



**2024-25**  
**Annual Report**  
**Community Information**  
**Support Services**

**Community Information**  
wherever you live

# A year to remember

The pace of change across the community sector continues to accelerate, and the importance of strong, adaptable technology has never been more evident. As demand grows and expectations shift, 2024–25 will be defined by our commitment to evolving the same trusted products while expanding their reach and impact. Our priority is enabling seamless collaboration—both within organisations and across the broader community sector—so people can access the information they need, when they need it, without unnecessary duplication.

We remain focused on providing multiple ways for people to engage with consistent, accurate data. Whether through digital screens, mobile devices, or program-specific tools, all pathways will lead to the same secure, reliable information sources. Our guiding principle continues to be simple: if data is core to a program, people should have safe and appropriate access to it. This approach supports new membership models, workplace wellness initiatives, employee systems, and the streamlining of day-to-day processes.

While this work is complex, it is deeply rewarding. The sector is navigating rapid transformation, and technology plays a crucial role in sustaining service delivery and strengthening community connections.

Looking ahead to the new financial year, we will continue to build strong, strategic partnerships to ensure every community—regardless of location—has equitable access to timely, relevant community information that supports wellbeing, inclusion, and informed decision-making.



***Brentyn Parkin***  
***CEO / Founder***

# About Us

## #informationwhereveryoulive

Founded in 2010, Community Information Support Services is a registered DGR1, Health Promotion Charity that provides the My Community Platform.

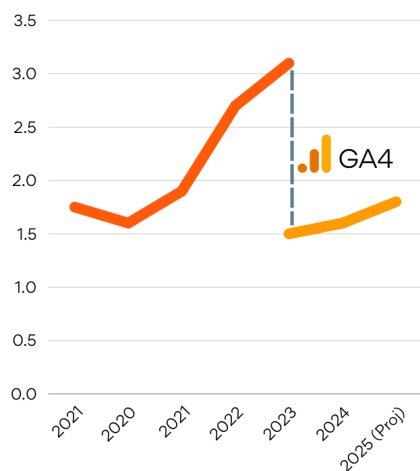
We operate as a social enterprise.

More than 2 million Australians use the My Community Platform. We support 38,104 Community Organisations and have promoted 602,818 events in the past 12 months.

We are used by more than 49 local government areas (as subscribers) and provide local directories access to all 537 local government areas, making information available #whereveryoulive.

Two Primary Health Networks use the platform.

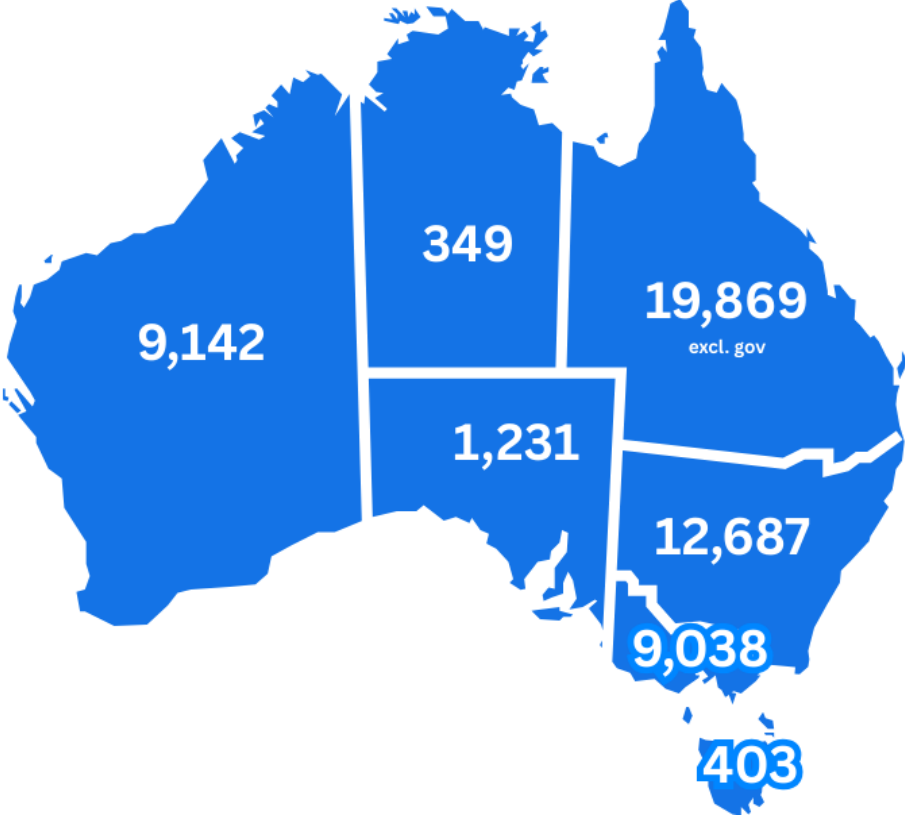
Since our early days, we've grown to be Australia's largest local platform and operate across Australia.



