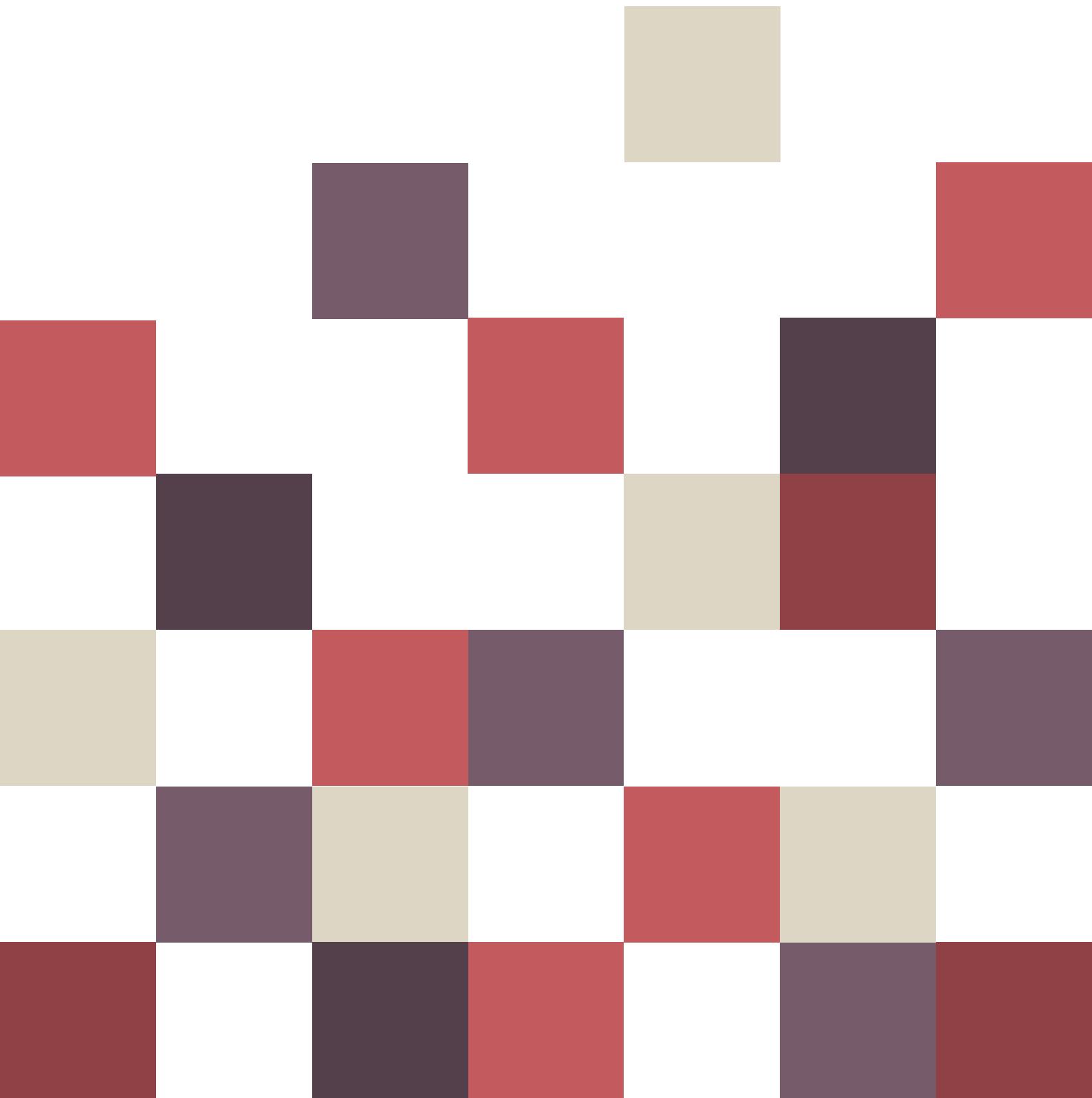




# ANNUAL REPORT

## 2023



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The Immunisation Coalition acknowledges the Traditional Custodians of the land on which we conduct our work. We pay our respects to them and their Elders, past, present and emerging.

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# MESSAGE FROM THE CEO

Another year has passed and so much has been achieved. In 2023 we became an entirely virtual organisation, relinquishing our offices on Queens Road in September. The pandemic showed us that we can work effectively and productively regardless of where we live.

In January we welcomed Andrew Minton PhD to the team (who is based in Sydney), to head up our RACGP accredited CPD program, which is proving to be highly successful.

In February we said farewell to Lauren Lancaster, and in March Suzi Blackburn, however we were incredibly fortunate to welcome Anastasiia Barron (Events Coordinator) and Marianne O'Rielly (Communications Officer): they bring with them new levels of expertise to the organisation.

In August of this year we lost a friend and colleague with the passing of Prof Mary-Louise McLaws. Mary-Louise became known to most Australians during the pandemic with her frequent televised COVID-19 updates. She is sadly missed.

In October we saw the departure of Jayne Geddes. Jayne had been with the IC for almost 9 years and had contributed an enormous amount to the organisation, both in terms of her organisational skills, and her generosity of spirit and support for all members of the staff and Board of Directors.

Also retiring at the end of 2023 is Tessa Sampson who has been with the organisation for almost 15 years. Tessa started as my assistant when it became clear I could not do it all on my own, and over time her expertise in medical literature enabled a new level of sophistication in our daily media bulletin.

In the bigger picture, as a nation we have successfully navigated what is hopefully the worst of the pandemic. As a society though, we must remain vigilant and be prepared for the next pandemic, whenever that might be, with the knowledge that the lessons learned from COVID-19 can be applied to the next one. On the brightside we are in the midst of a vaccine revolution with many new vaccines in the pipeline, monoclonal antibodies becoming more prevalent and affordable, and a range of other therapeutics coming on line that will improve the health of all Australians.

My final message to you is "Goodbye". After more than 15 years in the job, I felt it was time to move on and let someone else lead the organisation into a new era. I know I leave the organisation in good financial health, with an outstanding team of talented individuals who make up the Immunisation Coalition staff, and whom I have had the privilege of working with over the past 12 months. I congratulate Dr Andrew Minton, as my successor, and I wish him all the very best for what will no doubt be a very exciting future.



Kim Sampson  
CEO



## IN MEMORY OF PROF MARY-LOUISE MCLAWS AO



(17 March 1953 – 12 August 2023)

Mary-Louise became a member of the Immunisation Coalition in 2010, and served on the IC's Board of Directors from 2021 until late 2022 when she became incapacitated due to her illness. She became a household name during the COVID-19 pandemic with her regular appearances on television, where she was able to impart her expertise in a manner that was both calming and forthright.

Mary-Louise was an epidemiologist with expertise in hospital infection and infectious diseases control. She was a member of the World Health Organization (WHO) Health Emergencies Program Experts Advisory Panel for Infection Prevention and Control Preparedness, Readiness and Response to COVID-19 and member of the NSW Clinical Excellence Commission COVID Infection Prevention and Control taskforce. She was the Focal Point for the WHO Global Outbreak Alert and Response Network (GOARN) in the School of Population Health.

She also collaborated with Beijing to review the response to the Severe Acute Respiratory Syndrome (SARS) outbreak and healthcare worker safety for the Hong Kong SARS designated hospital. She was commissioned by the Commonwealth to review the Pandemic Influenza Infection Control Guidelines for evidence of protection for healthcare workers.

Her research has included performing the seminal Australian survey of healthcare associated infections in 1984 and developing the first surveillance system for healthcare associated infections as a pilot in 1998-2001 for the NSW Health Department.

# ABOUT US

The Immunisation Coalition (IC) is an independent not-for-profit organisation, registered with the ACNC, and is the leading voice in whole-of-life immunisation in Australia.

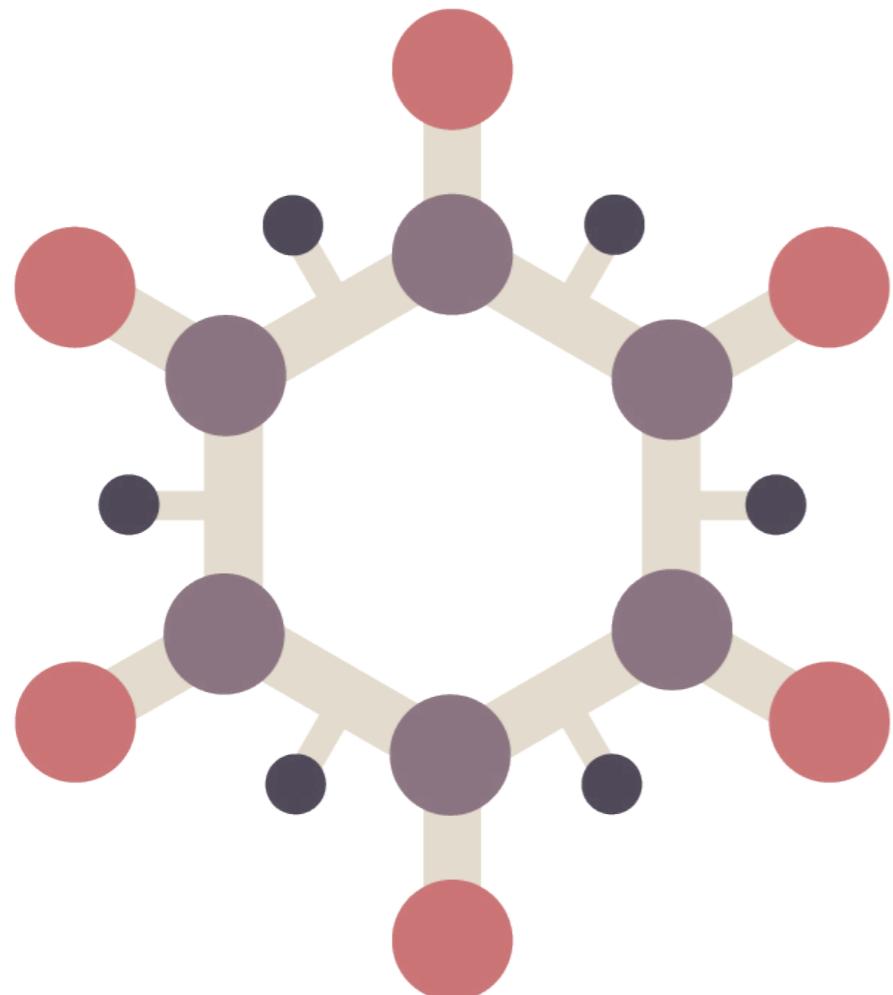
With its aim of protecting all Australians against vaccine preventable diseases, the IC:

Collaborates with like-minded organisations such as Primary Health Networks (PHNs), patient advocacy groups and peak bodies, government health departments and others who fight vaccine hesitancy.

Provides timely, accurate and scientifically informed immunisation education to consumers and healthcare professionals

Engages with the media to reach the widest possible audience in order to bring about changes in attitudes that will ultimately increase vaccination rates in Australia.

Welcome to our 2023 Annual Report.



# VISION, MISSION AND GOVERNANCE

## VISION

The Immunisation Coalition will improve the protection of all Australians against infectious diseases through advocacy for immunisation.

## MISSION

To create public awareness regarding the importance of immunisation by providing educational materials and communication programs.

To cooperate with key Australian professional bodies, consumer advocacy groups and the Australian, State and Territory Governments in their educational activities focused on immunisation to bring information to Australian healthcare professionals and the public.

To work with consumers, health professionals and organisations with an interest in immunisation, ensuring that the information provided to consumers through our website and other communication channels is current, easily understood and scientifically informed.

## GOVERNANCE

The governance of the IC begins with its Board of Directors, and Dr Rod Pearce AM as Chairman. Through its Board of Directors, the IC is able to ensure full control over its activities and published materials.

A Scientific Advisory Committee (chaired by Prof Robert Booy), keeps the Board informed of relevant scientific developments to ensure all of our output is current and accurate.

# IC MEMBERS

Members of the IC are residents of Australia and New Zealand who have trained in medicine and/or the sciences and have expertise in immunology, virology, epidemiology, relating to respiratory and other infectious diseases. They provide a pool of expertise that can be drawn on for inclusion in our scientific and education committees, conferences and webinars, and as key opinion leaders in awareness campaigns and media relations. They may also qualify for positions on the board of directors.

Membership is currently for a 5 year fixed term, effective from the date of the Directors' meeting where the membership is approved.

A member of the Immunisation Coalition can attend the Annual General Meeting, and has voting rights. A member may also be invited to attend other meetings of the organisation, and can provide feedback on awareness activities and projects that are being undertaken each year.

A member of the Immunisation Coalition is bound by the Immunisation Coalition's constitution, including liability for no more than \$2 on winding up of the organisation.

TOM AECHTNER  
CHARLES ALPREN  
SATYAMURTHY ANURADHA  
KATIE ATWELL  
KARINA BAIGRIE  
ANDREW BAIRD  
IAN BARR  
TONY BARTONE  
ROBERT BOOY  
LUCY BOWYER  
PHILIP BRITTON  
GENNI BROWN  
VANESSA BRYANT  
PENNY BURNS  
SARAH CHU  
NICHOLAS CHUNG  
RICHARD CLARK  
HAZEL CLOTHIER  
SUZANNE COUTINHO  
MARGIE DANCHIN  
SARA DREW  
DOMINIC DWYER  
LEANNE EDWARDS  
PETER EIZENBERG  
SONJA ELIA  
VALMAY FISHER  
ALEX FLINTOFF  
ANDREA FORDE  
CAROLINE FOREMAN  
JON GRIFFIN  
PAUL GRIFFIN  
GARY GROHMAN  
ALAN HAMPSON  
SHARON HARRIS

ANTHONY HOCHBERG  
NORMAN HOHL  
PHILIPPA HOLLAND  
BEN HOWDEN  
JESSICA HUNTER  
LOUIS IRVING  
SHANE JACKSON  
SUSAN JAIN  
LANCE JENNINGS  
LEANNE JONES  
JENNIFER JUNO  
MARLENA KACZMAREK  
KASHIF KHAN  
JESSICA KAUFMAN  
KATHERINE KEDZIERSKA  
TOM KOTSIMBOS  
KERRYN LAJOIE  
COLLEEN LAU  
ALAN LEEB  
JOHN LITT  
DELL LOVETT  
HOLLY LYNDON  
RAINIA MACINTYRE  
GINNI MANSBERG  
WILMA MARTIN  
ELIZABETH MCCARTHY  
BRAD MCKAY  
DEBORAH MILLS  
GEORGE MILNE  
DAVID MULLER  
MICHAEL MURRAY  
DAVID MUSCATELLO  
MONICA NATION  
ANGELA NEWBOUND

ANTHONY PAGE  
JANE PAPPIN  
RODNEY PEARCE  
SUSAN PEARCE  
LEANNE PHILIPS  
CAROLINE PILOT  
WENDY POLLOCK  
STELLA PRESCOTT  
DEBBIE PROCTOR  
HARUNOR RASHID  
WILLIAM RAWLINSON  
PATRICK READING  
PETER RICHMOND  
MARK RIGBY  
SUE RODGER-WITHERS  
TILMAN RUFF  
GEMMA SARAVANOS  
HOLLY SEALE  
KIRSTY SHORT  
DAVID SMITH  
JAMES SMITH  
MEKALA SRIRAJALINGAM  
NIGEL STOCKS  
RHONDA STUART  
SHEENA SULLIVAN  
TIMOTHY TAN  
STEVEN TONG  
HASSAN VALLY  
PAUL VAN BUYNDER  
MARITA WALMSLEY  
MICHAEL WISE  
MICHAEL WOODWARD  
MICHAEL WRIGHT  
MEGAN YOUNG

# ASSOCIATE MEMBERS

In addition to individual members, there are associate members who represent a variety of organisations of similar interests.

