



REPORT: FOREST & TIMBER INDUSTRY AWARENESS PROJECT



December 2024

Communication

This report was commissioned by the South & Central Queensland Regional Forestry Hub with funding from the Australian Government, Department of Agriculture, Fisheries and Forestry



Timber recycles carbon

Timber Queensland

South + Central Queensland Forest & Timber Industry Awareness Pilot Project Final Report



December 2024



COMMISSIONED BY

This report was commissioned by the South & Central Queensland Regional Forestry Hub with funding from the Australian Government, Department of Agriculture, Fisheries and Forestry.

PUBLISHED BY

Timber Queensland Ltd | PO Box 321, Kedron QLD 4031

<http://timberqueensland.com.au>

First published December 2024

For more information contact Clarissa Brandt – clarissa@timberqueensland.com.au

ACKNOWLEDGEMENTS

This report was prepared for the South and Central Queensland Regional Forestry Hub. Timber Queensland would like to thank the Hub's team for their feedback and support to undertake the pilot project. We would also like to thank the Hyne Timber, DTM Timber, Baywood, Mary Valley Timbers and HQPlantations who made their sites and good natured staff members available, who were all willing to get out of their comfort zones and help develop the social media content. Being a social media influencer wasn't on their job description but is now on their resume.

Executive Summary

In 2022 the South and Central Queensland Regional Forestry Hub's (the Hub) Steering Committee acknowledged the importance of communications as a tool to promote greater awareness of the industry and its future opportunities. The Hub Committee identified that a major barrier or limitation to implementing an effective communication strategy within the region was a lack of information and knowledge on how best to implement and monitor a communication strategy that is specifically targeted to a regional timber industry that wants to improve perceptions and expand its workforce.

In response the Hub funded a two-year *Forest & Timber Industry Awareness Pilot Project* to develop and implement an engagement and communication program in the Wide Bay region (Maryborough, Gympie) that would deliver insights and learning that industry participants could use to help develop their own communication outputs. This pilot project delivered:


- a market research report on local regional perceptions of the forest and timber industry
- an audit report on key paid target platforms/markets & social media consumption preferences and regional influencers
- a review of national and international forest and timber industry awareness programs/reports
- identification of key facts to be communicated about forest & timber industry
- a community engagement & industry awareness pilot plan focused on improving perceptions of the industry, highlighting career opportunities, and promoting sustainable forestry practices
- the development of programs and communications channels to implement plan and
- a valuation report to inform future communication strategies.

Key findings of the pilot program included:

- **Target Market:** The primary target market for the campaign should be Generation Z (ages 13-24) in the Fraser Coast and Gympie regions.
- **Perceptions:** Research revealed negative perceptions of the industry, particularly regarding environmental impact and job opportunities.
- **Communication Channels:** Social media platforms, such as Instagram and TikTok, were identified as the most effective channels for reaching the target audience.
- **Key Messages:** Content should emphasise the environmental benefits of sustainable forestry, explain sustainable harvesting (include imagery of regrown plantations/state forests) and focus everyday products the industry creates. It should include imagery of female industry employees and a cross section of ages and communicate the broad range of roles available (something for everyone).
- **Effective Campaign Elements:** To create engaging content for social media platforms, campaigns should incorporate:
 - *Engaging Content:* Humor, relatable scenarios, unexpected twists, or visually striking elements.
 - *Conciseness:* Short and sweet videos, typically between 15 and 30 seconds.
 - *Strong Hook:* A compelling opening to capture attention.
 - *Creative Editing:* Transitions, text overlays, and sound effects.

The outcomes of the pilot program are:

- **Increased Awareness:** The campaign successfully raised awareness of the forest and timber industry among the target audience.
- **Improved Perceptions:** Positive perceptions of the industry increased, particularly regarding environmental sustainability and career opportunities.
- **Community Engagement:** The campaign fostered a sense of community and engagement with the industry.

- 
- **Resources:** The campaign has created a suite of social media content that can continue to be used by industry.
 - **Data:** The campaign has delivered extensive data related to what works and doesn't work when implementing a regional timber industry communications strategy. This can be used when planning future industry-wide or business specific campaigns.

It is important that Queensland's forest and timber industry maintains its focus on maintaining and building on positive industry perceptions and dispelling common myths. This can be achieved by:

- **Continued Efforts:** Based on the success of the pilot project, it is recommended to continue and expand the communication campaign to reach a broader audience and address ongoing challenges.
- **Targeted Outreach:** Focus on reaching schools and educational institutions to promote the industry as a viable career path.
- **Collaboration:** Strengthen partnerships with industry stakeholders to amplify the campaign's reach and impact.
- **Content Improvement:** Incorporate the recommended elements of effective social media content to enhance engagement and reach.

By implementing these recommendations, the Queensland forest and timber industry can effectively attract and retain a skilled workforce, ensuring its long-term sustainability and growth.



Table of Contents

1.	Background	2
2.	Research	2
3.	Plan: Objectives, Strategy Development & Key Messages	3
4.	Create, Test, Implement & Analyse	4
4.1.	Create Round 1 - Development of Content Strategy	5
4.2.	Create Round 1 - Development of Brand Personas for Target Audiences	6
4.3.	Create Round 1 – Content Creation & Placement	7
4.4.	Test - Round 1 Campaign Results Data - Meta	12
4.5.	Test - Round 1 Campaign Results Data – TikTok.....	16
4.6.	Test - Round 1 Focus Group	22
4.7.	Summary of Learnings from Test - Round 1 to be applied to Round 2	24
4.8.	Implement - Round 2 – Content Creation	25
4.9.	Implement - Round 2 Campaign Ad Targeting – Meta.....	32
4.10.	Round 1 VS Round 2 Campaign Performance Comparison: Meta & TikTok	52
6.	Evaluate - Post Campaign Survey.....	53
7.	Conclusion.....	57

1. Background

Queensland's forest and timber industry makes a significant economic contribution to the State, supporting around 25,000 direct and indirect jobs, as well as almost \$4 billion to the state economy.

The timber industry is the state's third most valuable agricultural processing industry delivering the Central and Southern region \$172 million of economic activity and \$775 million to the Wide Bay & Burnett region. The industry is also a significant employer in the region, wood processing and timber manufacturing accounts for around 70% of the 11,760 direct timber industry jobs.

Growing demand for timber products worldwide is creating a parallel need to expand timber supply and attract workers to the industry. However, the sector is facing substantial challenges to recruiting, training, and retaining suitably skilled and qualified workers. The challenges are multi-faceted. They range from increased population and economic growth, the need for increased productivity (increased products and process), new technologies, environmental best practice, National Heavy Vehicle – Chain of Responsibility requirements, an ageing and regional workforce, difficulties in accessing training in regional locations, to the perceptions of the timber and forestry sector.

Current skill shortages and lack of a pipeline of future workforce entrants is a major constraint on the development of an efficient and effective forest industry across Queensland.

The South & Central Queensland Regional Forestry Hub acknowledged the importance of communications as a tool to promote greater awareness of the industry and its future opportunities to build a future workforce but recognised the lack of regional and industry experience, knowledge and data regarding effective communication channels and messages was a barrier for industry participants risk committing time and funds into communication campaigns. Consequently the Hub funded the *South & Central Queensland Forest Timber Industry Awareness Pilot Project Proposal* for peak industry body Timber Queensland to develop and implement an engagement and communication campaign to test and evaluate a range of communication messages and delivery tools, that could be measured against specific objectives and desired outcomes such as enhancing community support, attracting workers in regional communities and promoting greater investment by identifying and engaging with key stakeholders, and profiling the economic, environmental and social value of the local forest and timber industry.

2. Research

The initial phase of the project focused on research producing:

1. An audit report on key paid target platforms/markets & social media consumption preferences and regional influencers (Appendix 1)
2. A review of national and international forest and timber industry awareness programs/reports (Appendix 2)
3. A market research report on local regional perceptions of the forest and timber industry (Appendix 3)

Findings of *South & Central Queensland Forest & Timber Awareness Market Research Report* (Appendix 3) included:

- Research focused on age groups can most likely provide a pipeline for future workforce entrants - males and females aged 13 – 24 years (Generation Z).

- There is a considerable apathy and lack of understanding regarding everyday items the forest and timber industry produces and the benefits of using wood in construction to combat climate change. Despite this, the environmental and sustainability benefits and broad range of careers paths our industry offers are the most appealing reasons for jobseekers to consider working in the industry.
- There is strong belief that the industry does not replant after harvesting and harms the environment. This disconnect offers an education opportunity for Generation Z explaining the sustainable management of harvested trees, what products they create and how the harvested site will recover and yield future trees and products into the future.
- All surveyed respondents indicate that social media is how they most commonly obtain information, followed by TV and then email. Younger Generation Z respondents (13 – 17 years) predominately use Instagram and Tik Tok in comparison to 18 – 24 year olds who use Instagram and Facebook.
- Students rate their schools as highly trusted and preferred sources of information regarding carer pathways, traineeships and apprenticeships

Based on these findings the *South & Central Queensland Forest & Timber Awareness Market Research Report* (Appendix 3) recommended when developing the community engagement & industry awareness pilot plan and communications tools to:

- Include imagery of female industry employees
- Include imagery of a cross section of ages
- Communicate the broad range of roles available (something for everyone)
- Explain sustainable harvesting and focus on some of the everyday products the industry creates and imagery of regrown plantations/state forests
- Incorporate social media campaign and direct communication via industry school tours, presentations, participation in jobs expos, careers nights etc
- Utilise the database developed via the online survey to send electronic direct mail campaigns

3. Plan: Objectives, Strategy Development & Key Messages

Utilising data from the *South & Central Queensland Forest & Timber Awareness Market Research Report* (Appendix 3) the *Pilot Community Engagement & Industry Awareness Campaign Strategy* (Appendix 4) was developed focusing on the following target markets:

Primary

- Males and Females 13 – 18 in the Fraser Coast & Gympie Regional Council areas Skewed towards Females.
- Males and Females 18 – 24 in the Fraser Coast & Gympie Regional Council areas

Secondary

- Teachers and careers advisors in the Fraser Coast & Gympie Regional Council areas
- Parents of high school aged children (Year 10,11,12 most likely aged 38-50) in the Fraser Coast & Gympie Regional Council areas

Objectives

The campaign objectives were stated as:

Primary

1. To improve the perception of the forest and timber industry by improving responses indicating a neutral perception to positive or strongly positive perceptions by 10% at time of next perception survey.
2. To reduce the number of people uncomfortable with seeing cleared forests by 10% at time of next perception survey.
3. To increase the number of people who understand the concept of sustainable forest management (i.e. replanting trees after harvest) by 20% at the time of next perception survey.

Secondary

1. To educate parents of high school aged children regarding forest & timber industry career paths for their children
2. To develop a database of teachers and careers advisors in the Fraser Coast & Gympie Regional Council areas
3. To inform and educate education profession and parents in the Fraser Coast & Gympie Regional Council areas regarding ForestLearning free teaching resources relevant to the Australian Curriculum and with a focus on Australian forests and sustainable timber products

Strategy

Given the target market and objectives the campaign strategy was designed to develop a social media advertising campaign (primarily Instagram & Tik Tok, secondary Facebook) positioning the industry a positive career path choice because of the environmental and sustainability benefits the industry provides. The campaign would illustrate how a variety of jobs, everyday items and trees are connected

Key Messages

It was determined that the key messages the communications content must communicate were:

- The forest and timber industry is important to my life
- There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.
- Whenever a tree is harvested, we plant at least one more to replace it and help them grow.
- Plenty of females and people of all ages work in the industry

4. Create, Test, Implement & Analyse

To create communications content, implement campaigns across social media platforms, test and manage social media advertising placement the following occurred:

1. Reached agreement to leverage existing social media channels established by "Canopy Hub" Queensland's forest and timber industry training and careers hub for promoting and growing a sustainable workforce. The Canopy Hub has a similar target market to the *South & Central Queensland Forest Timber Industry Awareness Pilot Project*.
2. Engaged creative agency and videographer to produce two rounds of content and place/monitor ads across social media channels.
3. Round 1 script development, video production, editing and two months paid placement.
4. Analysed Round 1 campaign performance and held focus group with target market to obtain feedback and insights.

5. Used feedback and results data to undertake Round 2 script development, video production, editing, and two months paid placement.
6. Analysed Round 2 campaign performance.

4.1. Create Round 1 - Development of Content Strategy

It was determined the campaign would aim to:

Deliver both organic and paid content delivery. This is to not only achieve the reach required but also grow a sustainable community to help spread the word about the work industry does into the future post the initial campaign. Organic content also help build trust when people see a brand are consistently creating and sharing valuable content.

Use a variety of ad formats. There are different types of ad formats available on social media, such as image ads, video ads, and carousel ads. We'll experiment with different ad formats to see what works best for your campaign with primarily a focus on video

Target ads carefully. You can target your ads to specific demographics, interests, and behaviours. This will help you ensure that our ads are seen by the people who are most likely to be interested in what we have to offer.

Run A/B tests. A/B testing is a great way to see what works best for a campaign. You can test different ad creative, targeting, and bidding strategies to see what delivers the best results.

Optimise campaigns regularly. The landscape of social media is constantly changing, so it's important to optimise our campaigns regularly. This means tracking results and making changes as needed to ensure that we are getting the most out of the budget.

Create Engaging Content: We need to ensure content is entertaining and visually appealing. Use creative visuals, animations, and catchy hooks to grab the viewers' attention within the first few seconds.

Create Bite-Sized Educational Content: TikTok videos are limited to a maximum of 60 seconds, so focus on delivering concise and valuable information. Break down complex topics into easily digestible and visually appealing content. We can use animations, infographics, or catchy phrases to grab viewers' attention.

Utilise Captions and Text Overlays: Many TikTok users watch videos without sound, so we should add text overlays and captions to ensure that your message gets across even in silent mode.


Participate in Trending Challenges: Stay up-to-date with the latest TikTok challenges and trends. Adapt educational content to fit within these challenges, making it more likely to go viral and reach a broader audience.

Behind-the-Scenes and Day-in-the-Life Videos: Provide an insider's perspective by showcasing behind-the-scenes footage of sustainable timber practices, interviews with industry professionals, and glimpses into the lives of workers in the timber industry.

User-Generated Content (UGC) Campaigns: Encourage users to create and share their videos related to the benefits of the timber industry. Launch UGC contests or challenges with attractive prizes to motivate participation.

Consistency and Regular Posting: Maintain a consistent posting schedule to keep the audience engaged and informed. Frequent uploads will help the campaign build a dedicated follower base.

Engage with the Community: Respond to comments, messages, and mentions to foster a sense of community and build trust with the audience.



Use Music and Sounds: TikTok is known for its extensive library of music and sounds. Incorporate popular tracks that align with campaign content to make it more appealing.

Monitor Analytics: Keep an eye on analytics to measure the performance of the content. Analyse what works best and adapt the strategy accordingly.

4.2. Create Round 1 - Development of Brand Personas for Target Audiences

The Chloe and Lachlan brand personas will be targeted on TikTok.

The Lily brand personas will be targeted on Meta (Facebook / Instagram).

4.3. Create Round 1 – Content Creation & Placement

Based on the objectives, strategy and key messages outlined in the *Pilot Community Engagement & Industry Awareness Campaign Strategy* and the content strategy fourteen social media videos were scripted, filmed and edited. There were two months (November and December 2023) of paid placement across TikTok (campaign budget skewed heavily to TikTok given primary target audience of Chloe and Lachlan brand personas) and Meta (Facebook / Instagram to reach Lily brand persona). All content was placed organically across Meta (Facebook / Instagram), TikTok and LinkedIn.

Content Pillar / Campaign Name	Objective	Key Message	Content Name / Link to Video	Description
Branding / Timber QLD Branding Awareness	Increase awareness & education	Whenever a tree is harvested, we plant at least one more to replace it and help them grow.	Timber Branding Full Video	<p>Person to camera with speech bubble Thinking about a career in Timber?</p> <p>Cut to footage of the Timber industry in action.</p> <p>Follow Canopy for career pathway tips to an awesome job and lifestyle.. RIGHT HERE.</p> <p>Footage of the area:</p> <p>You don't have to move away for a great job.</p> <p>Stock footage of traffic jams,</p> <p>Stay with your mates and family...</p> <p>Timber workers having a laugh / chat:</p> <p>Timber workers having a laugh together.</p> <p>...and forget moving away to a city with unaffordable housing.</p> <p>Picks up a back packing bag: You could however travel the world with the skills you'll learn in the timber industry or use some amazing tech right here.</p> <p>Cut to fast paced footage of the Timber industry in action.</p> <p>For tips on how to join the biggest industry in your area, follow Canopy today...</p> <p>Canopy logo appears above him.</p> <p>Music ends - she looks a little awkward... sound of birds.</p> <p>Or don't... but you might end up in a job you hate... it's pretty awesome working in timber though... just sayin... ..I'd follow Canopy' (gives a wink)..Canopy branding and follow us symbols</p>

		Whenever a tree is harvested,	Music Video 1	Various timber workers in different businesses in different roles doing
--	--	-------------------------------	---------------	-------------------------------------------------------------------------

		we plant at least one more to replace it and help them grow. Whenever a tree is harvested, we plant at least one more to replace it and help them grow.	Music Video 2 Music Video 3 Music Video 4 Music Video 5 Music Video 6 Grow Harvest Plant Use Repeat	<p>Timber Tok Dance Challenge to the tune of Timber by Pitbull</p> <p>The moves are:</p> <ol style="list-style-type: none"> 1. Dig & Plant 2. Harvest, Harvest, Harvest 3. Use (Open The Door) 4. Then Grow, Grow, Grow.
Industry Myths / Industry Myths - Engagement	Debunk industry misconceptions	Plenty of females and people of all ages work in the industry	Industry Myth - Gender	<p>We see a young female in high viz - wearing a clearly fake beard. Behind her are several other girls with fake beards (little bit blurred). "You might think the timber industry is just for men like me"</p> <p>She walks back to the others.</p> <p>We see they are using blow up saws to cut a blow up palm tree. "Oh yeah... ALL blokes here" - winks to the others.</p> <p>"Yes hard, hot work for us fellas"</p> <p>She rips off the beard.</p> <p>"Haha you thought it was all men here!"</p> <p>The girls in the back also rip their beards off with a smile or laugh</p>
		The forest and timber industry is important to my life	Industry Myth - Products	<p><i>Titles appear throughout: No forestry industry - expectation / No forestry industry - reality:</i></p> <p>Expectation: Someone gripping their tummy. Reality: Empty toilet roll holder - camera up to their face, going oooooohhh!!</p> <p>Expectation: Sitting on a chair reading a book. Reality: Cut to chair gone (they start holding the pose) - person falls onto the ground - looks shocked to camera.</p> <p>Expectation: Laying in bed looking at the phone. Reality: Cut to laying on the floor pulling painful expressions.</p> <p>Expectation: We see someone with a burger in a box (non descript box) and drink. Reality: Cut to putting their hand out, burger gets dropped in bit by bit including sauce going everywhere - other hand fills with orange juice. Cut to them looking to camera lifting their covered hands up pulling a silly face with a grin and a little head shake "Yum!"</p>
		There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing	Industry Myth - Technology	<p>Black and white - sped up to Chaplan style music:</p> <p>We see people cutting trees on a plank. Pulling logs etc - tightly cut. - old footage We see (new footage - Chaplin style still) someone with a fake mustache on wipe their forehead, eyes roll back and the collapse</p>

		business deals – and the industry will support my career growth.		on the ground. We see a couple of people run in (no faces) - one use a palm branch, the other a battery powered fan to cool him down. Worker on site: We see the image scrunch up (worker smiles to camera) - they point up to a title. Title 'This is what the QLD Timber industry is actually like' Various footage of tech etc cut between lots of shots of drones, harvesting, mapping on computers etc.
		There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.	How to get into industry	<p><i>Timber industry footage.</i></p> <p>Don't want to go to uni?</p> <p><i>Someone picks up a pile of text books shaking head, gives a grin and throws them out of frame.</i></p> <p>Cool...Go straight from school without any experience.</p> <p><i>Same person gives a thumbs up.</i></p> <p>We have pre-employment programs.</p> <p><i>Footage of younger workers.</i></p> <p>On the job learning.</p> <p><i>Footage of younger workers.</i></p> <p>Apprenticeships.</p> <p><i>Footage of younger workers.</i></p> <p>Work experience options.</p> <p><i>Footage of younger workers.</i></p> <p>Do have a university qualification?</p> <p><i>Staff in a uni gown costume - gives a wave.</i></p> <p>We have great professional roles.</p> <p><i>Footage of office staff.</i></p> <p>Work in the office...</p> <p><i>Footage of office staff.</i></p> <p>or make the great outdoors your office.</p> <p><i>Timber industry footage.</i></p> <p>Everyone is welcome.</p> <p><i>The QLD timber industry has roles available for all</i></p>

