National Best Practice Unit
Tackling Indigenous Smoking

Tackling Indigenous Smoking Jurisdictional Workshop

Australian Capital Territory
New South Wales
Queensland



Yugambeh / Kombumerri Country

Surfers Paradise

28 to 29 July 2026

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 the lands of the Yugambeh people, Kombumerri Clan over two days (28 to 29 July 2026) for TIS teams from Australian Capital Territory, New South Wales and Queensland[1].

Program

See Attachment A for an outline of the program. Summaries of the Workshop sessions follow – please see participant presentations on the Jurisdictional Workshop presentations page of the TIS Website[2] for details.

Attendance

A total of 143 people attended the workshop, including 97 attendees from all 9 out of the 9 eligible Grant Recipient Lead Organisations. See following table and Attachment B for a full list of attendees.

	No. of attendees	GRLOs Represented
TIS Coordinator	**1**	**-**
TIS Teams	**97**	**9/9**
NSW/ACT	48	6/6
QLD	39	3/3
VIC/TAS	*3*	
WA	*1*	
NT	*6*	
Guests	36	-
NBPU TIS	9	-
TOTAL	**143**	**-**

[1] In addition, members of two teams from the Northern Territory, one from Victoria and one from Western Australia attended as they had been unavailable for the Workshop held in Western Australia in March 2026.

[2] See https://tacklingsmoking.org.au/resources/jurisdictional-workshop-presentations/

Summary of Workshop Sessions

DAY ONE: Tuesday 28 July 2026

1. **Welcome to Country (Justine Dillon)**

   Justine is a Kombumerri and Quandamooka woman and a Traditional Owner to the Gold Coast and Moreton Bay area. She welcomed participants to Country on behalf of the Traditional Owners.

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

   This presentation from National Coordinator TIS, Professor Tom Calma AO includes an overview of the TIS Program, information on preparing for the 2027-2031 funding bid; the need for an Indigenous-specific smoking program; the evaluation of the TIS program; challenges; and information on the National Reach and Priority Projects.

3. **Impact and Outcomes Evaluation update (Associate Professor Raglan Maddox, ANU)**

   Associate Professor Raglan Maddox presented to the workshop on insights, evidence and action of building nicotine free futures, information on Thiitu Tharrmay (Aboriginal and Torres Strait Islander Reference Group); smoking rates among Aboriginal and Torres Strait Islander people and what a smoke free future may look like, smell like, taste like and feel like.

4. **Process and Implementation Evaluation update (Lena Etuk, Director CIRCA)**

   Lena presented information on what 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.

5. **TIS Team presentations**

   Wellington Aboriginal Corporation Health Service Quit B Fit Teams
   The Wellington Aboriginal Corporation Health Service, Armajun Aboriginal Health Service, Tamworth Aboriginal Medical Service, Redi.E and Byamee Support Services Quit B Fit teams provided information about the Quit B Fit Smoke and Vape-Free Radio Program, the Truth Series, a Koori Knockout success story, and information on a World No Tobacco Day event in Menindee in 2025.

   Institute for Urban Indigenous Health (IUIH)
   IUIH's Deadly Choices team provided an overview of the Deadly Choices Program, its impact from 2025 to 2026. It also provided information on Deadly Choices initiatives including the Junior Smoke-Free Futures Education Campaign, Youth Vaping and the Smoking in Pregnancy Campaign.

   Apunipima Cape York Health Council
   This presentation provided information on the Apunipima Cape York Health Council's TIS Social Media Marketing campaign and the development of a series of videos with the Northern Peninsula Area and the Laura community in Cape York. It also included information on merchandise that was developed to support the campaign and their engagement with other stakeholders at a range of events across the Cairns and Cape York regions in Queensland.

6. 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.

7. Quitline Queensland

This presentation by Quitline Queensland provided an overview of the Quitline team and information on their Intensive Quit Support Program (IQSP) including who delivers the program. It also gave a breakdown of; what a client coming into the IQSP can expect; the program structure; how they support their clients; referrals; Quit resources and videos and two client's story videos.

8. TIS Team presentations

VAHS
VAHS provided an overview of the roll out of the Flip the Vape Campaign in Victoria and Tasmania. It also provided information on the program's development; social media assets; events held; outcomes, reach and impact of the campaign.

Warraay Puthu
Warraay Puthu is a youth-led initiative that develops culturally grounded resources and activities to strengthen tobacco and vaping prevention. Activities include four regional workshops focused on creative resistance and leadership, youth-developed campaigns featuring *Voices of Resistance*, a protest song at the centre of Warraay Puthu ('Bad Smoke' in Ngiyampaa), and a national youth roundtable. Digital resources are available through the Tobacco Free website for TIS teams to adapt locally.

The campaign was presented at the workshop, and the *Voices of Resistance* video was screened.

Na Joomelah
The Na Joomelah team ran a fun, interactive session with workshop participants based on activities they run at their smoke- and vape-free community workshops, school education blocks, and youth programs.