An associate member of the IC has the opportunity to attend the Annual Scientific Meeting (ASM), will receive an invitation to attend the Adult Immunisation Forum (AIF), and is entitled to attend the IC's Annual General Meeting (which coincides with the ASM).

An associate member does not have voting rights, but is invited to provide feedback on awareness activities and projects that are being undertaken each year.

The organisations represented by Associate Members are: ([click the logos to go to the websites](#))



AUSTRALIAN COLLEGE OF NURSE PRACTITIONERS



AUSTRALIAN COLLEGE OF RURAL AND REMOTE MEDICINE (ACRRM)



AUSTRALIAN GENERAL PRACTICE NETWORK (AGPN)



AUSTRALIAN PRIMARY HEALTH CARE NURSES ASSOCIATION (APNA)



AUSTRALIAN RESPIRATORY COUNCIL (ARC)



AUSTRALIAN SENTINEL PRACTICES RESEARCH NETWORK (ASPREN)



HEART FOUNDATION OF AUSTRALIA



IMMUNISATION NURSES SPECIAL INTEREST GROUP (INSIG)



PHARMACY GUILD OF AUSTRALIA

# BOARD OF DIRECTORS



**DR ROD PEARCE AM**  
*MBBS, FAMA, Immunisation Coalition Chairman*

Dr Rod Pearce is a practising grassroots general practitioner (GP) and policy adviser. He was President of the Australian Medical Association (SA) from 1998 to 2000, GP Nationally Elected Representative on the Federal AMA and Chair of the AMA Council of General Practice for 3 terms from 2004 to 2010.

Rod Pearce re-joined the Board of the Immunisation Coalition on 2 February 2020, having previously served for 12 years (since incorporation in 2006). He currently holds positions on the boards of Australian General Practice Network (AGPN), Australian Association of General Practice (AAGP), Australian MedicAlert Foundation(AMAF) and Medical Benevolent Association of South Australian (MBASA). He is a past Chair of the National General Practice Supervisors Association (NGPSA). He is a current member of the Asia Pacific Alliance for the Control of Influenza (APACI) and former Australian Technical Advisory Group on Immunisation (ATAGI) member.

In 2008 he was appointed by the then Health Minister, The Hon. Nicola Roxon, to the External Reference Group to develop Australia's National Primary Health Care Strategy for the national health reforms. On Australia Day 2012 Dr Pearce was admitted to the Order of Australia (AM) for service to medicine as a general practitioner, through contributions to national medical organisations, and to education.



**PROF ROBERT BOOY**  
*MBBS (Hons), MSc, MD, FRACP, FRCPC*

A Board member since 20 April 2012, Prof Booy is a Senior Professorial Fellow at the University of Sydney Children's Hospital Westmead Clinical School. From 2005 to 2019 he held the position of Head of Clinical Research at the National Centre for Immunisation Research and Surveillance (NCIRS) at Westmead Children's Hospital. He is a medical graduate of the University of Queensland (1984) and trained in Paediatrics at the Royal Children's Hospital, Brisbane.

Previously he was Professor/Head of Department of Child Health with the University of London (1999-2005). He was the recipient of a Wellcome training fellowship in genetic epidemiology of severe infection, and of an NHMRC Practitioner Fellowship.

Professor Booy's research interests extend from understanding risk factors for susceptibility to, and severity of, infectious diseases, especially influenza, and invasive disease caused by encapsulated organisms; the clinical, public-health, social and economic burden of these diseases (acutely and over the long-term) and means by which to prevent or control serious infections through vaccines, drugs and non-pharmaceutical measures.

He is recognised as an expert in the COVID and influenza fields, supervising many studies addressing the burden and prevention of respiratory viral disease in children and adults, in the UK, Australia and among Muslim pilgrims to Saudi Arabia.

He has led intervention studies with new vaccines, new vaccine delivery methods and alternate methods for preventing disease and transmission such as antivirals and personal protective equipment like masks.

Most recently his advocacy for meningococcal disease over many years culminated with the Qld government agreeing to provide Meningococcal B vaccine free to children and adolescents in that state. This follows prior success in South Australia when it introduced free Meningococcal B vaccine after many years of advocating for the same.



**MS SUZANNE COUTINHO**  
*BSc*

Suzanne Coutinho joined the Board on 11 May 2023. She is a senior executive and medical education professional with expertise in the healthcare, publishing, and media sectors.

In an executive capacity she has a two-decade career within healthcare organisations, holding leadership positions with a strong commercial and digital focus.

In her leadership roles with Australian Doctor, MDBriefCase and Inside Practice she has focused on developing new and evolving products and models to deliver to the information and educational needs of healthcare professionals.

Suzanne holds a Bachelor of Science from Sydney University, a Graduate Diploma in Accounting from Macquarie University, and the Directors Certificate from the Australian Institute of Management.



**MR NICHOLAS CHUNG**

Nicholas Chung joined the Board on 11 May 2023. He is a Quality Assurance Lead in the Systems Performance area of the South Australian Department for Education. He manages the Quality Assurance Information Technology activities for current data holdings and has delivered the program that has seen the Department for Education migrate to the Cloud.

With over 21 years' experience in the technology industry, 17 of those with the multinational IT giant IBM, he has worked in various roles across the IT landscape, most notably as the IBM Asia Pacific Test Manager for internal business, managing the Quality Assurance of numerous complex programs.

As a father of two and working for the Department for Education, Nicholas has an interest in the health, wellbeing and development of young Australians. He believes every child has the right to a good education and proper health care, and had great satisfaction in his current role delivering an IT solution for the Smith Family that enabled them to better utilise data to support their work with families in need.

Nicholas holds certificates in Conflict Management, Project Management Fundamentals and Leadership in a Project Team Environment (from Macquarie School of Management) and Certificate IV Leadership and Management from ASC Training and Development.



**MR JON GRIFFIN**  
*BEcon*

Jon Griffin joined the Board in October 2022. He is a director of APL Financial Chartered Accountants and a member of Chartered Accountants Australia & NZ and has been advising not for profit organisations for the previous 20 years. Jon completed a Bachelor of Economics in 1978, a Diploma of Financial Services in 2006 a Certificate IV in Training and Assessment in 2014. He is also a registered ASIC company auditor, registered tax agent and a registered self-managed superannuation auditor.

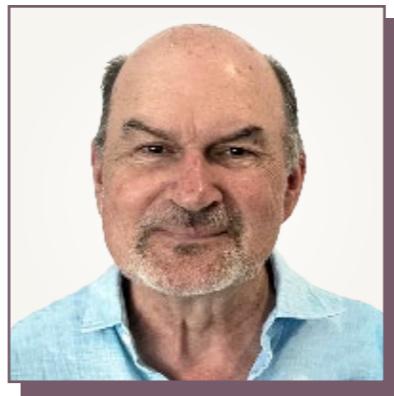
In a paid and unpaid capacity Jon consults, supports and audits over 30 not for profit and charitable organisations. His special interest is Social Value Accounting which looks to add to your traditional financial statements and provide a complete and accurate account of the value you provide in dollar terms. By taking the standard financial statements and adjusting those reports for social benefits, social costs and social responsibility and recognising the five pillars of capital per the International Integrated Reporting Framework the financial statements show a more complete picture.



**A/PROF PAUL GRIFFIN**  
*MBBS, BSc (Hons), FRACP, FRCPA, FACTM*

Paul Griffin joined the Board in August 2018. He is a Senior Lecturer in Medicine and Director of Infectious Diseases at the University of QLD and Mater Hospitals. He has fellowships in Infectious Diseases from the Royal Australasian College of Physicians, in Clinical Microbiology from the Royal College of Pathologists of Australasia and from the Australasian College of Tropical Medicine.

He has also obtained a Fellowship from the Institute of Managers and Leaders and an Associate Fellowship from the Australasian College of Health Service Management. He is the Principal Investigator and Medical Director at Qpharm P/L specialising in early and late phase trials predominantly in Infectious Diseases where he has been the Principal Investigator on approximately 100 clinical trials. Concurrently he maintains a joint appointment as a Scientist at QIMR Berghofer /Mater Medical Research Institute. As a Clinical Microbiologist, he maintains an active interest in diagnostic microbiology.



**PROF GARY GROHMANN**  
*BSc (Hons), PhD, FASM*

Gary Grohmann joined the Board in April 2018. Prof Grohmann is a virologist and was both the Director of Immunobiology (Vaccines), and of the WHO ERL at the TGA Canberra for over 17 years, retiring January 2015. During this time he was a member of VCM committee of WHO responsible for the selection of virus strains for influenza vaccines and involved in the Global Action Plan for influenza vaccines.

Previously he was an Associate Professor at the Faculty of Veterinary Science, University of Sydney, a Principal Scientist and Manager at Australian Water Technologies, Sydney Water and a visiting researcher at the CDC in Atlanta. Since retirement he has worked as a consultant to the WHO Global Influenza Programme and PIP Framework, the Essential Medicines programme, SAGE, and the WHO Steering committee for the review of the IVTM database on influenza viruses and reassortant influenza viruses.

His primary interests are in vaccines, vaccine regulation, medical and veterinary virology, and infectious diseases resulting from contaminated food and water as well as other environmental sources.



**DR LEANNE JONES**  
*MBBS B Med Sc*

Dr Leanne Jones joined the board in 2013, and is a GP at Windmill Hill Medical, Launceston, and a former Chair and past board member of General Practice North.

Dr Jones has been a media advisor and GP advisor on immunisation for Medicare Local Tasmania. She is also a part time clinical editor on Tasmanian Health Pathways which is part of Primary Health Tasmania.

# SCIENTIFIC ADVISORY COMMITTEE



**DR GINNI MANSBERG**  
*B.MED Grad Dip Journalism GAICD*

Dr Ginni Mansberg joined the Board in 2015, and is a GP in Sydney's Sans Souci, with a special interest in women's health. She has a supervisory role at the Medical Faculty of the University of Notre Dame in the Discipline of General Practice and has a Post Graduate Diploma of Journalism from University of Technology, Sydney.

Ginni is the resident health expert for Channel 7's Sunrise, an author and podcaster. She sits on the Boards of the Jodi Lee Foundation and the Asia Pacific HPV Coalition. She is a graduate and member of the Australian Institute of Company Directors and is cofounder of ESK Skincare as well as Don't Sweat It- Menopause in the Workplace.

She is also the author of 5 books: "The M Word - How to Thrive in Menopause," "The New Teen Age," "Why am I so Tired?", "How to Get your Mojo Back" and "How to Handle your Hormones". She is a wife and mum with a family of eight.



**DR MARITA WALMSLEY**  
*BSc (Hons), PhD, MBA*

Marita Walmsley is an executive with the Victorian Government Department of Jobs, Precincts and Regions. Marita has had a career-long involvement in innovation, science and technology.

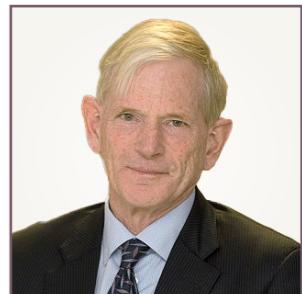
Originally a medical research scientist with expertise in molecular immunology, infectious diseases and autoimmunity, then as a director of a management consulting firm, Marita has provided commercialisation advice to Government, academia and the private sector.

More recently, in a range of senior and executive roles within Government, she has managed some of Victoria's larger science and technology programs and contributed widely to economic development policy initiatives. Marita holds a Bachelor of Science (Honours) from the University of Melbourne, a PhD (Immunology) from Imperial College, London and an MBA from Melbourne Business School.

Members of the Immunisation Coalition's Scientific Advisory Committee (SAC) meet several times a year to consider the latest clinical information on vaccine preventable diseases, including vaccine effectiveness studies, as well as the latest scientific data on emerging diseases. This ensures the IC is well informed when talking to media, and enables a forum to make recommendations about the topics and potential speakers for the educational events throughout the year.



**Chair:**  
**PROF ROBERT BOOY**



**Deputy Chair**  
**A/PROF LOU IRVING**



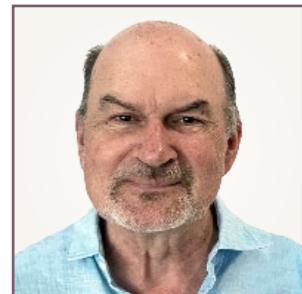
**DR HAZEL CLRTHIER**



**DR PETER EIZENBERG**



**A/PROF PAUL GRIFFIN**



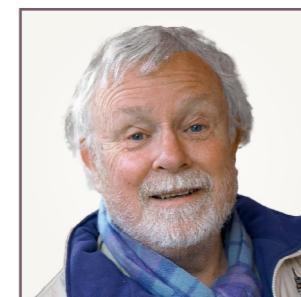
**PROF GARY  
GROHMANN**



**A/PROF LANCE  
JENNINGS**



**PROF COLLEEN LAU**



**A/PROF JOHN LITT AM**



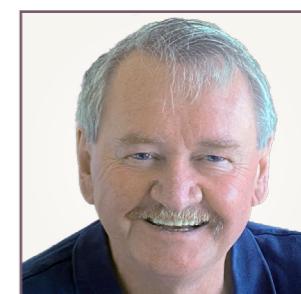
**DR DEBORAH MILLS**



**DR ROD PEARCE AM**



**DR KIRSTY SHORT**



**PROF PAUL VAN  
BYNDER**



**A/PROF MICHAEL  
WOODWARD AM**

# IC STAFF



**KIM SAMPSON**  
*CEO*

The management of the Immunisation Coalition is undertaken by our Chief Executive Officer, Mr Kim Sampson, who is also the Immunisation Coalition's Company Secretary.

He has more than 35 years experience as a finance & administration manager in medical and scientific research, public and private health, and community services. Kim joined the organisation in the inaugural role in August 2008.

Kim is also the Executive Director of APACI (Asia-Pacific Alliance for the Control of Influenza), and is the President of the Australia-Vietnam Friendship Society.

Kim retired from the role of CEO  
on 31st December 2023.



