriginal Medical Service		
Davies Chibale	Geraldton Regional Aboriginal Medical Service		
Ashley Papertalk	Geraldton Regional Aboriginal Medical Service		

ATTACHMENT B: Attendance

Name	Organisation	GRLO	S/T
Melati Bin Aziz-Roe	Broome Regional Aboriginal Medical Service		
Joseph Dann	Broome Regional Aboriginal Medical Service		
Bonnie Jackson	Broome Regional Aboriginal Medical Service	Kimberley Aboriginal Medical Services	WA
Karleen Moore	Broome Regional Aboriginal Medical Service		
Latoyah Lawford	Kimberley Aboriginal Medical Services		
Kaupa Pitt	Kimberley Aboriginal Medical Services		
Colen Nulgit	Ord Valley Aboriginal Health Service		
Carrie-Mae Airoldi	Yura Yungi Medical Service		
Bianca Graham	Mawarnkarra Health Service		
Annarella Mongoo	Mawarnkarra Health Service		
Jordan Van De Bergh	Mawarnkarra Health Service	Mawarnkarra Health Service	WA
Robert Smith	Puntuturnu Aboriginal Medical Service		
Rowen Whalebone	Puntuturnu Aboriginal Medical Service		
Alan Little	South West Aboriginal Medical Service	South West Aboriginal Medical Service	WA
Heath Ryder	South West Aboriginal Medical Service		
Clinton Watson	South West Aboriginal Medical Service		
Christina Heris	ANU		
Raglan Maddox	ANU		
Cara Calvez	Australian Council of Smoking and Health (ACOSH)		
Laura Hunter	Australian Council of Smoking and Health (ACOSH)		
Luid Childs	Cancer Council Victoria		
Beige Dimer	Cancer Council Victoria		
Tiffany Humes	Cancer Council Victoria		
Courtney Wood	Cancer Council Victoria		
Lorena Chapman	Cancer Council Western Australia		
Narelle Heydon	Cancer Council Western Australia		
Bree Olsen	Cancer WA		
Lena Etuk	Culturally Inclusive Research Centre Australia (CIRCA)		
Justin Martin	Djurandi Dreaming		
Quenton Brooking	Hoops 4 Health		
Matt Nason	Hoops 4 Health		
Damien Zammit	Hoops 4 Health		
Eva Becos-Cole	Office of ITEC		
Tarsh Wrensted	SENSED		
Michelle Kennedy	University of Newcastle		
Kayden Roberts-Barker	University of Newcastle		
Rena Bastholm	Australian Indigenous HealthInfoNet		
Michelle Elwell	Australian Indigenous HealthInfoNet		
Ashleigh Parnell	Australian Indigenous HealthInfoNet		

**ATTACHMENT B: Attendance**

Name	Organisation	GRLO	S/T
Claudine Thornton	Claudine Thornton Creative		
Barbara Baugh	National Best Practice Unit Tackling Indigenous Smoking		
Astrid Innes	National Best Practice Unit Tackling Indigenous Smoking		
Ronald Obrien	National Best Practice Unit Tackling Indigenous Smoking		
Thrishila Parshu Ram	National Best Practice Unit Tackling Indigenous Smoking		
Rod Reeve	National Best Practice Unit Tackling Indigenous Smoking		
Tim Tuikaba	National Best Practice Unit Tackling Indigenous Smoking		
Eileen Van Iersel	National Best Practice Unit Tackling Indigenous Smoking		
Onike Williams	National Best Practice Unit Tackling Indigenous Smoking		
Tommy Zeaiter	National Best Practice Unit Tackling Indigenous Smoking		
Penney Upton	University Of Canberra		
Rikki Ismail	Department of Health		
Eden Norton	Department of Health		
Fiona Phillips	Department of Health		
Katherine McHugh	Department of Health, Disability and Ageing		
Anjali Chopra	DSS		
Marlene Jazouli	DSS		
Trudy Staynor	DSS		
Melanie Trussel	DSS		
Jordan Bill	East Metropolitan Health Service		
Sophie Nolan	East Metropolitan Health Service		
Josh Rivers	East Metropolitan Health Service		
Laila Walley	East Metropolitan Health Service		
Amber Shuhyta	ITEC Commissioner		
Anthony Castro	NT Health		
Rachelle Brooker			
David Leek			
David Levick			

## **ATTACHMENT C: Rise Up, Reflect and Reignite the Fight**

# **Rise Up, Reflect and Reignite the Fight: Workshop Insights on Culturally Grounded Social Media Practice, Campaign Data Collection and Reporting for the TIS Program**

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## **Introduction**

These findings draw on the final workshop session, “Rise Up, Reflect and Reignite the Fight: Gather and yarn about the day,” which provided participants with an opportunity to reflect on key learnings, share experiences, and identify priorities for future support.