Day in the Life / Day In the Life - Engagement	Boost interest in forestry jobs	There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career	Day in the Life – Forest Worker 1	Video follows various forestry workers across a day showing people in a nursery, planting trees and in office. Text overlay highlighting benefits of working outside, variety of activities and sustainable nature of the work.
------------------------------------------------	---------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

		<p>growth.</p> <p>The forest and timber industry is important to my life</p>		
		<p>There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.</p> <p>The forest and timber industry is important to my life</p>	<p>Day in the Life – Harvest Worker</p>	<p>Video shows harvesting operators with machinery with text overlay and images explaining harvesting plans and where the products are utilised.</p>
		<p>There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.</p> <p>The forest and timber industry is important to my life</p>	<p>Day in the Life – Tools & Tech</p>	<p>Video shows a variety of sawmill operators, focusing on technology and workers having fun. Text overlay explains where the products are used.</p>

<p>Transform / Transform - Engagement</p>	<p>Education re the timber life cycle</p>	<p>The forest and timber industry is important to my life</p> <p>Whenever a tree is harvested, we plant at least one more to replace it and help them grow.</p>	<p>Transform – Variation 1 Weetbix</p>	<p>Sitting at a table or bench. Puts a piece of wood down. Cuts to weetabix box where wood would have been. Pours cereal into a bowl. Throws it over the shoulder. Cut to it landing and cuts to a small tree instead. Includes animated images and overlaying words.</p>
-------------------------------------------	-------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

		<p>The forest and timber industry is important to my life</p> <p>Whenever a tree is harvested, we plant at least one more to replace it and help them grow.</p>	<p>Transform – Variation 2 Paper Cup</p>	<p>2 workers - one throws a piece of wood to the other - as they catch it we cut to a takeaway cup in hand. Cut to cheersings together cups. One takes a sip and throws cup down - where they throw it we cut to a new tree.</p>
		<p>The forest and timber industry is important to my life</p> <p>Whenever a tree is harvested, we plant at least one more to replace it and help them grow.</p>	<p>Transform – Variation Pencil & Ruler</p>	<p>Someone sitting outside throws a piece of wood up - they catch it and it transforms into a book - they flip a page or two and chuck it onto the floors - camera goes down to see a small tree</p>
		<p>The forest and timber industry is important to my life</p> <p>Whenever a tree is harvested, we plant at least one more to replace it and help them grow.</p>	<p>Transform – Variation House</p>	<p>We see someone grabs a length of wood (metre or more) - they throw it to the side of frame - camera moves creating blur - and cuts to a full house frame setup (stock)</p>

4.4. Test - Round 1 Campaign Results Data - Meta

To determine the best performing campaign from the data we should consider various metrics such as Reach, Impressions, Link Clicks, Cost per Link Click, and Total Cost. Each of these metrics provides insights into different aspects of campaign performance:


- **Reach:** The number of unique users who saw the campaign.
- **Impressions:** The total number of times the campaign was displayed.
- **Link Clicks:** The number of times users clicked on a link in the campaign. (Engagement metric)
- **CTR (Click-Through Rate):** The ratio of clicks to impressions, showing the effectiveness of the campaign in generating interest. (Content Effectiveness metric - the engagement relative to impressions)
- **Cost per Link Click:** This shows how cost-effective the campaign is in terms of generating link clicks.
- **Total Cost:** The total amount spent on the campaign.

To identify the best performing campaign, we can look for the one with high reach and impressions, a high number of link clicks, and a lower cost per link click. *Campaign performance* helps ensure that the overall strategy is on track, while *ad level performance* allows for fine-tuning of individual ads to achieve the best results.

Campaign Performance Overview

Campaign Name	Campaign Objective	Reach	Impressions	Link Clicks ▾	Link Clicks	Cost per Link Clicks	Total Cost
Timber QLD Branding Awareness	OUTCOME_AWARENESS	138,667	303,176	326	326	\$3.11	\$1,012.65
Industry Myths - Engagement	OUTCOME_ENGAGEMENT	27,614	83,453	184	184	\$5.52	\$1,015.57
Day In the Life - Engagement	OUTCOME_ENGAGEMENT	17,490	54,120	163	163	\$6.24	\$1,016.48
Transform - Engagement	OUTCOME_ENGAGEMENT	11,487	40,233	157	157	\$6.46	\$1,014.19

Ad Level Performance

Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks ▾	Link Clicks CTR	Cost per Link Clicks	Total Cost
Timber QLD Branding - 18Y - 24Y	Timber Branding Full Video		107,344	190,076	232	0.12%	\$2.76	\$640.52
Transform - Secondary TG	Transform - Video Variation 4 - V1		4,963	16,511	85	0.51%	\$5.37	\$456.1
Day In The Life - Secondary TG	Day In The Life - Harvest Worker-1		10,835	24,956	66	0.26%	\$4.3	\$284.09

Test - Key Data Insights - Meta Performance

The "Timber QLD Branding Awareness" campaign performed the best overall in terms of reach, impressions, link clicks, and cost-effectiveness. This campaign included the Timber Branding Full Video and Music Videos 1-6 (refer Table page 11).

Despite its success in most metrics, its Click Through Rate (CTR) is relatively low, suggesting that while many people saw and interacted with the campaign, the rate of interaction relative to the number of impressions was not the highest.

The "Transform - Engagement" campaign, although not leading in reach, impressions, or link clicks, had the highest CTR, indicating a highly engaging content strategy that resonated well with the audience who saw it.

The decision on the "best" campaign depends on the specific goals: for broad reach and cost efficiency, "Timber QLD Branding Awareness" is preferable, but for higher engagement relative to views, "Transform - Engagement" stands out.

The best performing ad based on the number of clicks generated is the branding video (Timber Branding Full Video refer Table page 11).

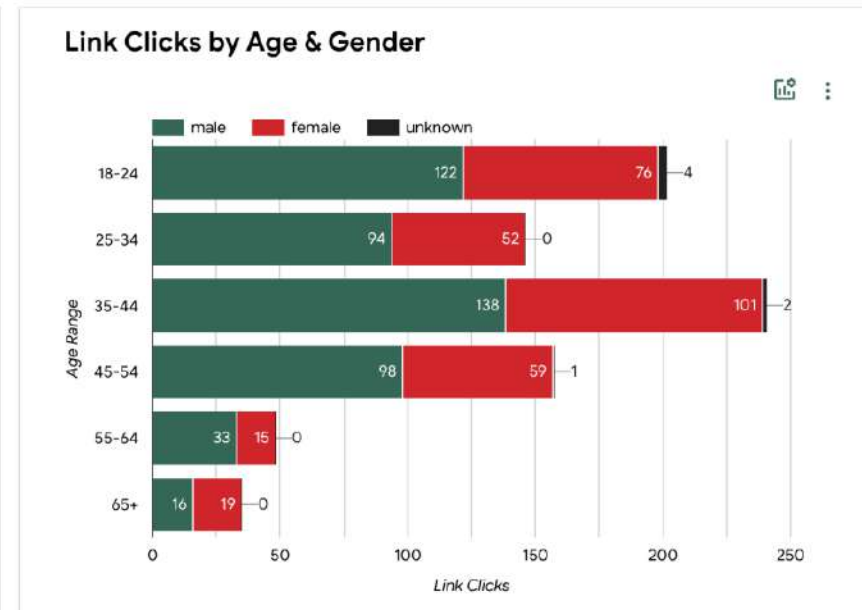
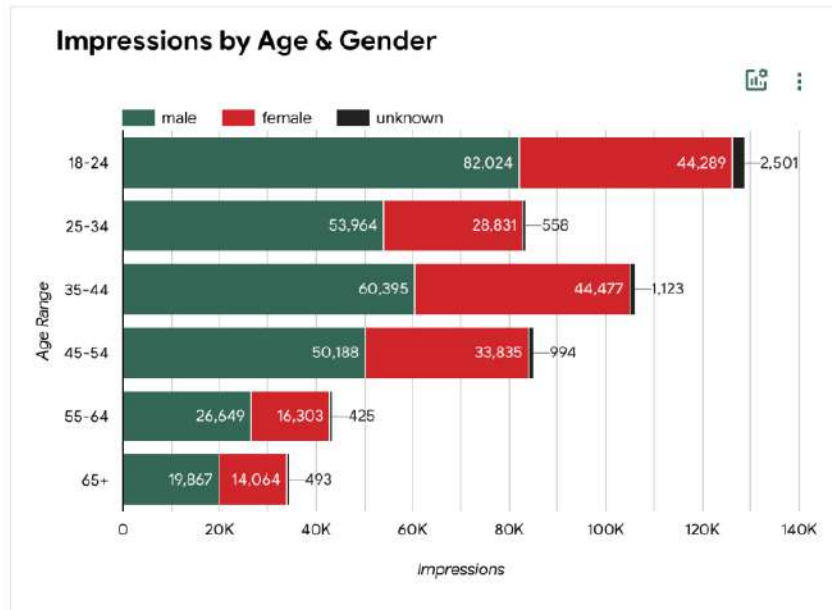
Key Learning

Successful Meta videos/reels include:

- **Thumb-Stopping Visuals:** movement or something that grabs attention in first few seconds.
- **Attention grabbing sounds:** different sounds and trending music.
- **Human connection:** people, particularly faces as this helps emotional connection with the content.
- **Captions and Text Overlays:** people often watch with sound off so include graphics, helps communicate key points.

Test - Key Data Insights - Meta Audience

Paid placement across Meta (Facebook / Instagram) aimed to reach the Lily brand persona (teacher, parent, careers advisor).



Demographic Performance Overview

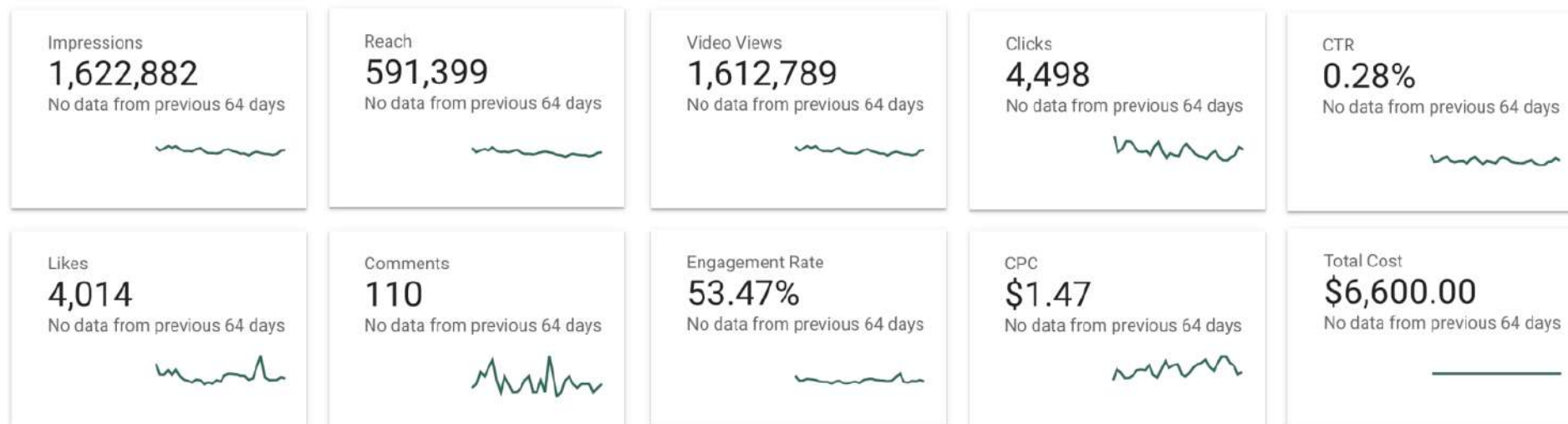
Gender	Reach	Impressions	Link Clicks	Link Clicks CTR	Cost per Link Clicks	Total Cost
male	122,628	293,109	501	0.17%	\$3.91	\$1,959.13
female	70,350	181,779	322	0.18%	\$6.39	\$2,058.07
unknown	2,280	6,094	7	0.11%	\$5.96	\$41.69

4.5. Test - Round 1 Campaign Results Data – TikTok

Similar to the Meta campaign, to determine the best performing TikTok campaign from the "Timber QLD Campaign Performance Report" we considered several key metrics:

- **Reach:** The number of unique users who saw the campaign.
- **Impressions:** The total number of times the campaign was displayed.
- **Clicks:** The number of times users clicked on a link in the campaign. (engagement metric)
- **CTR (Click-Through Rate):** The ratio of clicks to impressions, showing the effectiveness of the campaign in generating interest. (Content Effectiveness metric - the engagement relative to impressions)
- **CPC (Cost Per Click):** The average cost for each click, indicating cost-effectiveness.
- **Video Views:** The number of times the campaign videos were viewed.
- **Total Cost:** The total amount spent on the campaign.

Each of these metrics provides insights into different aspects of campaign performance.



Campaign Performance Overview (Compared with Previous Period)

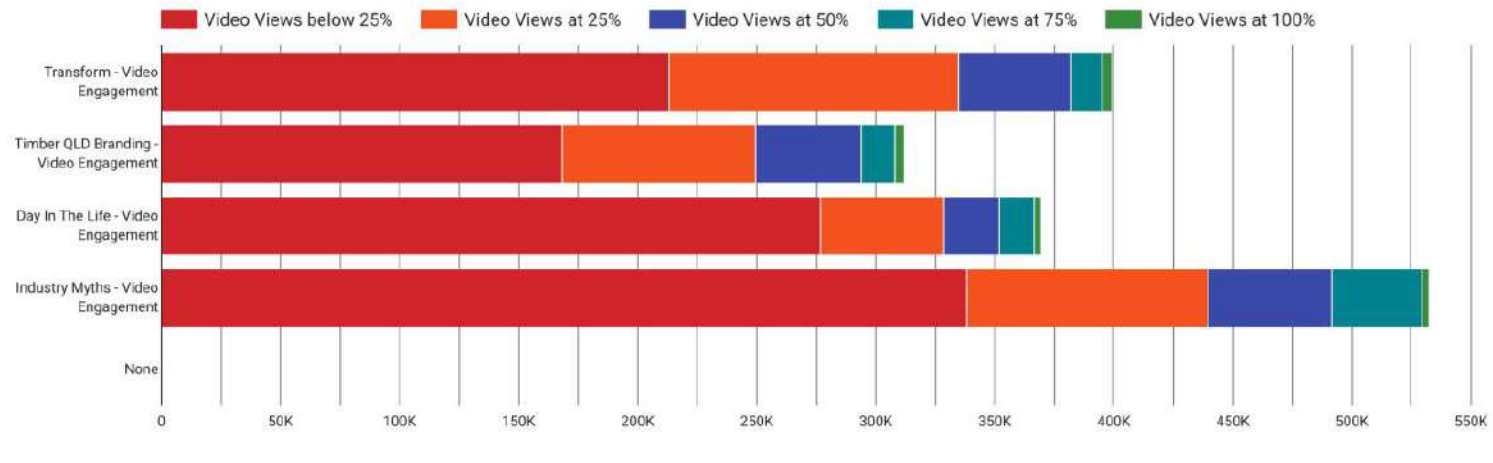
Campaign ▾	Reach	% Δ	Impressions	% Δ	Clicks	% Δ	CTR	% Δ	CPC	% Δ	Video Views	% Δ	Total Cost	% Δ
Day In The Life - Video Engagement	158,297	-	372,031	-	805	-	0.22%	-	\$2.05	-	369,277	-	\$1,650	-
Industry Myths - Video Engagement	275,722	-	535,164	-	2,094	-	0.39%	-	\$0.79	-	532,311	-	\$1,650	-
None	0	-	0	-	0	-	null	-	null	-	0	-	\$0	-
Timber QLD Branding - Video Engage...	170,896	-	313,566	-	777	-	0.25%	-	\$2.12	-	311,942	-	\$1,650	-
Transform - Video Engagement	190,340	-	402,121	-	822	-	0.2%	-	\$2.01	-	399,259	-	\$1,650	-

Campaign Engagement (Deep Dive)

Campaign ▾	Video Views	% Δ	Likes	% Δ	Comments	% Δ	Shares	% Δ	Engagements	% Δ	Engagement Rate	% Δ
Transform - Video Engagement	399,259	-	513	-	14	-	8	-	1,357	-	33.75%	-
Timber QLD Branding - Video Engage...	311,942	-	884	-	11	-	30	-	1,702	-	54.28%	-
None	0	-	0	-	0	-	0	-	0	-	null	-
Industry Myths - Video Engagement	532,311	-	1,150	-	66	-	6	-	3,316	-	61.96%	-

Campaign Performance

Campaign Engagement by Video View Level



Industry Myths - Video Engagement

- Video Views below 25%: **338,340**
 - Video Views at 25%: **101,478**
 - Video Views at 50%: **51,742**
 - Video Views at 75%: **37,939**
 - Video Views at 100%: **2,812**
- Total: 532,311**

Transform - Video Engagement

- Video Views below 25%: **213,191**
 - Video Views at 25%: **121,365**
 - Video Views at 50%: **47,693**
 - Video Views at 75%: **12,942**
 - Video Views at 100%: **4,068**
- Total: 399,259**

Day In The Life - Video Engagement

- Video Views below 25%: **276,630**
 - Video Views at 25%: **52,124**
 - Video Views at 50%: **23,375**
 - Video Views at 75%: **14,227**
 - Video Views at 100%: **2,921**
- Total: 369,277**

Timber QLD Branding - Video Engagement

- Video Views below 25%: **168,473**
 - Video Views at 25%: **81,254**
 - Video Views at 50%: **43,977**
 - Video Views at 75%: **14,374**
 - Video Views at 100%: **3,864**
- Total: 311,942**

Test Round 1 - Key Insights - TikTok Performance

The "Industry Myths - Video Engagement" campaign outperformed others in every key metric. This campaign included the videos names Industry Myth – Gender, Industry Myth – Product and Industry Myth – Technology (refer table page 12-13). This indicates not only a broad reach and high visibility but also effective engagement and cost efficiency. High video views coupled with the highest CTR suggest that the content was engaging and resonated well with the audience.

The low CPC in combination with high clicks and impressions shows that the campaign was not only effective in engaging users but also did so in a cost-efficient manner.

Overall, this campaign seems to have successfully balanced broad reach, high engagement, and cost effectiveness, making it the standout performer on TikTok for the campaign.

Similarly the best performing ad based on number views generated was the Industry Myths - Products video.

Key Learning

Successful TikTok posts include:

- **Engaging Content:** immediately captivating content including humor, relatable situations, surprising twists, or visually stunning elements. The goal is to capture the viewer's attention within the first few seconds.
- **Short and Sweet:** should be concise and to the point. The platform's format favors short videos, often between 15 to 30 seconds, which are easy to watch and share.
- **Strong Hook:** something that grabs the viewer's attention right away
- **Creative Editing and Effects:** creative transitions, text overlays, and sound effects can make a video more dynamic and entertaining, keeping viewers engaged throughout the clip.

Test Round 1- Key Data Insights - TikTok Audience

Paid placement across TikTok aimed to reach the Chloe and Lachlan brand personas (school aged, student, recently graduated).

Data confirmed the 13-17 age group had the highest engagement, with females interacting at a higher rate than males despite more males having the advertisements displayed to them.

