



## Knowledge Sharing Report

### Adapting Renewable Energy Project

Prepared for BRIG by JYMC – 30 May 2019

#### Overview:

A three-year project relating to adapting renewable energy to meet the needs of irrigating farmers is being funded by the Australian Renewable Energy Agency (ARENA) and administered by the Bundaberg Regional Irrigators Group (BRIG). Knowledge Sharing is required in line with Schedule 5 of the funding agreement.

The Delegate required multi-channel promotion and coverage that extended beyond Irrigators and outside of Queensland.

To deliver against this, a campaign was developed and is being deployed incorporating both mainstream / industry media and social media. It included a dedicated Field Day on 15 May.

#### Actions:

- Development of messaging and tailored content.
- Shaping of event.
- Creation of a range of collateral – invitations, media releases, videos and shareable footage, etc.
- Establishment and delivery of social media campaign.
- Liaison with mainstream and industry media
- Eventbrite ticketing set up and maintained
- Invitations to key VIP stakeholders
- Management of media
- MC of event, including onsite management of TV and radio
- Distribution of media collateral
- Reporting

#### Outcomes:

The following outcomes have been delivered:

- **Development and delivery of dedicated Facebook page.** This was created on 15 April, once the content had been finalised, and in the period to 30 May 2019 the following was achieved. *Note: there has been no negative feedback to manage, and through this we have hooked into other related organisations' Facebook pages and utilised their reach. It also should be noted that "unique" user means a single user, regardless of how many times they have visited the page*

**71 posts on the page and 19 shares to other FB pages**

**1,708,144 total reach – unique users\***

In addition, the **C7, C9, WIN and ABC coverage** of the project on Thursday 2 May and Wednesday 15 May **has delivered 13,170 views of the project information.**

## Milestone 5.1 Attachment G

We do not have visibility of how many times people have engaged with online content delivered through other channels, including Bundaberg NewsMail and associated APN online papers, and BundabergNow.

### More detail about the direct engagement with the BRIG project FB page:

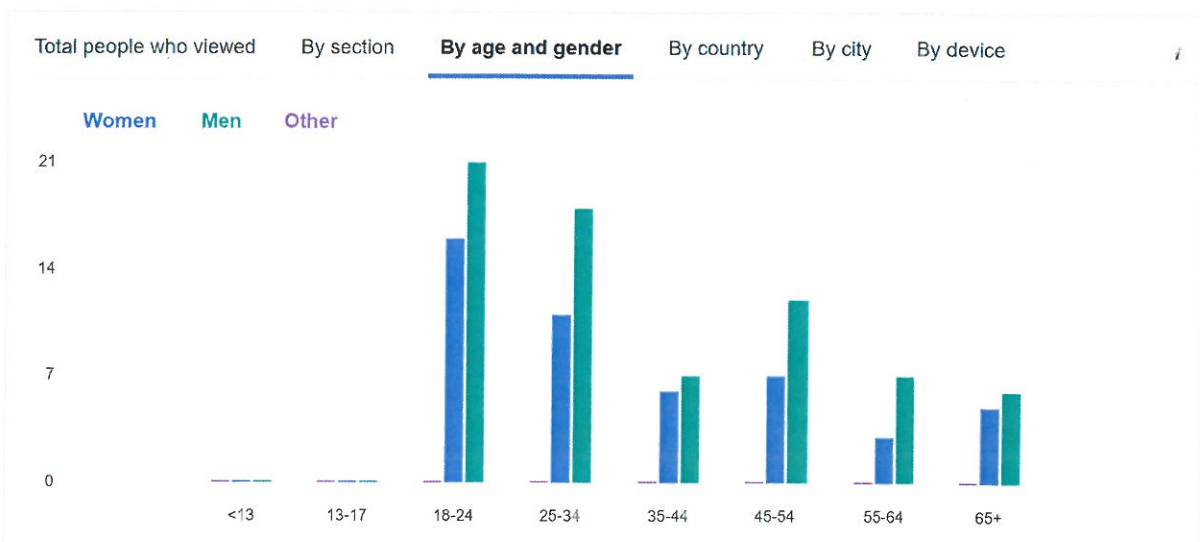
**2,181,381 impressions** - our content has entered a person's screen.

**32,588 Viral impressions** – our content was shared by people visiting our page

**18,675 people have viewed our FB content (various) between 5 and 21+ times.**

The videos, including the ARENA video, were viewed **77,143 times**.

Age and gender of the audience who have engaged with this page is as follows:



The reach has been into the following regions, including Bundaberg:

- Australia
- US
- UK
- Brazil (huge response)
- India
- China
- Channel Islands
- Romania
- **Development and deployment of successful Field Day.** This was attended by the GM of the Department of Resources, ARENA, QFF CEO, NIC CEO, and mainstream media (C7, WIN, ABC Radio). More than 70 people attended the event.
- **Development and delivery of tailored content to mainstream and industry media** including the following. Yellow highlighting indicates those whose channels have published a story or

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are working on one. Note: ABC Radio will be at the event on the day and will syndicate it nationally.

ABC Radio

ABC Landline

Channel 7

Channel 9

WIN TV

Radio National

NFF

Sustainable Stories

Aginnovators

Cleanenergycouncil.org.au

Ergon Energy

The Guardian Australia

Green Energy Markets

Queensland Country Life

Weekly Times

National Irrigators Council

Irrigators Australia

BundabergNow

APN newspapers (print and online edition Bundaberg NewsMail, with sharing to other APN online editions)

AFR

SMH

The Age

The Australian

**In addition:**

BRIG website

Sunfam newsletter

REAQUA FB page

QFF Facebook page

Zener FB page

QCGO newsletter

CANEGROWERS Newsletter

Farm Table

## **Milestone 5.1 Attachment G**

- Eventbrite ticketing was set up alongside a direct contact option (email to Dale Holliss) and hard copy invitations sent out to VIPs.

### **Conclusion:**

- The mainstream and industry coverage of this project has been strong, and extends well outside of the borders of Bundaberg, Queensland and Australia. It also extends well outside of the farming sector.
- Talks are ongoing around a TV piece by ABC Landline, and the national media outlets of The Australian and Financial Review.