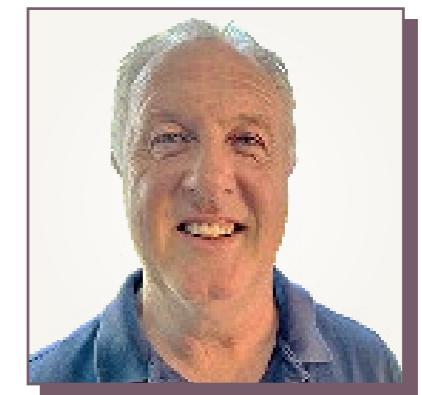
**ELIZABETH MILLER**  
*Deputy CEO*

Elizabeth has over 38 years of clinical and commercial international experience in pharmaceuticals, infection control education, sales and marketing, management, government and digital technology.

In recent years, successfully led and delivered brand new digital healthcare technology into the A/NZ hospital and community sectors during an unprecedented COVID-19 global pandemic.

Today, is recognised and respected as a visionary commercial influential leader of change.

Elizabeth joined the Immunisation Coalition to cement our inclusive position as the leading voice in whole-of-life immunisation for all Australians. Leading our team and developing strong government, commercial, community and regulatory relationships continues to this day.



**ANDREW MINTON, PhD**  
*Education Manager*

Andrew brings with him over 25 years of commercial and business experience within the pharmaceutical and medical education sector. Originally from NZ, after he completed his BSc and MSc (Waikato University), before moving to the Welsh School of Pharmacy Cardiff in 1995 as a staff member. During this time, he completed his PhD in 1999.

In 2000 he moved to Sweden to work in pharmaceutical R&D, later transitioning to strategic and commercial roles in Sweden and Germany before finally settling down in Australia in 2005.

His more recent roles have included sales and marketing, medical affairs and senior business development positions across ANZ and export countries. More recently, he has been involved in the development and roll out of online CPD accredited disease-specific medical education for HCPs.

Andrew has joined the Immunisation Coalition with the aim of developing the organisation as a provider of high quality CPD education for HCPs, and ultimately to support HCP learning and improving patient outcomes.

Andrew becomes the new CEO  
on 2nd January 2024.



**JAYNE GEDDES**  
*Executive Assistant to the CEO*

Jayne began her working career as a Medical Laboratory Technician including office management, specimen collection and laboratory work in haematology, biochemistry, and microbiology.

She has lived and worked in cross cultural and multilingual team environments and has developed good communication skills and a keen eye for detail and accuracy.

Jayne joined the Immunisation Coalition in 2015 and has extensive experience in business administration, events management, and website maintenance.

**Jayne retired from the IC**  
in October 2023.



**JOHANNA HERSEY**  
*Operations Manager*

With a rich background encompassing extensive experience in sales and customer service, coupled with a successful transition to accounting and business administration, Johanna brings a unique blend of multicultural adaptability and a diverse skill set to the Immunisation Coalition.

Having lived and worked in various countries, she understands the importance of cultural sensitivity and global perspectives, which enhances her ability to contribute effectively.

Johanna takes pride in ensuring that every interaction, whether written or verbal, is a seamless, efficient, and enjoyable experience. Her commitment to excellence shines through in her ability to navigate various roles with ease, offering a holistic approach to contribute effectively to the Immunisation Coalition's mission.



**ANASTASIIA BARRON**  
*Events Coordinator*

Anastasiia joined the Immunisation Coalition in April 2023 and brings with her over 15 years experience organising events in Australia and overseas. She has predominantly worked with not-for-profit organisations in the government and private sectors to bring to life their conferences.

She holds a Bachelor's degree in Event Management, and has a degree in Marketing Analytics and Digital Marketing.

With a long history in the events industry and a reputation for being creative and empathetic, Anastasiia creates great events that tell a story and get results. Her special pride are international forums, large-scale city festivals, and education & community engagement events. With a passion for science and meaningful events, her career transition from Eurasia to Melbourne led Anastasiia to her current role as Events Coordinator with the Immunisation Coalition.



**MARIANNE O'REILLY, MSC**  
*Communications Officer*

Marianne is a skilled professional with a diverse background in biotechnology, research, and science communication.

With a Bachelors degree and Masters in Biotechnology, specialising in genetic engineering, Marianne brings a strong scientific foundation to her role as Communications Officer at the Immunisation Coalition.

Her experience includes noteworthy research on dolphin cognition and perception.

Beyond her academic pursuits, Marianne has demonstrated her entrepreneurial spirit by successfully founding a vegan fried chicken business in Hong Kong, showcasing her ability to navigate business operations with a focus on sustainability.

Marianne's skills in science communication are vital to the Immunisation Coalition as she is responsible for the media bulletin, weekly newsletter and social media, effectively disseminating accurate and timely information.



**SILAS KIDD**  
*Lead Developer*

Silas is a designer, full stack web developer and an incredibly amateur basketball player.

He is responsible for the digital resources and campaign materials for the Immunisation Coalition

Previous to joining the Immunisation Coalition, Silas worked on numerous election, advocacy and environmental campaigns.



**KAREN WOOD**  
*Graphic Designer*

Karen came to the Immunisation Coalition with a diverse background in education, retail, hospitality, interior and spatial organisation, and design. Her experiences are tied together by her desire to help others and leave things better than she found them.

After a 13-year career in teaching, tutoring and education support, she switched focus to carving out a career in creativity.

She is now a designer, copywriter, editor, and RPG & tabletop game creator/developer.



**VALERIE FRATTAROLI**  
*Medical Writer*

Valerie is a medical writer who edits educational material for the website and Health Professional Guides.

Valerie is passionate about improving health outcomes for the community. As a pharmacist she has supported patients, and as a medical facilitator for the National Prescribing Service she worked to encourage safe, effective and appropriate prescribing of medications amongst health professionals. She has monitored oncology, psychiatric and metabolic clinical trials for Eli Lilly and promoted resources for the Heart Foundation.

She is currently part of the Western Health Renal Research team to help with Ethics submissions for clinical trials and has helped facilitate a clinical trial using e-technology to help GPs detect, prevent and treat kidney disease.



**TESSA SAMPSON**  
*Medical Librarian*

Tessa has worked for over 35 years as a medical librarian and information specialist.

Prior to joining the Immunisation Coalition and APACI she has held senior positions at Baker Medical Research Institute, Royal Children's Hospital, SmithKline Beecham and the Royal Australian College of General Practitioners.

Tessa retired from the IC at the end of 2023.

# OUR MILESTONES

1990

- Media reports of an expected flu epidemic in Australia at a time when influenza was not seen as a serious issue and doctors were not recommending vaccination

1991

- Influenza Specialist Group (ISG) formed as a virtual committee, chaired by Dr Alan Hampson

1999

- First ISG Annual Scientific Meeting held in Melbourne

2006

- The ISG was registered as a not-for-profit organisation and incorporated with 16 members and a Board of 8 Directors. Alan Hampson appointed as chairman

2008

- Kim Sampson employed as the inaugural executive officer

2012

- Inaugural free influenza vaccination day held at University of Melbourne's Graduate House

2016

- Alan Hampson retired from the Board.
- Prof Paul Van Buynder becomes new chairman
- ISG renamed as Immunisation Coalition
- Inaugural Adult Immunisation Forum held on the Gold Coast

2017

- First webinar for HCPs, presented by Angela Newbound
- IC Annual Free Influenza Vaccination Day at Melbourne Town Hall

2018

- Prof Robert Booy appointed as the third chairman

2020

- COVID-19 pandemic arrives
- Dr Rod Pearce AM becomes the fourth chairperson of the IC
- Vaccination day expanded to NSW

2021

- Introduction of Influenza Action Week and the IC Art Prize
- Free Influenza Vaccination Day expanded to include Sydney
- Publication of White Paper, 'Enhancing Adult Vaccination Coverage Rates in Australia'

2022

- Launch of IC animation video 'Who We Are'

2023

- Became an RACGP CPD Provider
- Expanded free vaccination day to include Brisbane and South Australia
- Inaugural Primary Care Infectious Diseases Meeting (PCIDM)
- Kim Sampson retires as the inaugural CEO on 31st December 2023

# AWARENESS CAMPAIGNS

Introduction Raising awareness of influenza was the raison d'etre of the Influenza Specialist Group (ISG), with the first awareness campaign of its type held in 1992 as an initiative of Dr Brendan Nelson AO, vice President of the AMA at the time. Dr Alan Hampson OAM built the ISG around the concept, and we have been developing awareness campaigns ever since.

Over the past twelve months, the Immunisation Coalition has been particularly active in its efforts to promote immunisation against vaccine preventable diseases and to educate the public on a variety of health-related topics.

Our campaigns were executed internally and on occasions externally using commercial agencies. Numerous communication channels were utilised in our campaigns, including TV, radio, print and online newspapers, magazines and newsletters.

Our successful campaigns covered COVID-19 boosters, influenza, meningococcal B, pneumococcal disease, travel vaccines, including the "7 diseases in 7 days" campaign (which ran during Immunisation Action Week) that added HPV, pertussis, and shingles,

Complementing our awareness communications, we ran two information Community TV videos on CH 31. We also had Elizabeth Miller speak on community radio which was an effective way to engage a wider national and culturally diverse audience.

## A SPECIAL THANK YOU

We thank the IC Directors and Members whose involvement in the campaigns contributed to their success. We have seen an increase in the number of IC followers which continues to grow year-on-year, raising awareness of the importance of vaccinations, as well as reminding people to speak to their GP about vaccine recommendations, and keeping up to date with their immunisations.

# COVID-19 BOOSTER CAMPAIGN

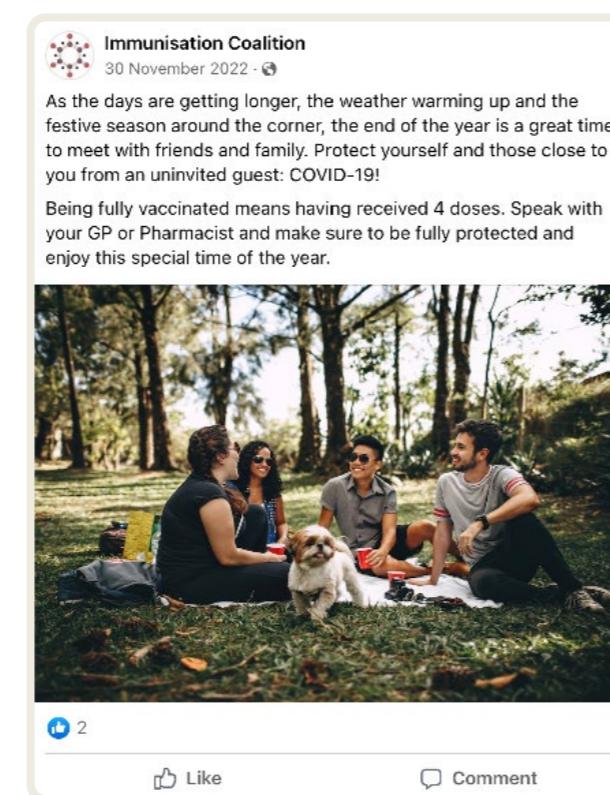
November 2022

The Immunisation Coalition launched a public radio campaign to urge all Australians to get up-to-date with their COVID-19 booster vaccinations without delay and inform them that there is a choice of vaccines.

The campaign targeted complacent and vulnerable people with messages of 'get boosted', and 'it's not too late to vaccinate' leading into Christmas. Interestingly, at this time approximately 5.5 million Australians were overdue for their COVID-19 boosters.

Nationally, in the 16 years and over age group, 27.7% had not had their third booster vaccine, and 57.3% of people aged 30 years and over had not had their fourth booster vaccine.

**The key message to consumers was to act now, you have a choice of vaccines.  
Speak to your GP or pharmacist on what vaccine is best for you today.**



# ANYWHERE, ANYTIME CAMPAIGN

June – July 2023

## 'YOU CAN CATCH FLU OR COVID-19 ANYWHERE, ANYTIME'

Leading into a new wave and one of the coldest winters on record, COVID-19 infections

began to surge, putting a strain on our hospital systems across Australia: there was a 5.4% increase in hospitalisations at this time which was the catalyst to run this campaign.

Anywhere, Anytime was a consumer social media campaign encouraging all Australians to get up-to-date with their flu and 6-monthly COVID-19 vaccinations. HCPs were encouraged to have a conversation with their patients.

We highlighted upcoming events and gatherings where people may be at risk: School holidays, FIFA Women's World Cup, skiing this winter, or simply catching public transport for work could see COVID-19 and Influenza catching up with you for the ride.

**The call-to-action was to speak to your GP, pharmacist or immunisation provider to learn how to best protect yourself and loved ones. The further message was that by doing so, you will contribute to protecting the most vulnerable people in our community.**

A grid of 12 Facebook posts from the Immunisation Coalition during the Anywhere, Anytime campaign. The posts cover various scenarios where vaccination is recommended:

- Post 1: "Stay up to date with your vaccination. As we start preparing for the upcoming festive season, the school holidays, the summer break and the increased time with friends and family, it is now time to get our booster and keep up to date with our vaccinations. Book now with your GP or your pharmacist. Visit Immunisation Coalition for more info: <http://ow.ly/6k3U50LOpu7>".
- Post 2: "As the days are getting longer, the weather warming up and the festive season around the corner, the end of the year is a great time to meet with friends and family. Protect yourself and those close to you from an uninvited guest: COVID-19! Being fully vaccinated means having received 4 doses. Speak with your GP or Pharmacist and make sure to be fully protected and enjoy this special time of the year."
- Post 3: "With the arrival of winter the best way to protect you and your loved ones from the COVID-19 is to get vaccinated. #ActNow".
- Post 4: "Sunday is a fun day with family and friends. Protect yourself and your loved ones to keep up to date with your vaccinations every 6 months. Ask your HCP about what vaccinations are available and best for you. #covid19vaccine #flushot #protection #prevention".
- Post 5: "COVID-19 can catch you anytime, protect yourself and your loved ones and get vaccinated."
- Post 6: "COVID-19 cases are on the rise, protect yourself and your loved ones and get vaccinated."
- Post 7: "Flu season is getting hard and COVID-19 cases are on the rise. The best way to protect yourself and your loved ones is to keep up to date with your vaccinations every 6 months. Book an appointment prior to traveling with your GP or Pharmacist and talk about which vaccines might be right for you. #covid19vaccine #flushot #protection #prevention".
- Post 8: "The virus can spread from person to person through:
  - close contact with an infectious person (including in the 48 hours before they had symptoms)
  - contact with droplets from an infected person's cough or sneeze
  - touching objects or surfaces like door handles or tables that have droplets from an infected person and then touching your mouth or face.
- Post 9: "With winter here, make sure you get the most out of your weekends by getting vaccinated against COVID-19 and the Flu. #covid19vaccine #flushot #protection #prevention #vaccination #getvaccinated #protectyourselfandlovers #immunisationCoalition #immunisation #infection #influenza #covid-19 #healthcare #COVID19 #itsyou #theprepared #preparefortravel #beforeyoutravel #staysafe".
- Post 10: "If you are older or immune compromised, reduce the risks of COVID-19 by getting vaccinated and live your life to its fullest."
- Post 11: "Contracting COVID-19 during your pregnancy can impact you and your baby. Getting vaccinated is the most effective form of protection."
- Post 12: "Get a COVID-19 booster if it's been 6 months or more since you've been infected or vaccinated. Keep your community safe from serious illness caused by COVID-19 this winter. Find a GP, immunisation provider or Pharmacist and get vaccinated today. Tap this link: <https://www.healthdirect.gov.au/vaccination-factsheets> See more #GetVaccinated #covid19vaccine #advice #publichealth #pharmacy #covid19 #healthcare #immunisation #pregnancy #breastfeedingandCOVID19vaccine #SeeMore".