Demographic Performance Deep Dive (Gender)

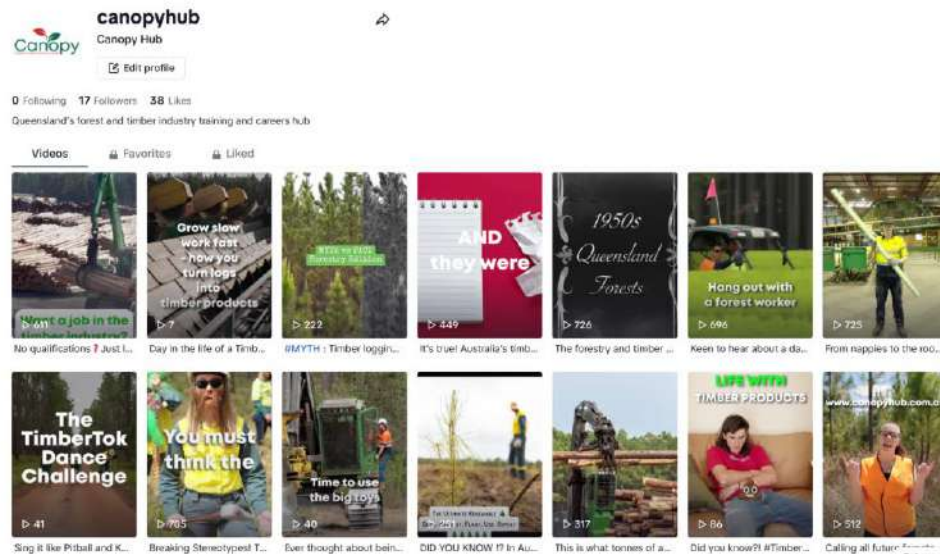
Gender	Impressions	% Δ	Clicks	% Δ	CTR	% Δ	CPC	% Δ	Video Views	% Δ	Likes	% Δ	Total Cost	% Δ
FEMALE	480,173	-	1,499	-	0.31%	-	\$1.27	-	477,730	-	1,336	-	\$1,906.36	-
MALE	1,139,552	-	2,988	-	0.26%	-	\$1.57	-	1,131,928	-	2,676	-	\$4,679.51	-
NONE	3,157	-	11	-	0.35%	-	\$1.28	-	3,131	-	2	-	\$14.13	-

Demographic Performance Deep Dive (Age Range)

Age Range	Impressions	% Δ	Clicks	% Δ	CTR	% Δ	CPC	% Δ	Video Views	% Δ	Likes	% Δ	Total Cost	% Δ
AGE_13_17	640,984	-	2,675	-	0.42%	-	\$0.74	-	637,598	-	2,567	-	\$1,989.21	-
AGE_18_24	320,719	-	961	-	0.3%	-	\$1.27	-	318,197	-	780	-	\$1,222.63	-
AGE_25_34	139,033	-	194	-	0.14%	-	\$3.5	-	137,915	-	160	-	\$679.72	-
AGE_35_44	242,508	-	313	-	0.13%	-	\$3.97	-	241,050	-	218	-	\$1,242.55	-
AGE_45_54	279,416	-	355	-	0.13%	-	\$4.13	-	277,804	-	288	-	\$1,465.08	-
NONE	222	-	0	-	0%	-	null	-	225	-	1	-	\$0.81	-

Test Round 1- Key Data Insights – Organic TikTok

In addition to paid placements content was placed on the Canopy Hub account with the videos Transform – Variation House and Industry Myth – Technology and Industry Myth – Gender attracting the most views.



These are significantly different results to top performing paid content. Reasons for this variance include:

- **Audience Targeting:** Paid placements on TikTok allow advertisers to target specific demographics, interests, and behaviours. While this precision can be beneficial, it may not always align perfectly with the content's natural audience, leading to varying levels of engagement. In comparison organic posts, reach users who are more likely to be interested, as they are distributed by TikTok's algorithm based on user behaviour and preferences.
- **User Perception:** TikTok users often perceive paid content differently from organic content.
- **Algorithmic Favor:** TikTok's algorithm favors content that generates high engagement (likes, comments, shares, etc.). Organic posts that resonate well with viewers are more likely to be promoted across the platform, resulting in higher reach and visibility.
- **Engagement Metrics:** The success metrics for paid placements and organic posts can differ. Paid placements might be measured by impressions, clicks, or conversions, while organic posts are often evaluated based on engagement (likes, shares, comments). This difference in metrics can make paid placements seem less effective if they don't generate the same level of visible engagement as organic content.

4.6. Test - Round 1 Focus Group

On completion of the Round 1 Test Campaign a face-to-face focus group was held with people representative of the Chloe and Lachlan personas – two 16 year old males, one 16 year old female and one 17 year old female.

The group had limited previous exposure to the forest and timber industry. They were played each video, their reactions monitored and they were asked to provide feedback. Below is a summary of their comments:

Timber Branding Full Video

- Ending random should have ended where with Canopy Branding
- Great that shows outdoors
- Picked up on main message as being that you don't have to move away from area to get a job
- Idea – with stay local message show a map of where the jobs are located
- Liked seeing imagery of replanting
- Liked seeing tech side of industry
- Might only watch for a few seconds and then stop watching
- More entertaining than school videos that along these lines
- Was too long, needs to be around 15 seconds
- What makes people go to a profile – when they see people same age, if they are looking for stability
- What is of interest for your age group? – work life balance, is it possible to make an income over a lifetime, the variety of jobs available, what future opportunities are available
- Idea – careers tree map

Music Videos 1- 6

- fun, funny, exciting, interesting.
- #2 favourite. Loved randomness of person spinning on chair.
- Liked #6 the one in the forest as well.
- Liked seeing people have a good time at work, seem like cool, safe, environments
- If you want people to share need to have a celebrity doing the dance.
- Dancing needs to be “tighter”
- Were a little confused about what the message behind the videos – wasn't immediately apparent.
- Grow Harvest Use Plant Repeat good music but too long
- Needs to have 3 phrases (rule of 3)– make it speak faster.
- Idea – there is a tik tok voice that gets faster and higher pitch

Industry Myth – Products

- Sound bad
- Did learn stuff though
- Would be better if didn't have Canopy branding at end
- Really like the MVP reference
- Industry Myth – Technology
- Loved it but needed images of trees at the end of the video
- Shows that it's a progressive industry
- Perfect – funny and engaging
- Only think was a bit too long

Industry Myth – Gender

- Very funny but would scroll past

- Girls sick of everyone sending women focused messages. Would prefer just to see images of men and women together. Subtle message better.
- Could have men talking about how its good to have women around.

Transform 1 Weetbix

- Bit confusing for some. Weetbix comes from trees?
- Music annoying

Transform 2 Paper Cup

- Really like this one, relate to coffee culture
- Needs different music to weetbix one, if have same music all the time feel as though being targeted.

Transform 3 Pencil Ruler

- Don't involve anything to do with school big turn off

Transform 4 House

- A bit funny, transition made it funny

How to get into Industry video

- No good for Tik Tok , perfect to send to schools
- More like a You Tube video
- Too much information

Day in Life Harvest Worker

- Not like a a tik tok

Day in Life Forest Worker

- Like emojis
- Don't say "hang out with " say "A day in the Life"

Day in Life Tools-Tech

- Needs to be much shorter – too much text Would not watch
- Could break up into 1, 2, 3 videos – short sharp

General Comments

- Balance time between Tik Tok / Insta. Look at ads less on Tik Tok, its not as apparent that posts are ads on Insta.
- Trending sounds change monthly
- Don't post as ads, post organically. They scroll past ads. Would only watch 1 in 100 ads.
- A way you could do Myths is "FACT or CAP" or interview style using mini microphone. Just asking questions.
- Like edited style videos
- Probably prefer low production value videos vs high production.
- Boys seem to like videos approx. 15 seconds, girls can manage 25 seconds
- YouTube videos are good.
- "Get ready with me" videos are really good
- The fact that the industry really cares about the forest is a great message
- Interview videos really great
- Slide shows – photos / text
- Some accounts include really random videos, not necessarily about topic
- They very very rarely follow / subscribe but they will visit websites / bookmark websites
- Hashtags super important. Use random ones as well as popular ones.

4.7. Summary of Learnings from Test - Round 1 to be applied to Round 2

Create – Round 1 delivered key insights and learnings from Meta and TikTok data and focus group which indicated that Round 2 content should:

- continue to target identified personas/demographics and social media platforms
- be shorter, ideally around the 15 second mark
- appear less 'produced'
- focus on fun and feel like TikTok user generated content
- incorporate a celebrity endorsement if possible
- feature trending sounds and styles
- focus on career opportunities - good earnings, a great lifestyle, a variety of career options, and a focus on sustainability
- experiment with interview style videos
- provide information by incorporating real stories
- include videos, not necessarily about topic.

Given focus group feedback that young people often scroll past advertisements/posted content, it was decided for Round 2 to continue with organic posting but also compare organic posting on Canopy social media channels with the posting of videos on non-industry related account (i.e. the personal account of Timber_Girl).

It was also decided to maintain the same campaign pillars and objectives (as below) but to make some adjustments to how the key messages were delivered

Campaign Pillars	Objectives
Branding	Increase awareness & education
Industry Myths	Debunk industry misconceptions
Day in the Life	Boost interest in forestry jobs
Transform	Education re the timber life cycle

Additional insights specific to the campaigns and reworking some of video concepts included:

- Use a "celebrity" – Aussie Logger and / or Luke Bateman (timber industry worker on The Bachelor).
- Dancing to be much tighter.
- Have content showing workers having fun with forestry friends.
- Demonstrate that industry workers love where they work / love where they live.
- Incorporate a duet competition.
- Incorporate Fact or Cap? (ie myth/fact).
- Edit some existing videos into shorter versions and try different music.
- Create similar industry myth videos (ie length) but use new products and other sounds e.g toilet paper, guitar, cricket bat.
- Do interview style videos with mini microphone – stopping "random" people as they arrive at work / move around office / move around sites asking questions about their job/lifestyle.
- Content needs to appear less 'produced' and focus on fun and feeling like TikTok user generated content.

4.8. Implement - Round 2 – Content Creation

Based on the original objectives, strategy and key messages outlined in the *Pilot Community Engagement & Industry Awareness Campaign Strategy*, the initial content strategy and taking into account the learnings acquired from Round 1 a further thirty-three social media videos were scripted, filmed and/or re-edited.

Similar to Test - Round 1 there were eight weeks (during April – June 2024) of paid placement across TikTok (campaign budget skewed heavily to TikTok given primary target audience of Chloe and Lachlan brand personas) and Meta (Facebook / Instagram to reach Lily brand persona).

All content was placed organically across Meta (Facebook / Instagram), TikTok and LinkedIn. In addition a new TikTok channel was established 'Timber Girl' to test if posts attracted more attention from a page perceived to be an individual in comparison to a business page.

Content Pillar / Campaign Name	Objective / Key Message	Learning Incorporated From Test – Round 1	Content Name	Description
Branding / Timber QLD Branding Awareness	Increase education & awareness / Whenever a tree is harvested, we plant at least one more to replace it and help them grow.	Incorporate a celebrity endorsement if possible	Video 1 - Timber Logger	Celebrity "The Aussie Logger" doing Grow, Harvest, Process dance moves
Branding / Timber QLD Branding Awareness	Increase education & awareness / There's lots of different types of jobs	Needs to appear less 'produced' and focus on fun and feeling like TikTok user generated content Include videos not necessarily about topic	Video 2 A - polished vs not	Images of professional dancers, then vision of sawmill workers dancing on the job
Branding / Timber QLD Branding Awareness	Increase education & awareness / There's lots of different types of jobs	Needs to appear less 'produced' and focus on fun and feeling like TikTok user generated content Include videos not necessarily about topic	Video 2 B - polished vs not	Images of professional dancers, then vision of foresters dancing on the job

<p>Branding / Timber QLD Branding Awareness</p>	<p>Increase education & awareness /</p> <p>There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.</p>	<p>Focus on fun Focus good earnings, a great lifestyle, a variety of career options</p>	<p>Video 3A guys dance</p>	<p>Stock shot of an elderly person doing a really silly/lame dance - caption over the top 'When you want to own a home before you're 80?'</p> <p>Stock shot of someone crying. Closeup of a timber worker excitedly look to camera.</p> <p>Cut to holding hands with another worker and spinning in circles. - Caption over the top "When you realise you can stay local where houses are affordable" Cut to inside the circle (two workers holding hands) as if the camera is the point of view of one of them - the other worker looks super happy to be doing this..</p> <p>Caption 'And you can have a job that's fun in the QLD Timber Industry'</p>
<p>Branding / Timber QLD Branding Awareness</p>	<p>There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.</p>	<p>Focus on fun Focus good earnings, a great lifestyle, a variety of career options</p>	<p>Video 3B forest kangaroos</p>	<p>Stock shot of an elderly person doing a really silly/lame dance - caption over the top 'When you want to own a home before you're 80?'</p> <p>Stock shot of someone crying. Closeup of a forestry worker excitedly look to camera.</p> <p>Cut to holding hands with another worker and spinning in circles. - Caption over the top "When you realise you can stay local where houses are affordable" Cut to inside the circle (two workers holding hands) as if the camera is the point of view of one of them - the other worker looks super happy to be doing this..</p> <p>Caption 'And you can have a job that's fun in the QLD Timber Industry'</p>

<p>Branding / Timber QLD Branding Awareness</p>	<p>Increase education & awareness /</p> <p>Whenever a tree is harvested, we plant at least one more to replace it and help them grow.</p>	<p>Testing User Generated Content</p>	<p>Video4giveawayv2</p>	<p>Duet Grow, Harvest, Process , Use Dance to win a prize (A duet on TikTok is a feature that allows users to create content alongside another user's video to foster engagement and get greater reach. A duet is basically your reaction to or collaboration with an existing Tiltok video that you like.)</p>
	<p>Increase education & awareness /</p> <p>There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.</p>	<p>Focus good earnings, a great lifestyle, a variety of career options</p>	<p>Video 5 city vs country v2</p>	<p>We see see a split screen top/bottom. Top - worker takes off high viz in a very silly way. Bottom - worker tries to loosen their tie. Cut to jumping in the car for both. The bottom remains the whole time on the person in the car looking progressively more angry and getting road rage to camera. The top after about half a second shows them pulling a dirt bike out the back at a river location. Then we cut to biking. We see them fishing. We see a mate arriving and doing a fun handshake. We see them having a laugh. The bottom is still the other person stuck in traffic in the car looking grumpy.</p> <p>Captions appear</p> <p>Top caption - Stayed local as a QLD Timber worker.</p> <p>Bottom caption - Moved to the city.</p>

	<p>Increase education & awareness /</p> <p>There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.</p>	<p>Focus good earnings, a great lifestyle, a variety of career options</p>	<p>Video 6 after work v2</p>	<p>Day in the Life montage of forest and timber industry worker demonstrating regional life style/work life balance.</p>
	<p>Increase education & awareness /</p> <p>There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.</p>	<p>Be shorter, ideally around the 15 second mark Feature trending sounds and styles</p>	<p>Video 9 gaming</p>	<p>We see closeups of hand controllers – with AI voice “Hey mate what game are you playing”. We cut to shots of harvesting tech in action cut tightly.</p>

<p>Debunk industry misconceptions</p>	<p>Increase education & awareness /</p> <p>Whenever a tree is harvested, we plant at least one more to replace it and help them grow.</p>	<p>Experiment with interview style videos</p>	<p>Video 7 destroy</p>	<p>Fact or Cap? (ie myth/fact) interview style. Runs up to a worker where we can see trees down - "Hey mate don't you feel bad you're destroying the forests?" The worker explains that they're not because new trees get planted for every tree they cut so wood is better for the environment than virtually any other resource" few shots of trees planted (existing footage).</p>
<p>Debunk industry misconceptions</p>	<p>Increase education & awareness /</p> <p>Whenever a tree is harvested, we plant at least one more to replace it and help them grow.</p>	<p>Experiment with interview style videos</p>	<p>Video 8 harvest</p>	<p>Runs up to a harvester in the forest who's arriving in the car "Hey mate is this what you use to cut down trees?" (Holds a fake toy axe) - Worker "Nah mate" - "Oh righto, this stuff yeah..." - pulls out an iPhone (holds to camera) with a picture of an old school black and white image of a couple of timber workers with a dual handled saw and then shows it to him. Worker says "Nah, this is what we use" - smacks hand in front of the camera, as hand pulls back we cut to a few shots of tech cutting trees.</p>
<p>Industry Myths / Industry Myths - Engagement</p>		<p>Be shorter, ideally around the 15 second mark Feature trending sounds and styles – Round 1 Test music "annoying"</p>	<p>Video 11 A Toilet paper Video 11 B Stairs & Tables Video 11 C Burger</p>	<p>Re-edit existing Timber Products Video cut down each clip into it's own video with different music.</p>

<p>Industry Myths / Industry Myths - Engagement</p>	<p>The forest and timber industry is important to my life</p>	<p>Be shorter, ideally around the 15 second mark Feature trending sounds and styles</p>	<p>Video 12 toilet v2</p>	<p>We see someone sitting on the toilet (close waist up), they have a small plant in their hands - they pull a leaf off and appear to be wiping - 'ouch' they mouth.</p> <p>They put the plant to the camera - Pull back and it's now a piece to wood, They start to go to wipe and shake their head - put the wood put to the camera. Pull back and it's now a toilet paper roll, They give a high five to camera. Cut to toilet flushing symbol and the camera pans down to see a plant sticking out the top.</p> <p>Wood products (like toilet paper)... the ultimate renewable MVP.</p>
<p>Industry Myths / Industry Myths - Engagement</p>	<p>The forest and timber industry is important to my life</p>	<p>Be shorter, ideally around the 15 second mark Feature trending sounds and styles</p>	<p>Video 13 guitar v2</p>	<p>A person sits down doing an air guitar looking like an idiot bobbing head around etc, chucks it down. Someone out of frame hands them a plant, they put it in their lap and start pretending to play it (one hand on the leaves, the other strumming the pot. Shakes head.</p> <p>Puts it down and someone out of frame hands them a plank of wood, tries to play it, looks annoyed.</p> <p>Puts it down and someone out of frame hands them a guitar - plays it and we hear some guitar sounds. They hold the guitar up to the camera (obscuring view)</p> <p>Pulls back and it's the plant again, leaves it on the chair and walks out of frame.</p> <p>Wood products, the ultimate renewable MVP.</p>

<p>Industry Myths / Industry Myths - Engagement</p>	<p>The forest and timber industry is important to my life</p>	<p>Be shorter, ideally around the 15 second mark Feature trending sounds and styles</p>	<p>Video 14 Cricket v2</p>	<p>We see someone pretending to play cricket (metal stumps in the background with one other player behind). They are pretending to have a cricket bat (air bat) they swing as the ball comes in (thrown gently at very close range and tight shot so it doesn't actually hurt them) and they get hit drop to the ground - camera moves in, 5 or 6 more balls hit them. To the camera they say "Some things are better with timber products" Cut to them swinging with a cricket bat this time, hitting the ball and smiling to the camera and doing a silly dance. Wood products, the ultimate renewable MVP</p>
		<p>Retargetting video</p>	<p>Video 16 canopy</p>	<p>We see timber industry footage with a title over the top 'Thinking about a job in the timber industry?'. More footage. 'Sign up for the newsletter for tips and job options near you'. Canopy details / website.</p>
<p>Branding / Timber QLD Branding Awareness</p>	<p>There's lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.</p>	<p>Experiment with interview style videos Provide information by incorporating real stories</p>	<p>Video15VoxPop_1 Video15VoxPop_2 Video15VoxPop_3 Video15VoxPop_4 Video15VoxPop_5 Video15VoxPop_6 Video15VoxPop_7 Video15VoxPop_8 Video15VoxPop_9 Video15VoxPop_10 Video15VoxPop_11 Video15VoxPop_12 Video15VoxPop_13 Video15VoxPop_14 Video15VoxPop_15 Video15VoxPop_16 Video15VoxPop_17 Video15VoxPop_18</p>	<p>Interview style video stopping people at random in sawmill, forest asking them vox pop type questions like why do you work here, how did you get a job here, what do you do after work</p>

4.9. Implement - Round 2 Campaign Ad Targeting – Meta

For Round 2 the content was divided into four campaigns which aligned with the original content pillars.