9. TIS Team presentations

Griffith AMS
This presentation by the Free, Fresh and Fit Tackling Indigenous Smoking team at Griffith Aboriginal Medical Service provided an overview of the Free, Fresh and Fit Champions Campaign and the range of resources developed. The presenters also provided information on their smoke free champions; the champions book launch event; youth ambassadors; the community billboards launch; and The Brother Boys event in Coomealla, NSW in May 2025. It also gave information about the Tackle Peer Pressure, Escape the Vape Campaign with the National Rugby League (NRL) Ambassadors and the events held in Bathurst, NSW in March 2026. It also provided information about the Griffith Elders Champions launch event.

Grand Pacific Health
The Grand Pacific Health team presented on their recent campaigns, including stories and videos from local Aboriginal community members.

Queensland Health

This presentation by Toni Fell and Mark West from the Prevention Strategy Branch at Queensland Health provided an overview of the Quit Connectors Program and the programs journey to date.

DAY TWO: Wednesday 29 July 2026

10. Update from the Department of Health, Disability and Ageing (Katherine McHugh / Karlie Brown)

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. It also included information on the transfer of responsibility for the administration of the TIS program within the Department to the Population Health Division.

11. Workforce Development Workshop (Barbara Baugh, NBPU TIS)

The NBPU TIS Workforce Development Lead (Barbara) led a collaborative workforce development session that drew on participants' expertise to improve practice, identify what worked and create a shared resource for the sector.

Participants worked collaboratively at their tables, with each table assigned a card outlining a different workforce skill challenge. Challenges focused on leadership, wellbeing, professional development, peer learning and workforce sustainability. Each group identified its top three 'golden rules' for addressing its assigned challenge, which were to be recorded by a designated scribe at the table.

Participants were also invited to scan a QR code displayed on the screen and at each table to complete a Microsoft Form identifying their skills and expertise that they could share with other TIS team members.

12. Rise Up Workshops

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 Ngiyampaa 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 session provided parallel interactive activations delivered at specific times, alongside displays and interactive engagement opportunities available for participants to explore at their own pace throughout the day. The parallel sessions were 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 activation using block printing techniques to create branded Rise Up tote bags. Each participant received a natural fibre Rise Up tote bag to decorate. 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 activation focused on defining what success looks like before a campaign 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 activation focused on how to capture and demonstrate impact once a campaign 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 activation supported culturally grounded evaluation by valuing lived experience alongside measurable outcomes.

TIS Website and App

This activation included a hands-on walkthrough of the TIS website and digital resources, exploring opportunities for digital engagement. Participants tested the online pledge system by contributing a 'note of hope' to a loved one, their younger self or a stranger, encouraging them to quit smoking or set a quit date. Participants also learned about the new TIS app and had the opportunity to sign up to test it.

Teams took home:

- ☞ Practical experience testing the online pledge system as a tool for motivating people to take action.
- ☞ Greater awareness of the new TIS app and an opportunity to contribute to its development through user testing.

Displays and interactive engagement opportunities

Statue Display in the venue foyer: Kilung Morunbul Jum provided a conversation starter focused on health impact and education.

Interactive pledge installation: Participants were able to make a personal commitment by writing it on a card and attaching it to a ribbon woven through a large, walk-through frame. As participants added their pledges, the installation became a shared visual representation of collective commitment.

Rise Up, Reflect and Reignite the Fight

Each team member 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 and with the NBPU TIS team. Details of the feedback from the yarning session are at Attachment C

WORKSHOP PARTICIPANTS



















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).

Summary of evaluation findings (Day 1)

Feedback from participants (79 responses) shows that Day 1 of the workshop was well received. Quantitative survey responses showed high levels of satisfaction across the workshop sessions, with the majority of participants reporting positive ratings for the usefulness of the content. Qualitative feedback reinforced these findings, with participants particularly valuing opportunities to learn from other TIS teams, hear practical examples of community-led initiatives, and view videos and case studies showcasing local successes.