*GA4 represents a shift in how Google Analytics measures user activity on websites.*

# Listing by State

📍📍📍📍📍 My Community



Community Information  
Exchange Data Report

# Our Products

## My Community

### **My Community Directory**

An online directory of local health, social and community services. Free for the community to use and search, and free for eligible service providers, organisations, clubs and groups to list.

### **My Community Diary**

An online diary is where you can find your local events, activities and programs.

### **My Give Local**

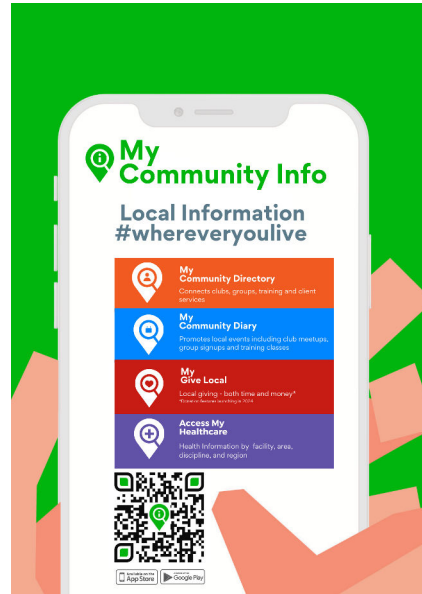
A local giving platform – Making it easy for people to support their communities by giving time or money. It connects volunteers with opportunities and provides a simple way to donate locally, creating a complete solution for community support.

### **Access My Healthcare**

Access My Healthcare is an online calendar of health and community services and events. The platform provides individuals, clinicians, health practitioners, health service providers and planners with useful information and access to services when and where needed.

### **My Community Info**

My Community Info is an online information hub which brings together place (town) based information.



## Community Information Exchange

The Community Information Exchange can be accessed by and uses a range of Application Programming Interfaces - (API), a software intermediary that allows two applications to talk. APIs are an accessible way to extract and share data within and across organisations.

APIs are all around us. Every time you use a rideshare app, send a mobile payment or change the thermostat temperature from your phone, you use an API.

The Community Information Exchange is the backbone of our platforms, acting as a centralised repository for community data. The Community Information Exchange facilitates seamless data sharing among our platforms, streamlining access to crucial community leaders. This integration enhances the efficiency and accuracy of our services, providing users with a one-stop solution for accessing up-to-date information on local events, government services, healthcare facilities, educational opportunities, and more. The Community Information Exchange supports our mission to create interconnected and well-informed communities.

## Data Sharing Partners

**Freddy Match** is on a mission to match volunteers with volunteer opportunities better. Using the Community Information Exchange, volunteer opportunities that organisations advertise on My Give Local can be included in the matching process, providing more opportunities locally. Organisations can use Freddy Match, and their opportunities will be automatically published to My Community Listing.