Campaign 01 - Timber QLD Branding Engagement	Campaign 02 - Day In the Life - Engagement
Ad set 01 - Timber QLD Branding - Secondary TG	Ad set 01 - Day In The Life - Secondary TG – Copy
People who match: Interests: Teacher education (vocational training), Primary education (primary and secondary education), Secondary education (primary and secondary education) or Student (education) Field of study: Teachers Job title: Teacher Parents: Parents with teenagers (aged 13-17), Parents with adult children (aged 18-26) or Parents with pre-teens (aged 9-12)	People who match: Interests: Teacher education (vocational training), Primary education (primary and secondary education), Secondary education (primary and secondary education) or Student (education) Field of study: Teachers Job title: Teacher Parents: Parents with teenagers (aged 13-17), Parents with adult children (aged 18-26) or Parents with pre-teens (aged 9-12)
Ad set 02 - Timber QLD Branding - 18Y - 24Y	Ad set 02 - Day In The Life - 18Y - 24Y – Copy
Males and Females 18 – 24 in the Fraser Coast & Gympie Regional Council area	Males and Females 18 – 24 in the Fraser Coast & Gympie Regional Council area
Ads	Ads
Ad variation - Video 1 - Timber Logger – Copy 02	Video 3A guys dance – Copy 02
Ad variation - Video 1 - Timber Logger	Video 3A guys dance
Video 2 B - polished vs not – Copy 02	Video 3B forest kangaroos – Copy 2
Video 2 B - polished vs not	Video 3B forest kangaroos
Video 16 canopy – Copy 02	Video15VoxPop_5
Video 16 canopy	Video15VoxPop_18
Video 2 A - polished vs not – Copy 02	Video 5 city vs country v2
Video 2 A - polished vs not	Video15VoxPop_15
<u>Video4giveawayv2</u> – Copy 02	Video15VoxPop_12
<u>Video4giveawayv2</u>	Video15VoxPop_14
	Video 6 after work v2
	Video15VoxPop_6
	Video 5 city vs country v2 – Copy 02
	Video 6 after work v2 – Copy 02

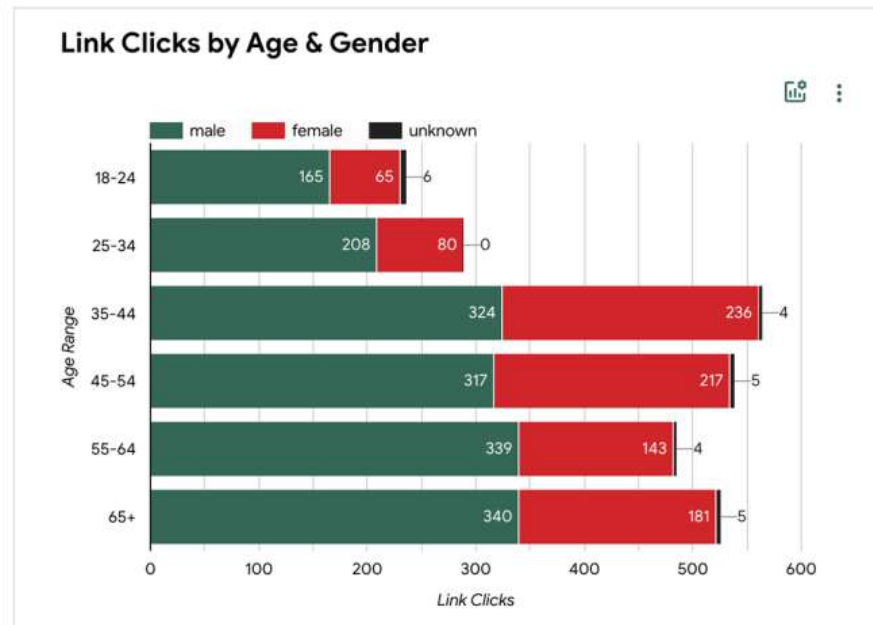
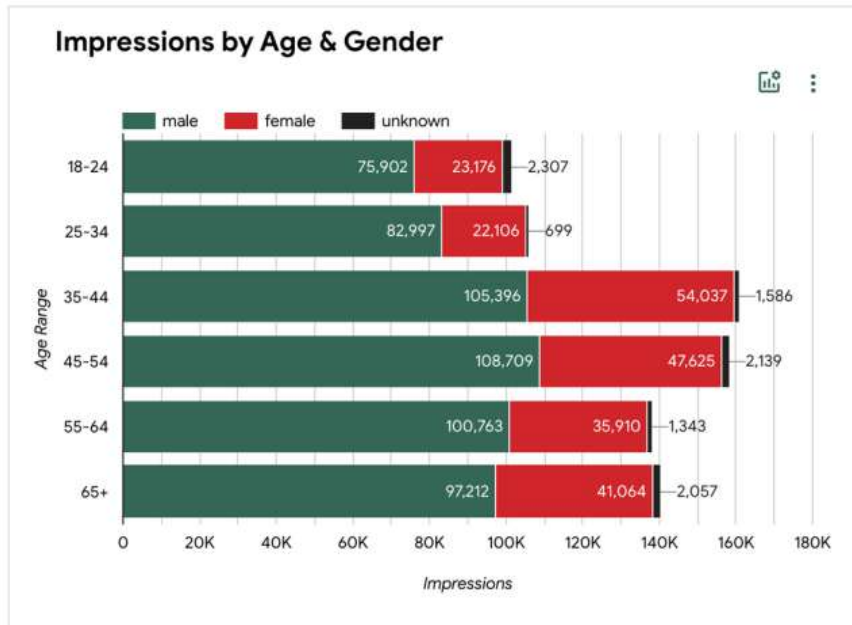
Campaign 03 - Transform - Engagement
Ad set 01 - Transform - Secondary TG – Copy
People who match:
Interests: Teacher education (vocational training), Primary education (primary and secondary education), Secondary education (primary and secondary education) or Student (education) Field of study: Teachers Job title: Teacher Parents: Parents with teenagers (aged 13-17), Parents with adult children (aged 18-26) or Parents with pre-teens (aged 9-12)
Transform - 18Y - 24Y – Copy
Males and Females 18 – 24 in the Fraser Coast & Gympie Regional Council area
Ads
Video 13 guitar v2 – Copy 02
Video 13 guitar v2
Video 14 Cricket v2 – Copy 02
Video 12 toilet v2 – Copy 02
Video 11 C Burger – Copy 02
Video 11 B Stairs & Tables – Copy 02
Video 11 A Toilet paper – Copy 02
Video 14 Cricket v2
Video 12 toilet v2
Video 11 C Burger
Video 11 B Stairs & Tables
Video 11 A Toilet paper

Campaign 04 - Timber QLD Awareness - Engagement
Ad set 01 - Timber QLD Awareness - Secondary TG
People who match:
Interests: Teacher education (vocational training), Primary education (primary and secondary education), Secondary education (primary and secondary education) or Student (education) Field of study: Teachers Job title: Teacher Parents: Parents with teenagers (aged 13-17), Parents with adult children (aged 18-26) or Parents with pre-teens (aged 9-12)
Ad set 02 - Timber QLD Awareness - 18Y - 24Y
Males and Females 18 – 24 in the Fraser Coast & Gympie Regional Council area
Ads
Video15VoxPop_7 – Copy 02
Video15VoxPop_4 – Copy 02
Video 9 gaming – Copy 02
Video15VoxPop_1 – Copy 02
Video 8 harvest – Copy 02
Video 7 destroy – Copy 02
Video15VoxPop_3 – Copy 02
Video15VoxPop_17
Video15VoxPop_7
Video15VoxPop_4
Video15VoxPop_10
Video15VoxPop_16
Video15VoxPop_8
Video15VoxPop_11
Video 9 gaming
Video15VoxPop_1
Video 8 harvest
Video 7 destroy
Video15VoxPop_9
Video15VoxPop_13
Video15VoxPop_3

Implement - Key Data Insights - Meta Audience

Meta content in Round 2 had almost the triple the amount of engagement (clicks) for both males and females than Round 1.

Demographic Performance



Demographic Performance Overview

Gender	Reach	Impressions	Link Clicks ▾	Link Clicks CTR	Cost per Link Clicks	Total Cost
male	151,019	571,034	1,693	0.3%	\$2.21	\$3,738.33
female	51,022	223,867	922	0.41%	\$3.47	\$3,195.12
unknown	1,855	10,127	24	0.24%	\$3.15	\$75.61

Demographic Performance Overview

Age Range	Reach	Impressions	Link Clicks ▾	Link Clicks CTR	Cost per Link Clicks	Total Cost
35-44	37,491	161,022	564	0.35%	\$3.27	\$1,844.56
45-54	35,699	158,493	539	0.34%	\$2.83	\$1,523.16
65+	33,556	140,338	526	0.37%	\$2.09	\$1,101.86
55-64	37,747	138,015	486	0.35%	\$1.9	\$924
25-34	31,797	105,790	288	0.27%	\$2.74	\$790.25
18-24	27,606	101,370	236	0.23%	\$3.5	\$825.23

Implement - Round 2 Campaign Results Data - Meta

To determine the best performing campaign we should consider various metrics such as Reach, Impressions, Link Clicks, Cost per Link Click, and Total Cost. Each of these metrics provides insights into different aspects of campaign performance:

- **Reach:** The number of unique users who saw the campaign.
- **Impressions:** The total number of times the campaign was displayed.
- **Link Clicks:** The number of times users clicked on a link in the campaign. (Engagement metric)
- **CTR (Click-Through Rate):** The ratio of clicks to impressions, showing the effectiveness of the campaign in generating interest. (Content Effectiveness metric - the engagement relative to impressions)
- **Cost per Link Click:** This shows how cost-effective the campaign is in terms of generating link clicks.
- **Total Cost:** The total amount spent on the campaign.




To identify the best performing campaign, we can look for the one with high reach and impressions, a high number of link clicks, and a lower cost per link click. Campaign performance helps ensure that the overall strategy is on track, while ad level performance allows for fine-tuning of individual ads to achieve the best results.

Campaign Performance



Campaign Performance Overview

Campaign	Campaign Objective	Reach	Impressions	Link Clicks ▾	Link Clicks	Cost per Link Clicks	Total Cost
Timber QLD Awareness - Engagement	OUTCOME_ENGAGEMENT	130,320	356,098	1,005	1,005	\$1.71	\$1,715.64
Timber QLD Branding Engagement	OUTCOME_ENGAGEMENT	75,776	196,012	597	597	\$2.88	\$1,720.64
Day In the Life - Engagement	OUTCOME_ENGAGEMENT	46,017	155,042	537	537	\$3.32	\$1,785.04
Transform - Engagement	OUTCOME_ENGAGEMENT	21,512	97,876	500	500	\$3.58	\$1,787.74

Ad Level Performance

Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks	Link Clicks CTR	Cost per Link Clicks	Total Cost
Timber QLD Branding - 18Y - 24Y	Video 8 harvest - Copy 02		28,478	51,304	158	0.31%	\$1.29	\$204.31
Timber QLD Branding - 18Y - 24Y	Video 7 destroy		29,262	42,974	153	0.36%	\$1.32	\$202.59
Transform - Secondary TG - Copy	Video 12 toilet v2		4,841	19,617	153	0.78%	\$3.23	\$494.72

Ad Level Performance

Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks	Link Clicks CTR	Cost per Link Clicks	Total Cost
Timber QLD Branding - Secondary TG	Video 7 destroy - Copy 02		49,215	71,288	131	0.18%	\$3.28	\$430.07
Timber QLD Branding - 18Y - 24Y	Video 7 destroy - Copy 02		30,205	38,543	124	0.32%	\$1.75	\$216.39
Timber QLD Branding - Secondary TG	Video 8 harvest - Copy 02		30,387	43,587	116	0.27%	\$1.79	\$207.42




Ad Level Performance



Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks ▾	Link Clicks CTR	Cost per Link Clicks	Total Cost
Timber QLD Branding - 18Y - 24Y	Video 2 A - polished vs not		18,588	32,129	114	0.35%	\$2.3	\$262.34
Day In The Life - Secondary TG - Copy	Video15VoxPop_14 - Copy		2,600	8,583	99	1.15%	\$2.38	\$235.32
Day In The Life - Secondary TG - Copy	Video15VoxPop_5 - Copy		12,156	26,904	87	0.32%	\$1.85	\$161.32

Ad Level Performance



Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks ▾	Link Clicks CTR	Cost per Link Clicks	Total Cost
Timber QLD Branding - 18Y - 24Y	Video 2 A - polished vs not		18,588	32,129	114	0.35%	\$2.3	\$262.34
Day In The Life - Secondary TG - Copy	Video15VoxPop_14 - Copy		2,600	8,583	99	1.15%	\$2.38	\$235.32
Day In The Life - Secondary TG - Copy	Video15VoxPop_5 - Copy		12,156	26,904	87	0.32%	\$1.85	\$161.32

Ad Level Performance

Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks	Link Clicks CTR	Cost per Link Clicks	Total Cost
Day In The Life - Secondary TG - Copy	Video 5 city vs country v2 - Copy		18,115	32,496	78	0.24%	\$3.72	\$289.87
Timber QLD Branding - 18Y - 24Y	Video15VoxPop_10		12,562	18,624	77	0.41%	\$1.33	\$102.61
Timber QLD Branding - Secondary TG	Video 2 A - polished vs not		12,309	20,599	73	0.35%	\$2.71	\$197.68

Ad Level Performance

Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks	Link Clicks CTR	Cost per Link Clicks	Total Cost
Transform - Secondary TG - Copy	Video 11 B Stairs & Tables - Copy 02		2,971	7,310	57	0.78%	\$3.07	\$174.71
Timber QLD Branding - Secondary TG	Video 16 canopy - Copy 02		3,724	8,116	48	0.59%	\$2.63	\$126.15
Timber QLD Branding - 18Y - 24Y	Video 2 A - polished vs not - Copy 02		7,914	12,288	45	0.37%	\$2.43	\$109.14

Ad Level Performance

Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks	Link Clicks CTR	Cost per Link Clicks	Total Cost
Transform - Secondary TG - Copy	Video 11 B Stairs & Tables		2,616	6,188	43	0.69%	\$3.24	\$139.24
Timber QLD Branding - 18Y - 24Y	Video 1 - Timber Logger		17,330	20,971	43	0.21%	\$2.5	\$107.58
Timber QLD Branding - 18Y - 24Y	Video 8 harvest		13,907	14,363	42	0.29%	\$1.07	\$45

Ad Level Performance

Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks	Link Clicks CTR	Cost per Link Clicks	Total Cost
Transform - Secondary TG - Copy	Video 11 C Burger		2,682	5,672	37	0.65%	\$2.83	\$104.58
Timber QLD Branding - Secondary TG	Video 2 B - polished vs not - Copy 02		3,344	6,073	37	0.61%	\$2.83	\$104.89
Day In The Life - Secondary TG - Copy	Video15VoxPop_18 - Copy		4,093	10,475	36	0.34%	\$4.44	\$159.68

Implement - Round 2 Key Insights - Meta

At Campaign level: The "Timber QLD Awareness/Education" campaign performed the best overall in terms of reach, impressions, link clicks, and cost-effectiveness (see page 36 for a list of the campaign ad set).

At Ad level: The "Timber QLD Branding" ad set performed the best overall in terms of reach, impressions, link clicks, and cost-effectiveness. Despite its success in most metrics, its CTR is relatively low when compared to certain other ads, suggesting that while many people saw and interacted with the branding and awareness campaigns, the rate of interaction relative to the number of impressions was not the highest.

CTR: The "Transform and Day in Life" campaigns, although not leading in reach, impressions, or link clicks, had the higher CTR, indicating a highly engaging content strategy that resonated well with the audience who saw it (see page 36 for a list of the campaign ad set)..

Conclusion: The decision on the "best" campaign depends on the specific goals: for broad reach and cost efficiency, "Timber QLD Branding & Awareness" is preferable, but for higher engagement relative to views, "Transform & Day in Life " stands out.

Top 3 Meta Ads: The top 3 ads were those addressing industry myths - Video 8 Harvest, Video 7 destroy and Video 12 toilet v2 (see page 32-33). The criteria for best performing campaigns is based on the post reactions, shares and link clicks, for which the 3 best performing ads are from the same video. The top performing ads (taking the top 2 spots) based on the number of clicks generated is content created for the branding pillar.

Ad	Delivery	Page engagement	Post reactions	Post comments	Post saves	Post shares	Link clicks ↓
 Video 8 harvest - Copy 02	Completed	28,199	47	6	1	5	158
 Video 7 destroy	Completed	21,709	149	20	1	17	153
 Video 12 toilet v2	Completed	15,129	-	-	-	-	153

Ad Set Name	Ad Name	Thumbnail URL Image	Reach	Impressions	Link Clicks	Link Clicks CTR	Cost per Link Clicks	Total Cost
Timber QLD Branding - 18Y - 24Y	Video 8 harvest - Copy 02		28,478	51,304	158	0.31%	\$1.29	\$204.31
Timber QLD Branding - 18Y - 24Y	Video 7 destroy		29,262	42,974	153	0.36%	\$1.32	\$202.59
Transform - Secondary TG - Copy	Video 12 toilet v2		4,841	19,617	153	0.78%	\$3.23	\$494.72

Round 1 VS Round 2 Campaign Performance Comparison: Meta

When comparing the 1st (Test) and 2nd (Implement) rounds of the Meta ad campaigns, the 2nd round has significantly outperformed the 1st round in terms of link clicks, CPC (Cost Per Click), and CTR (Click-Through Rate).

Overall Performance

Ad Spend: The 2nd round spent \$316 more than the 1st round.

Link Clicks: The 2nd round received 1,233 more clicks than the 1st round.

CTR: The 2nd round achieved a 0.16% higher CTR compared to the 1st round.

CPC: The CPC in the 2nd round was \$2.10 lower than in the 1st round. (indicating an overall better strategy and message/content cut through)

Detailed Campaign Breakdown

Round 1 Timber QLD Branding Awareness vs. Round 2 Timber QLD Branding Engagement

Link Clicks: The 2nd round received 53 more clicks.

Ad Spend: The 2nd round spent \$40 more.

Round 1 Industry Myths - Engagement vs. Round 2 Timber QLD Awareness (NB. "Timber QLD Awareness is a different campaign name to Industry Myths as in Round 2 the campaign contains both Industry Myth videos and Vox Pop videos)

Link Clicks: The 2nd round received 1,014 more clicks.

Ad Spend: The 2nd round spent \$41.68 more.

Round 1 Day in the Life - Engagement vs. Round 2 Day in the Life Engagement

Link Clicks: The 2nd round received 233 more clicks.

Ad Spend: The 2nd round spent \$110.21 more.

Round 1 Transform - Engagement vs. Round 2 Transform - Engagement

Link Clicks: The 2nd round received 233 more clicks.

Ad Spend: The 2nd round spent \$115.14 more.

Overall, the 2nd round of the campaign has demonstrated a stronger performance in engagement metrics, making it a more effective content strategy for achieving campaign goals.

Implement - Round 2 Campaign Ad Targeting - TikTok

For Round 2 the content was divided into four campaigns which aligned with the original content pillars

Campaign 01 - Timber QLD Branding Engagement
Ad set 01 - 13-17- Educations
Age: 13-17 Interests: Primary & Secondary Education & K-12 College Education career path career guidance College Life college education college students Higher education
Ad set 02 - 18-24Y
Age: 18-24
Ad set 03 - 25-54 Teachers
Age: 25-54 Interests: College Education Education Primary & Secondary Education & K-12 teaching Language teaching for children career guidance
Ads
Ad variation - Video 1 - Timber Logger – Copy 02
Ad variation - Video 1 - Timber Logger
Video 2 B - polished vs not – Copy 02
Video 2 B - polished vs not
Video 16 canopy – Copy 02
Video 16 canopy
Video 2 A - polished vs not – Copy 02
Video 2 A - polished vs not
Video4giveaway2 – Copy 02
Video4giveawayv2

Campaign 02 - Day In the Life - Engagement
Ad set 01 - 13-17- Educations
Age: 13-17 Interests: Primary & Secondary Education & K-12 College Education career path career guidance College Life college education college students Higher education
Ad set 02 - 18-24Y
Age: 18-24Y
Ad set 03 - 25-54 Teachers
Age: 25-54 Interests: College Education Education Primary & Secondary Education & K-12 teaching Language teaching for children career guidance
Ads
Video 3A guys dance – Copy 02
Video 3A guys dance
Video 3B forest kangaroos – Copy 2
Video 3B forest kangaroos
Video15VoxPop_5
Video15VoxPop_18
Video 5 city vs country v2
Video15VoxPop_15
Video15VoxPop_12
Video15VoxPop_14
Video 6 after work v2
Video15VoxPop_6
Video 5 city vs country v2 – Copy 02
Video 6 after work v2 – Copy 02

Campaign 03 - Transform - Engagement
Ad set 01 - 13-17- Educations
Age: 13-17 Interests: Primary & Secondary Education & K-12 College Education career path career guidance College Life college education college students Higher education
Ad set 02 - 18-24Y
Age: 18-24
Ad set 03 - 25-54 Teachers
Age: 25-54 Interests: College Education Education Primary & Secondary Education & K-12 teaching Language teaching for children career guidance
Ads
Video 13 guitar v2 – Copy 02
Video 13 guitar v2
Video 14 Cricket v2 – Copy 02
Video 12 toilet v2 – Copy 02
Video 11 C. Burger – Copy 02
Video 11 B Stairs & Tables – Copy 02
Video 11 A Toilet paper – Copy 02
Video 14 Cricket v2
Video 12 toilet v2
Video 11 C Burger
Video 11 B Stairs & Tables
Video 11 A Toilet paper

Campaign 04 - Timber QLD Awareness - Engagement
Ad set 01 - 13-17- Educations
Age: 13-17 Interests: Primary & Secondary Education & K-12 College Education career path career guidance College Life college education college students Higher education
Ad set 02 - 18-24Y
Age: 18-24
Ad set 03 - 25-54 Teachers
Age: 25-54 Interests: College Education Education Primary & Secondary Education & K-12 teaching Language teaching for children career guidance
Ads
Video15VoxPop_7 – Copy 02
Video15VoxPop_4 – Copy 02
Video 9 gaming – Copy 02
Video15VoxPop_1 – Copy 02
Video 8 harvest – Copy 02
Video 7 destroy – Copy 02
Video15VoxPop_3 – Copy 02
Video15VoxPop_17
Video15VoxPop_7
Video15VoxPop_4
Video15VoxPop_10
Video15VoxPop_16
Video15VoxPop_8
Video15VoxPop_11
Video 9 gaming
Video15VoxPop_1
Video 8 harvest
Video 7 destroy

Implement - Round 2- Key Data Insights - TikTok Audience

Paid placement across TikTok aimed to reach the Chloe and Lachlan brand personas (school aged, student, recently graduated).

