

## **ANZHNCS Communication and Education Committee Report — August 2026**

I would like to begin by thanking the members of the Communication & Education Committee (CEC) - Paloma Chehade, Sophie Fleming, Merran Findlay, Sally Ng and Tracey Nicholls - for their hard work, dedication and valuable contributions over the past 12 months. I also warmly welcome the CEC's new members: Lessandra Chee, Johnathon Wake and Francisco MacArthur.

The CEC's primary mandate is to support the following functions of the Society:

1. Member Communication
2. Educational Programs
3. Public Awareness and Advocacy
4. Digital Presence and Social Media

During the year, the Committee continued to refine its communication strategy and delivered a coordinated program of member communications through Society newsletters, electronic direct mail campaigns and LinkedIn posts.

Paloma Chehade and Sophie Fleming have continued to do an excellent job managing the Society's social media channels, strengthening its presence, branding and messaging across multiple platforms. To support this work and streamline the development of digital collateral, the Society obtained its own Canva licence.

Between 1 August 2025 and 4 August 2026, the Society's social media channels recorded strong growth. The total number of followers increased by 23% to 1,525, while engagement rose by 22% to 5,934. These results were achieved despite a 24.5% reduction in the number of posts published, and impressions remained stable, increasing slightly by 0.7%. Although posting frequency declined, the quality of interactions improved, particularly on LinkedIn and Facebook. Engagement and awareness on X (formerly Twitter) decreased, indicating an opportunity to optimise the Society's approach on that platform.

Key highlights included:

- LinkedIn followers increased by 40% to 935, with engagement rising by 23% and impressions by 7%.
- Facebook Page engagement increased by 29% to 518, despite 17.7% fewer posts.
- Across all channels, the Society's follower base grew by 23% to 1,525, while total engagement increased by 22%.

The review of the Society's website continued in the background while several essential back-of-house changes were completed. This preparatory work will support the development of a new website in the coming year.

As part of its educational remit, the Committee organised three highly successful online webinars:

1. “Is Sarcopenia the New Smoking? Implications for Survival, Surgery, Systemic Therapy and Swallowing Outcomes in Head and Neck Cancer” was presented by Judy Bauer, Vickie Baracos, Merran Findlay, Brett Hughes, Felix Sim, Matthew Wallen and Richni Perera on Wednesday, 22 April 2026. The webinar attracted 564 registrations and 280 attendees. It was sponsored by Nutricia and co-hosted by HANCA.
2. “From Trial to Practice: Implementing Perioperative Pembrolizumab for Locally Advanced HNSCC” was presented by Brett Hughes, Martin Batstone, Bella Nguyen, Caroline Connell, Ruta Gupta and Tracey Nicholls on Wednesday, 20 May 2026. The webinar attracted 203 registrations and 116 attendees and was sponsored by MSD.
3. “From Resection to Recovery: Managing Facial Nerve Palsy in Oncologic Patients” was presented by Sally Ng, Hubert Low, Nelson Low and Jonathan Lu on Wednesday, 17 June 2026. The webinar attracted 248 registrations and 125 attendees and was sponsored by Microsurgical Specialties.

All three webinars were very well attended and received positive feedback. Registrations and attendance continue to increase year on year, reflecting the CEC’s careful planning and sustained effort. Additional webinars are planned for later in the year following the ASM. With sponsor support, this year’s webinars were open to both members and non-members. This approach reinforces the webinars as a valuable member benefit while also introducing prospective members to the Society. The program also provides an opportunity to gauge interest in international speakers before considering invitations for them to present in person at future ASMs.

The CEC is continuing to explore additional ways to strengthen the Society’s educational offerings, increase member interaction and create greater value for members.

In closing, I again thank the members of the Communication & Education Committee for their commitment to developing and promoting the Society’s activities over the past 12 months.

Dr Camile Farah

Chair, Communication & Education Committee