



## Communications Committee Report

February 2024

Chair: Dr Andre Bendyk

Committee Members: Dr Sarah Chin and Dr Melanie McAlpine

The ANZAP Communications Committee has had a productive year – focusing particularly on modernising the Academy’s presence online. We currently actively maintain webpages on Facebook, Instagram and LinkedIn, while also facilitating discussion for Members through WhatsApp and Messenger. We will continue to maintain more traditional mechanisms of communication through the ANZAP newsletter, personal email, ANZAP website and physical post.

ANZAP’s priority will always be to serve its members first and foremost, however we have made a concerted effort to further engage the wider dental community and the general public with more information across our platforms in relatively ‘lay terms’ for broader appeal. Thanks in particular to Committee Members Mel McAlpine and Sarah Chin, along with Kayla Ashkar and Tino Mercado who have set up Creation Suites on Meta Business and Canva to assist in putting together content and then distribution.

The ANZAP website has been renewed and now functions as a modern resource for Members ([www.anzap.org.au](http://www.anzap.org.au)), while our website for the general public ([www.perioinfo.org](http://www.perioinfo.org)) is in pre-release. This website has been a major undertaking for the Academy – designed with the intention of establishing ANZAP as the organisation which leads the way in providing high level information on all aspects of Periodontology and Implant Dentistry across Australia and New Zealand. It will also serve as a link for members of the public/dental community looking to engage a local periodontist.

ANZAP has also re-commenced formal communication with the American Academy of Periodontology (AAP) Executive Committee about ways in which our Academies can maintain a more symbiotic relationship, with the potential aim of visitation/scholarships for our students to attend U.S Periodontal Schools, and potentially some joint academic events in future.

Our committee is open to attracting youthful ANZAP Members who are engaged in social media and would like to assist in growing this area. Please feel free to contact me at [andre@adelaideperio.com.au](mailto:andre@adelaideperio.com.au) or 0402 908 804 if you feel inclined.

Yours sincerely,  
Dr Andre Bendyk

Chairman – Communications Committee