Once again the 13-17 age group had the highest engagement, and similar to Round 1 females interacting at a higher rate than males despite more males having more advertisements displayed to them. This confirms that TikTok is a platform primarily targeted at younger demographics the level of interaction increased at age decreased.

Demographic Performance Deep Dive (Gender)

Gender	Impressions	% Δ	Clicks	% Δ	CTR	% Δ	CPC	% Δ	Video Views	% Δ	Likes	% Δ	Total Cost	% Δ
FEMALE	1,154,215	-	4,623	-	0.4%	-	\$0.8	-	1,149,220	-	4,071	-	\$3,719.89	-
MALE	2,185,584	-	7,881	-	0.36%	-	\$0.88	-	2,176,104	-	4,230	-	\$6,902.24	-
NONE	10,622	-	64	-	0.6%	-	\$0.57	-	10,566	-	50	-	\$36.2	-

Demographic Performance Deep Dive (Age Range)

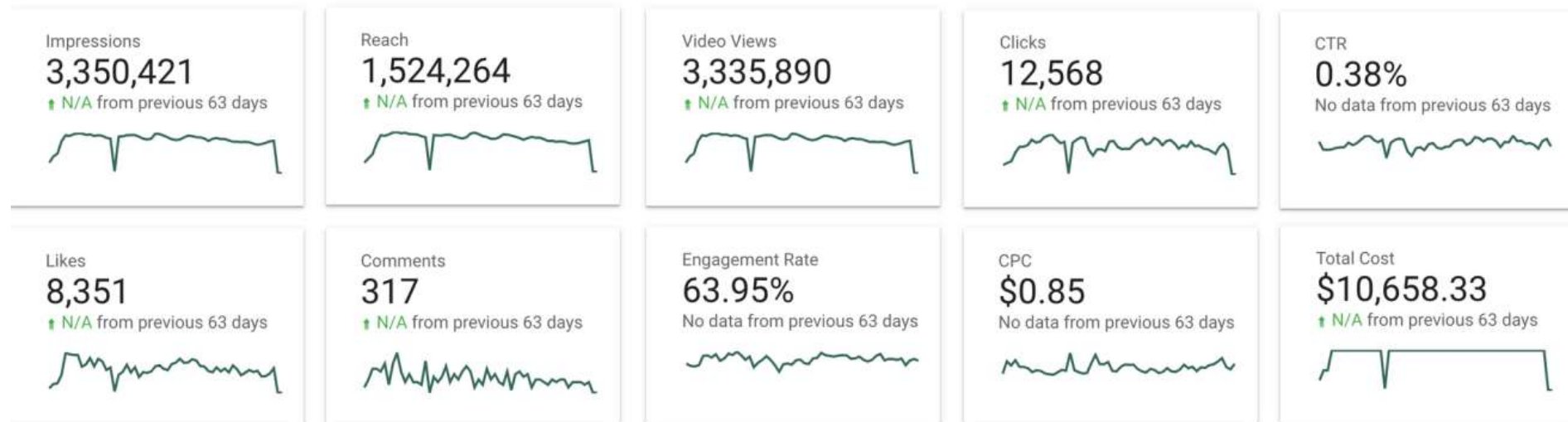
Age Range	Impressions	% Δ	Clicks	% Δ	CTR	% Δ	CPC	% Δ	Video Views	% Δ	Likes	% Δ	Total Cost	% Δ
AGE_13_17	1,046,062	-	5,058	-	0.48%	-	\$0.61	-	1,040,664	-	4,453	-	\$3,073.21	-
AGE_18_24	1,429,857	-	5,151	-	0.36%	-	\$0.9	-	1,423,925	-	2,842	-	\$4,622.47	-
AGE_25_34	431,035	-	1,233	-	0.29%	-	\$1.17	-	429,308	-	468	-	\$1,444.09	-
AGE_35_44	250,093	-	695	-	0.28%	-	\$1.24	-	249,230	-	340	-	\$860.86	-
AGE_45_54	193,363	-	431	-	0.22%	-	\$1.53	-	192,752	-	248	-	\$657.68	-
NONE	11	-	0	-	0%	-	null	-	11	-	0	-	\$0.02	-

Implement - Round 2 Campaign Results Data – TikTok

Similar to the Meta campaign to determine the best performing TikTok campaign from the "Timber QLD Campaign Performance Report we considered several key metrics:

- **Reach:** The number of unique users who saw the campaign.
- **Impressions:** The total number of times the campaign was displayed.
- **Clicks:** The number of times users clicked on a link in the campaign. (engagement metric)
- **CTR (Click-Through Rate):** The ratio of clicks to impressions, showing the effectiveness of the campaign in generating interest. (Content Effectiveness metric - the engagement relative to impressions)
- **CPC (Cost Per Click):** The average cost for each click, indicating cost-effectiveness.
- **Video Views:** The number of times the campaign videos were viewed.
- **Total Cost:** The total amount spent on the campaign.

Each of these metrics provides insights into different aspects of campaign performance.



Campaign Performance Overview (Compared with Previous Period)

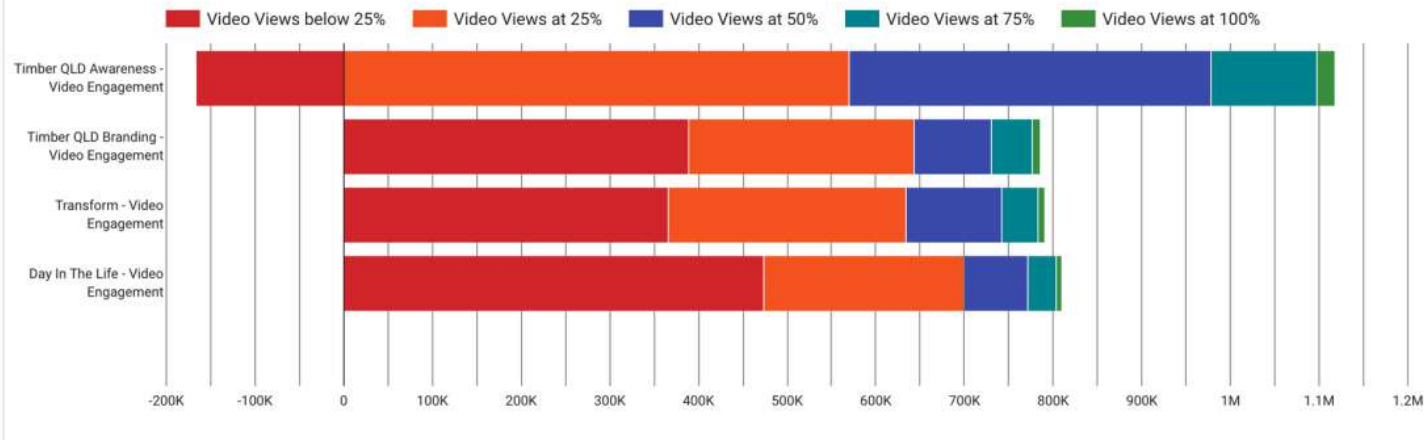
Campaign ▾	Reach	% Δ	Impressions	% Δ	Clicks	% Δ	CTR	% Δ	CPC	% Δ	Video Views	% Δ	Total Cost	% Δ
Transform - Video Engagement	452,045	-	794,114	-	3,234	-	0.41%	-	\$0.8	-	790,232	-	\$2,602.16	-
Timber QLD Branding - Video Engage...	444,146	-	789,625	-	4,197	-	0.53%	-	\$0.66	-	785,432	-	\$2,752.1	-
Timber QLD Awareness - Video Enga...	687,189	-	954,151	-	2,506	-	0.26%	-	\$1.08	-	950,593	-	\$2,702.13	-
Day In The Life - Video Engagement	577,902	-	812,531	-	2,631	-	0.32%	-	\$0.99	-	809,633	-	\$2,601.94	-
null	0	-	0	-	0	-	null	-	null	-	0	-	\$0	-

Campaign Engagement (Deep Dive)

Campaign ▾	Video Views	% Δ	Likes	% Δ	Comments	% Δ	Shares	% Δ	Engagements	% Δ	Engagement Rate	% Δ
Transform - Video Engagement	790,232	-	1,186	-	36	-	11	-	4,467	-	56.25%	-
Timber QLD Branding - Video Engage...	785,432	-	4,154	-	87	-	138	-	8,576	-	108.61%	-
Timber QLD Awareness - Video Engag...	950,593	-	1,595	-	162	-	21	-	4,284	-	44.9%	-
Day In The Life - Video Engagement	809,633	-	1,416	-	32	-	20	-	4,099	-	50.45%	-

Campaign Performance

Campaign Engagement by Video View Level



Timber QLD Branding - Video Engagement

- Video Views below 25%: **389,573**
- Video Views at 25%: **253,989**
- Video Views at 50%: **86,791**
- Video Views at 75%: **46,403**
- Video Views at 100%: **8,676**

Total: **785,432**

Timber QLD Awareness - Video Engagement

- Video Views below 25%: **-167,060**
- Video Views at 25%: **570,194**
- Video Views at 50%: **408,229**
- Video Views at 75%: **119,052**
- Video Views at 100%: **20,178**

Total: **950,593**

Day In The Life - Video Engagement

- Video Views below 25%: **473,581**
- Video Views at 25%: **226,342**
- Video Views at 50%: **71,956**
- Video Views at 75%: **32,091**
- Video Views at 100%: **5,663**

Total: **809,633**

Transform - Video Engagement

- Video Views below 25%: **366,018**
- Video Views at 25%: **267,907**
- Video Views at 50%: **108,529**
- Video Views at 75%: **40,624**
- Video Views at 100%: **7,154**

Total: **790,232**

Implement- Round 2 - Key Insights - TikTok Performance

Key metrics:

The "Timber QLD Branding" campaign outperformed others in most key metrics (Clicks, CTR, CPC). This indicates very effective messaging and engagement and cost efficiency despite not having the highest reach.

The "Transform video" campaign continues to perform well on Tiktok with the second highest (Clicks, CTR, CPC). This indicates very effective messaging and engagement and cost efficiency despite not having the highest reach.

The low CPC in combination with high clicks and impressions shows that the Implement -Round 2 campaign was not only effective in engaging users but also did so in a cost-efficient manner.

Video views:

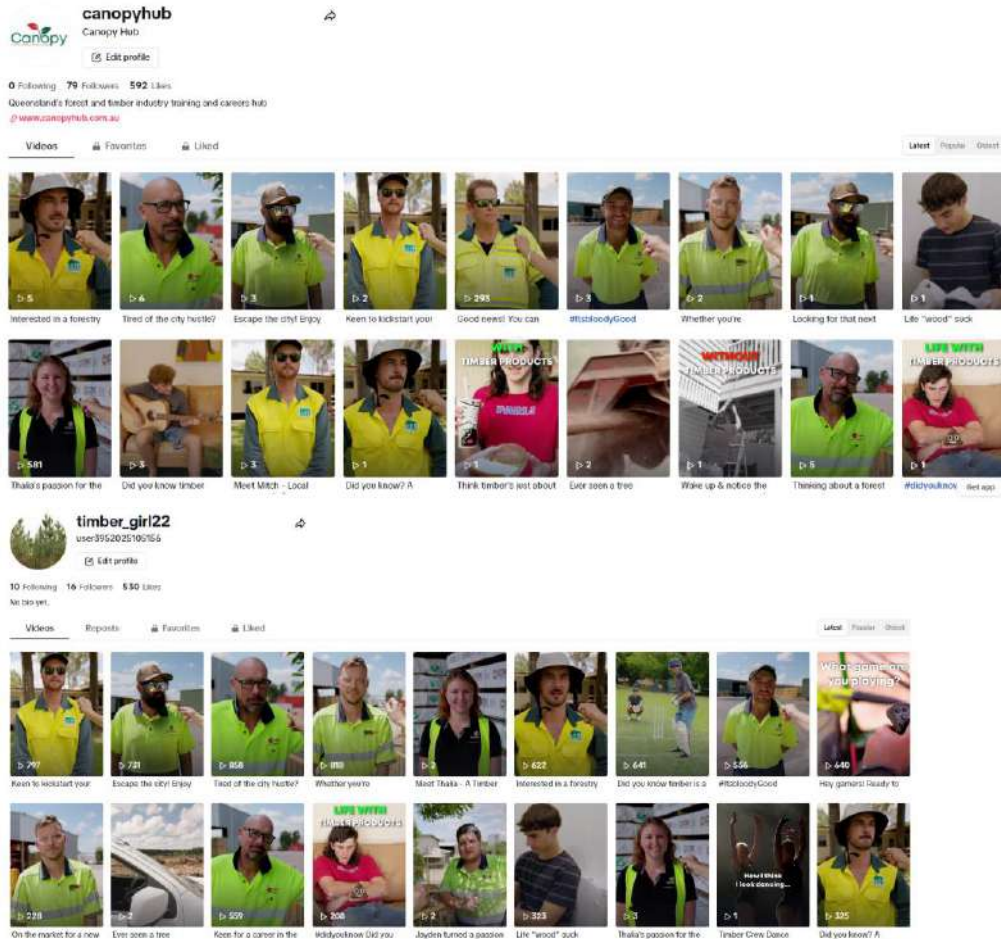
In contrast to the above, the campaigns with most video views on Tiktok were "Timber QLD Awareness" and "Day in the life". This video content held the audience attention a bit better. Overall, this round of ads has successfully balanced broad reach, high engagement, and cost-effectiveness, making it a successful content strategy mix on TikTok.

The table below shows amount of likes, comments and share the Tiktok ads have received which indicate the quality of the engagement.

Name	Video Material ID	Total cost	CPC	Paid likes	Paid Comments	Paid shares
 Video 2 A - polished vs not... View analysis	7356869042916147217	2,434.26 AUD Top 25%	0.63 AUD Top 50%	4,049	82	138
 Video 8 harvest.mov View analysis	7356960000851722241	2,653.08 AUD Top 25%	1.07 AUD Bottom 25%	1,557	160	20
 Video 5 city vs country v2.m... View analysis	7356898325445476353	2,225.69 AUD Top 25%	0.91 AUD Top 75%	1,346	24	9

Round 2 Campaign Performance Comparison: Organic TikTok Posts

Once again organic posts results are significantly different results to top performing paid content, most likely for the same reasons outlined on page 25 of this report. As previously indicated based on feedback that young people often scroll past advertisements/posted content, in Round 2 the content was posted organically on the Canopy Hub channel in addition to posting videos on anon-industry related account (i.e timber_girl22).



In Round 1 organic posts on the canopyhub page performed significantly better than content in Round 2, despite Round 2 content performing better in across all other platforms.

Round 2 content posted on the timber_girl22 page performed at a similar or higher level than the canopyhub Round 1 content.

This could be attributed to that TikTok recognises content as being “stolen” or “reused”. Most Round 2 content was posted on the timber_girl22 page before the canopyhub page

In future, some videos could be edited in length and with different music/sounds to see if this changes views/engagement.

Round 1 VS Round 2 Campaign Performance Comparison: TikTok

When comparing the 1st and 2nd rounds of the TikTok ad campaigns, the 2nd round has performed significantly better in terms of link clicks, CPC (Cost Per Click), and CTR (Click-Through Rate).

Overall Performance

Ad Spend: The 2nd round spent \$634 more than the 1st round.

Link Clicks: The 2nd round received 5,771 more clicks than the 1st round.

CTR: The 2nd round achieved a 0.1% higher CTR compared to the 1st round.

CPC: The CPC in the 2nd round was \$0.62 lower than in the 1st round (indicating an overall better strategy and message/content cut through)

Reach: The reach in the 2nd round was 451,118 times higher than in the 1st round.

Detailed Campaign Breakdown

Round 1 Timber QLD Branding - Video Engagement vs. Round 2 Timber QLD Branding - Video Engagement

Link Clicks: The 2nd round received 3,055 more clicks.

Ad Spend: The 2nd round spent \$245 more.

Round 1 Industry Myths - Video Engagement vs. Round 2 Timber QLD Awareness - Video Engagement (NB. "Timber QLD Awareness is a different campaign name to Industry Myths as in Round 2 the campaign contains both Industry Myth videos and Vox Pop videos)

Link Clicks: The 1st round received 624 more clicks than the 2nd round.

Ad Spend: The 2nd round spent \$195.77 more.

Round 1 Day in the Life - Engagement vs. Round 2 Day in the Life - Engagement

Link Clicks: The 2nd round received 1,401 more clicks.

Ad Spend: The 2nd round spent \$95.96 more.

Round 1 Transform - Engagement vs. Round 2 Transform - Engagement

Link Clicks: The 2nd round received 1,939 more clicks.

Ad Spend: The 2nd round spent \$96.62 more.

Overall, the 2nd round of the campaign has demonstrated superior performance in engagement metrics, making it a more effective strategy and content for achieving campaign goals.

4.10. Round 1 VS Round 2 Campaign Performance Comparison: Meta & TikTok

The second round of the campaign has proven to be more effective by strategically targeting key customer and platform criteria: good earnings, a great lifestyle, a variety of career options, and a focus on sustainability (based on the focus group feedback).

Key Achievements:

1. Targeted Messaging:

The campaign delivered tailored content that resonated deeply with the audience, focusing on the Timber Industry and its career opportunities. It provided detailed information and real-world examples showcasing job opportunities and the lifestyle benefits associated with working in the industry.

2. Platform Optimisation:

Content was specifically designed for the preferred short video format, identified through focus group feedback. Engaging, fun, and entertaining style concepts were used, particularly in the "transform" videos, which featured trending sounds and styles.

3. Content Effectiveness:

Recognising that younger audiences primarily use social media as their main source of information, the campaign leveraged this by creating content that was not only informative but also highly engaging and shareable.

Short videos catered to the quick consumption habits of the younger audience, ensuring that messages were concise yet impactful. The use of trending styles and sounds made the content relatable and appealing, increasing the likelihood of shares, likes, and comments.

The integration of real-world examples and success stories provided authenticity, making the information more credible and inspiring for young viewers. By aligning the campaign's messaging with what matters most to the target audience and optimising for platform preferences, the second round successfully captured attention and drove engagement, highlighting the potential of a career in the Timber Industry. The strategic use of social media as the primary information source ensured that the campaign reached the younger audience effectively, reinforcing the message and encouraging action.

6. Evaluate - Post Campaign Survey

Campaign evaluation was undertaken on completion of Test Round 1 and Implement Round 2 of the campaign

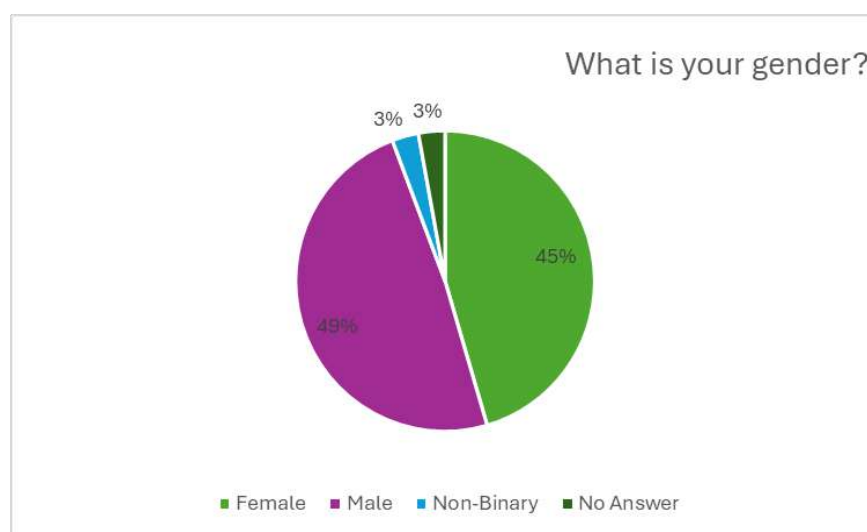
Survey questions were based on the initial market research survey to allow comparison. Questions relating to communications channels respondents use were not included. An error was made in not including questions that would allow comparison of pre and post campaign results in relation to understanding the concept of sustainable forest management. Despite this results outlined below provide considerable and valuable learnings for future campaigns.

The survey was distributed in hard copy format at the Jobs Fraser Coast Expo on 4 June 2024. 209 usable survey responses were received from students and teachers from the schools and the general public who attended the Expo. Co-incidentally this was the exact number of surveys completed for the pre-campaign perception survey. Surveys completed by senior school students at the expo where sometimes rushed, questions not answered which may contribute to the accuracy of data and meaning being derived from the data i.e. skipped questions, random and/or contradictory answers.

The final survey questionnaire is in Appendix 5..