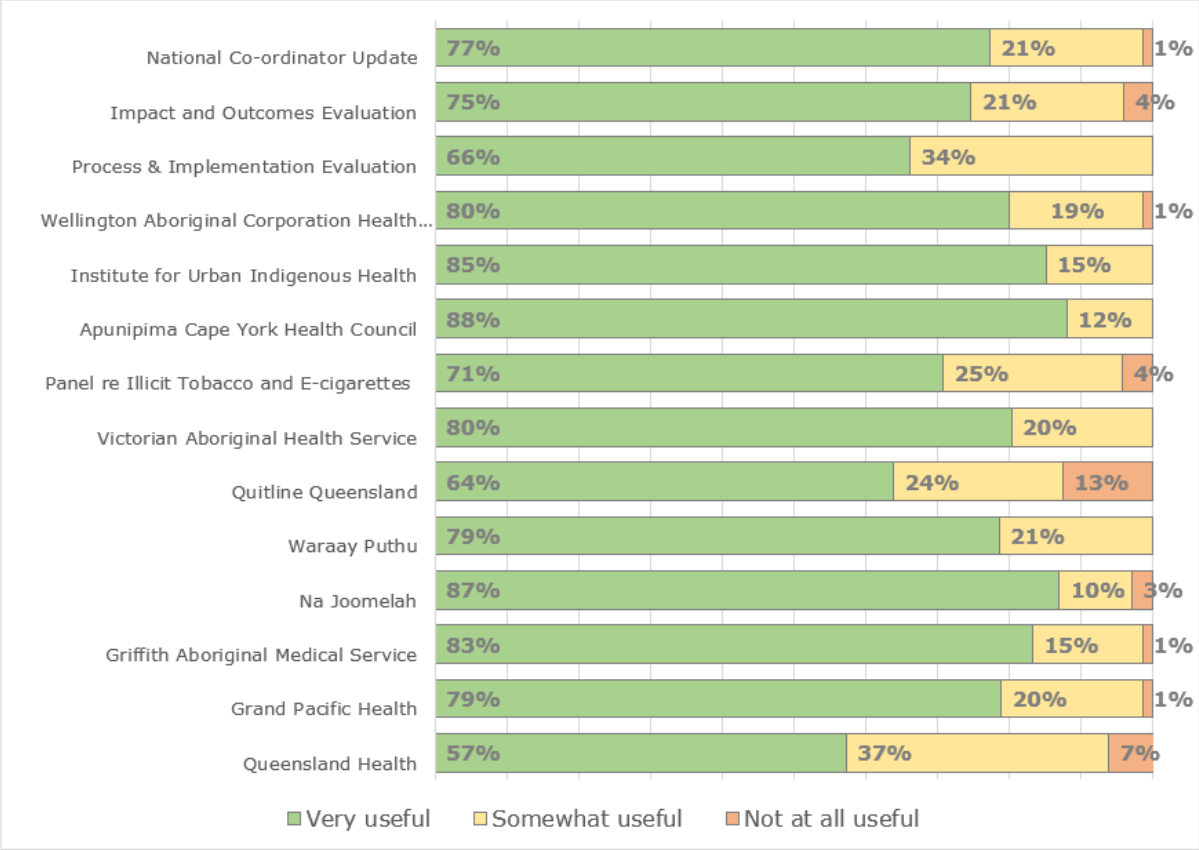


Figure 1: Participant evaluation of Day 1 workshop sessions

Participants consistently described the workshop as **informative, practical and relevant to their work.** Peer learning emerged as a key strength, with many respondents highlighting the value of hearing how other services are approaching tobacco control and sharing ideas that could be adapted within their own communities. The session on illicit tobacco was also very well received, with several participants requesting additional information and resources on this emerging issue.

Suggestions for future workshops focused on **increasing opportunities for interaction and discussion,** incorporating more **new and updated content**, and **expanding practical examples** and multimedia resources. Overall, the findings suggest that the workshop successfully met participants' learning needs while reinforcing the importance of collaborative learning, knowledge sharing and practical, community-based examples.

Qualitative participant feedback on workshop presentations was overwhelmingly positive and aligned with the quantitative findings. Four key themes emerged:

Peer learning and sharing community-led practice

The strongest theme was the value participants placed on learning from other Tackling Indigenous Smoking teams. Participants appreciated hearing about community-led initiatives, practical examples, evaluation findings and successful social media campaigns, with many highlighting the opportunity to learn from the experiences of other services. Typical responses inlcuded:

> *Loved the videos and stories*
>
> *Loved hearing from other services*
>
> *Love seeing what other teams are doing in their communities*
>
> *Great examples from communities*

Practical, relevant and engaging content

Participants consistently described the workshop as informative, practical and relevant to their work. Videos, community stories, evaluation findings and practical examples were particularly well received, reinforcing the value of practice-based learning. The session on illicit tobacco generated considerable interest, with several participants requesting additional information and practical resources to support conversations within their communities

> *Very interesting getting more information on the illicit tobacco being sold and why it's more dangerous. Would have liked more information on this to take back to community as we have a lot of questions on these black market smokes. The more information we can get on why they are so dangerous for health would be beneficial.*
>
> *Loved the practical examples*
>
> *Great to hear about evaluation outcomes*
>
> *Good variety of topics*
>
> *Good to have up-to-date information about illicit tobacco sales and what the government are doing to stop the sales of illicit tobacco and vapes*

Opportunities for greater interaction and emerging topics

While feedback was overwhelmingly positive, participants identified opportunities to strengthen future workshops by including more interactive activities, videos, group discussion and time for questions.

> *More interaction and videos.*
>
> *More opportunities for group discussion.*
>
> *Would like more time for questions.*

Future workshop planning

A small number of participants who had attended previous workshops suggested ensuring future workshops include new and updated content. One participant also suggested holding jurisdictional workshops less frequently to allow additional time for new evidence and program outcomes to emerge.