## **How can NBPU TIS support teams with social media monitoring, evaluation, and data collection?**

A strong theme across responses was the importance of being able to tailor approaches to local community contexts. There was also strong interest in greater collaboration across TIS teams. Overall, there was a strong demand for applied, hands-on learning that supports both foundational and advanced skills.

## **Capability Building and Training**

The most prominent theme was the need for practical, skills-based training to strengthen confidence and capability across social media and evaluation. Participants highlighted the need for:

- Training in social media use, monitoring, and evaluation
- Interpreting analytics and deriving meaningful insights from data
- Campaign and event planning
- Use of tools such as Canva and emerging technologies (e.g. AI)
- Tailored training delivery across remote, regional, and metropolitan contexts
- Support in developing effective and engaging content, alongside understanding what works.

Participants also clearly identified a need for NBPU TIS to visit teams, particularly in remote areas. This feedback highlights a gap in current engagement and underscores the importance of consistent, on-the-ground presence to ensure we understand local context and needs.

## **Data Systems, Tools, and Reporting Processes**

Participants identified challenges with current approaches to data collection and reporting, highlighting a need for more integrated and user-friendly systems. Key needs included:

- Guidance on tracking mechanisms (e.g. UTM links, QR codes)
- Templates for capturing and reporting social media data
- Tools to convert analytics into TIS reporting formats
- Centralised platforms or dashboards for monitoring performance
- Access to meaningful, region-specific data

## **Program-level and Structural Barriers to Implementation**

Participants identified a range of barriers impacting the effective implementation of social media activities, including monitoring and evaluation processes. These barriers operated across multiple levels:

- Program-level factors, including the need for clearer communication and guidance from NBPU TIS to support consistent understanding and rollout of initiatives

**ATTACHMENT B: Attendance**

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- Workforce capacity constraints, including limited time, staffing, and access to dedicated roles to support social media and data collection
- Structural challenges, particularly in remote contexts, where limited connectivity, geographic isolation, and resource constraints affect both delivery and data collection

Together, these findings indicate that strengthening implementation will require action to improve communication with teams, support for local responses to workforce capacity constraints, and ensuring context-responsive resourcing.

### **What is your key take away from the day?**

Participants highlighted the value gained from the opportunity to:

- Collaborate and learn from other TIS teams
- Strengthen cultural knowledge and understanding
- Improve understanding of social media strategy and platform use
- Build skills in data collection and reporting
- Adapt approaches to suit different community contexts

### **What cultural cues can we use for Social Media Campaigns?**

Themes included:

- Localisation and community-led approaches
- Cultural identity in design and messaging
- Representation of community members
- Connection to Country
- Local artwork and colours

### **Conclusion**

Overall, the findings highlight that strengthening social media practice, campaign data collection, and reporting requires a more coordinated, practical, and place-based approach to support. While participants demonstrated strong engagement and willingness to build capability, there are clear gaps in the consistency, accessibility, and application of current support.

In particular, there is a strong and consistent call for hands-on, tailored training that goes beyond one-off sessions and supports teams to confidently apply skills in real-world settings. This includes practical guidance on social media strategy, content development, and interpreting and using data for reporting and improvement.

Participants also emphasised the importance of clearer and more consistent communication from NBPU TIS, alongside more integrated tools and systems to support data collection and reporting. Importantly, the need for NBPU TIS to be more visibly present and engaged with teams - particularly in remote areas - emerged as a key finding, reinforcing the value of on-the-ground engagement to ensure support is informed by local context.

Together, these findings indicate that strengthening implementation will require NBPU TIS to take a more active, responsive, and locally informed role in supporting teams through ongoing training, improved communication, and increased in-community engagement, while recognising the diverse contexts in which TIS teams operate.