Demographics

The demographic breakdown of the June 2023 post campaign survey was 209 usable survey responses were 49% male (N = 102), 45% were female (n= 95), 3% non binary (N= 6) with 3% not providing a gender (N= 6).



The gender make up for the 2022 survey was similar 209 usable survey responses were completed by 50% male (N = 104) and 49% female (n= 103) with 1% not providing a gender (N= 2).

There was a similar age profile across the pre and post campaign surveys.

Table 1: Age group percentage of survey respondents June 2024*

Age Group	Percent (%)
Under 18	71
18-24	7
25-34	5

35-44	7
45-54	1
55-64	5
65+	0
No answer	2

*percent values are rounded to the nearest whole number.

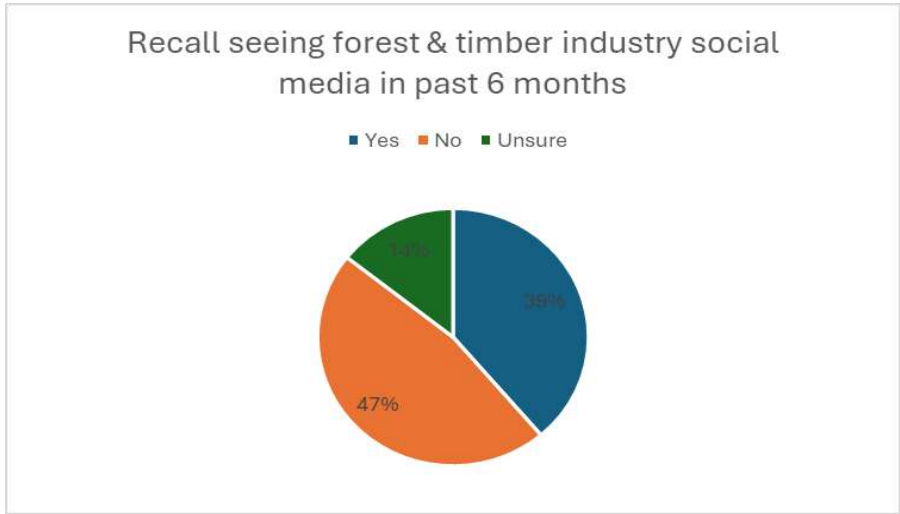
Table 2: Age group percentage of survey respondents November 2022*

Age Group	Percent (%)
Under 18	69
18-24	5
25-34	7
35-44	10
45-54	7

*percent values are rounded to the nearest whole number.

Campaign recall

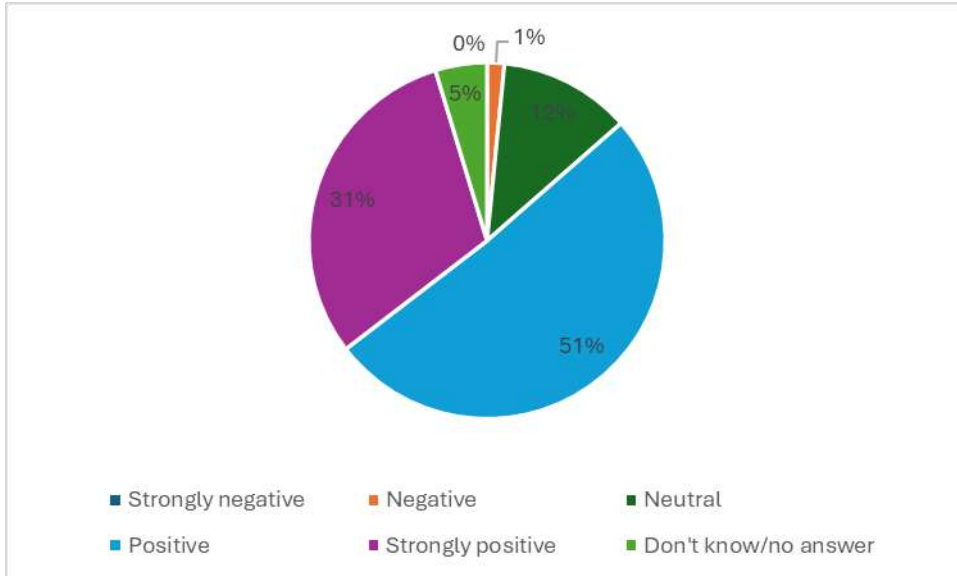
Respondents were asked if they called seeing any social media posts about the forest and timber industry in the past 6 months. 39% (n = 81) indicated that they had, 47% (n = 98) said no they hadn't, with 14% (n=30) unsure if they had had seen any posts.



First perceptions

Positive first perceptions (strongly positive & positive) of the forest and timber industry have increased by 8% from 74% (2022) to 82% (2024).

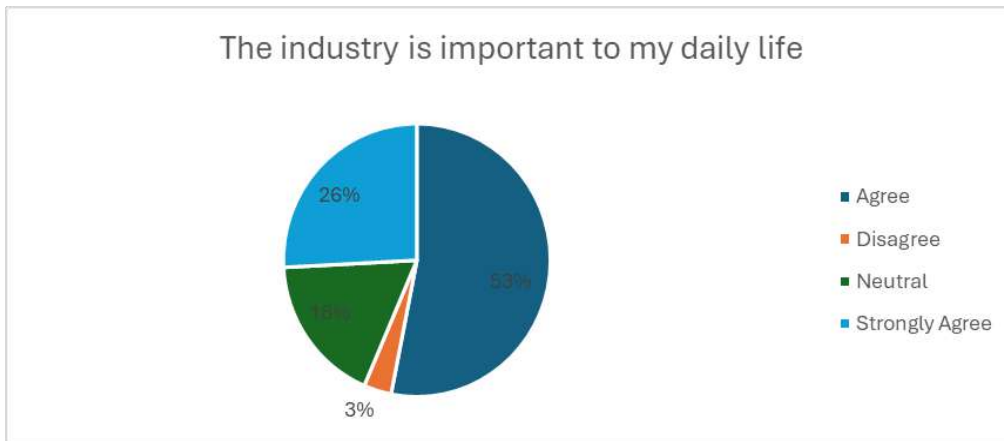
In 2022 23% of survey respondents indicated they had a neutral response when they think or hear about the industry. In 2023 12% provided a neutral response, **this 11% reduction exceeded the primary objective of improving neutral perceptions to positive or strongly positive perceptions by 10% at the time of the next perception survey.**



What is your first perception when you hear about the “Forest and Timber Industry”

Attitudes regarding importance/necessity of industry

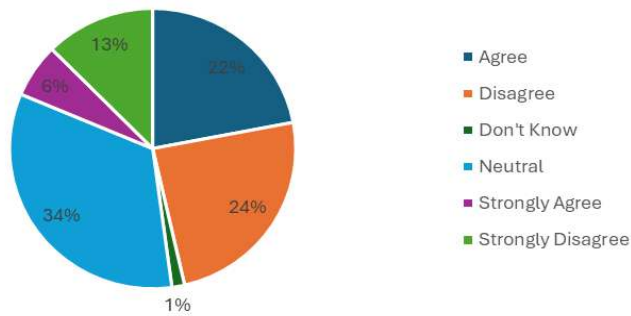
The following charts provide details of attitudes towards general statements about the forest and timber industry which relate to the key campaign message of “the forest and timber industry is important to my life”



In 2024 79% of surveyed respondents agree that the forest and timber industry is important to their daily life. This is a **4% increase** since the 2022 survey. However, with **21% of respondents providing a neutral response or disagreeing that the industry is important to their daily life, ongoing communication and education regarding everyday items the forest and timber industry produces eg paper and packaging products, housing, furniture etc must be maintained.**

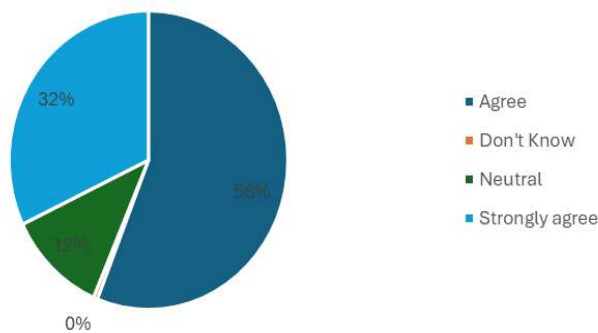
These results align with responses to a question regarding where wood/timber products originate, 28% of respondents agreed that they rarely think about where wood products come from. This was a 4% improvement on 2022 survey results which indicated that almost 70% of respondents did not make a connection between products and services they use every day and the local employers who grow and produce these products and services. **This improvement is positive but the high numbers demonstrate ongoing, positive communication messages are essential.**

I rarely think about where wood/timber products originate



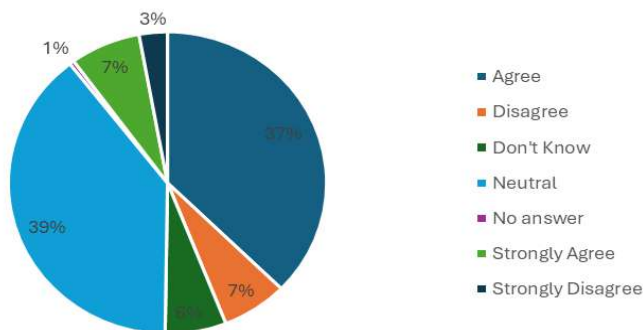
Attitudes regarding work opportunities

There are opportunities for young people in the industry

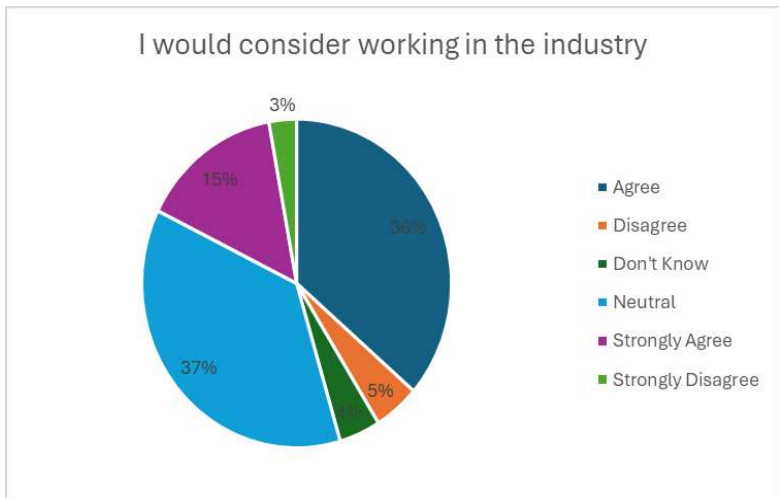


From the pre-campaign survey there has been a slight increase in number of neutral responses indicating that **ongoing, positive communication messages regarding the range and variety of opportunities and pathways to entering the forest and timber industry workforce are essential.**

I think the industry has an ageing workforce

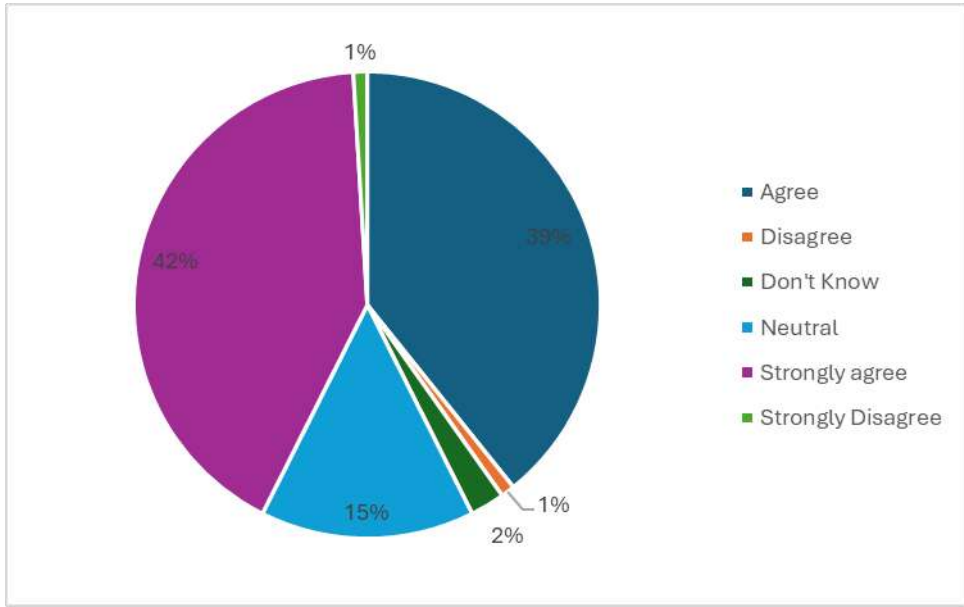


A significant number of respondents were neutral in their knowledge of the industry's ageing workforce, indicating ongoing need to educate young people are of future opportunities in their home towns. 51% of respondents said they would consider working in the industry. **This demonstrates an opportunity, consequently ongoing and regular engagement with this audience is critical to growing a future workforce.**



Attitudes regarding industry impact on environment

Since the pre-campaign survey there has been a 2.5% decrease in number of neutral responses regarding people's beliefs regarding the role of the forest and timber industry in combating climate change. Whilst this does not provide data on campaign objectives related to perceptions related to seeing cleared forests and understanding regarding the concept of sustainable forest management it does indicate that respondents are moving attitudes from a negative/disagree or neutral point of view to more agree/positive stance.



7. Conclusion

The need to raise awareness of the forest and timber industry, dispel common myths and attract a future workforce is regularly raised as a priority by many of the thousands businesses comprising Queensland's forest and timber industry. The majority of these organisations are micro and small to medium sized enterprises which operate alongside a

small number of national and international organisations. Few, if any, have the resources and expertise to risk investing in communications activities without knowledge and data regarding effective communication channels and messages to ensure the allocation of valuable resources will have actual outcomes.

In response to this skill and capacity gap the South & Central Queensland forest and timber industry pilot industry awareness campaign **tested and evaluated a range of communication messages and delivery tools, that could be measured against specific objectives and desired outcomes.**

The key insights, learnings and content gained in this pilot campaign is now available for industry to use and build upon. Key messages and successful social media communication channels have been identified and tested removing risk and available to inspire and assist.

The *Forest & Timber Industry Awareness Pilot Project* has provided data that informs key insights that indicate forest and timber industry social media campaigns should include:

- **Engaging Content:** Create content that immediately grabs attention by incorporating humor, relatable scenarios, unexpected twists, or visually striking elements. The key is to captivate the viewer within the first few seconds.
- **Short and Sweet:** Keep the content concise and focused. The platform favors short videos, typically between 15 to 30 seconds, making them quick to watch and easy to share.
- **Strong Hook:** Start with a compelling hook to instantly draw the viewer in and keep them **interested**.
- **Creative Editing and Effects:** Use creative transitions, text overlays, and sound effects to make the video more dynamic and entertaining, ensuring viewers stay engaged throughout the clip.


The pilot campaign delivered promising results in terms of reaching the target audience and improving public perceptions. The high engagement rates and positive feedback indicate that the campaign's messaging and content resonated well with viewers and there are key insights that businesses can use with confidence.

Based on the survey data, the campaign appears to have had a positive impact on public perceptions of the forest and timber industry:

- **Increased Positive Perceptions:** The percentage of respondents with positive or strongly positive perceptions of the industry increased from 74% in 2022 to 82% in 2024.
- **Improved Understanding:** Respondents demonstrated a better understanding of the industry's role in daily life and its contribution to the local economy.
- **Increased Awareness:** The campaign successfully raised awareness of the industry among the target audience, with 39% of respondents recalling seeing social media posts.
- **Targeted Messaging:** The campaign effectively reached its target audience by delivering tailored content that resonated with their interests and aspirations.
- **Platform Optimisation:** The use of short-form video content aligned well with the preferences of the target audience, increasing engagement and reach.
- **Effective Content:** The campaign's content was informative, engaging, and shareable, making it effective in capturing attention and driving action.
- **Positive Perceptions:** The campaign likely contributed to improving public perceptions of the forest and timber industry, as evidenced by the positive feedback and engagement.

While the campaign achieved positive results, ongoing efforts are essential to continue to improve perceptions, dispel myths and grow a local workforce:

- **Sustainability Education:** Despite progress, there is still room to enhance understanding of sustainable forest management practices.

- 
- **Career Pathways:** Continued efforts are needed to promote diverse career opportunities within the industry, especially among Year 10, 11 and 12 students.
 - **Targeted Communication:** The campaign could benefit from further refining its messaging to address specific concerns or misconceptions.

To build upon the success of this campaign, businesses in Queensland's forest and timber industry should consider the following recommendations:

- **Continued Efforts:** Based on the success of the pilot project, it is recommended to continue and expand the communication campaign to reach a broader audience and address ongoing challenges.
- **Targeted Outreach:** Focus on reaching schools and educational institutions to promote the industry as a viable career path.
- **Collaboration:** Strengthen partnerships with industry stakeholders to amplify the campaign's reach and impact.
- **Content Improvement:** Incorporate the recommended elements of effective social media content to enhance engagement and reach.

By addressing these recommendations, future campaigns can build upon the success of this pilot and contribute to a more sustainable and thriving forest and timber industry.



Appendix 1

Audit report on key paid target platforms/markets & social media consumption preferences and regional influencers

Format Radio
Name Triple M 103.5
Reach #1 (24.1%) listeners over 35+
 #1 (24.5%) over 40+
 #1 (25.9%) breakfast over 40
 36 000 10+ tune in per week - 54% male 46% female
 12% 10-24 yrs
 15% 25-39 yrs
 35% 40-54 yrs
 21% 55+ yrs
 Hit 101.9 31.1% of audience 10+
 38.6% 30-54
 10+ Breakfast 31.7% / Drive 37%

Audience Profile
 The station for locals who love real music, comedy and sports
 103.5 Triple M has the largest radio audience for people 40+ in Maryborou
 Listeners 10+ 43% work full time / 44% white collar roles
 Listeners 40+ 45% work full time / 45% white collar roles

Audience is 30-54, female skew
 Busy mums, career women, happy go lucky guys

Session Listened to Most (%)

	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT101.9 FRASER COAST	31.7	30.8	0.9	26.0	23.7	2.3	32.3	30.8	1.5	37.0	36.3	0.7	23.4	20.8	2.6	28.0	30.7	-2
TRIPLE M FRASER COAST 103.5	21.9	26.8	-4.9	25.2	37.4	-12.2	23.1	32.3	-9.2	21.1	29.1	-8.0	16.4	17.7	-1.3	19.3	24.8	-5
ABC WIDE BAY	15.2	17.2	-2.0	13.3	14.7	-1.4	11.3	11.5	-0.2	8.6	8.4	0.2	21.1	33.8	-12.7	17.2	18.5	-1
ABC RN (RADIO NATIONAL)	3.5	2.3	1.2	2.4	2.2	0.2	1.7	2.0	-0.3	2.9	2.0	0.9	4.7	1.5	3.2	2.7	1.2	1
ABC NEWSRADIO	0.9	0.3	0.6	0.8	0.2	0.6	0.4	0.2	0.2	0.2	0.2	0.0	0.6	0.8	-0.2	0.5	0.2	0
triple j	5.4	3.9	1.5	4.4	3.4	1.0	5.7	3.9	1.8	7.4	4.9	2.5	6.4	3.9	2.5	6.2	4.3	1
ABC CLASSIC	0.9	0.5	0.4	1.6	0.6	1.0	1.2	1.1	0.1	1.0	1.2	-0.2	2.9	2.3	0.6	0.9	0.8	0

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-24			25-39			40-54			55-64			65+	
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last
HIT101.9 FRASER COAST	31.1	30.1	1.0	69.3	66.2	3.1	52.5	59.7	-7.2	48.0	53.0	-5.0	34.9	27.6	7.3	17.6	12.5	5.1	7.0	0.9
TRIPLE M FRASER COAST 103.5	20.7	30.5	-9.8	11.3	14.1	-2.8	12.3	19.5	-7.2	15.2	22.1	-6.9	32.5	44.8	-12.3	33.8	38.4	-4.6	13.2	31.6
ABC WIDE BAY	14.1	14.6	-0.5	5.7	2.2	3.5	1.8	1.3	0.5	2.4	1.5	0.9	5.4	5.5	-0.1	8.1	18.3	-10.2	36.8	38.2
ABC RN (RADIO NATIONAL)	3.0	2.3	0.7	0.0	1.1	-1.1	1.8	0.0	1.8	0.8	1.5	-0.7	1.2	3.1	-1.9	4.4	2.5	1.9	6.1	3.3
ABC NEWSRADIO	0.9	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.6	-0.6	1.5	0.0	1.5	1.8	0.5
triple j	5.1	3.8	1.3	4.6	5.5	-0.9	14.1	11.7	2.4	12.0	7.3	4.7	3.6	3.1	0.5	4.4	0.8	3.6	0.9	0.0
ABC CLASSIC	1.5	0.9	0.6	0.0	0.0	0.0	1.7	0.0	1.7	0.8	2.2	-1.4	1.2	0.0	1.2	0.0	1.7	-1.7	3.5	0.9