# INTERNATIONAL TRAVEL CAMPAIGN

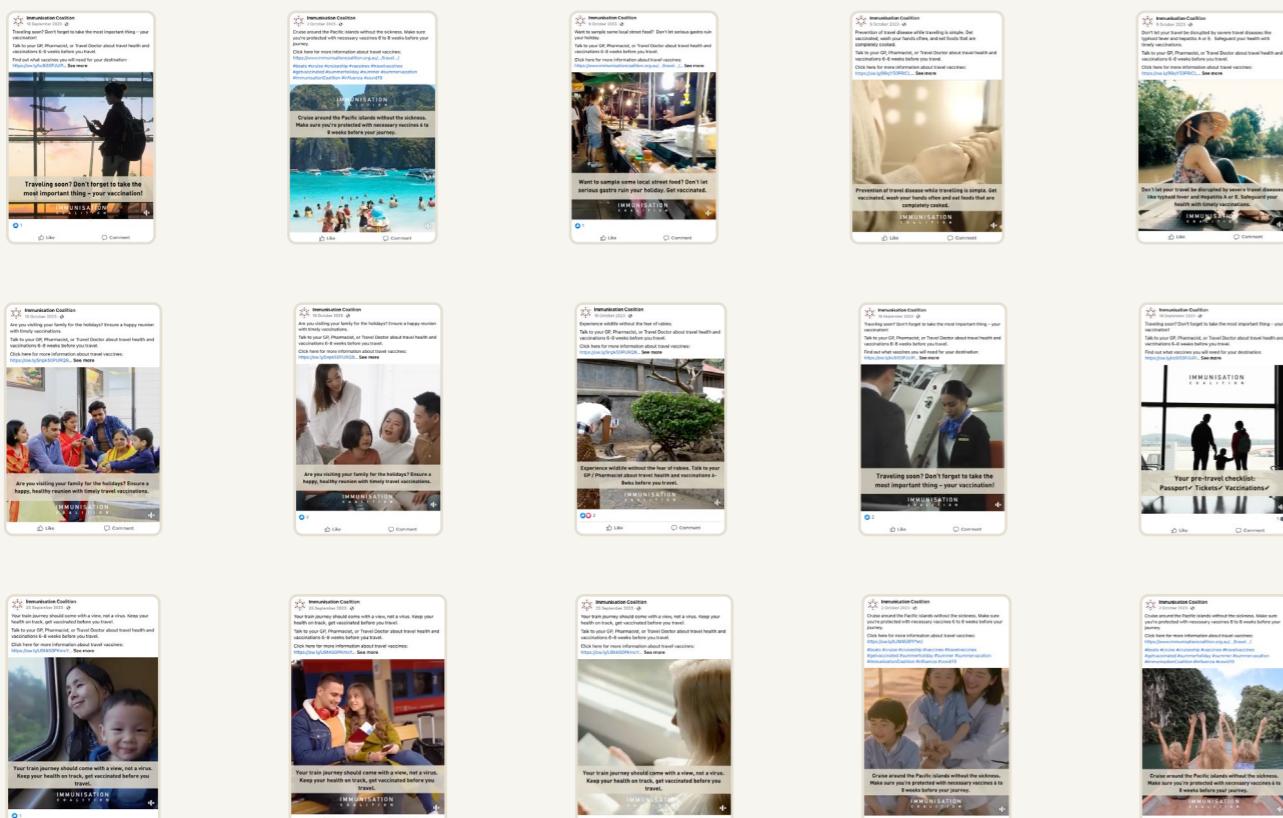
September – October 2023

This media campaign engaged an external agency to provide content via social media, radio, TV and online-print. In addition, the IC produced its own social media communications targeting travellers of all ages highlighting a different travel theme each week. These topics included planes, trains, boats, food & water and family.

With a renewed sense of excitement and freedom, Australians embraced the chance to explore hotspot destinations.

- More than 56% of Australians felt the pandemic has motivated people to travel more than in the past.
- Australians' favourite international holiday locations pose a high risk of illness with almost half of travellers (49%) believing they got sick from something they ate or drank.
- The majority (85%) of Australians do not research health recommendations, and 1 in 3 don't see a GP to discuss vaccination requirements.
- One in three (31%) either do not see a doctor to discuss travel health and vaccination requirements, or leave a consultation too close to their departure to receive full protection.
- Total reach: 19,554, Total engagement: 13,099 overall reach of 32.4M people.
- Rate of engagement increased by 61.27% at the end of a 5 week campaign which reflects considerable growth to our database and followers.

The call-to-action was to encourage travellers to speak to their travel GP about recommended vaccines 6-8 weeks before they head overseas this summer season.



# IMMUNISATION ACTION WEEK

24 – 30 April 2023

The Immunisation Action Week (IAW) is a national awareness program that occurs in April of each year to coincide with World Immunisation Week, with a variety of activities for the general public as well as healthcare professionals, and reaches a pinnacle with a national Free Influenza Vaccination Day which took place this year on Friday 28th April.

The program utilises social media to inform and educate Australians on the importance of immunisation against vaccine preventable diseases, with all information provided based on current scientific evidence.

There are 3 major components to Immunisation Action Week:

- Disease Awareness Campaigns (7 diseases in 7 days)
- Free Influenza Vaccination Day
- IC Art Prize



IMMUNISATION  
COALITION  
2023  
ART PRIZE

[CLICK HERE FOR MORE INFORMATION FROM THE IC WEBSITE](#)

## 7 DISEASES IN 7 DAYS

Aligned with World Immunisation Week, this was a novel approach introduced in 2022 to highlight 7 of the most common vaccine preventable diseases; namely shingles, HPV, meningococcal disease, pertussis, pneumococcal disease, Covid-19, and influenza. A different disease was promoted every day of the week via our social media platforms (Facebook, LinkedIn, Instagram and X and Threads). Targeting HCPs and consumers, the messaging raised awareness of the disease and how vaccinations save lives.

The campaign was very successful so we continued the theme in 2023. An array of digital assets were developed to draw attention to each of the potentially deadly diseases.



## FREE INFLUENZA VACCINTION DAY

The Free Influenza Vaccination Day usually takes place on the last Friday in April. This year it was April 28th, and again took place in Melbourne and Sydney with involvement by A/Prof Lou Irving, Director of Respiratory and Sleep Medicine at RMH; Leanne Boase (President, Australian College of Nurse Practitioners); Lord Mayor Sally Capp; and Karen Booth (President, APNA).

For the first time, the event expanded into Brisbane, with support from Lung Foundation Australia and Micah Project, and a press conference involving the QLD Health Minister, Yvette D'Ath; Immunisation Coalition CEO, Kim Sampson; and IC Director, A/Prof Paul Griffin.

A press conference was also held in Adelaide with SA Health Minister Chris Picton and IC Chairman Dr Rodney Pearce OAM who together spoke on the importance of influenza vaccination.

The Free Influenza Vaccination Day is not possible without the generous support of CSL Seqirus for providing their Flucelvax Quad vaccine and PR support from Palin Communications, Wellness (Arrotex Pharmaceuticals), who provide an outstanding team of immunisation nurses, and last but by no means least, all of the volunteers, including medical and pharmacy students, and scientists from the WEHI.



### MELBOURNE

Location: Melbourne Town Hall  
Media talent: Prof Lou Irving  
Lord Mayor Sally Capp,  
Leanne Boase (ACNP President)  
Media coverage: Filmed and interviewed key opinion leaders for TV



TOTAL VACCINATIONS

### SYDNEY

Location: Sydney Embassy Conference Centre  
Media talent: Professor Dominic Dwyer  
Ms Karen Booth (President of APNA)  
Media coverage: TV footage taken at the event



TOTAL VACCINATIONS

### BRISBANE

Location: Brisbane City Hall  
Media talent: A/Prof Paul Griffin (IC Director)  
Mr Kim Sampson (IC CEO)  
Ms Paige Preston, (Senior Manager LFA)  
Ms Karyn Walsh (Micah Projects CEO)  
Leanne Papas Micah Lead Nurse)  
Media coverage: Interviewed KOLs, aired on 6pm nightly Ch7 News



TOTAL VACCINATIONS

### ADELAIDE

Press conference with SA Health Minister Chris Picton and IC Chairman Dr Rodney Pearce AM.

## FREE FLU VACCINATIONS

Available for all adults aged 18–64 yrs

28 April 2023

10am–4pm

### MELBOURNE

Melbourne Town Hall  
90-130 Swanston Street  
Melbourne  
[imco.au/e/melb-vacc](http://imco.au/e/melb-vacc)

### SYDNEY

Embassy Conference Centre  
824-826 George Street  
Chippendale  
[imco.au/e/syd-vacc](http://imco.au/e/syd-vacc)

### BRISBANE

Brisbane City Hall  
64 Adelaide Street  
Brisbane  
[imco.au/e/bris-vacc](http://imco.au/e/bris-vacc)



SCAN THE QR CODE TO BOOK  
YOUR APPOINTMENT TODAY



IMMUNISATION  
COALITION

Wellness

## ART PRIZE

Since its launch in 2021, the intention of the Immunisation Coalition Art Prize has been to raise awareness of vaccine preventable diseases, and support our mission to bring evidence-based information to the wider community.

The IC Art Prize encouraged creators of all ages to express their understanding of immunisation and infectious diseases through their art.

The 2023 event received 115 submissions from all around Australia (up from 98 in 2022). Cash prizes were awarded to one entry in each category, along with one merit prize.

\$500 PRIMARY STUDENT	\$500 SECONDARY STUDENT	\$1,500 TERTIARY STUDENT	\$2,000 OPEN CATEGORY
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### ART PRIZE WINNERS

The selection panel in 2023 consisted of representatives from the science and art industries:

- Ms Kate Fitzpatrick – Melbourne International Film Festival
- Prof Dominic Dwyer – Clinical Professor Medicine, University of Sydney
- Dr Ginni Mansberg – General Practitioner and TV presenter
- Ms Claudia Terstappen – Monash University Art Design and Architecture
- Ms Tracy Paterson – Melbourne-based artist and art educator

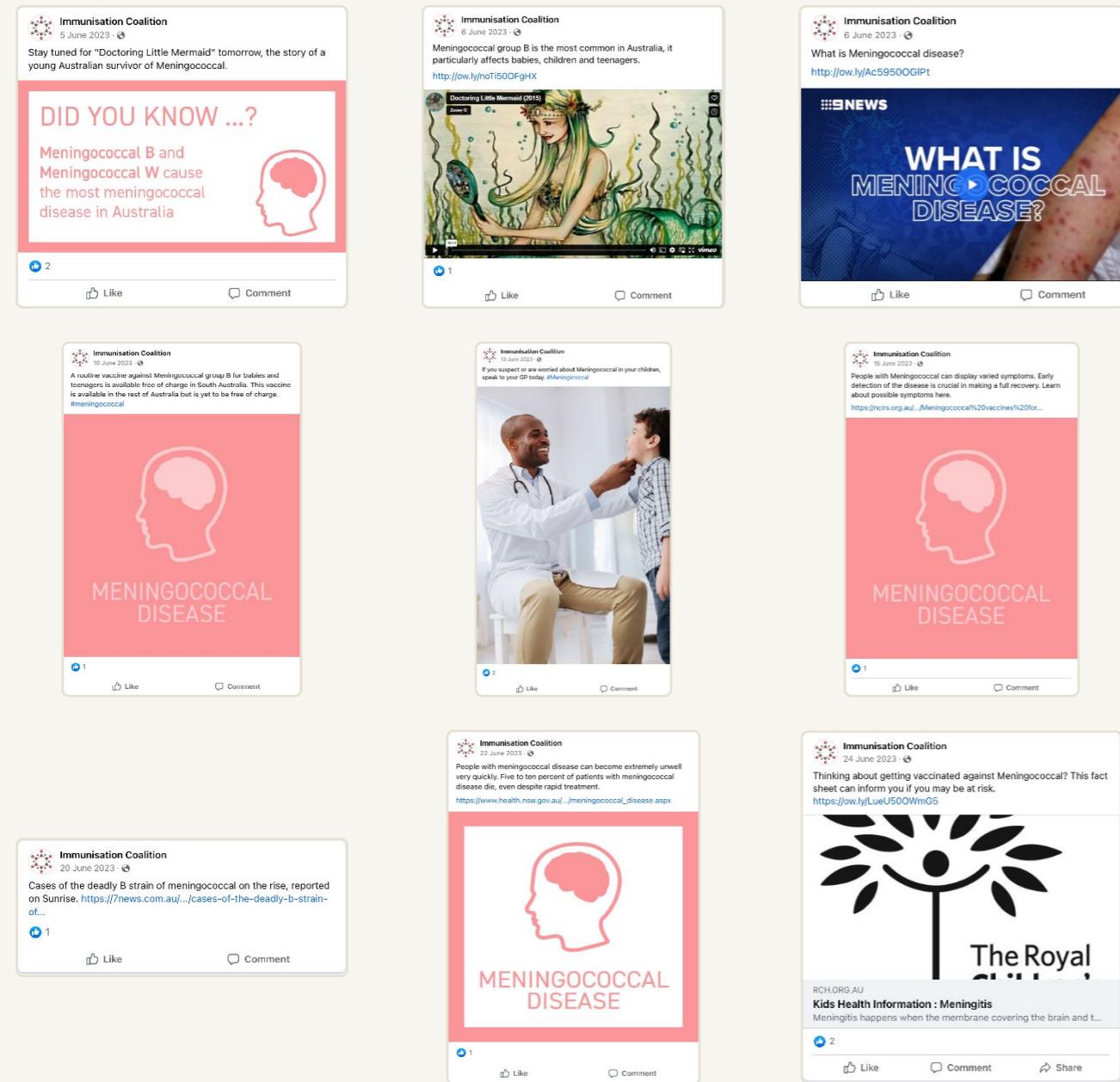
MORE INFORMATION FROM THE IC WEBSITE



# MENINGOCOCCAL DISEASE AWARENESS CAMPAIGN

June 2023

Our social media awareness campaign on Meningococcal B disease raised public awareness of this terrible infection that can produce both disability and death. The onset is quick and severe and can be easily prevented through vaccination. South Australia has offered free Meningococcal B vaccine since 2018, so the announcement by the Queensland Government to provide routine vaccinations for Meningococcal B was very good news, particularly as it is a development for which we have advocated for more than 10 years. IC continues to encourage all states to follow SA and Queensland's lead.



