

Professional Historians' Association of New Zealand/Aotearoa (PHANZA)

Secretary's report for 2020-21

This report is a composite of tasks and activities undertaken by the executive assistant and various committee members to fill the secretary's role.

Committee

PHANZA's Executive Committee has held 11 ordinary meetings since the last AGM on 24 September 2019. Our meetings were held in Heritage New Zealand Pouhere Taonga's Central Region offices in Wellington. The committee is grateful to Jamie Jacobs for organising the meetings and HNZPT for hosting us.

We thank outgoing committee members Margaret Tennant and Lynette Townsend for their sterling contributions to the committee.

Over the 2019-20 financial year, 8 new members were added to the membership list and 3 past members rejoined.

Website

The new website will be up and running by the time of the AGM. The site, which remains on the Wordpress platform, should improve the experience of our members significantly. Otherwise, the website has, with the exception of one period out of action, performed effectively. The outage was due to a repeat of the accounting issue with the domain name providers. A new domain name provider is being sought after extended efforts were required to resolve the matter.

Correspondence

PHANZA received regular newsletters from our counterparts at the Professional Historians' Australia, Victoria (*Pharos*).

We are also routinely sent notifications for the noticeboard about Alexander Turnbull and National Library events, Stout Research Centre lectures, employment opportunities, Archives New Zealand intentions to dispose, events at various public libraries and many other matters.

We have continued to receive enquiries from members of the public and other clients seeking assistance with history projects. We have endeavoured to help where we can or we have directed enquirers to assistance elsewhere.

We continue to use MailChimp for our weekly notices and other group emails. This service provides us with reports about how many recipients open their email and whether or not they click on any links contained therein, providing us with valuable data on how our

members engage with correspondence from PHANZA. Over the 2020-21 financial year, an average of 69% of members opened the weekly email notices, with an average of 34.50% clicking on content links. These figures are a drop on last year's figures. The figures for the *Phanzine* mail list are as follows: an average of 70% of members opened the email and 35% clicked the link to read the issue.

Phanzine

PHANZA sent out three *Phanzines*. Our editor Margaret Tennant was assisted by Fiona McKergow, who took over from Margaret as editor of the last *Phanzine* (August 2021). As ever, *Phanzine* has maintained its consistently high standards, a tribute to the work of our very able editors.

As per our standard practice, copies of the three issues produced this past financial year (vol. 26:2, vol. 26:3 and vol. 27:1) have been routinely sent to repositories, including the National Library. As ever, electronic versions of past issues are available on the website. When a new issue is produced the previous one is uploaded to the website.

Social media

Danielle Campbell has transformed our social media presence by keeping us up to date on Facebook, Twitter and Instagram. We welcome engagement from our members and help spread the word about PHANZA and our role in the historical world.

Social media statistics Oct 2020 - Aug 2021

Twitter

PHANZA tweets - 79

Tweet impressions - 48,000

Twitter profile views - 5,700

Twitter followers - 373 (+65 since last AGM)

Facebook

PHANZA posts - 87

Facebook page likes - 193 (+47 since last AGM)

Facebook page followers - 221 (+52 since last AGM)

Instagram

PHANZA posts - 57

Instagram followers - 224

As indicated above, PHANZA has significantly enhanced its presence on social media since the last AGM. This has led to an increase in followers, interaction and engagement on our Twitter, Facebook and newly created Instagram account. Some of our most popular social media posts this year have been part of an ongoing series profiling new PHANZA members. These posts include a photo and brief overview of their experience, achievements and interests as historians or within the history/heritage sector. We frequently post about jobs,

3 events, conferences, grants, news stories, recently published works, PHANZA meet-ups and more. We encourage members to get in touch with us via direct message if there is anything they would like us to promote on PHANZA's social media platforms. Currently we have 224 Instagram followers and 221 Facebook page followers, up 52 on last year. Our Twitter account follower numbers also continue to grow. We currently have 373 Twitter followers, an increase of 68 on last year's numbers.

22 August 2021