

Illawarra and South Coast Alcoholics Anonymous Public Information and Professional Awareness Report

Service Representatives Meeting 23 February 2026

1. Overview

The focus so far has been on connecting interested committee members and listening to the experience of other Australian Areas members.

We are now in a position to commence PI-PA activities, following the February Rally.

2. Activity

National Engagement

We have connected with members involved in local PI-PA nationally through the Australian PI-PA WhatsApp group and general AA networking,

Lauren from Area H (Penrith) has kindly agreed to speak today about her experience in PI-PA.

We have also spoken with another member from Area H who has been involved in facilitating three PI-PA workshops held in January and February. These workshops focussed on sharing ideas and practical experience between members and Areas.

PI activities also included:

- A letter to the local gazette (published in line with the Traditions, maintaining anonymity)
- Display posters placed in community centres, medical practices, shopping centres and police stations
- Business cards made available for distribution (i.e. medical practices, police stations)

South Sydney Area D shared that one of their practical PI activities is making sure local libraries have copies of the Big Book and the The Message Stick. They check in annually and provide further copies if any are missing.

National and International Resources

We have reviewed recent editions of the [Australian PI Patter Newsletter](#) (last published December 2024), which contains examples of PI activity around the country.

We have also reviewed:

- The Australian PI Workbook, which is available for purchase in hard copy from the Wollongong CSO Office. It is not currently available in PDF form. GSO has noted that the workbook is out of date and in need of review.
- [The US/Canada PI Workbook](#). The most recent edition is copyrighted 2025.

We also received relevant Australian AA Guidelines on the Members website, including:

- [Guideline 7 - Public Information and Professional Awareness](#)
- [Guideline 25 - Public Information: Convening Dinners/Luncheons](#)
- [Guideline 30 - Public Information and Professional Awareness, Treatment and Accessibility, Correctional Facilities: Coordinators and Forums](#)

[Find all Australian AA Guidelines here.](#)

Our intention is to learn from what's already working elsewhere. We will likely start with small and measurable successes to begin with e.g. display posters in health centres; books in libraries.

Finally, we encourage Service Representatives to take this information back to your home groups, talk about what PI-PA is, and see if there are members who may be interested in joining the new PI-PA Committee and/or being involved.