



## **IFLA 2022 WORLD COUNCIL MEETING REPORT**

<b>AGENDA ITEM No:</b>	Standing Committee Report CER 2021/2022 IFLA-APR CER
<b>TITLE OF THE REPORT:</b>	Committee Report
<b>OFFICER NAME AND IFLA POSITION:</b>	Crystal Cheng, incoming Chair IFLA-APR Communications and External Relations (on behalf of outgoing Chair Bosco So).

### **PURPOSE OF THE REPORT**

This report summarises the past events and publications that have been promoted to IFLA APR.

The role of the Communications and External Relations Committee is to plan, co-ordinate and develop the IFLA APR's overall communication strategy, including brand identity and image, communication between regional members, communication with other regions, and relationship development with key regional stakeholder bodies or groups, promoting activities that will highlight the role of the organisation and the value of the profession of Landscape Architecture in our region.

### **SUMMARY OF THE REPORT**

This period maintains a steady viewership of the IFLAAPR website. Articles, Corporate member features, Awards, Calls for Submissions, upcoming events and the IFLA Talk & Share series were highlighted in the monthly newsletters.

### **REPORT**

In 2021, the IFLA APR website covered the IFLA APR Landscape Architecture Awards and e-publication EDM. The monthly newsletters covered articles on Flood Disaster, Gamuda Gardens, and COP 26 - Climate Action Commitment. YLAA's International Hangout was also held via Facebook and its campaign promoted on LinkedIn.

In 2022 thus far, the Chengdu "Park City, Garden of Dream" competition and online review were promoted on the IFLA APR website. The IFLA APR website has also called for submissions for the IFLA AAPME Awards, while the monthly newsletters covered Corporate Member Features and an article on Climate Change and the Garden City. The IFLA Talk & Share series, alongside the IFLA World Conference (Korea) were also promoted through the website and monthly newsletters.

The IFLA APR website is linked to "Landscape Tribe" platform on Glue Up. Its objective is to create more opportunities for landscape architects to discuss niche topics and gain insights on trends through a channel for communication and networking. We are seeking active volunteers to moderate the platform.

### **RECOMMENDATIONS (MOTIONS TO VOTE):**

1. This report has no motion to vote. It recommends for the Council to adopt and approve the report.

### **APPENDIXES (TO BE ATTACHED):**

1. N/A