**Class Bento** is a community of makers and artists who share classes and/or kits with a broader audience. Local classes appear on the My Community Diary using the Community Information Exchange. Artists can use the Class Bento platform to support by promoting and helping manage events.

**CheckUP** is dedicated to better health for people and communities who need it most. CheckUP works with partner organisations and health providers to create 180 healthier communities across Queensland and the Northern Territory.

**The Australian Tourism Data Warehouse (ATDW)** is Australia's national platform for digital tourism marketing in Australia.



## Civic Technology Institute

As part of our commitment to data sharing, we established the Civic Technology Institute in 2021 as part of Community Information Support Services; this institute empowers the development of civic technology-driven solutions for local data challenges.

Focused on community-led initiatives, this not-for-profit social enterprise supports the health and well-being of Australians by providing high-quality community information and developing user-friendly platforms that enable residents to contribute and access community data actively. The institute aims to address data gaps, enhance transparency, and create sustainable solutions that empower communities to manage their information effectively.

## Interoperability and Data Sharing

### **Australian Impact Framework**

In 2023/2024 Community Information Support Services developed and tested the Australian Impact Framework.

### **SHIFT Framework**

Since 2024, Community Information Support Services implemented the Shared Health Information Framework and Terminology Standard developed in 2021-2024 links together Health Services based on SnoMed and Services Australia (and Medicare) payment types.

### **Secure Personal Information and Access Referral Exchange**

Affectionally known as SPARX, The Secure Personal Information and Access Referral Exchange

## Visitors

 My Community

Google Analytics 2023

**59%**  
**of visitors are**  
**women**

# Our Members

49

Local Government Members in QLD, NSW, VIC and WA.

2

PHN Members in QLD promote the services and the providers they fund.

1

Mental Health Commission promotes Mental Health and Drug and Alcohol Support Services.

2

State Volunteering Bodies have joined us

200+

Health Providers publish visiting Health Services across Rural and Remote Queensland.

3000+

Carers and people with a disability find and connect with local support.

## Ever stopped to think about what keeps our contact information so accurate?

### *Our Helpdesk Heroes completed 93,834 Data Updates*

Our Helpdesk heroes **resolved 43,370 broken links and updated 36,715 redirects**. Keeping contact details accurate **was a high priority**, with **3,501 location approvals, 305 outlet removals, 1,555 record changes, 451 email bounce issues resolved, and 43 duplicate phone numbers removed**, ensuring service information **stayed current and reliable**.

Location accuracy was also improved through targeted clean-ups. The team addressed **1,245 location duplications, 772 location mismatches, and 289 missing-location records**, strengthening the consistency and precision of service listings across regions.

These combined actions ensured the directory maintained exceptionally high information quality. This work directly improved community access to services, strengthened confidence in the platform, and supported better outcomes for individuals and organisations across Australia. It also reduced the burden on community volunteers and Council officers, who would otherwise need to maintain separate databases with limited time and resources.

## **Our Helpdesk Heroes provided 9,880 hours of support**

*Helpdesk - Call 1300 762 515*

*8am - 7pm Monday - Friday  
every business day*

## Listing by Type

 My Community

**52,719**

Services provided (excl. gov)

**602,818**

Events # published by

**38,104**

Organisations nationally

# Our Products

"We can quickly and easily find ways to refer people (and share information by SMS, Email or Print) when we don't provide the service or can't help."

**Tracey - Social Housing Support Provider, Central Queensland**

"When working with young people, I sometimes have a limited window of opportunities to help. Using My Community, I can quickly find other services they need, and that makes a big difference."

**Sarah - Youth Provider, Central Queensland,**

# The Power of Research

This year has been one of the most significant in our organisation's history. Our long-standing collaborative partnership with **My Community Directory** has, through our **research and development projects** enabled us to accelerate innovation at a scale not previously possible.

Together, we have advanced new ways of managing shared data, strengthening our capacity to support the community sector through secure, ethical, and future-ready digital infrastructure.

Our work has been firmly anchored in the **three pillars**:

**Pillar 1 – Data Sharing,**

**Pillar 2 – Data Quality,** and

**Pillar 3 – Platform Application**

These pillars have guided our development of privacy-enhancing technologies, shared data standards, ethical AI, and modular, API-driven platforms—focused on transparency, ethical governance, evidence generation, and public benefit.

The breakthroughs achieved this year—including new interoperability frameworks, data quality dashboards, and secure multi-agency data models—are the direct result of rigorous methodology, community involvement, and university-industry collaboration.

We have worked with students from QUT in the development of the Community Information Exchange and shared data.

As we move into a new financial year, we remain committed to strengthening cross-sector partnerships and ensuring that every community—regardless of location—can access trusted, high-quality community information. The work ahead is complex, but with the foundations now in place, we are better positioned than ever to lead the next phase of digital transformation for the community sector.



*Sergey Sorokin*  
*Chief Technology Officer*

**Available in Every LGA**

 **My Community**



**Local Directories  
& Diaries (every LGA)**

# Our Achievements

**2,666,000**

visits to our site over the last 12 months

**68,116**

hours on our website equivalent to over 34 full time staff at the same time!

**10,000+**

public service visitors per month (from [qld.gov.au](http://qld.gov.au), [wa.gov.au](http://wa.gov.au), [nsw.gov.au](http://nsw.gov.au) & [vic.gov.au](http://vic.gov.au))

## 5 Websites & 1 App

[www.mycommunitydirectory.com.au](http://www.mycommunitydirectory.com.au) and [www.mycommunitydiary.com.au](http://www.mycommunitydiary.com.au), [www.mygivelocal.com.au](http://www.mygivelocal.com.au),  
[www.accessmyhealthcare.com.au](http://www.accessmyhealthcare.com.au), [www.mycommunityinfo.com.au](http://www.mycommunityinfo.com.au) and download the app on your iOS or Android device.

"Now that I can find local services easily,  
I no longer need to travel and can better  
manage my poor health."

Jenny - Rural Queenslander

"**By using My Community**, we have been  
able to find new club members - it's **a relief**  
because we thought we might need to close  
our club."

James - South West, Western Australia

# A National Platform - Data, Insights, Tools

 **My Community**

**Volunteer Based Organisation Register**

**LGA Data**

**Statistics and Insights**

**Service Providers**

**Communication and Survey Tools**

**Disaster Response**

**National Traditional Owner Information**

**Event Data**

**Electorate Based and State Contacts**

**Volunteer Data**

# My Work Centre

**My Work Centre**, an integrated Customer Relationship Management (CRM) system designed to support cross-sector service coordination, improve workflow efficiency, and enhance accountability across teams and partner organisations.

## **Need for Enhanced Coordination Tools**

Existing systems for communication, task management, and referral coordination were limited and inconsistent across teams. These challenges were amplified when working with external organisations, leading to:

- Fragmented information flow
- Variability in follow-up actions
- Limited oversight of cross-agency referrals
- Inefficient manual processes

To address these issues, the organisation identified the need for a unified CRM platform capable of supporting multi-organisational collaboration.

**My Work Centre** is an enterprise-level CRM designed to support:

- Internal organisational workflows
- Cross-organisational coordination
- Task management and accountability
- Service navigation and referral tracking

The platform is developed with scalability and interoperability in mind, ensuring its relevance for community, health, and social service settings.

## **Smart Tasks**

Smart Tasks automate and streamline workflow management by enabling:

- Clear assignment of responsibilities
- Real-time updates and progress tracking
- Automated reminders and follow-ups
- Cross-team visibility to reduce duplication

These tools ensure that no tasks are lost and that service pathways remain consistent.

### **Smart Referrals**

Smart Referrals support integrated service delivery across organisations through:

- Structured referral pathways
- Secure sharing of client-relevant information
- Confirmation of referral acceptance
- Tracking of outcomes and timelines
- Transparent communication between service providers

This system improves accountability and creates an auditable trail of all referral-related actions.

### **Benefits to the Organisation and Sector**

The implementation of My Work Centre delivers several strategic advantages:

- **Improved efficiency:** Reduces manual processes and administrative burden.
- **Enhanced collaboration:** Supports coordinated care or service across multiple organisations.
- **Greater accountability:** Provides transparent tracking of actions, referrals, and outcomes.
- **Better data quality:** Centralised records enable stronger reporting and decision-making.

**Sector readiness:** Positions the organisation as a leader in digital coordination tools, strengthening partnerships with government and community agencies.

# Our People Are Our Success

## Why This Matters

At Community Information Support Services, we believe that employment and volunteering are powerful levers for social inclusion. Through the operation of our digital platform, My Community Directory and My Community Diary and others, we directly and indirectly support individuals who face significant barriers to employment—including First Nations people, people with disability, long-term unemployed individuals, and those lacking formal work experience.

## Creating Safe, Supported Work Environments

We operate a help desk and digital support program that provides real-world employment opportunities in a safe, flexible, and inclusive environment. These roles are designed to help individuals build technical, interpersonal, and social skills—often for the first time—through meaningful work that contributes to community wellbeing.

## Sustaining Employment Through Community Connection

Our platform connects over 2 million users to local services, groups, and health supports. These connections are critical for maintaining employment, as social support networks are proven to enhance job retention and productivity. Community Information Support Services helps people “find their people”, reminding us that we’re more than workers—we’re neighbors, friends, and members of a vibrant community.

## Pathways Through Volunteering and Local Opportunities

For those not yet ready for paid employment, skilled volunteering offers a practical and empowering first step. Through My Community Platform, users can connect with local organisations who are seeking volunteers or be matched to suitable roles via our partner, FreddyMatch. These opportunities help individuals build confidence, gain experience, and develop work-readiness. Our platform also includes a dedicated directory of education and employment services, guiding users toward local programs that support their transition into meaningful work.



# ASSI Linker Project

Stories shape belief. They are the vessels through which families, communities, and cultures understand who they are, where they come from, and what is possible.

For Australian South Sea Islanders, the stories of their past—of forced labour, exclusion, resilience, and contribution—are not just historical records. They are living narratives that continue to influence identity, health, and opportunity. Yet, these stories have long been silenced or distorted.

The economic success of Queensland owes much to the labour and sacrifice of Australian South Sea Islanders, particularly in industries like sugar, farming, maritime, and rail. Despite this, their contributions have been overlooked, and their communities have endured systemic neglect and exclusion from policies designed to address disadvantage.

Changing a cultural or family story is not a matter of rewriting history—it is a matter of reclaiming truth through conversation. It requires spaces where people can think together, where experiences are heard, and where belief systems can evolve. But herein lies the challenge: there is a profound lack of experience and infrastructure to support these kinds of transformative conversations, especially within government systems.

Governments regularly modify policy and procedure to meet emerging needs. Yet, when it comes to Australian South Sea Islanders, these systems are paralysed—unable to translate recognition into action. Despite formal acknowledgements in 1994 and 2000, and repeated commitments to equity, the lived experience of Australian South Sea Islanders remains one of exclusion from services, invisibility in data, and inequity in health.

The **2024 Australian South Sea Islander Health and Community Information Project** was delivered by **Community Information Support Services** in collaboration with the **Queensland United Australian South Sea Islander Council (QUASSIC)**. The project aimed to capture the health, wellbeing, and community priorities of Australian South Sea Islander families across Queensland through culturally grounded research and direct community engagement.

The Report, *Community Approach to Australian South Sea Islander Health: A review of existing policy, process, and practice: Based on the Australian South Sea Islander Linker Proof of Concept Project and experience* documents key findings, historical context,

and recommendations designed to inform future service planning and community-led initiatives.



*To change the story, we must listen. We must honour the voices of those who have carried the weight of history and who now offer pathways forward.*



This project was funded by the **Northern Queensland Primary Health Network (NQPHN)**.

# Our Leadership Team

Brentyn Parkin *CEO / Founder*

Brentyn Parkin, our founder, leads with a vision for community empowerment through accessible technology. His dedication to supporting connected, informed communities shapes every aspect of our platform. Guided by a strong belief in community-led solutions, Brentyn ensures our tools are innovative, practical, and grounded in real local needs.

Clacy Fatnowna *Executive Officer*

Clacy Fatnowna is a proud Australian South Sea Islander leader and President of QUASSIC, driving unity and community-led progress across Queensland. His advocacy includes pushing for truth and accountability around ancestral remains and protecting ASSI history. Clacy's advocacy is more than organisational—it is deeply personal. He has been a leading voice calling for truth, justice and transparency around the historic mistreatment of South Sea Islanders.

Dr Marion Norton *Company Director*

Dr Marion Norton, an AES QLD Fellow, is an evaluation specialist known for translating complex evidence into practical, people-centred insights. She brings a strong commitment to rigour, equity, and collaboration, ensuring evaluation strengthens decision-making and drives meaningful, sustainable impact across community-focused initiatives.

Melissa Driscoll *National Director, Membership and Community Strategy*

Melissa Driscoll is a strategic leader with experience across government, consulting, and community engagement. She combines big-picture thinking with practical delivery, grounded in genuine respect for community voices. Skilled in stakeholder connection and complex problem-solving, Melissa drives collaborative, data-informed initiatives that create meaningful and lasting impact.

Samuel Burgess *Company Director*

Samuel Burgess is a communications and engagement professional with extensive experience across national organisations and government. He specialises in clear, strategic storytelling and has led media responses to major events, including Royal Commissions and natural disasters. His calm, strategic approach enhances the

visibility, credibility, and impact of community-driven work

Sergey Sorokin *Chief Technology Officer*

Sergey Sorokin, our Solutions Architect, brings deep technical expertise and a sharp strategic mindset. He designs reliable, scalable systems that seamlessly integrate diverse data, giving users a smooth and efficient experience. Sergey's commitment to excellence and passion for technology-driven community impact power the strength and reliability of our platforms.



**"I was able to get home sooner and live independently at home after a fall (rather than waiting in the hospital for an ACAT assessment)."**

Richard - Proud North Queenslander

# Turning Knowledge Into Partner-Centric Solutions

Community Information Support Services is uniquely positioned to leverage the power of the **My Community Platform** and **Community Information Exchange**. These tools hold an unparalleled wealth of knowledge relevant to a broad spectrum of potential partners—from local organisations, regional networks, government and more. The challenge and opportunity ahead lie in how we make this knowledge accessible in ways that meet partners' diverse needs while safeguarding data integrity and fulfilling the mission of Community Information Support Services.

Looking forward, we see significant potential to **expand existing markets and open new ones** through more targeted use of the rich data already within our platform. By tailoring insights to specific sectors, reflecting the values of our partners and creating solutions that address emerging needs, we can deepen engagement with current partners while attracting new collaborations.

Our technology helps partners tackle their own challenges—whether that involves prioritisation and decision-making, meeting regulatory and community expectations, identifying key community leaders and change agents, or understanding client and community needs to deliver better services. Through strategic innovation, we will gather and share knowledge in ways that meet partners' needs while safeguarding the integrity of our mission. Striking this balance is essential to building strong partnerships and achieving lasting impact that continues to grow and adapt over time.



***Melissa Driscoll***  
***National Director, Membership and Community Strategy***

## Our vision

is to see a generation of better health and social outcomes across Australia through improved access to high quality community information.

## Our mission

is to provide all Australians with access to the information they need to improve the health and wellness of their communities on a local, regional and national level.



**My  
Community**

Provided by Community Information Support Services

Data provided by:

**COMMUNITY  
INFORMATION  
EXCHANGE**

### Need Help?

Email [support@mycommunitydirectory.com.au](mailto:support@mycommunitydirectory.com.au)  
or call 1300 762 515