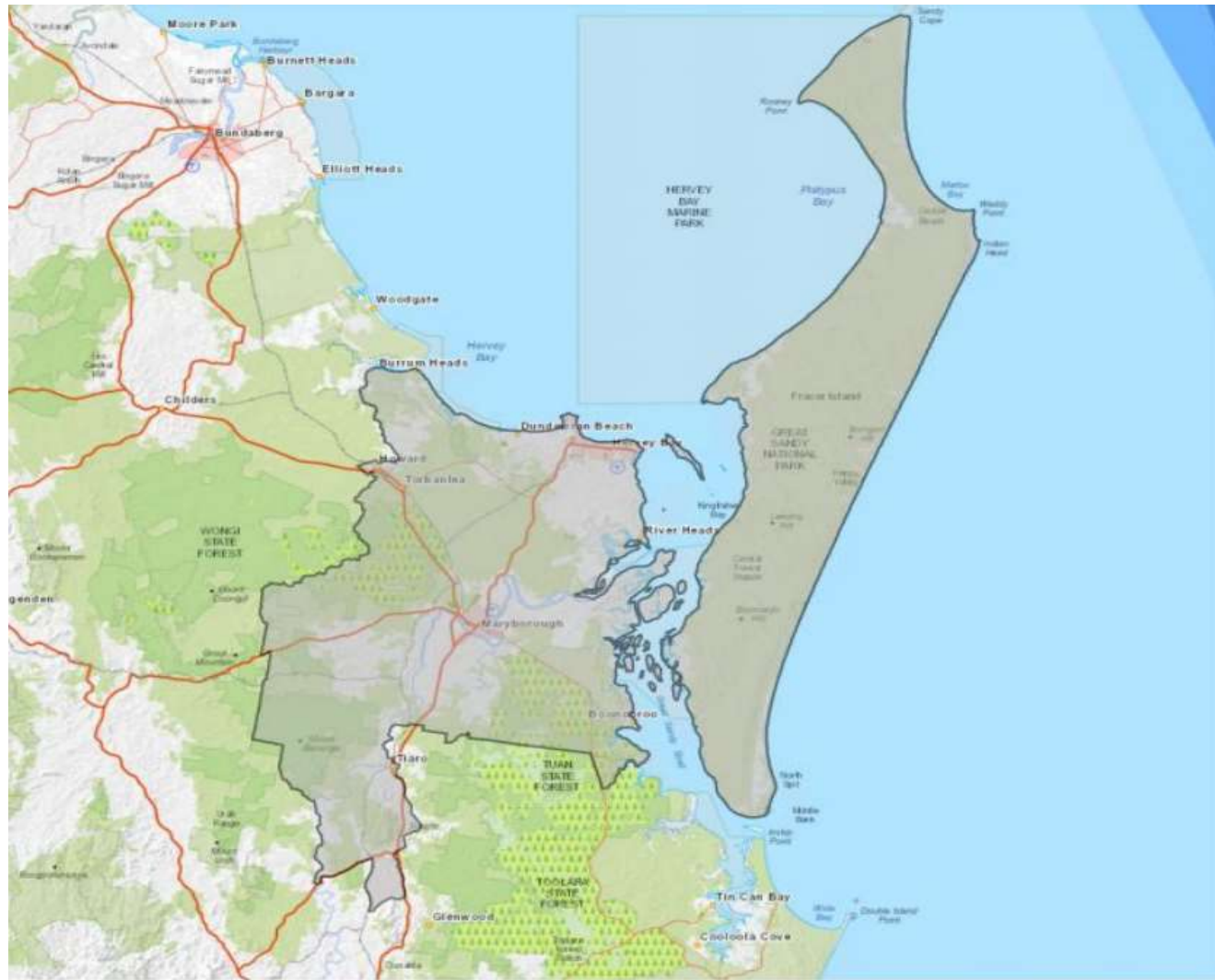
MARYBOROUGH - XTRA INSIGHTS - SURVEY 1: 2021

http://www.radioalive.com.au/RA/media/General/Documents/Surveys%20for%20Regional/MARYBOROUGH-XTRA-INSIGHTS-PUBLIC-SURVEY-RESULT_2.pdf?ext=.pdf

igh

0m
+/-
2.7
5.5
1.3
5.5
1.3
0.9
1.1

+/-
6.1
-18.4
-1.4
2.8
1.3
0.9
2.6



MARYBOROUGH Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.

Format	Name	Reach	Audience Profile
Radio	Zinc 96	40 400 listeners a week	core demographic is all people 40-54 and we have a zinc96.com.au only Gympie radio station listeners aged 35-64

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-39	25-39	40-54	55-64	65+
ZINC 96.1	24.1	25.3	27.4	25.1	29.8	27.6	12.1
4GY	4.4	0.0	0.0	0.0	2.8	6.9	10.7
ABC SUNSHINE COAST	9.9	4.3	1.4	1.0	6.2	19.5	17.8
ABC RN (RADIO NATIONAL)	3.8	2.8	0.0	0.0	3.5	5.9	7.1
ABC NEWS	1.5	0.0	0.0	0.0	2.1	2.9	2.1
Triple I	11.6	9.7	25.9	27.9	13.8	4.8	0.7
ABC CLASSIC	2.2	0.0	0.0	0.0	0.7	2.9	6.4

Session Listened to Most (%)

	Breakfast		Morning		Afternoon		Drive		Evening		Weekend	
	Mon-Fri 6:00am-9:00am	Mon-Fri 9:00am-12:00pm	Mon-Fri 12:00pm-3:00pm	Mon-Fri 3:00pm-6:00pm	Mon-Fri 6:00am-7:00pm	Mon-Fri 7:00pm-11:00pm	Sat-Sun 6:00pm-11:00pm	Sat-Sun 12:00pm-11:00pm	Mon-Fri 6:00pm-11:00pm	Sat-Sun 6:00pm-11:00pm	Sat-Sun 12:00pm-11:00pm	
ZINC 96.1	24.8	27.3	26.0	3.4	25.5	25.7	22.4					
4GY	4.0	6.8	3.7	3.4	9.7	5.4						
ABC SUNSHINE COAST	11.1	8.7	8.4	7.5	11.4	10.2						
ABC RN (RADIO NATIONAL)	3.8	4.8	3.2	3.9	6.5	4.9						
ABC NEWS	1.2	0.9	0.8	0.3	3.2	1.7						
Triple I	12.5	9.6	9.9	14.1	0.0	11.6						
ABC CLASSIC	2.2	3.3	2.9	2.5	6.4	2.7						

GYMPIE - XTRA INSIGHTS - SURVEY 1: 2019
<http://www.radioalive.com.au/RA/media/General/Documents/Surveys%20for%20Regional/GYMPIE-XTRA-INSIGHTS-PUBLIC-SURVEY-RESULT.pdf?ext=.pdf>

Radio	Radio 4GY	4gy.net.au
--------------	------------------	------------------------------------------------



Radio

2021 topline findings:

Radio (live and on-demand) overwhelmingly remains the most dominant audio content

86% of Australians listen to live radio or catch-up radio podcasts each month, up from 85% last year

Radio's weekly reach across broadcast and online platforms has remained stable at 80%

For radio listeners that tune in online, 46% listen on station websites; followed by station apps (44%); aggregator apps/websites (38%); and podcasts (23%)

Online audio reaches nearly three quarters (74%) of Australians each month, up from 67% last year

Two thirds (66%) of Australians are reached by online audio each week, up from 63% last year

Time spent listening to online audio remains steady at 12 hours 11 minutes per week

Awareness of podcasting has increased to 91%, up from 87% last year

Podcast listening has surged, with 37% confirming they have listened to at least one podcast in the past month, up from 25% last year

26% of Australians listen to a podcast weekly or more often, up from 17% last year, and an all-time high

Weekly podcast listeners tune into an average of five podcasts per week

More than one quarter (26%) of Australians now own a smart speaker, a 53% increase in the past 12 months. For those who have adopted the technology, they own an average of 1.9 devices

Google Nest is the market leading smart speaker brand, owned by 24% of Australians, followed by Amazon Alexa (3%) and Apple HomePod (1%).

<http://www.radioalive.com.au/Research-Insights/Major-Research/Infinite-Dial-Australia/2021>

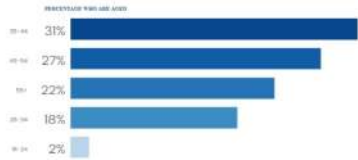
Key findings from the Infinite Dial Australia 2021 study confirm that Australians are increasingly embracing digital audio. Strong growth in podcast and smart speaker listening highlight consumers' appetite to explore new audio content and device options, whilst continuing to engage with longstanding forms of audio, such as radio.

The fifth annual Infinite Dial Australia survey was conducted by Edison Research from January – March 2021 using a nationally representative sample of 1,001 Australians aged 12+ in metropolitan and regional Australia. The research was commissioned by major sponsor CRA, with additional support from LISTNR (a subsidiary of SCA) and Triton Digita

Fraser Coast Chronicle Readers

AGE

Most of these people are 35-44 years old



CONTENT PREFERENCES

Their favourite contents are Entertainment and News



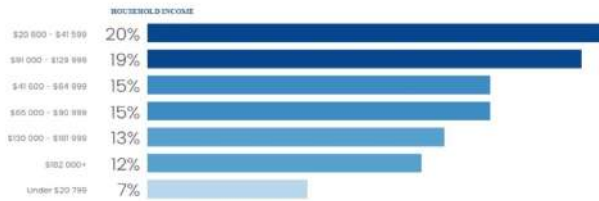
SPORT CATEGORIES

Their favourite sport categories are Tennis and Cricket



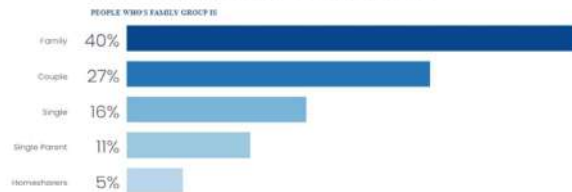
EARNING BRACKET

Their main income bracket is \$20 800 - \$41 599



LIFE STAGE

In terms of life stage, the largest group is Family



TOTAL PEOPLE 658,200
PEOPLE 25-54 223,700
PEOPLE 16-39 165,600
PEOPLE 25+ 471,100
PEOPLE 40+ 369,900
GROCERY BUYERS 292,400



WIN TV **Nine** SURVEYS 6-10, June To December 2021 **Queensland**

<p>30.4% Comm Share P25-54 37.2% Comm Share P16-39 33.6% Comm Share P25+</p>	<p>76.6% Comm Share TTLPPL 67.9% Comm Share P25-54 91.1% Comm Share P16-39</p>	<p>WIN NETWORK GROWING AUDIENCE BY</p> <ul style="list-style-type: none"> +6% Total People +3% People 25-54 +8% People 25+ +10% Grocery Buyers <p>TWO HOURS OF PREMIUM NEWS CONTENT REACHED 1,032,850 VIEWERS</p> <p>WINNEWS NEWS CURRENT AFFAIR</p>
<p>37.5% Comm Share TTLPPL 36.1% Comm Share P25-54 34.9% Comm Share P25+</p>	<p>34.6% Comm Share TTLPPL 38.2% Comm Share P25-54 40.6% Comm Share P16-39</p>	
<p>72.1% Comm Share TTLPPL 80.4% Comm Share P25-54 83.0% Comm Share P16-39</p>	<p>32.4% Comm Share TTLPPL 32.4% Comm Share P25-54 32.0% Comm Share CB 3</p>	

WIN **9** **Gem** **Go!** **Life**

WIN TV **Nine** SURVEYS 6-10, June To December 2021 **Maryborough**

<p>+52% YoY TTLPPL +24% YoY People 25-54 +40% YoY People 25+</p>	<p>75.6% Comm Share TTLPPL 51.4% Comm Share P25-54 96.8% Comm Share P16-39</p>	<p>WIN NETWORK GROWING AUDIENCE BY</p> <ul style="list-style-type: none"> +19% Total People +4% People 16-39 +17% People 25+ +10% Grocery Buyers <p>TWO HOURS OF PREMIUM NEWS CONTENT REACHED 364,950 VIEWERS</p> <p>WINNEWS NEWS CURRENT AFFAIR</p>
<p>40.3% Comm Share P25-54 38.4% Comm Share P16-39 30.6% Comm Share P25+</p>	<p>32.4% Comm Share TTLPPL 31.1% Comm Share P25-54 31.4% Comm Share P25+</p>	
<p>88.3% Comm Share TTLPPL 80.8% Comm Share P25-54 89.4% Comm Share P16-39</p>	<p>+91% YoY TTLPPL +98% YoY People 25-54 +49% YoY People 25+</p>	

WIN **9** **Gem** **Go!** **Life**

Podcast Advertising: Ultimate Guide to Podcast Ads in 2021

<https://www.buzzsprout.com/blog/podcast-ads>

<https://mumbrella.com.au/podcasts-in-focus-the-covid-uplift-programmatic-ads-branded-content-and-v>

who-is-actually-making-money-704614

<https://www.couriermail.com.au/news/queensland/gympie/gympies-biggest-social-media-stars-influencers-of-2021-list/news-story/3b69c75eb9c8c643cd55d962d581ba57>

<https://www.couriermail.com.au/news/queensland/bundaberg/listed-wide-bays-social-media-influencers-revealed/news-story/bed9e2fed8f492aac8c12d3fb6253364>

<https://www.couriermail.com.au/questnews/north/ranked-40-rising-seq-influencers-eclipsing-social-media/news-story/0b6477c6b9531595e229a83a508586ce>



Appendix 2

Review of national and international forest and timber industry awareness programs/reports

Review of national and international forest and timber industry awareness programs/reports

1. Introduction

This paper provides an overview of Australian and international forest and timber industry awareness campaigns and articles and reports relating to best practice forestry/timber communications. This information, along with market research data, will be used to design a best practice regional community and engagement program to promote greater awareness of the forest and timber industry and its future opportunities.

Information was obtained via expert interviews and desktop research undertaken March – November 2022. Campaigns were chosen to review based on the ability to conduct interviews (language barriers) and similarities of markets. Articles and reports were selected based on relevance and ability to locate. It is to be noted that there is limited literature focused specifically on forestry communications, marketing and public relations.

2. Campaign summaries

International Campaigns

Forest Products Association of Canada (FPAC) – Forestry for the Future Campaign

<i>Goal:</i>	To increase the understanding of individuals in Canada of the sustainability of Canada's forest practices and products (move from 28% of Canadians with a good or pretty good understanding to 35% - approximately 2.1M Canadian adults)
<i>Timeline:</i>	2 + year campaign
<i>Target market:</i>	Urban millennials / Suburban families (note recognition in review of current campaign that campaign should be extended to Gen Z (born after 1996) as they identify climate change and protecting the environment as a primary concern)
<i>Pre-campaign research findings:</i>	<p>Prior to Year 1 of the campaign FPAC conducted interviews with senior Canadian and international stakeholders who have undertaken similar forestry sector campaigns to better understand their processes, narratives, implementation approach and lessons learned.</p> <p>Key findings were:</p> <ul style="list-style-type: none">• Forestry does not effectively tell its story• Lack of awareness and understanding about the realities of forestry among the public, future workforce and potential investors• Current messaging too technical• Simple, concise and clear messages need to move public opinion• Any messaging has to be substantiated by fact and evidence as

	<p>ENGOS will work to discredit any positives</p> <ul style="list-style-type: none"> • Keeping an emotional connection to the forest visuals and imagery important for resonance and impact. • Will take consistent and repeated exposure to move the dial and extend campaign duration <p>Identified communications themes were:</p> <ul style="list-style-type: none"> • Including sustainability and climate change contribution top theme to include in campaign messaging • Millennials looking for environmentally friendly products - need to create an emotional connection between forestry and the products that they already use • Need to explain carbon sequestration • Provision of quality, reliable jobs and related economic opportunities in rural communities (not an important issue for millennials) • Economic opportunity for indigenous communities and capacity for industry to create true partnerships (note year 2 of campaign planned to highlight and integrate Indigenous Voices as a central part of entire campaign)
<p><i>Campaign Tools:</i></p>	<p>Digital first focus</p> <ul style="list-style-type: none"> • website redevelopment (www.forestryforthefuture.ca) • digital media audience & advertising (social media advertising (facebook, linkedin), e-newsletter), media relations. Documentary • Will expand advertising to TikTok and Apple News to reach younger audience
<p><i>Key messages:</i></p>	<ul style="list-style-type: none"> • Through programs like #TakeYourPlace, #WomenInWood, #TheGreenestWorkforce and #FreeToGrowInForestry, Canada's forest sector is committed to growing an inclusive sector, one that supports all Canadians in a growing, green economy • When we build tall with wood, construction can be completed 25% faster, reducing carbon pollution during construction by 25% to 45%? Wood also requires less energy to heat and cool long-term. • Canada's forest sector aims to be a #zerowaste industry, making use of wood chips, sawdust, and bark to reimagine the products Canadians use everyday through a cleaner, greener lens. • Today, almost 60% of Canada's forest sector runs on bioenergy (and that number is growing). • Since the early 1990s, Canada's forest sector has reduced its GHG emissions by 66%. • There is a second life to trees: When you buy Canadian wood, you support a lower carbon future by reducing greenhouse gases and storing carbon. • By 2030, Canada's forest sector will remove 30Mt of CO2 from the atmosphere every year — representing more than 10% of Canada's climate change mitigation target or the equivalent of taking over 9M cars off the road. • Forestry contributes to all 17 of the UN's Sustainable Development Goals, including providing clean water, affordable and clean energy, decent work and economic growth, responsible consumption and production, and climate action • Canada leads the world in forest certification, managing 36% of the world's certified forests, more than 2x the area certified in any other country, despite the fact that we are home to only 9% of the world's total forests • Canada's forest sector harvests less than 1% of harvestable land per year and regenerates every single tree, between 400 and 600 million seedlings annually. • Canada has retained more than 90 percent of its original forest area

	and is recognized as a global leader in the sustainable management of the world's most renewable resource
--	-----------------------------------------------------------------------------------------------------------

Albert Forest Products Campaign – Love. Alberta. Forests

<i>Goal:</i>	To increase positive perception of Alberta's forest industry. Intended to communicate the thoughtfulness, care and expert practice that goes into managing Alberta's forests.
<i>Timeline/Budget:</i>	Year 3 of ongoing campaign. 5 mini campaigns across year. \$275 K
<i>Theme:</i>	Hyper targeted / primarily digital Each of the campaigns capitalized on the equity created from the previous years' Love AB Forests themes and continued with love-based themes and messages. New content was created and added to the website for each campaign except for December, which relied on existing content that was created in year 2. Media for each campaign varied based on demographic profiles, but largely were digital to allow for specific targeting and measurement.
<i>Target markets:</i>	<ul style="list-style-type: none"> • April campaign – Forest wildlife and ecosystem – Urban age 25 – 44 / digital & social (facebook, Instagram, youtube, linkedin) • June campaign – Forest stewardship – Young families / digital & social facebook, Instagram, youtube) • September campaign – Sustainable forest management practices – Urban females - digital & social / cinema / billboard • November campaign – Bioeconomy and renewable energy – Urban females 35 - 44 - digital & social • December campaign – The forest lifecycle (ie plantation not old growth) 25 – 54 males & females – virtual forest tour using a local celebrity (paid digital & social to push to virtual tour)
<i>Campaign reporting:</i>	Metrics used to evaluate the success of each campaign were: April, June, December – website analytics September, November – quantitative survey data
<i>Campaign Tools:</i>	<ul style="list-style-type: none"> • Virtual Forest Tour • Website • Videos • Social media channels – paid / unpaid linkedin , facebook, youtube, Instagram
<i>Key messages</i>	<ul style="list-style-type: none"> • Climate & Environment - Forests capture carbon, maintain our watershed and are home to thousands of wildlife species. • Recreation & Culture - Forests connect us to the wonder of nature and are part of our history and heritage. • A Renewable Resource - Our sustainable forest industry employs 40,000 Albertans and lets s build things we cherish. • Planning & Growing - Forest companies monitor and tend to our forest ecosystems. • Forest Regeneration - Whenever a tree is harvested, we plant two more and help them grow. • Research & Innovation -We're always working to understand our forests better.

