



Householders' Options to Protect the Environment (HOPE) Inc.

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Think Globally. Act Locally!

8 November 2025

President's Report Annual General Meeting 2025

This year we have sought advice from two social media consultants on our messaging strategy, voice and means of communication. A big thank you to Karan for your advice and work on our laptop funding campaign! There has been some turnaround in our social media team. I want to thank Charmaine for her many years of hard work in this space. Thank you very much to our new volunteers who have stepped up to help in our social media space. This is integral to sharing HOPE's message, work and resources with the public. Going forward we will be reviewing our most successful social media messages to help build our communication 'pillars' for a more cohesive messaging strategy.

We have sought advice and feedback on ways to improve our website for ease of accessibility and resource sharing. Thank you to Yaoyao for diligently chipping away at this mammoth task with the resources at hand. In the long term our plan is to acquire funding for a new website, in the meantime we will continue to optimize our existing website and track the impact of these changes.

The LEAF event this year helped us raise some funds for our everyday expenses and spread the message of HOPE. Much of the funding was received from the raffle and sale of SE QLD Weeds booklet. I look forward to attending the 2026 event with a new stall set up, resources and raffle. HOPE will continue to look for more public-facing events to share our message and attract new volunteers. This year we attempted many ways of attracting funding- applying for community grants, public fundraising campaigns online as well as sending sponsorship requests to partners, universities and organisations. While our efforts have not been hugely successful, we will continue to explore ways to attract funding for long-term sustainability.

This year was made possible by the extraordinary work and efforts of our volunteers. Thank you to Frank for recruiting so many new and talented faces to help spread our message, as well as everything you do behind the scenes to keep HOPE running! Our volunteers have written many special features, enewsletter articles, media releases, signed petitions, critiqued various national and state legislation, national and international environmental issues. This is all evidenced in our full Focus Tracker (available online)! Another successful project

has been the IMAG40 Podcast series and interview with our patron Jerry Coleby-Williams by Andrew Nicholson. Thank you Andrew for an amazing and informative series!

In the year ahead we will continue to look for sustainable sources of funding for our operational costs, equipment, website upgrade and proposed projects. I am confident that by tracking and analysing our website and social media analytics we are on track to optimize and strengthen our messaging to reach a greater audience. I am also grateful for the enthusiasm, hard work and talents of our volunteers who continue to produce high quality work analysing the environmental problems we face today so that we can make informed decisions and change our future for the better.

Once again thank you all,

A handwritten signature in black ink, appearing to read 'A. Kula-Kaczmarek', written over a horizontal line.

Anna Kula-Kaczmarek
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