

Public Information and Professional Awareness Activity Report

1. Background

A small group of members – Danielle (Saturday Women’s Meeting), Ro (Corrimal Steps & Traditions, Treasurer), Elise (Corrimal Steps & Traditions, affiliate member), Rhia (Wednesday Central) and Dennise (Corrimal Steps & Traditions, affiliate member) began meeting informally in September 2025 to explore how PI (Public Information) and PA (Professional Awareness) activity could be developed within the CSO and Illawarra-Southcoast AA.

2. Meetings Held

2.1 Meeting 1 – 14 September 2025

Objectives

- Consider early ideas for a potential Illawarra-South Coast PI-PA Sub-Committee.
- Discuss Dennise and Ro’s attendance at a recent Eastern Regional PI Forum and receive an overview of ideas presented at the forum.

Key points raised

Eastern Regional PI Forum

- Attendees from the Eastern Regional PI Forum, representing Area D South Sydney District, described their use of AA display banners on sporting fields, supported by a roster system for placement and collection.
- Tradition Eleven (“attraction rather than promotion”) was discussed, noting that factual AA information is acceptable, provided it does not imply AA is a cure or can guarantee results. Presenters highlighted the importance of public awareness about AA, noting that individuals who may benefit from support – as well as third parties and professionals working with them – should know AA exists and how to make contact.

General Discussion

- Members noted the need to understand which PI-PA activities would be most helpful and needed in the Illawarra-South Coast area (e.g. Hospitals & Institutions [H&I] rosters, free literature delivery to rehabs, AA display posters etc).
- The group agreed on the importance of seeking input from the wider Illawarra-Southcoast AA community rather than forming plans in isolation.
- A survey was suggested as a practical way of gathering feedback and identifying priority areas.

Outputs

- Agreement to develop a draft survey, to circulate to local AA groups.
- Elise and Rhia to prepare the draft survey for review at next meeting in two weeks’ time.
- Danielle/Dennise to create a group WhatsApp for discussion between meetings.

2.2. Meeting 2 – 28 September 2025

Objectives

- Review and provide feedback on the draft PI-PA survey.

Key points raised

- Members reviewed the draft survey and suggested adjustments to formatting, including wording, title, dropdown menus and ranking options.
- Edits were proposed to the introductory statement, with a focus on clarifying that PI-PA efforts are intended for information sharing only, in line with Tradition Eleven.
- It was noted that PI materials remain within AA traditions if they are not promotional in a sensational sense or presented as a cure.
- Discussed current use of WhatsApp to support communication between meetings.

Outputs

- Elise to edit the survey introductory blurb.
- Rhia and Elise to make edits to the survey, as discussed.
- Danielle to draft an email to the CSO Committee, requesting that PI-PA activity be added to the next CSO Committee agenda.

3. Posters

Two draft demonstration posters have been prepared for review by the CSO committee and delegate members, as included in the agenda papers. These drafts currently include a QR code linking to the Illawarra AA website. Further development of poster wording, design and imagery will proceed if a formal PI-PA Sub-Committee is established. National PI posters available for purchase and for comparison can be viewed here:

<https://literature.aa.org.au/collections/public-information-materials>

4. Proposed Next Steps

1. Establish a formal PI-PA Sub-Committee under the Central Service Office Committee, including recruitment of members (e.g. inviting local home groups to nominate a PI representative).
2. Finalise and distribute the member survey via the Wollongong AA website, as well as through printed survey's and printed QR codes linking to the online version, to be announced at local meetings.
3. Collate survey responses, prepare a summary report for the CSO Committee and identify priority focus areas based on member feedback.
4. Develop a six-month project plan to guide PI-PA Sub-Committee activities.