> *Please present something new and not old presentations.*
>
> *Maybe these workshops need to be held every second year so data can be updated and reported on*

Summary of evaluation findings (Day 2)

Day 2 focused on practical skill development through interactive activation sessions designed to strengthen workforce capability in campaign planning, social media and reporting. On day 2 total of 49 responses were received

Overall, participant feedback indicated that the Day 2 workshop was well received, with quantitative ratings demonstrating high levels of satisfaction across the sessions. Qualitative feedback reinforced these findings, highlighting the practical and interactive nature of the workshop and the value of activities that increased participants' confidence and capability. Participants particularly appreciated opportunities to **build skills in campaign development and reporting**, while also valuing **o**pportunities to connect with and learn from other Tackling Indigenous Smoking teams. Suggestions for future workshops focused on **providing additional opportunities for peer learning,** allowing participants to attend all workshop activations where possible, tailoring some sessions to different workforce roles, and **expanding practical content**.

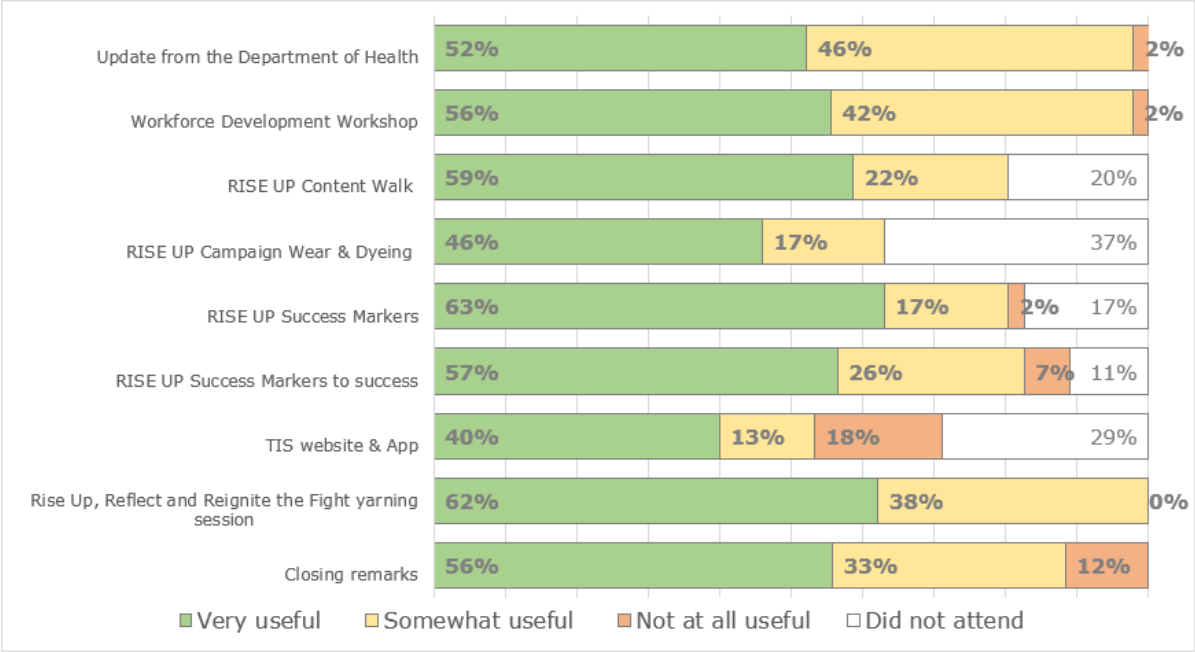


Figure 2: Participant evaluation of Day 2 workshop sessions

Feedback on workshop presentations showed high overall satisfaction. Participants described the sessions as engaging, informative and relevant to their work. Several comments recognised the quality of the presenters and reflected positively on the overall workshop experience:

This is my first TIS workshop. Thank you for giving me the opportunity to attend. Great experience so far.

It's good to hear about budgeting and how we can better spend our TIS funding.

Great sessions.

Easy to understand.

Uncle Tom is a true champion along with the NBPU and Raglan.

Activation sessions

Participants reported that the activation sessions increased their confidence and provided practical knowledge that they could apply in their own roles:

I now know who to contact for support and assistance and feel confident moving forward.

I can now contribute to reporting.

The activities were fun and it was good to have a refresher on these topics.

Participants valued the opportunity for peer learning and wanted additional opportunities to learn from each other by sharing successful campaigns and discussing what had worked within their own communities:

I would have loved more opportunities to share successful campaigns, discuss what worked and didn't work, and learn from other teams.

Suggestions for workshop design

Participants suggested allowing more time for the activation sessions and tailoring some content according to participant roles:

It would have been beneficial to complete all five sessions. Consider dedicating a full day to the activation sessions.

Consider separating coordinator/reporting sessions from TIS Worker sessions where content is role-specific.

Overall participants appreciated the opportunity to work together and the practical nature of the workshops. They also identified areas where additional practical content could strengthen future workshops:

Group workshops were great.