Forest Finland

<i>Goal:</i>	Awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland
<i>Timeline/Budget:</i>	<p>Launched 2020 – ongoing.</p> <p>The project is funded Finnish Forest Foundation, the Finnish Forest Industries Federation, Metsähallitus (State forest agency), The Central Union of Agricultural Producers and Forest Owners MTK, the Ministry of Agriculture and Forestry, the Finnish Forest Centre, the Wood Processing Engineers and the Metsämiesten Säätiö Foundation. In addition, The Paper Workers' Union and the Industrial Union of Finland have also participated in the planning of the campaign. The project is led by the Finnish Forest Association.</p>
<i>Theme:</i>	Updates the image of what forest utilization is
<i>Target markets:</i>	General public
<i>Campaign reporting:</i>	<p>Campaigns have received a very positive reception as a whole. For example, in the fall of 2021, 84 percent of the respondents to our survey said that they liked Metsien Finland either very much or a lot. Metsien Suomen's reputation can be told by the fact that the facts presented by the project are getting better and better known. For example, Finns' knowledge of the various uses of wood has clearly diversified. According to our autumn 2021 survey, almost 40 percent knew that 150 million trees are planted in Finland every year, while 31 percent of the respondents chose the correct number at the beginning of the project in the spring of 2020. (see more results here)</p>
<i>Campaign Tools:</i>	<ul style="list-style-type: none"> • TV (see at https://metsiensuomi.fi/in-english/#cb4a5120) • radio, • outdoor advertising • social media • Online magazine/ weekly newsletter (forest.fi online magazine publishes articles about Finland's forests and its forest sector.) • Seed disc distribution - contains six pine seeds/ also serves as a planting base for the seeds/. provides opportunity to participate in climate work. 10 000+ discs distributed throughout Finland during summer 2020 •
<i>Key messages</i>	<ul style="list-style-type: none"> • Forest Finland updates our perception of modern forestry. It presents products one could not imagine being made using wood: <ul style="list-style-type: none"> ○ Wash basins and sinks ○ Plastic salad boxes ○ Mustard and ketchup ○ Toothpaste and medicine tablets ○ Renewable cast material replacing gypsum • In Finland, 150,000,000 trees are planted each year • Finns live on average 700 meters from the nearest forest • 75 percent of Finland's area consists of forest • More than half of Europe's protected forests are in Finland • There is over 50% more timber than 50 years ago in Finland's forests • After a tree is felled, four new trees are planted in Finland

--	--

<https://www.forestinnovationhubs.rosewood-network.eu/en/content/forest-finland>
<https://metsiensuomi.fi/metsien-suomi/#cb4a5120>

Think Wood - Norway

<i>Goal:</i>	To show how forests and trees can contribute in the fight against climate changes
<i>Timeline/Budget:</i>	2019 – ongoing
<i>Theme:</i>	Forests and trees can contribute in the fight against climate changes Everything that is currently made of oil can in principle also be made of wood – and that with far lower emissions.
<i>Campaign Tools:</i>	<ul style="list-style-type: none"> • Website - https://www.tenktre.no/ • Facebook / Instagram • Articles • Videos • Forest Trails (signposted several tours so that you can learn more about active forestry and how it all takes place. At the same time you get a nice trip in beautiful surroundings.
<i>Key messages</i>	How industry provides solutions for <ul style="list-style-type: none"> • Climate • Innovation • Health • Sustainability • Design • Economy

<https://www.forestinnovationhubs.rosewood-network.eu/en/content/think-wood>

Wood Passage – Austria / EU

<i>Goal:</i>	Raise public awareness, social acceptance and political support for forestry
<i>Timeline/Budget:</i>	2018 – Ongoing
<i>Theme:</i>	An installation consisting of four wooden gates makes the transformation from tree to house a sensual experience. It tells the story of the contribution of modern timber construction to climate- and resource-friendly cities of the future.
<i>Target markets:</i>	City dwellers in European cities with stops in Munich, Linz, Augsburg, Innsbruck Basel and Vienna.
<i>Key messages</i>	<ul style="list-style-type: none"> • We have had sustainable forest management in Europe for more than 250 years . • Preserving the forest and using it as a source of the most important renewable raw material is the task of forestry today and tomorrow. The overriding principle is never to harvest more wood than will grow back. • In the EU, 776 million m³ of wood grow back every year. Around 490 million m³ of this is harvested per year, the remaining 266

	<p>million m³ remain in the forest and constantly increase the wood stock. Europe's forest area is increasing by 440,000 ha every year, which corresponds to more than 1,500 football pitches per day.</p> <ul style="list-style-type: none"> • The European forest and timber industry is a major employer, employing 3.5 million people. That is almost the same number of employees as in the vehicle industry. • The increased use of wood in construction is creating a “second forest” in our towns and villages. Houses made of wood bind CO₂ in the long term, which relieves our environment and contributes to improving the climate. • Every used trunk from the forest creates space for new trees. While buildings made of wood store carbon over their entire service life, the amount of wood used in the forest grows back and actively extracts CO₂ from the ambient air again. Wood as a building material therefore has a doubly positive effect on the CO₂ balance.
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<https://www.forestinnovationhubs.rosewood-network.eu/en/content/woodpassage>

Swiss Wood

<i>Goal:</i>	Raise public awareness, social acceptance and political support for forestry
<i>Theme:</i>	Creation of 'Swiss Wood' origin label
<i>Campaign Tools:</i>	<ul style="list-style-type: none"> • Lifelike wooden figures of famous Swiss people • TV-Spots • Billboards • Documentary film • press releases and events

<https://www.forestinnovationhubs.rosewood-network.eu/en/content/woodvetia-campaign-swiss-wood>

<https://www.holz-bois-legno.ch/de>

Wood. Our Low Carbon Future – New Zealand

<i>Goal:</i>	To ensure ongoing social licence of softwood plantation industry (following on from Love our Forests campaign)
<i>Timeline/Budget</i>	\$300 000 per annum (2-3 yr campaign)
<i>Target Markets</i>	<ul style="list-style-type: none"> • General public • Landowners • Farmers
<i>Theme:</i>	<p>7 themes (each with accompanying hero stories)</p> <ul style="list-style-type: none"> • Carbon sequestration • Planting trees on farms • Indigenous forestry • Maori – labour and landowners • Engineered wood products • Bioeconomy
<i>Campaign Tools:</i>	<ul style="list-style-type: none"> • Website • TV commercials • Social media • Forestry event (35 exhibitors) within Mystery Creek National Field Day

<i>Key messages:</i>	<ul style="list-style-type: none"> • Wood: our low-carbon future • There's a lot of environmental answers to be found in wood. • Forests sequester huge volumes of carbon from the atmosphere and so combat climate change. We won't be able to get near to carbon zero by 2050 without planting more fast-growing trees. • Modern wood-engineering technology is being used to create buildings many storeys high. These structures continue to store the carbon and avoid the greenhouse gas emissions of concrete and steel. • Wood is an ideal building block for the emerging global bioeconomy. For manufacturing and for energy, wood replaces carbon dioxide spewing from coal and oil. • Wood's also a great natural environment to enjoy living in. • Not all of New Zealand wood is for construction. Materials extracted from wood or trees are valuable too.
----------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<https://www.woodourlowcarbonfuture.nz/>

Australian Campaigns

The Ultimate Renewable - 2022

<i>Goal:</i>	<p>The Ultimate Renewable™ brand was initially developed and launched in 2019 and seeks to reframe forestry in the eyes of consumers, change dated and negative perceptions and misconceptions about forestry and reinforcing the association between wood and renewability.</p> <p>The 2022 campaign was to reinforce public awareness of wood's sustainable characteristics as well as generate consumer and industry engagement with The Ultimate Renewable™ brand.</p>
<i>Timeline/Budget</i>	2 months / \$1.8m
<i>Target Markets</i>	Timber specifiers Renovators / homeowners
<i>Theme:</i>	When wood is harvested today it is replanted for tomorrow
<i>Campaign Tools:</i>	Industry Ambassador – Adam Dovile TV Commercials – nationally on Outdoor advertising Print advertising Podcasts Social media campaign
<i>Key messages:</i>	<p>Trees can regrow a house frame in 150 seconds Grow. Build. Plant. Repeat The ultimate carbon store is growing now Your wood (deck/floors/windows etc) is regrowing now</p>

The Timber Framing Collective / Timber Framing. The Ultimate Renewable

<i>Goal:</i>	The timber framing industry required an entity to take leadership on all things timber framing and a professional brand to engage with industry & stakeholders in a sophisticated manner and motivates them to use the Timber Framing. The Ultimate Renewable category brand.
<i>Timeline/Budget</i>	\$300 000 per annum – multi year campaign
<i>Target Markets</i>	<ul style="list-style-type: none"> • Builders • Homeowners / renovators

	<ul style="list-style-type: none"> • Industry stakeholders
<i>Theme:</i>	Let's Build a Better World. Timber Framing – The Ultimate Renewable™ is the leading choice for building Australian homes, and our future. It's one of the most eco-friendly building materials available. Strong, sustainable and backed by an entire industry, creating beautiful homes while protecting the home we all share.
<i>Campaign Tools:</i>	<ul style="list-style-type: none"> • Website - www.renewabletimberframing.com.au • Brochures • Fact sheets • Email banners • Social media content • Posters • Videos • Certificate of Installation, and; • Merchandise
<i>Key messages:</i>	<ul style="list-style-type: none"> • Trees store carbon and are replanted when harvested • As the most eco-friendly building material on Earth, timber framing is sustainable, renewable, non-toxic and organic. • It's also carbon positive, which means the entire production process, from sapling to timber framing installation, removes more carbon dioxide than it emits. • Let's build a better world. Let's build with Timber Framing • Timber Framing is where our future lies • It's time to work with nature • The world's oldest resource • It protects the air we all breathe • A new forest for the next generation • Embrace the natural wonders of wood • Timber is just as nature intended • It's good for Australia • Growth is at the heart of timber framing • Timber Framing is more efficient than ever

Victoria. I Wood

<i>Goal:</i>	To educate Victorians about the wood products they use every day
<i>Timeline/Budget</i>	
<i>Target Markets</i>	
<i>Theme:</i>	Create a connection between the people working in forestry and the products we all love
<i>Campaign Tools:</i>	<ul style="list-style-type: none"> • Case studies that introduce the growers and makers of wood products in Victoria • A microsite that encourages Victorians to rethink forestry • A comprehensive social media strategy to increase reach
<i>Key messages:</i>	<ul style="list-style-type: none"> • Showcasing forestry as an attractive and innovative career path to develop a new generation of foresters and forestry workers • Featuring the forestry cycle of <i>plant, nurture, harvest, regrow</i>

3. Report/Article Summaries

Report - Best Practices in Forest Communication

Summary of forest centred communication activities held in Europe & the United Kingdom. Activities mostly comprised of 'Forestry Days' targeted at school aged children. Most campaigns pre-social media / digital era. Communications tactics mostly traditional media events, brochures, school learning programs.

Gerben Janse FAO Forest Communicators Network 2008, *United Nations Economic Commission for Europe*, accessed 3 March 2022, <<https://unece.org/DAM/timber/pr/docs/best-practices-in-forestry.pdf>>

Report – Review of training programs to attract school students to industry

Review of forestry-based VET and non-VET programs:

- Forest Learning Pathway program in Green Training- provides students with an opportunity to develop skills and be work ready for a range of forestry roles. Introduces students to relatively high-level industry concepts eg sustainability, certification, carbon, genetics etc A teacher from the Department of Education was assigned to write the learning resources and complementing material to meet the school curriculum and STEM criteria.
- Tasmania's Cadet Forester Program – schools based apprenticeship and traineeship
- Forestry VET in WA College of Agriculture
- ForestLearning – learning and teaching materials suitable for and used in the school curriculum.
- Forest Education Foundation Tasmania – programs delivered in school environment and through visits to a variety of field sites.

Georgian Dian, Forestworks, 2021. A Review of Training Programs to Attract School Students to the Industry.

Report – Millennial Generational perceptions Surrounding the Wood Products Industry

- The wood products industry faces increasing pressure to attract the interest of young consumers and potential employees, such as the millennial generation. This study was designed to illuminate perceptions held by the millennial generation towards the wood products industry.
- The millennial generation or "millennials" are defined in this study as individuals born from 1980 to 2000.
- In February 2018, an online survey was distributed to over 1,500 millennial-aged individuals and 1,479 usable survey responses were returned.
- Results from this study indicate that the respondents have neutral perceptions towards the wood products industry and over half of them (65%) were familiar with the industry before taking this survey.
- Certain topics, such as clear cutting and forest damages, received stronger attitude reactions from respondents. Approximately, 71% of millennials agreed with the statement, "it makes them sad to see cleared forest lands."
- Responses also indicated millennials possess weak overall knowledge regarding industry practices. Demographic groups that held significantly stronger attitudes were millennial females, all millennials ages 18-20, and all millennials who identified as Caucasian. It could be beneficial for the industry to focus on millennial females as an audience because of their consumer power and opinion leader influence within many families plus altering perception held by females currently could positively influence the perception of future generations.
- Campaign ideas – educate and emphasize the sustainable initiatives industry undertakes. Billboards near harvest forest sites explaining where trees went, what products they are designed to create (houses etc) and how the cleared site will recover in a short time. Millennials said they would like to know more about the

environmental friendliness of the industry and this is a potential avenue to educate them.

Stout, Kassandra; Montague, Iris; Shmulsky, Rubin. 2020. Millennial generation perceptions surrounding the wood products industry. *BioProducts Business*. 5(3): 25-36. <https://doi.org/10.22382/bpb-2020-003>.

Report - Understanding the social and economic effects of the forest industry in regional communities (SAE003-1516)

- The project findings suggest a need for:
 - More consistent long-term investment in collection of accurate employment data for the forest industry, in order to produce regular data across all forestry regions.
 - More consistency in methods used to produce employment estimates by different surveys conducted by the Australian Bureau of Statistics
 - Further investment in understanding and addressing barriers to recruiting a more diverse workforce (particularly women) with the skills needed by the industry
 - More research on how factors specific to the forest industry influence worker wellbeing, to provide more specific guidance to industry on how best to maintain and grow wellbeing of the workforce, and through this increase worker retention
 - Invest in communicating to potential workers the typically high liveability of forest industry dependent communities as part of strategies to address skills shortages and recruit workers to forest industry dependent communities.
 - Industry investment in contributing to social capital in the communities it operates in, an action that can both help to address the often low recognition of the importance of the forest industry in some forest-industry dependent communities, and can further contribute to increasing liveability of forest

Forest and Wood Products Australia accessed 19 July 2022

www.fwpa.com.au/resources/reports/other/2010-understanding-the-social-and-economic-effects-of-the-forest-industry-in-regional-communities-sae003-1516.html

Report - Public perceptions of forestry and the forest-based bioeconomy in the European Union

- Primarily, European citizens perceive forests to be beneficial for the climate, as a place of biodiversity and to experience nature and recreation in the forest.
- Mixed forests and diversity of stands are preferred and perceived as being “more natural”.
- The economic role of forests, specifically as provider of raw materials and for generating regional income – central aspects in bioeconomy – was less recognised.
- Forest management activities, especially clear cuts, the use of exotic tree species and the application of chemicals for productivity or pest measurement, receive little acceptance.
- The public has a limited understanding of the activities related to forestry and the forestbased industry.
- Wood and wood-based products have a positive image. Yet the positive impact on climate change mitigation, especially of new woodbased products, is questioned.
- Sustainable wood sourcing (country and legal origin) is an important piece of product information. Yet consumers assign similar or even more importance to product quality and prices and little is known about the actual purchasing decisions of consumers.
- European citizens are fond of forest-based sector innovation, despite having little awareness of them and few studies being available.

- Respondents' characteristics, such as socio-demographics and psychographics (e.g. values, beliefs, attitudes), influence their perceptions of forestry and the forest-based bioeconomy.

To support forestry and foster a forestbased bioeconomy the report suggests:

- Acknowledge and integrate the general public's preference for forests' environmental benefits (e.g. providing biodiversity) and specific forest attributes into forest management practices and forest policy.
- Improve communication on sustainable forest management by addressing the sensitive topic of wood harvest and communicate trade-offs between the use of different forest ecosystem services.
- Acknowledge consumers' demand for product information (e.g. wood origin, health) and integrate it into sector communication about products.
- Investigate how purchasing decisions regarding forest-based bioeconomy innovation are formed and can be influenced by communicating environmental attributes or addressing respondents' environmental concern and values.
- Communicate the technical, social, economic and environmental performance of existing and future innovations as well as guiding their development through sustainability assessment

Ranacher, L., Sedmik, A. and Schwarzbauer, P. 2020. *Knowledge to Action 03*, European Forest Institute. Accessed 31 October 2022 <<https://doi.org/10.36333/k2a0>>

Article - Communicating on Sustainable Forest Solutions After COVID-19

Opportunities to reframe the forest sector and sustainable forest products include:

- Ensure our messaging is consistent. Governments, international organizations, and the private sector need to work together to promote the understanding of topical forestry issues in order to strengthen sustainable forest management in policy and practice.
- showcase the innovations that use wood as a valid, affordable, and renewable alternative to fossil-derived products.
- transform and simplify a complex and abstract agenda into human stories. We need to make our message relevant to people's everyday lives and what they can do personally to help build a better world.
- better the truth that so many people have yet to grasp: how and why sustainable wood products, rather than causing deforestation, actually contribute to keeping forests and ecosystems healthy, while helping to reduce carbon dioxide (CO2) emissions. As the proverb holds, "fact is fact, but perception is reality."

Kai Lintunen, Head of International Communication for the Finnish Forest Association 2020, *SDG Knowledge Hub* accessed 19 July 2022, <<http://sdg.iisd.org/commentary/guest-articles/communicating-on-sustainable-forest-solutions-after-covid-19/>>

Article – Public perceptions of forestry 'need to change'

- Forest communications need to engage on a human level, moving away from statistics, in order to shift negative perceptions of forestry issues.
- Wider public is tired of hearing the same messages and also cannot connect to messages that are too long and too complex
- Communication has the power to change people's perceptions about forests by talking to the real tangible value forests deliver when felled sustainably.

Food and Agriculture Organization of the United Nations, accessed 19 July 2022
<<https://www.fao.org/forestry/news/92052/en/>>

Article - Love not loss

- Doom and gloom messages on biodiversity aren't working and should be replaced by positive messages that inspire action.
- Love of forests for most people is about awe and wonder, senses and sights, not ecosystem services and extinction stories. It is about childhood experiences, awe-inspiring nature documentaries, and our instinctive fascination with the workings of the natural world. The 'Love' message trumps the 'Loss' message for grabbing the public's attention. Inspiring people towards opportunity is a more powerful driver for action than scaring them away from the consequences.



Laurie Bennett, IUCN Commission on Education and Communication 2010 *International Union for Conservation of Nature*, accessed 19 July 2022
<www.iucn.org/sites/default/files/import/downloads/av42englishcolweb.pdf>

Article - Social license will help drive industry credibility

- At an industry symposium Jacki Schirmer, Lain Dare and Mel Mylek, from the University of Canberra, discussed the role of stakeholder engagement in social licence operation (SLO) for the forest industry. Their key points were that the industry needs to undertake critical evaluation of what is happening 'on the ground' and how this can be improved. They also identified the need to address cost-benefit concerns for local communities.
- Symposium participants found that SLO challenges can be encapsulated in the "six Cs":
 - Community: The need for SLO initiatives to operate across all scales from local, to national and across all stakeholders was emphasised throughout the symposium, with all participants being encouraged to take the positive and

progressive approach of “being the change they want to see” and acting as good neighbours.

- Collaboration: The sector is currently very fractured but demonstrates the ability to work together and recognises it is stronger together.
- Consistency: Processes and resources need to be dedicated to ensure the industry is aligned in action and voice.
- Capacity: The sector lacks the skills, experience and capacity to plan, resource and manage the tools and materials needed to build the industry's SLO.
- Commitment: The industry must commit to measuring and evaluating impact against goals and making the data and reporting transparent and available.
- Coordination: A centralised resource is needed to coordinate and manage the complexity of forestry messages to ensure coherence and alignment.

Forest and Wood Products Australia accessed 19 July 2022 <www.fwpa.com.au/news/newsletters/forwood-newsletter/1649-social-license-will-help-drive-industry-credibility.html>

4. Conclusion

This review of national and international forest and timber industry awareness programs and campaigns and a selection forestry communication literature was undertaken to ascertain current best practice. This knowledge will contribute to the design of a regional community and engagement program in South East Queensland.

Based on the material recommendations to develop communication strategies, themes, messages and tactics are:

- Digital first focus cost effective and appealing to young audience
- Make messages relevant to everyday life – the tangible value sustainably harvested forests deliver - and what people can do personally to build a better world.
- Focus on love not loss – inspiring people to opportunity is a more powerful driver for action than scaring them away from consequences
- Sustainability and climate change contribution are the top themes included in national and international campaigns.
- Use personal, relatable stories to improve the understanding of the industry and industry issues. Move away from statistics, long and complex messages
- Use a simple message/statements. e.g., FWPA's The Ultimate Renewable Campaign - Grow. