

Objective 4: Improving Awareness of the Parliament

To safeguard, promote and strengthen the important institution of Parliament.

Overview

Improving Awareness of the Parliament

To achieve this objective, Parliamentary Service resources have been allocated to the following activities:

- » delivering education and awareness programs about the Parliament
- » raising youth awareness of the importance of the institution of Parliament by linking parliamentary education programs with the national curriculum for civics education
- » maintaining and improving the regional outreach awareness programs over the term of each Parliament and continuing to refine and improve their effectiveness
- » improving the monitoring of the Parliament's online presence and website content with a view to increasing electronic access to parliamentary information.

These resources and services are primarily delivered through the following service areas:

- » Chamber and Education Services
- » Committee Office
- » Communications and Marketing Services
- » Parliamentary Reporting and Broadcasting Service (Hansard)
- » Information Technology Services.

The key performance indicators for Objective 4 relate to the extent to which the quantity, quality, timeliness, and cost of specified services provided by each of the relevant service areas meet the agreed standards and targets. The methods of measurement include client surveys, benchmarking, internal self-assessment through information management systems and external assessment through audit reports.

Key performance indicators for Objective 4 are set out in the Appendix.



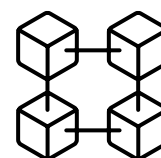
797 Youth Parliament
participants across Queensland

25,010

participants in
education and liaison programs

1,319

educational programs
conducted



735 students competed in
the Build Your Parliament
in Minecraft Competition

Building knowledge of Parliament across Queensland

Throughout the year, the Parliament provides free educational training programs aimed at enhancing knowledge and understanding of the processes of Parliament and Government in Queensland.

The Parliamentary Education team delivered over 1,319 different programs across the state in 2024–25, with a total of 25,010 participants.

These programs included:

- attendant-led tours of Parliament for school students
- public tours
- senior school group excursions
- public service training seminars
- virtual teacher professional development sessions
- virtual programs for students in civics
- Youth Parliaments.

The Youth Parliament programs are particularly engaging events for students. The programs incorporate many real-life functions of Parliament to teach students about Queensland's democratic system. Students deliver speeches as Youth MPs, or act as parliamentary staff such as the Clerk of the Parliament and Sergeant-at-Arms.

The Speaker of the Legislative Assembly attends, and local Members of Parliament are also invited to act as deputy Speakers. In 2024–25, a total of 797 people participated in six Youth Parliaments held across the state, including:

- Junior Indigenous Youth Parliament in Townsville (August 2024)
- Deaf Youth Parliament (September 2024)
- Eric Deeral Youth Parliament (November 2024)
- Kingaroy Youth Parliament (March 2025)
- Legal Studies Youth Parliament (May 2025)
- Brisbane North Youth Parliament (June 2025)

During regional visits in 2024–25, the interactive education program was delivered to 648 students across 20 schools.

Separate programs at Parliament House are offered for:

- grades 10–12 school students studying Legal Studies
- tertiary students studying parliament-related subjects
- attendant-led excursions aimed at grades 5–9.

In 2024–25 the following number of students attended these programs:

- 1,071 high school students and teachers as part of 26 school group activities
- 185 tertiary and TAFE students and lecturers as part of seven group activities.

Regional educational program

In 2024–25, regional education activities were held in Townsville and Kingaroy. The Parliament delivered a combination of the following activities:

- Youth Parliaments
- classroom sessions
- public service seminar
- Teacher Professional Development.

In 2024–25 the following number of students attended these regional programs:

- 306 students, teachers, and guests from 13 schools as part of the Youth Parliaments
- 648 school students and teachers as part of 20 classroom sessions
- 22 public servants attended the Parliamentary Education Seminar
- 2 teachers attended professional development in Townsville.

Virtual activities

A second and final Build Your Parliament in Minecraft competition was held from 24 March to 25 June 2025.

The Queensland Parliamentary Education team invited students from Years 4 to 12 to take part in a unique and engaging competition. This digital learning initiative promoted teamwork, creativity, and critical thinking. Student teams were challenged to expand our Minecraft model of the Legislative Assembly Chamber by adding the Legislative Council Chamber, level B corridor, foyer, stairs, and the George Street façade. In doing so, students not only deepened their understanding of Parliament but also helped create an innovative educational resource for all Queenslanders. To assist teachers with planning and assessment, the competition was aligned with the Australian Curriculum.

The winning model, submitted as a Minecraft Education file, will be made available on our website along with a teacher guide including lesson plans. Future teachers and students will be able to use the model as a resource to explore Queensland's Parliamentary history and legislative processes.

A total of 147 teams across 30 electorates registered for the competition, involving 735 students from 34 schools.

Teacher professional development training

The Parliamentary Education team provided free, online professional development opportunities for teachers in 2024–25, ensuring educators across Queensland had easy access to accurate, up-to-date, and curriculum-relevant information about the workings of Queensland Parliament.

The aim of our professional development program is to enhance civics education in Queensland, by:

- increasing teachers' awareness of the Queensland Parliament, its functions and processes
- increasing use of the Education and Learning pages on the Queensland Parliamentary website
- providing an opportunity to broaden teachers' professional civics education networks.

To connect with teachers across Queensland, we led a free webinar series, *Democracy in Action*. This series is run in collaboration with the Parliamentary Education Office (Canberra) and Supreme Court Library Queensland (Brisbane). In 2025, the Queensland Curriculum and Assessment Authority (QCAA) joined as a presenter, enhancing the sessions' alignment to the curriculum. Webinar sessions include:

- *Human rights and law-making*, 24 July 2024: 78 teachers registered, with 28 teachers attending.
- *Get involved: avenues for active citizenship in the classroom*, 16 October 2024: 40 teachers registered, with 19 teachers attending.
- *Scrutiny under the spotlight*, 13 November 2024: 26 teachers registered, with 8 teachers attending.
- *Law reform within a dynamic society*, 14 May 2025: 22 teachers registered, with 12 teachers attending.

Parliamentary Education Officers also presented at two conferences:

- Business Educators Association Queensland (BEAQ) Conference, 26 July 2024: 25 teachers attending.
- Social and Civics Educators Association Queensland (SCEAQ), 17 August 2024: 16 teachers and pre-service teachers attending.

In 2025, the Parliamentary Education team launched *Professional development on demand* that allows teachers to request a tailored professional development session for their school, cluster area or department on a range of civics and parliament topics.

The Teacher Advisory Group (TAG) meets each quarter, which brings together teachers from state, catholic, and independent schools in Southeast and regional Queensland. Participating electorates include Bundaberg, Bundamba, Greenslopes, Inala, Mudgeeraba, Toowoomba South, Waterford and Whitsunday.

TAG has grown to 11 members, and in 2024–25 played a key role in shaping Queensland Parliament's education content. Through co-design and targeted feedback, TAG helped ensure that learning resources and events are practical, relevant, and aligned with the needs of teachers across the State.

Constitutional conventions

In addition to the Youth Parliaments, the Parliamentary Service partnered with the Department of Education and Training to conduct school constitutional conventions in Townsville.

Education resources

The Parliament has produced an extensive collection of educational resources that promote the institution of Parliament and raise community awareness and understanding of its important role and functions.

Parliamentary Education created the following free learning resources in 2024–25.

- A customisable publication for Members of Parliament to use during school visits, called 'How Your Parliament Works'. This is supported by a matching customisable PowerPoint presentation and student worksheet for MPs to use in classrooms.
- Two guided lesson sequences for teachers with corresponding student activities on the concepts of making law and separation of powers.
- A crossword aimed at primary school students to consolidate understanding of key parliamentary terms.
- A colouring competition template for Members of Parliament to use in their electorates.
- Parliamentary Fact Sheets and video resources have been reviewed and updated in line with the new Parliament.

School tours

School groups have visited Parliament House over many decades, with these groups generally comprising Year 5 and 6 students. The program of each visit includes:

- a standardised educational presentation aligned to the National Curriculum which provides an overview of the Queensland Parliament, its roles and processes
- a tour of Parliament House
- a parliamentary debate role-play activity while seated in either the Legislative Assembly Chamber or the Legislative Council Chamber (depending on sitting days).

In total, 434 school tours were conducted during 2024–25, comprising 17,485 students and accompanying teachers, parents and guardians.

Public Service training seminars

Training is offered to public sector employees covering the following:

- How Parliament works
- Interacting with Parliament, Practice and Procedure
- Queensland's parliamentary committee system and participation with committee inquiries (Committees@Work, a program for public sector workers who may engage with parliamentary committees or who have a general interest in how committees work).

There were 16 of these training seminars held during 2024–25 with 856 public servants attending, including one seminar held in regional Queensland (Townsville).

Community Engagement with First Nations Communities

The First Peoples Liaison Officer led engagement activities on behalf of the Parliamentary Service in the following areas:

- two visits to Cherbourg, to engage with the Mayor and members of the community to improve understanding of Parliamentary Committee Hearing procedures and encourage further engagement
- ongoing engagement with communities in Cairns, Townsville, Cooktown, Thursday Island, Hervey Bay, Maryborough, Hope Vale and Yarrabah
- an Elders breakfast held in conjunction with the Junior Indigenous Youth Parliament in Townsville
- engagement with Aboriginal Elders in the design and delivery of the reconciliation garden.

Access to parliamentary proceedings information

The Parliamentary Reporting and Broadcasting Service and Information Technology Services also contribute to Objective 4 by providing access to information about parliamentary proceedings through the provision of the Internet broadcast of proceedings in Parliament, parliamentary committees and parliamentary special events.

Key initiatives for Objective 4

Showcasing Parliament Through Strategic Communication

Communication Strategies and Initiatives

Over the past year, the Communications and Marketing team has strengthened its commitment to delivering effective communication strategies and meaningful initiatives that support Queensland Parliament.

Providing a full range of services, the team has played a key role in boosting engagement and enhancing the Parliament's reputation. Acting as a vital link between the organisation and its stakeholders, the team works to build strong relationships, promote transparency, and deliver impactful messaging across a range of platforms.

With a focus on innovation, the team has embraced the changing digital landscape using social media, media outreach, and the Parliament's websites to connect with audiences and build a vibrant online presence.

Major projects from the past year include strategic communications and marketing support for the State Opening of Parliament, New Member Induction, Brisbane Open House, and the '100 Women in Parliament' celebrations.

The Communications and Marketing team also managed the project coordination of onsite filming. Parliament House continues to be a highly sought-after filming location in Queensland, valued for its rarity as a historical venue and its distinctive heritage architecture. In 2024–25, the precinct hosted several small-scale photo shoots and filming projects, as well as one major television production that involved multiple days of filming across various locations within the building.

Through a strategic and purposeful social media presence, the team supports the Parliament's vision to be an innovative leader in the Westminster world by showcasing how the Legislative Assembly and its committees fulfil their functions and serve the people of Queensland. This includes increasing understanding of parliamentary processes, and strengthening trust in the institution through timely, transparent, and engaging content.

Driving engagement across Parliament

Throughout the year, the Communications and Marketing team delivered extensive support across multiple divisions, with a focus on strategic planning, graphic design, media relations, photography and video production, and social media management.

For education, the team supported major initiatives including Youth Parliaments, the Build Your Parliament in Minecraft competition, regional activities, and public service seminars. They also developed digital resources and implemented targeted social media campaigns for committees, with a strong focus on regional engagement to boost awareness and attendance at public hearings.

The team played an integral role in advancing Parliament's Reconciliation Action Plan (RAP), promoting activities and sharing knowledge in collaboration with the First Peoples Liaison Officer and RAP Working Group.

The Marketing and Communications team provided design and typesetting services to update the 57th Parliamentary Record, improving usability and ensuring the publication is more accessible online.

In addition, the team supported catering and dining by producing photography and video content, promoting offerings through social media and blog articles, and driving growth of the dedicated catering and events Instagram account launched in 2024. Campaigns with Instagram influencers and targeted advertising increased followers by more than 1,500%.

Online Heritage Collections and Conservation

Parliamentary Online Heritage Collections

In 2023, the Parliamentary Library oversaw the implementation of a new collection management system to support the preservation and accessibility of the Parliament's heritage collections. Following this, work commenced to establish the *Parliamentary Online Heritage Collections*, a publicly accessible resource showcasing curated heritage materials on the Parliament's website (<https://collections.parliament.qld.gov.au/explore>).

The Online Heritage Collections was officially launched in August 2024, with additional items expected to be added over the coming year.

Conservation of heritage items

During the year, a number of items were prioritised for conservation and restoration. The Heritage Management Group coordinated the selection and priority of these items. The selection consisted of various artworks, documents and furniture, which all required restoration. Items included:

- unique furniture that is located throughout Parliament House
- significant pieces of artwork
- the Convocation document (1859)
- items from the O'Donovan Collection including monographs, documents and the addition of Solander boxes for establishment ephemera.