Better time management and more practical activities or lessons.

I loved the social media and campaign creation sessions and would like more of this content in future.

I wish there was a workshop for pregnant mothers and their families.

Participants also noted the importance of ensuring learning translates into practice:

The workforce development content will only be beneficial if it moves forward into practice.

Overall workshop summary

Overall, participant feedback indicated that the two-day NSW, Queensland and ACT Jurisdictional Workshop was highly valued by attendees. Quantitative findings demonstrated consistently high ratings for the usefulness of presentations and workshop activities, while qualitative feedback highlighted the importance of peer learning, practical skill development and opportunities to share experiences across TIS teams.

Across both days, participants particularly valued hearing about innovative community-led initiatives, engaging with practical examples and videos, and building knowledge and confidence in campaign development, reporting and evaluation. Participants also appreciated opportunities to network with colleagues and exchange ideas that could be adapted within their own communities.

Suggestions for future workshops focused on increasing opportunities for **interaction and peer discussion**, ensuring content reflects the latest evidence and program developments, allowing more time for **practical activities,** and expanding learning on **priority topics** such as illicit tobacco and social media campaign development. Overall, the findings suggest the workshop successfully met participants' learning needs while strengthening collaboration and workforce capability across the program.

ATTACHMENT A: Workshop Program

2026 Tackling Indigenous Smoking Jurisdictional Workshop

(ACT, NSW, QLD)

NATIONAL BEST PRACTICE UNIT
TACKLING INDIGENOUS SMOKING



Tuesday 28 and Wednesday 29 July

Crowne Plaza
Surfers Paradise

The National Best Practice Unit acknowledge the Yugambeh people, specifically the Kombumerri clan as the Traditional Custodians of the land on which we gather.

We pay our respects to their Elders past and present.

We recognise them as the Saltwater People and the original custodians of the coastal region stretching from the Coomera River south to the Tweed River.

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 Crowne Plaza Guest Access network.

Network: CrownePlaza-Guest
Password: GoldCoast

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 to 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**

DAY ONE

8.30am
Registrations open

9.00am
Welcome to Country
Justine Dillon

9.10am
Official welcome
Eileen Van Iersel, Executive Program Lead and Darrien Bromley, Program Manager

9.30am
National Coordinator update
Prof Tom Calma AO, National Coordinator TIS

9.50am
Impact and Outcomes Evaluation update
Assoc Prof Raglan Maddox, ANU

10.15am
Group Photo
Please follow staff instructions

10.30am – MORNING TEA

10.45am
Process and Implementation Evaluation update
Lena Etuk

11.30am
Team Presentations
WACHS, IUIH, Apunipima

12.30pm – LUNCH

1.30pm
Panel discussion and Q&A
Amber Shuhyta, Illicit Tobacco and E-cigarette Commissioner, Prof Tom Calma AO, Assoc Prof Raglan Maddox

2.15pm
Quitline Queensland
Preventive Health Counsellors

2.30pm
Team Presentations
VAHS, Warraay Puthu, Na Joomelah

3.15pm – AFTERNOON TEA

3.30pm
Team Presentations
Griffith AMS, Grand Pacific

4.15pm
Queensland Health
Mark West, Executive Director of the Preventive Health Branch and Toni Fell, Program Manager

4.30pm
Day one wrap up
Prof Tom Calma AO, National Coordinator TIS

DAY TWO

8.30am
Registrations open

9.00am
Welcome
Eileen Van Iersel, Executive Program Lead and Darrien Bromley, Program Manager

9.10am
Update from the Department of Health, Disability and Ageing
Tobacco and E-cigarette Control Branch

9.45am
Workforce Development Workshop
Barbara Baugh, Workforce Development Lead

10.30am – MORNING TEA

10.45am
'Rise Up' campaign and activation stations
Claudine Thornton, Director Claudine Thornton Creative

11.00am
Rise Up Workshops

12.00pm
Rise Up Workshops

1.00pm - LUNCH

2.00pm
Rise Up Workshops

3.00pm – AFTERNOON TEA

3.20pm
Rise Up, Reflect and Reignite the Fight
Dr Penney Upton, NBPU TIS and Claudine Thornton, Director Claudine Thornton Creative

4.00pm
Closing remarks
Prof Tom Calma AO, National Coordinator

4.15pm
NBPU TIS closing remarks
Eileen Van Iersel, Executive Program Lead and Darrien Bromley, Program Manager