# COMMUNITY RADIO - GDR-95.7

February – December 2023

Presentations and interviews booked on national community radio discussed how the diseases talked about in the media were relevant and real to listeners. These included: influenza, COVID-19, pneumococcal, meningococcal, respiratory syncytial virus Japanese encephalitis, travel vaccinations and general healthcare infection control precautions.

The target audience was people aged 50 years and over, reaching approximately 500,000 national listeners. This was an effective way to engage a wide and culturally diverse audience.

The call-to-action was to speak to your GP, pharmacist or immunisation provider to discuss and seek advice on keeping up-to-date with all vaccinations, particularly if you're travelling overseas.



# COMMUNITY TV

May – September 2023

We ran two television promotions educating viewers on influenza and about the role of the Immunisation Coalition.

The videos ran on free-to-air in peak and off peak times, 7 days a week, for a total of 602 spots.

## ABOUT THE IMMUNISATION COALITION (animation video)

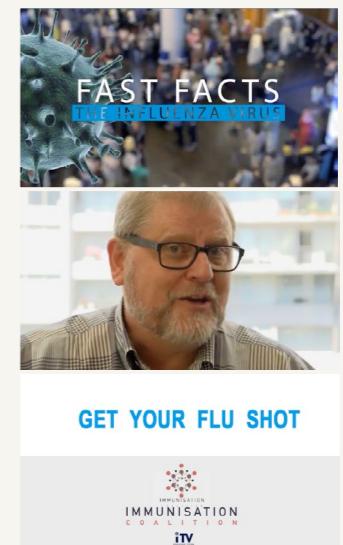
\*historical peak prime time advertisements driven by IC.



WATCH IT HERE

## FAST FACTS - THE INFLUENZA VIRUS

By Professor Robert Booy



WATCH IT HERE

# MEDIA RELATIONS

The Immunisation Coalition continues to inform the community through its media relations. For much of the activity, we utilise a Meltwater database that allows us to issue media releases as required, and to monitor the subsequent activity. The aim of our media communications is to influence government, healthcare decision makers and the public on the importance of vaccinations.

We do this with frequent communication, a critical component of disease control and prevention, helping to mitigate the spread of diseases and save lives. It is important that public health authorities and governments prioritise transparent, evidence-based and accessible communication to protect the health and well-being of all communities.

Effective communications helps disseminate vital information, raise awareness and promote preventative measures especially during outbreaks. The following is a list of the media communications generated over a 12 month period.

**6 DECEMBER 2022**

*Radio release*

**Experts Are Urging Holiday Makers To Book In Advance Their Travel Vaccinations Before They Leave!**

The festive season is around the corner and Australians are now turning their thoughts to travel destinations. Wherever you travel within Australia or abroad, being fully vaccinated should be a priority in your travel plans.

**19 JANUARY**

**Experts Recommend Vaccinations For WorldPride 2023**

The WorldPride event is imminent and vaccination against Mpox is strongly recommended for both urban and rural participants. The recommended vaccination in Australia requires two doses to be given one month apart. It is equally important to ensure that everyone is up to date with their Covid-19 vaccinations.

**7 FEBRUARY**

**Breaking News: Immunisation Coalition Becomes Approved CPD Educator**

The Immunisation Coalition is now able to offer all GP's a comprehensive training program based on the latest scientific information, ensuring best practice in immunisation, and optimal clinical outcomes for patients in their care.

**24 APRIL**

**Raising Awareness Of Seven Vaccine Preventable Diseases**

The Immunisation Coalition (IC) is launching its annual Immunisation Action Week (IAW) to raise awareness of seven common, but vaccine preventable, diseases.

**27 APRIL**

**Media Alert (released in MLB, SYD and BNE)**

**Free Influenza Vaccination Day**

Influenza (flu) is not simply a 'bad cold'; it can result in serious health complications which may lead to hospitalisation and even death and is caused by a different virus to the common cold.

The Immunisation Coalition (IC) is conducting a FREE Flu Vaccination Day for people 18 – 64 years of age as part of Immunisation Action Week (IAW) in VIC, NSW, and inaugural events in BNE & SA.

**28 APRIL**

**Free Influenza Vaccination Day**

10am – 4pm for 18yrs+ and under 65 yrs

The Immunisation Coalition (IC) is conducting a free influenza vaccination day for people 18 to 64 years of age as part of Immunisation Action Week (IAW):

**28 APRIL**

**Healthcare Experts Encourage Australians To Get Your Influenza Vaccination Today**

Encouraging Australians to get the Flu vaccination this winter.

**9 MAY**

**Brisbane City First Ever**

On April 28, a Free Flu Vaccination day was held at the Brisbane City Hall where hundreds of locals queued to roll up their sleeves and get vaccinated. This was a first for Brisbane, as part of the Immunisation Coalition's Immunisation Action Week.

**5 JUNE**

**COVID-19 And Influenza Can Catch You Anywhere And Anytime**

The Immunisation Coalition is launching an important public awareness campaign urging all Australians to get up to date with their COVID-19 booster and Flu vaccinations without delay.

Winter is now upon us and today all Australians should know that COVID-19 and Influenza can catch you Anywhere and Anytime.

**15 JUNE**

**COVID-19 And Influenza Can Catch You Anywhere And Anytime**

To raise awareness and urge Australians to get up to date with their 6-month COVID-19 booster and flu vaccinations.

**15 JUNE**

*Radio release*

**COVID-19 And Influenza Can Catch You Anywhere And Anytime**

Recording of key messages state in 7 different ways and aired during news bulletins.

**19 JULY**

**Experts Are Urging Use Of Antiviral Medications To Slow The Spread Of Influenza**

Australia is currently experiencing a severe Influenza season. Those experiencing flu-like symptoms should see their GP for testing, and commence treatment immediately if positive. "Influenza B is surging throughout Australia and for the thousands of people who intended to get vaccinated and are now showing symptoms, it is simply too late. It is critical for people who have just developed Influenza to reach out urgently to their GP for antiviral treatment", said Professor Robert Booy.

**20 JULY**

**Experts Are Urging Use Of Antiviral Medications To Slow The Spread Of Influenza This Winter**

Antivirals for treatment of influenza can be very effective, but must be taken within 48 hours of symptoms - so it is important to see a GP as soon as possible.

**22 JULY**

**National Free Influenza Vaccinations Needed This Winter Season**

Australia is currently experiencing a severe Influenza season potentially based on restricted indoor / outdoor social activities. The Western Australian Government currently provides free flu vaccination throughout the entire state and recently the Queensland Government is also now offering free flu vaccines for the state. Influenza B is surging throughout Australia and it is critical right now, people speak to their GP, Pharmacist or Immunisation Provider to get their Flu vaccine today.

**25 JULY**

### **State Government To Reinstate Free Flu Vaccinations For All**

The Immunisation Coalition is concerned that Australians may be unprotected, putting themselves at risk, as well as those around them. Those at highest risk of serious complications from influenza are children under 5, pregnant women, older Australians, indigenous people, and those with underlying health conditions. The flu shot should be free for all of those groups.

**2ND AUGUST**

### **Experts Urge All State Governments To Adopt Free Flu Vaccination Today**

Recently, the Queensland government is currently offering free flu vaccinations to all Queenslanders to address the recent increase in hospital assistance. The Immunisation Coalition urges all states and territories to offer the same program this winter.

**3 AUGUST**

### **Experts Urge All State Governments To Offer Free Flu Vaccine Today**

The Immunisation Coalition (IC) is concerned that many Australians remain unprotected against high levels of influenza still circulating within our communities. Of particular concern are the high levels of the influenza B strain which is often responsible for causing serious illness in children. With 187,000 laboratory confirmed cases this year, almost half have been recorded in children under 15 years of age.

**4 AUGUST**

### **Meningococcal B Vaccination Introduced By Queensland Government**

The Immunisation Coalition applauds the introduction of routine Meningococcal B vaccination by the QLD Government, a development for which we have advocated for more than 10 years.

**14 AUGUST**

### **Professor Mary-Louise McLaws AO, Remembered As A Leading Epidemiologist And Past Director Of The Immunisation Coalition**

Dr Rodney Pearce AC, Chairman of the Immunisation Coalition would like to acknowledge the incredible life's work of Professor Mary-Louise McLaws AO as a leading Australian epidemiologist who publicly led Australians through the COVID-19 pandemic from March 2020, peacefully passing away last Saturday.

**6 SEPTEMBER**

**4BC Radio**

### **Travel Vaccinations**

News release & interview with A/Prof Paul Griffin.

**7TH SEPTEMBER**

**Channel 7 News**

### **Travel-GPs on the importance of vaccinations**

Interview with Dr Deb Mills & A/Prof Paul Griffin.

**17TH SEPTEMBER**

**ABC RN Radio**

### **Travel vaccination preparation and safety precautions**

Live interview with A/Prof Paul Griffin.

**18 SEPTEMBER**

### **Media Releases (\*one for consumers and one for trade)**

### **Your Passport To Adventure Begins With Vaccination**

\* With a renewed sense of excitement and freedom, Aussies are embracing the chance to explore hotspot destinations, timeless holiday havens and experience immersive encounters. In fact, more than half (56%) of Aussies say the pandemic has made them more motivated to travel than ever before<sup>1</sup>. But amidst planning, packing, and preparing, there could be one potentially fatal check list item Aussies are forgetting.

\* With a renewed sense of excitement and freedom, Aussies are embracing the chance to explore hotspot destinations, timeless holiday havens and experience immersive encounters. Visit your travel GP to discuss recommended vaccinations 6-8 weeks prior to departure.

**31ST OCTOBER**

### **The Immunisation Coalition applauds the decision by the Australian Government to make the new zoster vaccine available to people aged 65 and over**

From the 1st November 2023, the new zoster vaccine (Shingrix) will be freely available for Australians aged 65 years and over, First Nations and Torres Strait Islanders people 50 years and over, and immunocompromised people 18 years and over at high risk of herpes zoster infection. This follows the advice from the independent medicines experts at the Pharmaceutical Benefits Advisory Committee (PBAC) and the Australian Technical Advisory Group on Immunisation (ATAGI).

**31ST OCTOBER**

### **The Importance of Influenza Vaccinations**

Today we celebrate International Influenza Day. Influenza seasons are unpredictable and can vary from year to year from very mild (eg 2018) to very severe (eg 2019). While we have antivirals to treat influenza infections, the best prevention method is still vaccination.

**23 NOVEMBER**

### **Multiple Infections on the Rise. Experts at the Immunisation Coalition are concerned about the rise of infections in the community**

A lot of infections are currently on the rise both bacterial and viral. The lifting of COVID-19 restrictions means people are mixing more. Latest figures for Pertussis show a trebling of disease compared with last year. Meningococcal has doubled in 2 years and Streptococcal infection has also risen sharply. The Immunisation Coalition is calling on people to be aware of the symptoms of serious infections, seek medical advice when developing serious symptoms like high fever, shortness of breath or prolonged coughing.

Many infections can be prevented by vaccination but early recognition of serious symptoms can be lifesaving.

# EDUCATIONAL ACTIVITIES

While the Annual Scientific Meeting is about to enter its 25th year, our wider educational activities began as an Influenza slide deck developed in 2014 as a tool to be shared with educators to ensure they had the most up to date and relevant information about influenza. This was updated each year and became the basis for our first influenza webinar, produced in 2017 and presented by Angela Newbound. In the same year we held our inaugural Adult Immunisation Forum, and our Education Program was born.

With the appointment of Andrew Minton as Education Manager at the beginning of 2023, and the introduction of an accredited CPD program, educational activities now represent a major part of the overall Immunisation Coalition activities. Also introduced this year was the Primary Care Infectious Diseases Meeting (PCIDM), our 3rd major annual educational event.

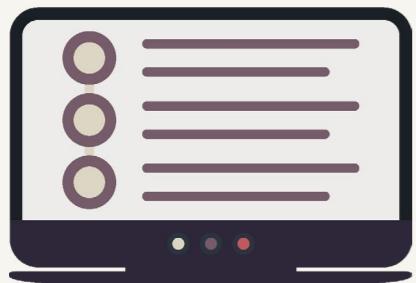
There were 19 individual education activities in 2023, consisting of CPD and non-CPD, sponsored and non-sponsored events. In total, we attracted over 8,000 registrations (over 5,000 participants), averaging 265 participants per event. This is above the Industry standard, a benchmark we use to compare performance KPIs.

Our database membership has grown significantly, to more than double in the 12 months to December 2023 (over 5000). We will continue to explore opportunities to grow our database membership and promote the IC brand. This includes offering, for the first time, online modular learning programs.

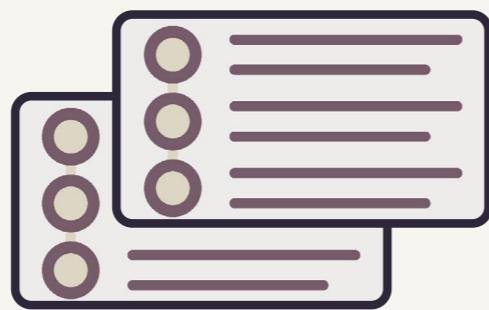
The education outlook remains positive as we continue to offer high quality HCP education covering the needs of all HCPs involved in immunisation and vaccination against infectious diseases. The development of a Learning Management System (LMS) means that we will be more efficient and able to offer registrants a more streamlined service.



## ABOVE INDUSTRY STANDARD FOR NUMBER OF PARTICIPANTS AT EVENTS



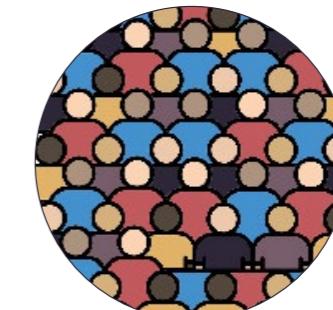
5000+  
MEMBERS IN OUR  
DATABASE



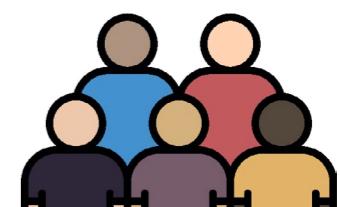
DATABASE  
DOUBLED  
IN 12 MONTHS



8,000+  
REGISTRATIONS



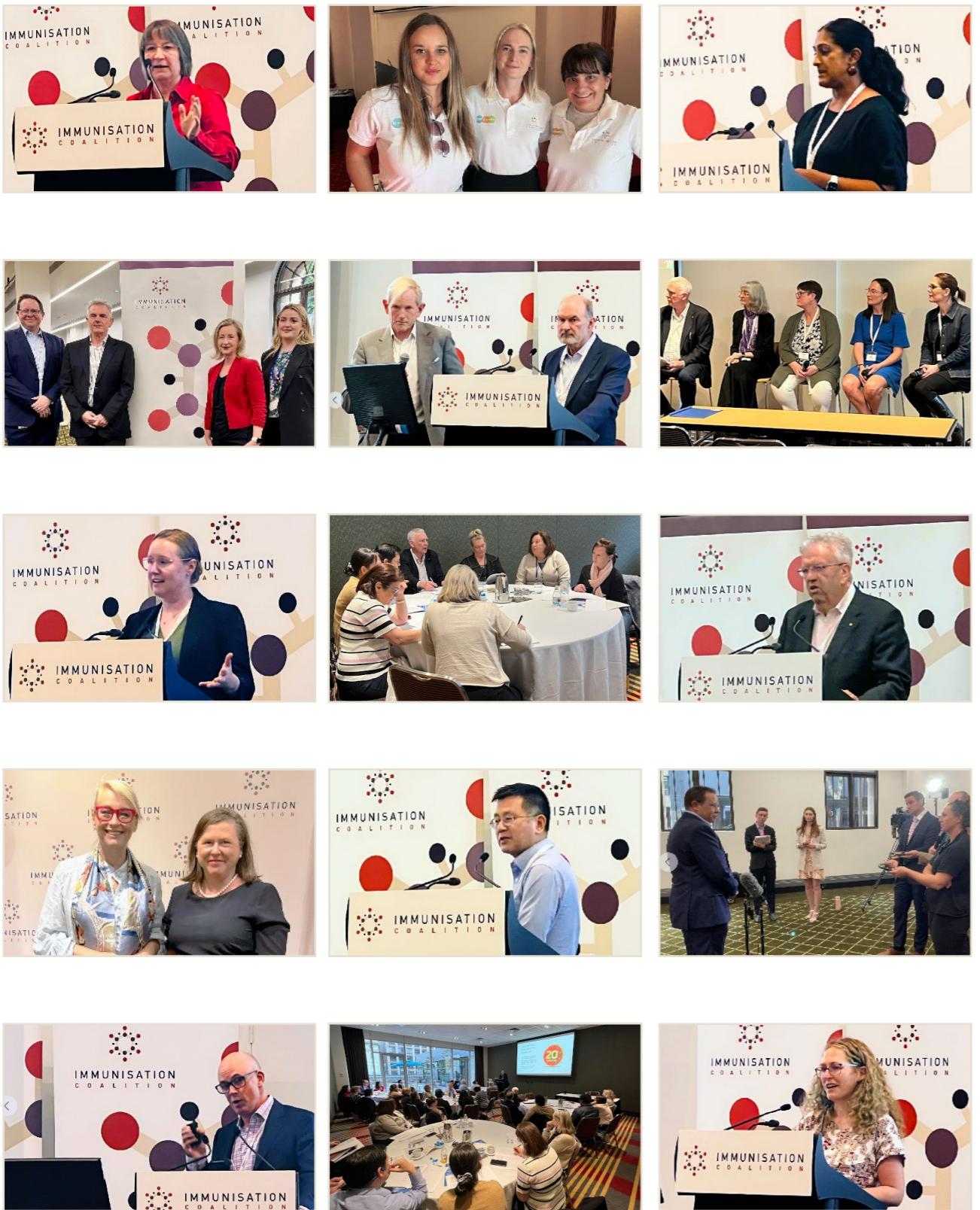
5,000+  
PARTICIPANTS



265  
PARTICIPANTS  
PER EVENT (AVG)

# MAJOR EDUCATIONAL EVENTS

Each of our major educational events were hybrid, allowing us to increase our reach nationally and substantially boosting participation numbers. All three events were CPD accredited, of which the inaugural Primary Care Infectious Diseases Meeting offered for the first time a 'Reviewing Performance' CPD type: This is important for GPs which was reflected in the number of GPs attending this meeting. We look forward to expanding upon all three events in 2024.



## ANNUAL SCIENTIFIC MEETING

4th-5th February

The 24th ASM was a 2 day event, held at the Pullman Hotel, Melbourne, and was an RACGP & ACRRM CPD accredited event for online participants. Professor Lou Irving chaired the meeting of 21 local and International speakers over both days. Starting on Sunday at 5:15PM and ending around 9pm after a formal dinner, audience engagement was high with many questions coming from both the floor and online participants.

We received welcomes from the Hon Federal Healthcare Minister Mark Butler, Hon Shadow Minister Anne Ruston and Hon Victorian State Health Minister Mary-Anne Thomas: A big thanks Elizabeth Miller for organising their support.

We look forward to next year's 25th ASM, adding into the program speaker discussion panels.

**2023 ANNUAL SCIENTIFIC MEETING**  
Session 1 | Sunday 5 February

Dr Michael Laihan  
Prof Barry Johnson  
A/Prof Elizabeth Miller  
Dr Shireen Laihan  
Prof Bill van der Heijden  
Prof Ross McEwan  
Prof Karen Ebdon

**2023 ANNUAL SCIENTIFIC MEETING**  
Session 2 | Monday 6 February

Prof Peter Irving  
Prof Terry Nelson  
Prof Zyan Abdulla  
Prof Michael Johnson  
Prof Gary Stibbe  
Prof Jane Cheng

**2023 ANNUAL SCIENTIFIC MEETING**  
Session 3 | Monday 6 February

A/Prof James McPherson  
A/Prof Bridget Barber  
Prof Kate Parry  
Dr Patricia Cattaneo  
Dr Jennifer Doherty

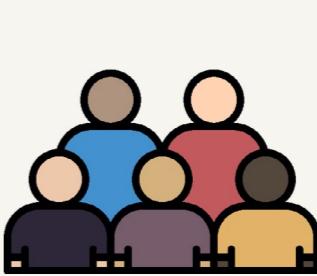
**2023 ANNUAL SCIENTIFIC MEETING**  
Session 4 | Monday 6 February

Prof Peter Richardson  
Dr Dominic Salvatore  
Prof P.M.B. Yeung  
A/Prof P.M.B. Yeung  
Dr Michael Rosewood

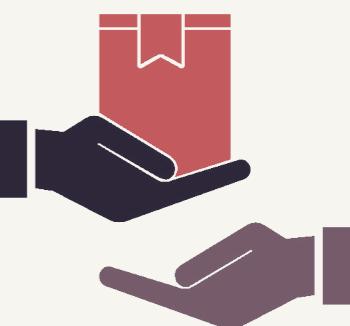
**MORE INFORMATION FROM THE IC WEBSITE**



**576**  
REGISTRATIONS



**492**  
PARTICIPANTS



**8**  
SPONSORS

## ADULT IMMUNISATION FORUM

22nd June

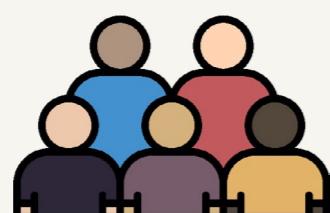
This was the 7th Adult Immunisation Forum, held at the Pan Pacific Hotel, Perth, directly after the CDIC/PHAA meeting at the Perth Conference Centre. As with the other major educational events, it was RACGP and ACRRM CPD accredited for online participants,

Dr Rod Pearce AM chaired the meeting of 15 well-respected Australian speakers.

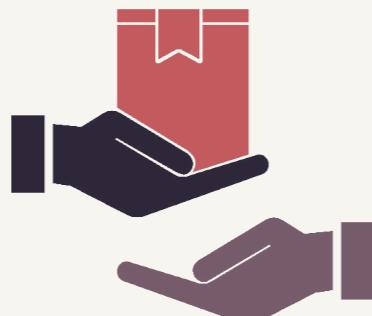
The topics and quality of the speakers attracted the following:



836  
REGISTRATIONS



751  
PARTICIPANTS



8  
SPONSORS

7th ADULT IMMUNISATION FORUM  
PROGRAM  
HYBRID EVENT  
Pan Pacific Perth Hotel, Perth  
22 JUNE 2023  
CHAIRED BY  
Dr Rod Pearce AM

7th ADULT IMMUNISATION FORUM Session 1 | 22 June 2023  
Katie Attwell, Rod Pearce, Lauren Bloomfield, David Muller, Ken Griffiths  
Impact of COVID Vaccine Mandates, Pandemic's Impact on GPs, Vaccine Safety and Vaccine Effectiveness, Complete Protection By A Single Dose Skin Patch Delivery System - Spike Vaccine  
08:30am, 08:55am, 09:20am, 09:45am, 10:10am

7th ADULT IMMUNISATION FORUM Session 2 | 22 June 2023  
Annaleise Howard-Jones, Peter Richmond, Chris Blyth  
Japanese Encephalitis and Murray Valley Encephalitis, RSV and Pregnancy, Protecting the Future - What's New in Antenatal Vaccination  
11:05am, 11:30am, 11:55am

7th ADULT IMMUNISATION FORUM Session 3 | 22 June 2023  
Tony Cunningham, Laurens Manning, Deb Strickland  
Adult Shingles Disease and the Potential Impact of a Vaccine, Immunotherapy Therapies  
1:20pm, 1:45pm, 2:10pm

7th ADULT IMMUNISATION FORUM Session 4 | 22 June 2023  
Paul Van Buynder, Angela Newbound, Robert Booy, Bruce Langoufant  
Pneumococcal Diseases (PCV 13, 23, 21), Pneumococcal Vaccination Tool (PVTV) Update, Meningococcal Disease, The Power of Working Together  
3:00pm, 3:25pm, 3:50pm, 4:15pm

A post-event, high-quality newsletter summarising the meeting was developed and sent out to all IC database members.

[VIEW NEWSLETTER](#)

[MORE INFORMATION FROM THE IC WEBSITE](#)

## IMMUNISATION FOR HEALTH & LIFE: INAUGURAL PRIMARY CARE INFECTIOUS DISEASE MEETING

7th October

This was the inaugural Primary Care Infectious Diseases Meeting, held at RACV Melbourne and chaired by Dr Rod Pearce AM. As a new event to the IC calendar, this meeting was designed to attract healthcare professionals from the primary care sector, and maximise audience engagement. There were 391 participants (629 registered) with 80 delegates onsite, consisting of mostly GPs.

Supported by the IC GP Education Committee, the program consisted of 8 rapid-fire short presentations, 2 keynote presentations, 2 panel discussions and 6 workshops (4 onsite, 2 online). The workshops consisted of patient case examples to work through and awarded 1.5 Reviewing Performance CPD hours.

Next year will likely be hosted in Sydney with the aim of attracting more GPs and building a greater footprint in preventable infectious disease education. As an inaugural meeting, we were pleased to attract 6 sponsors.

IMMUNISATION  
INNOVATING  
IMMUNISATION FOR  
HEALTH AND LIFE  
Inaugural Primary Care Infectious Disease Meeting  
PROGRAM  
HYBRID EVENT  
RACV City Club,  
501 Bourke St, Melbourne  
7 OCTOBER 2023  
CHAIRED BY  
Dr Rodney Pearce AM

7th ADULT IMMUNISATION FORUM Session 1 | 7 October 2023  
Dr Rodney Pearce AM, Dr Leanne Jones, Dr Catherine Street, Prof Gary Grimshaw, Dr Sarah McInnes  
Impact of COVID Vaccine Mandates, Pandemic's Impact on GPs, Complete Protection By A Single Dose Skin Patch Delivery System - Spike Vaccine, Vaccination by Primary Health Care Nurses  
10:00 am, 10:15 am, 10:30 am, 10:45 am

7th ADULT IMMUNISATION FORUM Session 2 | 7 October 2023  
Dr Deborah Mills, A/Prof Georgia Paxton  
Travel vaccines in general practice, Challenges and approaches to vaccinating the isolated and vulnerable patient  
11:00 am, 11:30 am, 12:10 pm

7th ADULT IMMUNISATION FORUM Session 3 | 7 October 2023  
Workshop 1: A practical approach using vaccine recommendations, Workshop 2: Managing immunocompetence with underlying diseases, medical conditions and Rx medications  
1:45 pm

7th ADULT IMMUNISATION FORUM Session 4 | 7 October 2023  
Panel Discussion: Q&A and take-home messages, Workshop 3 (online): Managing immunocompetence with underlying diseases, medical conditions and Rx medications, Workshop 4: Vaccine catch-up, Workshop 5: The incoming migrant family, Workshop 6 (online): The incoming migrant family  
3:30 pm, 4:15 pm

7th ADULT IMMUNISATION FORUM Session 1 | 7 October 2023  
Dr Rodney Pearce AM, Dr Leanne Jones, Dr Catherine Street, Prof Gary Grimshaw, Dr Sarah McInnes  
Impact of COVID Vaccine Mandates, Pandemic's Impact on GPs, Complete Protection By A Single Dose Skin Patch Delivery System - Spike Vaccine, Vaccination by Primary Health Care Nurses  
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3:30 pm, 4:15 pm



[VIEW NEWSLETTER](#)

[MORE INFORMATION FROM THE IC WEBSITE](#)

# WEBINARS & PANEL DISCUSSIONS

The following activities were all virtual events, ranging from 1–2 hours in duration. Several were CPD accredited whilst the rest were presented for the purpose of providing up-to-date information to the scientific and healthcare community.

The events were recorded and made available to watch on the IC website and YouTube channel.

## MENINGOCOCCAL UPDATE

22nd February

Host: IC

CPD accredited: No

Speaker: Prof Robert Booy

Moderator: Dr Andrew Baird

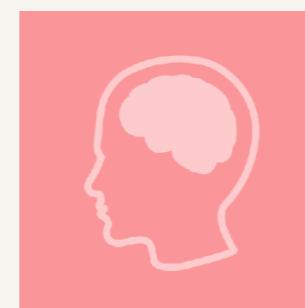


107  
REGISTRATIONS



41  
PARTICIPANTS

## WEBINAR



INFORMATION & RECORDING FROM THE IC WEBSITE

## HPV UPDATE

8th March

Host: IC

CPD accredited: No

Speaker: Angela Newbound

Moderator: Dr Andrew Baird

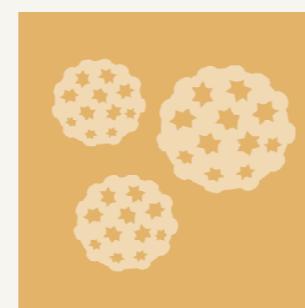


372  
REGISTRATIONS



119  
PARTICIPANTS

## WEBINAR



INFORMATION & RECORDING FROM THE IC WEBSITE

## INFLUENZA UPDATE

29th March

Host: IC

CPD accredited: No

Speaker: Angela Newbound

Moderator: Dr Andrew Baird

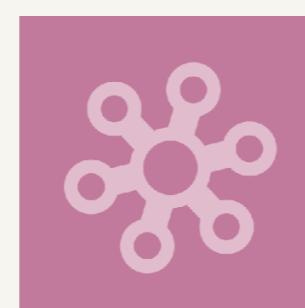


168  
REGISTRATIONS



163  
PARTICIPANTS

## WEBINAR



INFORMATION & RECORDING FROM THE IC WEBSITE

## COVID-19 AND FLU PANDEMIC PLANNING IN PRIMARY CARE: LESSONS LEARNT FROM THE UK APPLICABLE TO GPS IN AUSTRALIA

4th April

Host: Praxhub

CPD Accredited: 1 hr CPD

Chair: Prof Robert Booy

Speakers: Prof Richard Hobbs  
Dr Peter Eisenberg



781  
REGISTRATIONS



421  
PARTICIPANTS

INFORMATION & RECORDING FROM THE IC WEBSITE

## PANEL DISCUSSION



## WEBINAR



## PRIMARY CARE MEASURES TO HELP PROTECT THE COMMUNITY AND THE TRAVELLER DURING JAPANESE ENCEPHALITIS OUTBREAKS

9th May

Host: Praxhub

CPD Accredited: 1 hr CPD

Chair: Dr Rodney Pearce AM

Speakers: A/Prof Phillip Britton  
Prof Colleen Lau



829  
REGISTRATIONS



332  
PARTICIPANTS

INFORMATION & RECORDING FROM THE IC WEBSITE

## COVID-19 UPDATE

10th May

Host: IC

CPD accredited: No

Speaker: A/Prof Gary Grohmann

Moderator: Dr Andrew Minton, PhD



131  
REGISTRATIONS



58  
PARTICIPANTS

INFORMATION & RECORDING FROM THE IC WEBSITE

## WEBINAR



## HALVING THE RISK OF CARDIOVASCULAR DEATH WITH THE FLU SHOT

30th May

Host: Praxhub

CPD Accredited: No

Chair: Prof Timothy Tan

Speakers: Prof Dominic Dwyer

Dr Adam Nelson

Dr Anita Muñoz



94  
REGISTRATIONS



54  
PARTICIPANTS

### PANEL DISCUSSION



[INFORMATION & RECORDING FROM THE IC WEBSITE](#)

## PNEUMOCOCCAL DISEASE UPDATE

7th June

Host: IC

CPD accredited: No

Speaker: Angela Newbound

Moderator: Dr Andrew Minton, PhD

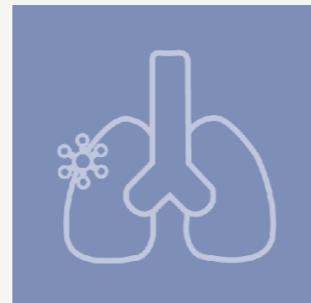


413  
REGISTRATIONS



199  
PARTICIPANTS

### WEBINAR



[INFORMATION & RECORDING FROM THE IC WEBSITE](#)

## HALVING THE RISK OF CVD WITH SEASONAL FLU PROTECTION: A MULTI-DISCIPLINARY APPROACH FOR PRIMARY CARE

29th June

Host: Praxhub

CPD Accredited: 1 hr CPD

Speakers: Dr Adam J Nelson

Dr Anita Muñoz



132  
REGISTRATIONS



79  
PARTICIPANTS

### PANEL DISCUSSION



[INFORMATION & RECORDING FROM THE IC WEBSITE](#)

## RESPIRATORY SYNCYTIAL VIRUS: A CRITICAL ROLE FOR GPS PENDING NEW VACCINE OPTIONS

1st August

Host: Inovating

CPD Accredited: 1 hr CPD

Chair: Prof Louis Irving

Speakers: A/Prof Michael Woodward

Prof Margie Danchin

Dr Rod Pearce AM



624  
REGISTRATIONS



401  
PARTICIPANTS

### WEBINAR



[INFORMATION & RECORDING FROM THE IC WEBSITE](#)

## PROFESSOR ALLAN CRIPPS MEMORIAL TRIBUTE ON INVASIVE PNEUMOCOCCAL DISEASE

10th August

Host: Inovating

CPD Accredited: 2 hrs CPD

Chair: Dr Sarah Chu

Speakers: Prof Robert Clancy AM

Prof Prof Nigel Crawford

Prof Katie Flanagan

Dr Sanjay Jayasinghe



477  
REGISTRATIONS



326  
PARTICIPANTS

### WEBINAR



[INFORMATION & RECORDING FROM THE IC WEBSITE](#)

## HALVING THE RISK OF CVD WITH SEASONAL FLU PROTECTION: A MULTI-DISCIPLINARY APPROACH FOR PRIMARY CARE

29th June

Host: Praxhub

CPD Accredited: 1 hr CPD

Speakers: Dr Adam J Nelson

Dr Anita Muñoz



132  
REGISTRATIONS



79  
PARTICIPANTS

### PANEL DISCUSSION



[INFORMATION & RECORDING FROM THE IC WEBSITE](#)

## RSV UPDATE

23rd August

Host: IC

CPD accredited: No

Speaker: Dr Gemma Saravacos, PhD

Moderator: Dr Andrew Minton, PhD

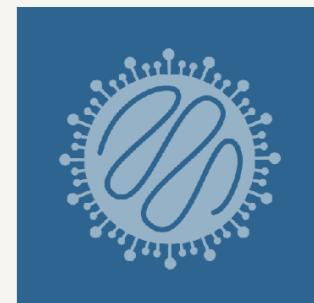


442  
REGISTRATIONS



139  
PARTICIPANTS

### WEBINAR



[INFORMATION & RECORDING FROM THE IC WEBSITE](#)

## PERTUSSIS UPDATE

13th September

Host: IC

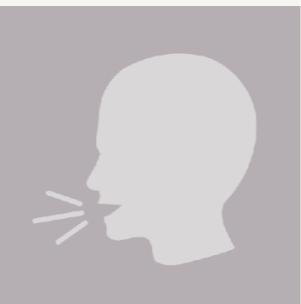
CPD accredited: No

Speaker: Dr Andrew Baird

Moderator: Dr Andrew Minton, PhD



### WEBINAR



INFORMATION & RECORDING FROM THE IC WEBSITE

## HEALTH TECHNOLOGY ASSESSMENT

19th October

Host: IC

CPD accredited: No

Chair Liz De Somer

Speakers: Dr Leanne Jones  
Dr Rodney Pearce AM



### WEBINAR



INFORMATION & RECORDING FROM THE IC WEBSITE

## SHINGLES UPDATE

15th November

Host: IC

CPD accredited: No

Speaker: /Prof John Litt AM

Moderator: Dr Andrew Minton, PhD



### WEBINAR



INFORMATION & RECORDING FROM THE IC WEBSITE

## ONLINE PEER LEARNING: TRAVEL VACCINATION IN GENERAL PRACTICE

28th November

Host: Inovating

CPD accredited: 1 hr CPD

Reviewing Performance

Presenter: Dr Anita Muñoz



### WEBINAR



INFORMATION & RECORDING FROM THE IC WEBSITE

# COLLABORATIVE EVENTS

## SAC INDUSTRY BRIEFINGS

Past and present members of the SAC are afforded the opportunity of being informed by representatives of the Pharmaceutical Industry about their clinical studies, and progress of their respective vaccine pipelines. The information provided is commercial in confidence, so it is not shared with the public, or those outside of the SAC members. It does however enable the IC to be at the forefront of vaccine development knowledge.

The SAC Industry briefings are usually moderated by Prof Robert Booy in his capacity as chair of the SAC.

## ROUNDTABLE MEETINGS

The concept of the round table was developed in 2018, at a time when pharmacists were first given the right to provide influenza vaccination to the private market. A series of meetings were organised aimed at bringing together GPs and pharmacists, along with the pharmaceutical industry, to find common ground, and ultimately improve vaccination coverage rates during the flu season.

In 2021 the roundtable was re-established with the following objectives:

- Bring industry, government, and other related parties together to identify and solve issues that might otherwise impede vaccination rates in Australia.
- Create better outcomes for Australians through a unified approach to influenza vaccination messaging, in the lead up to, and during the annual influenza season, and beyond.

Meeting weekly during the peak season, and monthly in the off season, in the past twelve months we have welcomed numerous pharmaceutical industry representatives, GPs, pharmacists, distributors, and government personnel to the roundtable. Some of the issues covered were influenza vaccination of children under 5, state Government participation in free vaccination programs, and vaccine distribution.

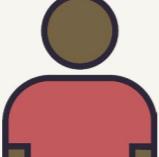
# PUBLICATIONS

## DAILY MEDIA BULLETIN

The Immunisation Coalition's daily Media Bulletin is designed to inform our subscribers about the latest issues being reported in the media, and enables our KOLs to be forewarned about potential 'hot topics'. The media is not always accurate in their reporting so it gives the IC an opportunity to reach out to journalists to inform them of the facts on any given issue.

Prof Gary Grohmann and Prof Robert Booy are regular contributors to OpEds in the daily press, which aims to inform both journalists and the public about current vaccine related issues.

PUBLISHED  
**5X**  
PER WEEK



**1,200+**  
RECIPIENTS

**ABOVE  
INDUSTRY**  
OPEN RATE

## WEEKLY NEWSLETTER

Published every Monday, the Weekly Newsletter includes influenza and COVID-19 statistics (confirmed cases), and information about upcoming webinars and meetings hosted by the Immunisation Coalition.

Each edition also contains details of forthcoming events by our partners, spanning local and international spheres within immunisation and infectious diseases. Additionally, the newsletter introduces the latest tools designed by the Immunisation Coalition to assist healthcare professionals such as the Pneumococcal Vaccination Tool and COVID-19 Risk Calculator. Information on the accomplishments of our members and directors, whether they are publishing research or receiving accolades, are also included to keep the community abreast of their industry impact.

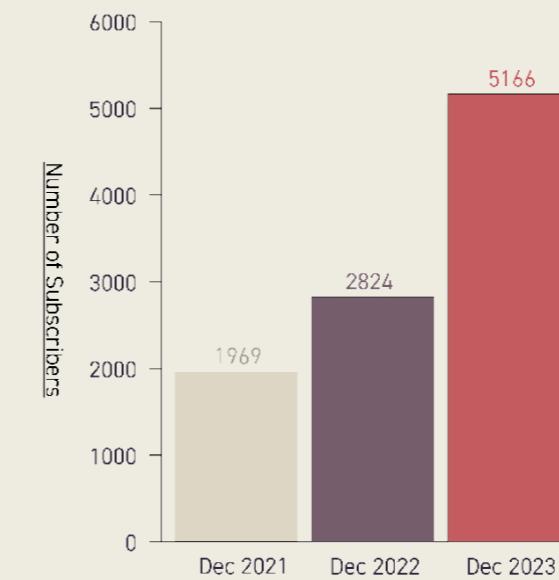
The Weekly Newsletter serves as a comprehensive update, ensuring that readers are well-informed about the Immunisation Coalition's activities and the wider infectious disease landscape.

OPEN RATE  
**AVG  
44%**  
EACH WEEK

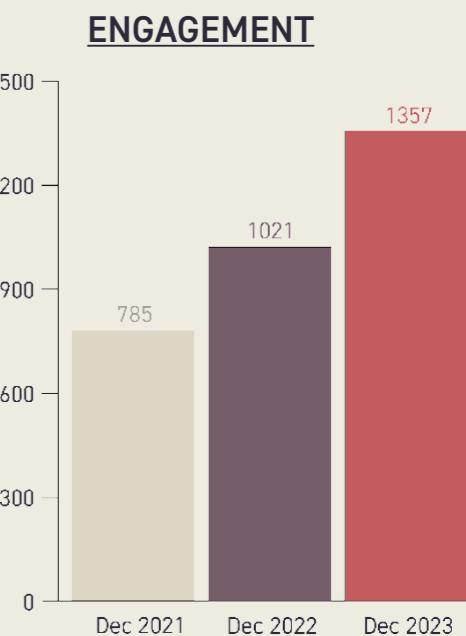


**5,155+**  
RECIPIENTS

### SUBSCRIBERS



**83%**  
INCREASE 2022–2023



**33%**  
INCREASE 2022–2023

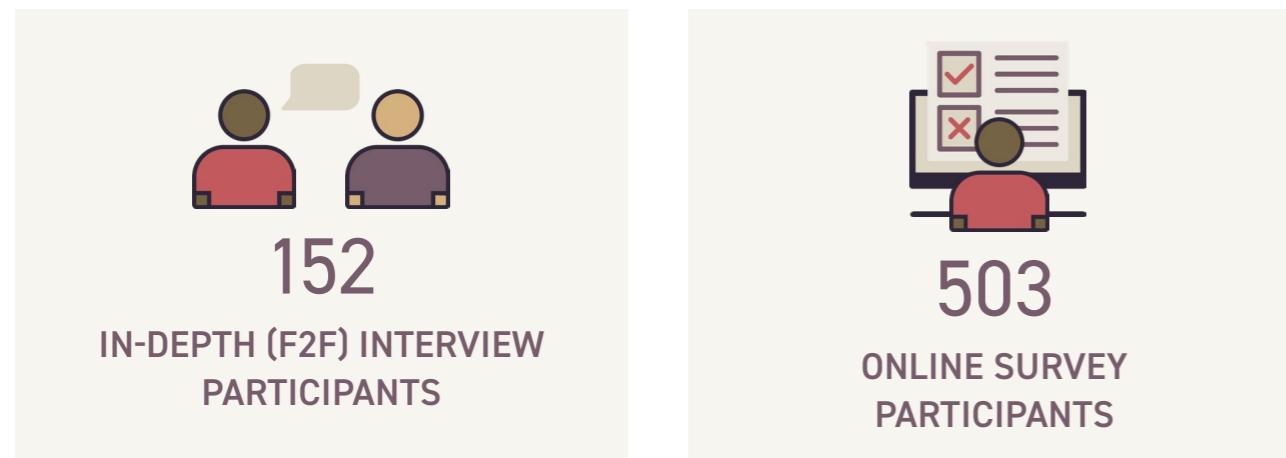
# CONSUMER SURVEYS

The Immunisation Coalition began conducting consumer surveys in 2012, as the Influenza Specialist Group. The first of these was about presenteeism - the notion of attending the workplace while unwell, typically with a cold or possibly the flu. In 2013 the IC commenced an annual survey on attitudes towards the seasonal flu shot. This gave us an insight into why people did, or did not, get their annual influenza vaccination.

As time went by, the importance and usefulness of the consumer surveys began to grow, with health professionals, industry representatives and media all drawing on the data provided. The data from several of these surveys has been analysed by the University of Queensland's School of Public Health in preparation for journal publications. There were four surveys conducted in 2023.

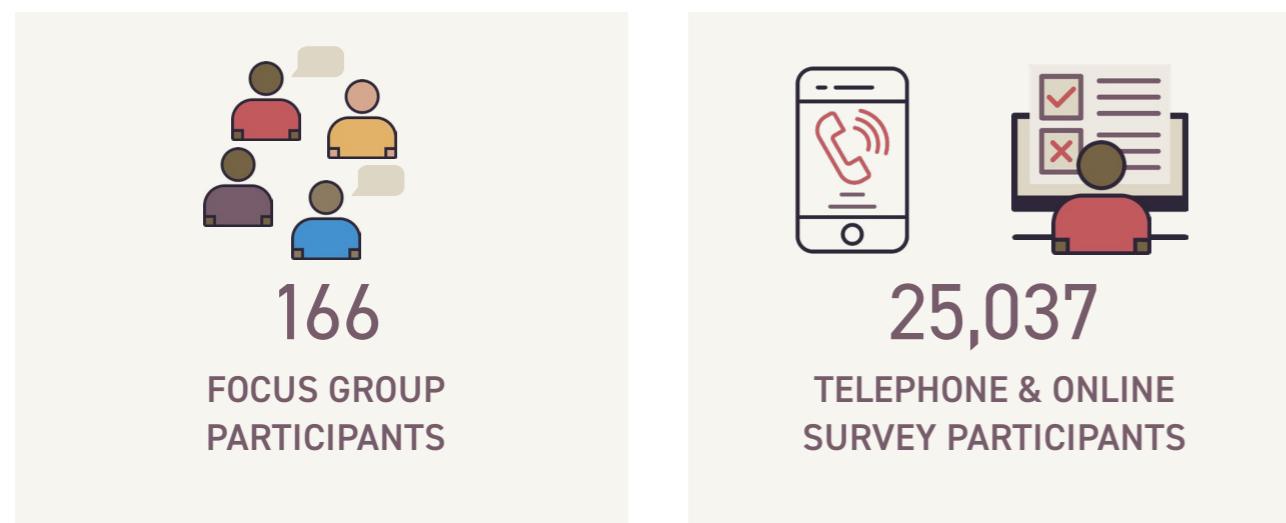
## GP ATTITUDES TO ADULT VACCINATION

To understand prescribing behaviour for certain vaccines (representative of General Practitioners throughout Australia, across all States, Territories, metropolitan, regional & rural areas)



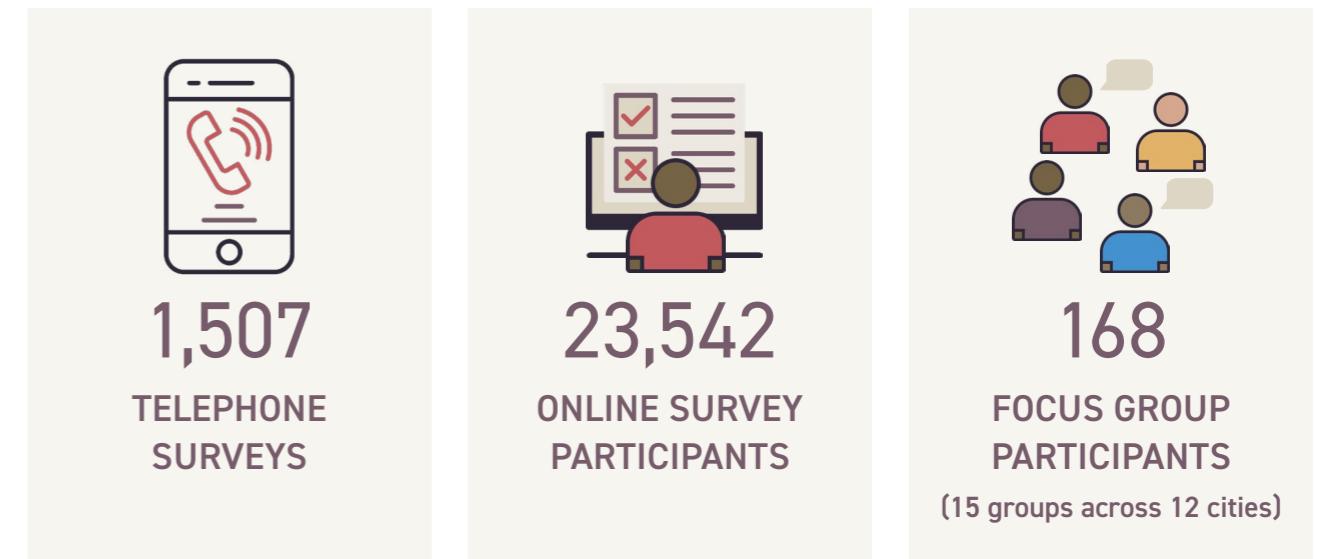
## INFLUENZA VACCINATION: CHILDREN UNDER 5

To understand why influenza vaccination rates for children under 5 are so low (representative of the Australian adult population, across all States, Territories, metropolitan, regional & rural areas).



## ADULT VACCINATION (AGED 50+)

To understand the attitude of people aged 50 and over to recommended but unfunded vaccines (representative of the Australian adult population, across all States, Territories, metropolitan, regional and rural areas).



## GENERAL PRACTITIONER SURVEY

To understand attitudes towards COVID-19 vaccination (representative of GPs & Nurse Practitioners throughout Australia, across all States, Territories, metropolitan, regional & rural areas).



ACCESS THE SURVEYS FROM THE IC WEBSITE

# GUIDES FOR HEALTHCARE PROFESSIONALS

The Guides for Healthcare Professionals are a valuable source for up to date vaccination information on various diseases. We currently publish the following 10 guides. ([click the titles to view the guides](#))

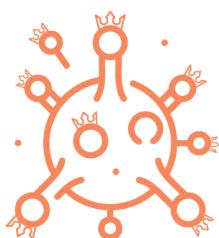
The Guides are updated regularly and are usually released alongside the corresponding disease update webinar hosted annually by the IC.



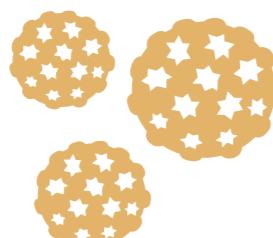
ANTI-VIRAL TREATMENTS FOR INFLUENZA



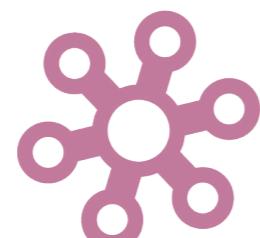
VACCINATION DURING PREGNANCY



COVID-19



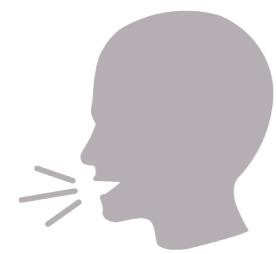
HPV



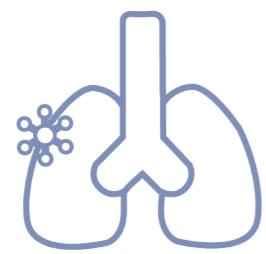
INFLUENZA



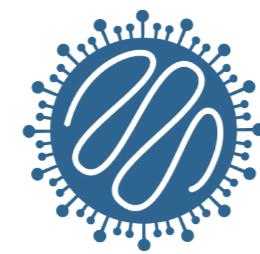
MENINGOCOCCAL DISEASE



PERTUSSIS



PNEUMOCOCCAL DISEASE



RSV



SHINGLES

# DIGITAL COMMUNICATIONS

## SOCIAL MEDIA

Our social media presence on Facebook, LinkedIn, Instagram, X, and Threads plays a pivotal role in fostering community engagement. These platforms do not only serve as conduits for vaccine awareness and education for the general public but also as hubs for healthcare professionals seeking information on upcoming industry events.

By posting key information on vaccination against communicable diseases we ensure the general public are kept up-to-date with the facts, establishing the IC as the leading voice in immunisation information in Australia. Posting updates about our informative webinars and conferences, we ensure that our HCP audience never misses an opportunity for professional development and stays connected with the latest in healthcare discourse.

Over the last 12 months we have increased our presence on all five social media platforms. As a result, we continue to expand our reach, grow our following, and strengthen community engagement with our activities.

We engaged with volunteer students to research areas for improvement in future social media campaigns by investigating digital communication, corporate and grant sectors. Incorporating these useful findings to our current practice enhanced the profile and presence of our online and national influence and reputation. Strategic social media analysis directed messaging to both the general public and HCPs at the times they were often online. This careful targeting strategy resulted in an overall improvement of reach and engagement.

Thank you to the IC Board Directors and members who continued to Like, Comment and Share our posts and provide scientific content that contributes to our continued success.

*CLICK ON THE ICONS*



## IC WEBSITE

The website is a critical tool for the Immunisation Coalition, and Silas Kidd is to be acknowledged for his vision in building a site that is tailor-made for our organisation, providing a unique home for all of our information.

While the site continues to be updated throughout the year, we are dependent on our scientific advisory committee and medical writers to ensure the information it contains about immunisation is scientifically informed, and provides the latest information on vaccines and the diseases they prevent.

We are therefore confident that the website ensures that both healthcare professionals and the public have access to the most up to date and accurate information on immunisation.

# DIGITAL TOOLS

## PNEUMOSMART VACCINATION TOOL

The PneumoSmart Vaccination Tool (PVT), was developed in partnership with IC member Angela Newbound. It is designed to simplify the complex National Immunisation Program (NIP) schedule for vaccination against pneumococcal disease.

The PVT plays a crucial role in assisting healthcare professionals in administering the vaccine by providing up-to-date recommendations and adjustments in line with ongoing developments in pneumococcal disease vaccines and changes to the NIP.

Its dynamic nature ensures that it remains a valuable resource to quickly respond to changes in pneumococcal disease vaccination, and the changing digital landscape.

[MORE INFORMATION FROM THE IC WEBSITE](#)

## CORICAL



The CoRiCal Risk Calculator was launched in late 2021 by the IC in collaboration with QUT, UoQ, Flinders University and the University of Sydney, as a tool to assist GPs talk to their patients about vaccination against COVID-19.

By comparing average outcomes for people who are vaccinated, unvaccinated, have become infected with COVID-19 or develop side effects, the tool helps with decision making around COVID-19 vaccination.

In early 2023 CoRiCal launched a Children's version of the risk calculator. It is specifically designed to assess the risks and benefits to those aged between 5 and 18 years old.

CoRiCAL will continue to respond to the changing COVID-19 environment. The Immunisation Coalition thanks the many experts who have been involved in the development and ongoing monitoring of this important tool.

[MORE INFORMATION FROM THE IC WEBSITE](#)

# NEW INITIATIVES

The Immunisation Coalition is expanding its reach through various online and community initiatives, including educational webinars, communication activities, media releases, awareness campaigns, health promotion events and participation in corporate networking events. This effort aims to enhance our brand and online presence, attract more followers and boost our membership.



## OMEGA

OMEGA is designed to inspire high school students to understand science through learning about infectious diseases, vaccines and epidemics. It provides ready-made lessons with a science teacher's guide to educate secondary students about the use of science to end disease. We call it 'infectious science' inspirational and informative. It has trialled in many schools.

For example, in Victoria, a 10 lesson program was introduced at McKinnon Secondary College in Melbourne, where students actively participated. Teachers around Australia continue to download this online program omega.org.au. Teacher and student feedback has been overwhelmingly positive and many more secondary schools around the country are downloading the free program for year 9 or 10 science curriculum in 2024.

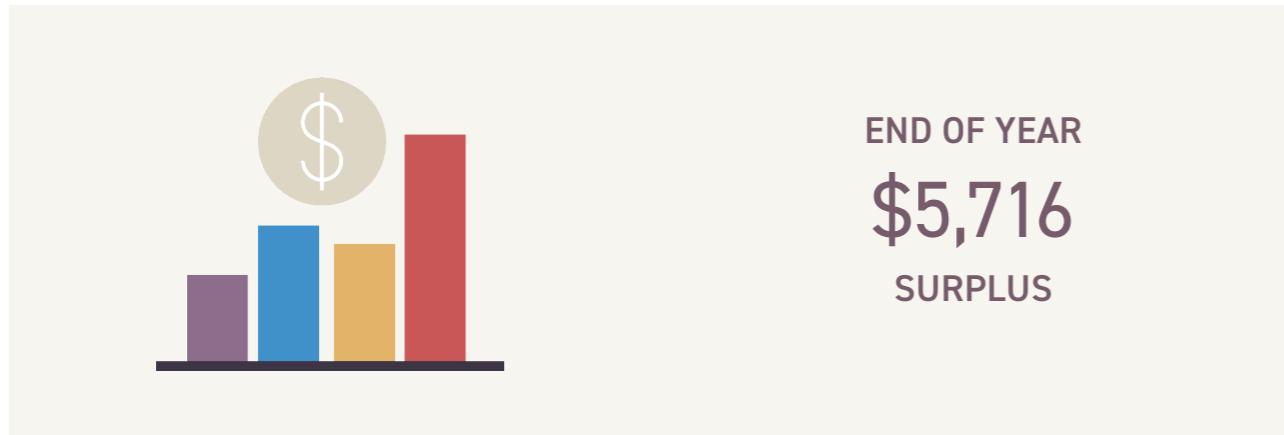
[OMEGA WEBSITE](#)

## LEARNING MANAGEMENT SYSTEM

An LMS is an online platform used to store and make accessible teaching materials for account holders. The IC has invested in such a program to host future education activities including, but not limited to, webinars and modular learning programs. This should save a significant amount of time in producing HCP Certificates (for CPD and non-CPD activities/events) and the generation of output reports. A fully functional LMS should be available in early 2024 and will be critical if we are to offer future learning and behavioural change CPD accredited programs.

# FINANCIALS

The Immunisation Coalition financials are outlined below for the period 1 November 2022 – 31 October 2023.



The majority of our revenue was generated from sponsorships and grants that bolstered our communication and education initiatives, including projects, publications, media releases, and research.

These efforts targeted healthcare professionals and the general public, emphasising the importance of vaccination against preventable infectious diseases.

REVENUE	
Grants/Sponsorships	\$1,555,111
Interest Income	\$52,232
Other	\$20,951
<b>Total Revenue</b>	<b>\$1,628,294</b>
EXPENSES	
Employee Benefits	\$812,411
Conferences & Seminars	\$15,243
Research, Media & Publications	\$568,670
Administrative Expenses	\$83,628
Projects	\$142,626
<b>Total Expenses</b>	<b>\$1,622,578</b>
<b>Current year surplus (deficit)</b>	<b>\$5,716</b>

# LOOKING AHEAD TO 2024

As we look to 2024 there is reason for great optimism and excitement.

The Immunisation Coalition is well placed to continue its trajectory as a leader in immunisation advocacy and education.

As we have seen during the pandemic, necessity has demonstrated the potential for remarkable innovation in vaccine development.

With AI now a ubiquitous tool, the digital world will expand exponentially. We have always known that the technology we see today was, only a few years ago, sitting on a benchtop somewhere being tested and refined. The technology we will see over the next few years will change the way we deliver healthcare.

# SPONSORS & SUPPORTERS

Our sincere thanks to all of our sponsors and supporters who provide the much needed funding and in-kind support during 2023 that ensures we can continue our important work of protecting all Australians from vaccine preventable diseases.

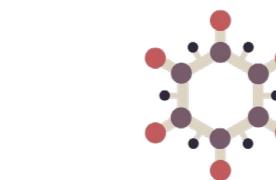
(click the logos to go to the websites)



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