ATTACHMENT B: Attendance

Name	Organisation	GRLO	S/T
Tom Calma	National TIS Coordinator		
Rodney Blair	Armajun Aboriginal Health Service	Galambila Aboriginal Corporation	NSW / ACT
Mya Foster Sesuru	Armajun Aboriginal Health Service		
Morgan Brodhurst-Hill	Bullinah Aboriginal Health Service		
Daniel Coleman	Bullinah Aboriginal Health Service		
Mook Snr	Bullinah Aboriginal Health Service		
Philip Bird	Ready.Quit.Solid		
Carissa Byrnes	Ready.Quit.Solid		
Racheal Detourbet	Ready.Quit.Solid		
Jordan Hammond	Ready.Quit.Solid		
Jane Lennis	Ready.Quit.Solid		
Sara Sinclair	Ready.Quit.Solid		
Rod Smith	Ready.Quit.Solid		
Sam Wilson	Ready.Quit.Solid		
Susan Gillies	Grand Pacific Health	Grand Pacific Health	NSW / ACT
Kiarra Morgan	Grand Pacific Health		
Damien Rotumah	Grand Pacific Health		
Darcy Trindall	Grand Pacific Health		
Glen Buerckner	Free, Fresh & Fit	Griffith Aboriginal Medical Service Aboriginal Corporation	NSW / ACT
John Charles	Free, Fresh & Fit		
Shelby Currie	Free, Fresh & Fit		
Stephen Johnson	Free, Fresh & Fit		
Rebecca King	Free, Fresh & Fit		
Jessica Meredith	Free, Fresh & Fit		
Michaela Pauling	Free, Fresh & Fit		
Jayde Buerckner	Orange Aboriginal Medical Service		
Bilyara Clark	Orange Aboriginal Medical Service		
Logan Aldridge	Na Joomelah	La Perouse Local Aboriginal Land Council	NSW / ACT
Jasmin Allende	Na Joomelah		
Danny Allende	Na Joomelah		
Shane Allende	Na Joomelah		
Trudy Allende	Na Joomelah		
Aaron McGrath	Na Joomelah		
Lochlin Moses	Na Joomelah		
Tylah Mundine	Na Joomelah		
Chanel Williams	Na Joomelah		
Ricky Ah-See	Quit B Fit	Wellington Aboriginal Corporation Health Service	NSW / ACT
Kyran Carr	Quit B Fit		
Ethan Colliss	Quit B Fit		
Tyrese Newman	Quit B Fit		
Mark Prince	Quit B Fit		
Rachelle (Shelley) Shoemark	Quit B Fit		
Mahaylee Stanley	Quit B Fit		
Talisa Joan Stanley	Quit B Fit		
Ila Toomey	Quit B Fit		
Chris Allan	Tamworth Aboriginal Medical Service		
Damien Roberts	Tamworth Aboriginal Medical Service		
Trent Taylor	Tamworth Aboriginal Medical Service		

Name	Organisation	GRLO	S/T
Beth Sturgess	Winnunga Nimmityjah Aboriginal Health and Community Services	Winnunga Nimmityjah Aboriginal Health and Community Services	NSW / ACT
Telita Braun	Anyinginyi Health Aboriginal Corporation	Anyinginyi Health Aboriginal Corporation	NT
Garry James	Anyinginyi Health Aboriginal Corporation		
Janis Koolmatrie	Anyinginyi Health Aboriginal Corporation		
Kelvin Djarrkminyngu	Miwatj Health	Miwatj Health Aboriginal Corporation	NT
Annabelle Macansh	Miwatj Health		
Gavin Wunungmurra	Miwatj Health		
Jana Booy	Apunipima Cape York Health Council	Apunipima Cape York Health Council	QLD
Davin Crampton	Apunipima Cape York Health Council		
Linton Enoch	Apunipima Cape York Health Council		
Talisha Leighton	Apunipima Cape York Health Council		
Josh Mene	Apunipima Cape York Health Council		
Aditya Sharma	Apunipima Cape York Health Council		
Maureen Underwood	Apunipima Cape York Health Council		
Gloria Wallis	Apunipima Cape York Health Council		
Narelle Aniba	NPA Family and Community Services ATSI Corp		
Josie Nona	NPA Family and Community Services ATSI Corp		
Daniel Coleman	Bidgerdii, Deadly Choices	Institute for Urban Indigenous Health	QLD
Hayley Williams	Bidgerdii, Deadly Choices		
Mana Ackinclose	Deadly Choices		
Holly Anderson	Deadly Choices		
Jasmin Anderson	Deadly Choices		
Dusty Bausch	Deadly Choices		
Julian Christian	Deadly Choices		
Alani Edmund	Deadly choices		
Wade Merritt	Deadly Choices		
Courtenay Nichols	Deadly Choices		
Shannon Turbane	Deadly Choices		
Taya Walters	Deadly Choices		
Jarrod Bailey	Goolburri Aboriginal Health Advancement		
Tait Cameron	Goolburri Aboriginal Health Advancement		
Chloe Murphy	Goolburri Aboriginal Health Advancement		
Luke Shannon	Institute for Urban Indigenous Health		
Shar Walden	Institute for Urban Indigenous Health		
Tori Cowburn	IUIH, Deadly Choices		
Sam Pierce	IUIH, Deadly Choices		
Guyahny Rynne	IUIH, Deadly Choices		
Jovyn Johnston	Manngoor Dja		
Noah Resuggan	Manngoor Dja		
Jessica Ivey	MATSICHS, Deadly Choices		
Alex Friday	Townsville Aboriginal and Islander Health Service		
Ennalise Tanna	Townsville Aboriginal and Islander Health Service		
Chantal Vigona-Ross	Wuchopperen Health Services		
Shameel Ali	Yulu Burri Ba		

Name	Organisation	GRLO	S/T
Rashae King	Torres Health Indigenous Corporation	Torres Health	QLD
Tai Nona	Torres Health Indigenous Corporation		
Malachi Wighton	Albury Wodonga Aboriginal Health Service	Victorian Aboriginal Health Service	VIC / TAS
Lionel Austin	Victorian Aboriginal Health Service		
Ethan Penrith	Victorian Aboriginal Health Service		
Nickson Tarno	Wirraka Maya	Kimberley Aboriginal Medical Services	WA
Kylie Malone	Aboriginal Health and Medical Research Council		
Michelle Elwell	Australian Indigenous HealthInfoNet		
Christina Heris	Australian National University		
Alisha Briggs	Byamee Support Services		
Russell Cook	Byamee Support Services		
Lena Etuk	CIRCA		
Ly Tong	CIRCA		
Claudine Thornton	Claudine Thornton Creative		
Karlie Brown	Department of Health, Disability and Ageing		
Katherine McHugh	Department of Health, Disability and Ageing		
Michelle Christie	Department of Social Services		
Justine Francke	Department of Social Services		
Timmy Duggan	Hoops 4 Health		
Matt Nason	Hoops 4 Health		
Damien Zammit	Hoops 4 Health		
Amber Shuhyta	Illicit Tobacco and E-cigarette Commissioner		
Peter Coombes	Queensland Health		
Toni Fell	Queensland Health		
Michelle Selwood	Queensland Health		
Mark West	Queensland Health		
Chloe Willats	Queensland Health		
Michelle Shellwood	Queensland Health		
Jarred Hodges	Sydney Swans		
Christina Heris	The Australian National University		
Raglan Maddox	The Australian National University		
Rohan Telford	The Australian National University		
Remy Morris	Tobacco Free Program		
Thrishila Parshu Ram	University Of Canberra		
Penney Upton	University Of Canberra		
Felicity Collis	University of Newcastle		
Raymond Kelly	University of Newcastle		
Michelle Kennedy	University of Newcastle		
Zabowie Mills	University of Newcastle		
Tanika Ridgeway	University of Newcastle		
Kayden Roberts-Barker	University of Newcastle		
Felicity Fraser	Which Way?		
Barbara Baugh	NBPU TIS		
Mel Donohue	NBPU TIS		
Astrid Innes	NBPU TIS		

Name	Organisation	GRLO	S/T
Sonette Johnson	NBPU TIS		
Ronnie O'Brien	NBPU TIS		
Veronica Parker	NBPU TIS		
Rod Reeve	NBPU TIS		
Tim Tuikaba	NBPU TIS		
Eileen Van Iersel	NBPU TIS		

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

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 their learning from the day's workshops, identify how they planned to apply this learning within their own practice, and share priorities for future NBPU TIS support.

What's one thing you'll take away from today?

Participants consistently reflected on the value of practical, collaborative learning. The strongest themes related to learning from other TIS teams, building knowledge and confidence in social media and monitoring and evaluation, and exploring new resources and approaches that could be adapted within local communities.

Learning from and connecting with other TIS teams

The strongest theme was the value of bringing TIS teams together. Participants appreciated the opportunity to network, collaborate, share ideas and learn from the experiences of other communities. Many commented that hearing what other teams were doing provided inspiration and practical ideas they could adapt within their own IREGs. Examples included:

- Learning how other teams work
- Sharing ideas and knowledge
- Building relationships and friendships
- Networking with other teams
- Cross-jurisdictional collaboration
- Meeting new mob
- Seeing what works in other communities

Participants also highlighted the importance of creating more opportunities for collaboration beyond jurisdictional workshops, recognising the value of ongoing peer learning and idea sharing across the TIS network.

Building knowledge and confidence

Participants described gaining new knowledge across a range of topics, particularly social media, campaign planning, reporting and the TIS resources available to support their work. Key learnings included:

- Better understanding of the TIS website and new app
- Social media strategies
- Campaign planning
- Different ways to achieve the same outcome
- Accessing information and resources
- Increased confidence in their role
- Learning from the Department and NBPU TIS

These reflections suggest participants valued practical learning opportunities that increased both their knowledge and confidence to undertake social media and health promotion activities.

Monitoring, evaluation and reporting

Participants reported increased confidence in monitoring, evaluation and reporting processes, particularly understanding what data to collect and how to use it for Performance Reporting. Key learnings included:

- The importance of planning data collection
- Extracting information for the Performance Report
- Understanding monitoring and evaluation
- Using new evaluation methods
- Reporting activity outcomes effectively
- Better understanding of campaign statistics and analytics

These findings indicate that participants gained a stronger appreciation of how monitoring and evaluation can support continuous improvement, rather than simply meeting reporting requirements.

Social media and campaign development

Participants valued practical ideas for developing engaging social media campaigns. Examples included:

- Creative campaign ideas
- New promotional approaches
- Rise Up campaign as a model or template
- Activation stations
- Trivia activities
- Better use of social media
- Different ways to engage communities

Participants also recognised the value of learning from successful examples and adapting ideas to suit local community contexts.

Practical resources and tools

Participants appreciated the opportunity to explore new resources, including:

- The TIS app
- Website resources
- Campaign materials
- Practical examples from other teams

These resources were viewed as practical tools that could be readily incorporated into future campaign planning and delivery.

What's one thing you'll do differently in your TIS work?

Participants demonstrated a strong focus on translating learning into practice. Reflections centred on strengthening monitoring and evaluation, improving social media campaigns, increasing collaboration and adapting ideas from the workshop within local communities.

Strengthening planning, monitoring and evaluation

Many participants planned to improve the way they monitor evaluate and report on their activities by:

- Planning evaluation earlier
- Collecting better quality data

- Reviewing data more regularly
- Asking better evaluation questions
- Using statistics and research more effectively
- Strengthening reporting processes

These reflections suggest participants recognised the importance of integrating monitoring and evaluation into campaign planning from the outset and using data to inform ongoing improvement.

Improving social media campaigns

Participants intended to strengthen their social media practice by:

- Increasing social media activity
- Developing more creative campaigns
- Refreshing campaign content
- Using the Rise Up campaign as inspiration
- Increasing community involvement
- Using more videos and promotional activities

Increasing collaboration

Many participants planned to:

- Collaborate more with other TIS teams
- Network with other services
- Share ideas more regularly
- Work more closely with community
- Listen more to community priorities

These reflections reinforce the importance participants place on collaboration and peer learning as mechanisms for strengthening local practice.

Applying workshop ideas locally

Participants also described plans to adapt workshop ideas within their own communities by:

- Implementing new engagement activities
- Exploring new event formats
- Using ideas from other teams
- Improving campaign planning
- Increasing outreach

These findings indicate participants were considering how to translate workshop learning into practical actions relevant to their own communities.

How can NBPU TIS best support you to plan, deliver and evaluate social media campaigns?

While participants demonstrated confidence in applying many of the concepts explored during the workshop, they also identified several priorities for ongoing NBPU TIS support. The strongest themes related to practical capability building, collaboration across the TIS network, improved tools and resources, and broader workforce support.

Practical training and capability building

The strongest theme was the need for ongoing, practical training to strengthen confidence and capability in social media campaign development and evaluation. Participants identified several priorities including:

- Social media strategy
- Graphic design
- Marketing
- Social marketing
- Speaking on camera
- Supporting community members featured in campaigns
- Monitoring and evaluation
- Data collection
- Campaign planning
- Scenario-based learning

Participants requested both online and face-to-face training opportunities, recognising the value of practical learning that can be directly applied within their communities.

Collaboration and knowledge sharing

Participants wanted NBPU TIS to create more opportunities for collaboration across the TIS network through:

- Regular meetings
- Conferences
- Information sharing
- Campaign showcases
- Examples of successful campaigns
- Social media communities of practice
- Cross-team networking

These responses reinforce the importance of peer learning as a key component of future capability-building activities.

Tools, resources and guidance

Participants requested practical resources to support campaign delivery and evaluation, including:

- Reporting templates
- Benchmarking tools
- Campaign examples
- Website updates
- Regular email communications
- Guidance on social media metrics
- Information on reaching priority audiences
- Live data and analytics

These findings suggest teams value practical tools that simplify campaign planning, monitoring and reporting.

Strengthening workforce and system support

Participants also highlighted broader organisational supports that would strengthen implementation, including:

- Dedicated communications and social media positions within TIS teams
- Greater organisational support for social media work
- Easier access to assistance from NBPU TIS
- More consistent communication
- Increased face-to-face support

Together, these findings suggest strengthening social media practice requires not only training and resources, but also organisational capacity and ongoing support.

Conclusion

Overall, the workshop reinforced the value of bringing TIS teams together to learn from one another, share ideas and strengthen capability in social media campaign development, monitoring and evaluation. Participants consistently highlighted the benefits of practical, collaborative learning and demonstrated a strong commitment to applying new knowledge within their own communities.

Participants at this workshop demonstrated a stronger focus on applying learning in practice than was observed at the March workshop. Rather than focusing primarily on what support they required, many described specific changes they intended to make to their social media campaigns, monitoring and evaluation, reporting, and community engagement. The findings reinforce the importance of delivering capability-building activities that combine knowledge sharing with practical opportunities to apply learning in local contexts.

Future support should continue to focus on practical training, opportunities for ongoing peer learning, and the development of tools and resources that help teams confidently plan, deliver, monitor and evaluate culturally responsive social media campaigns.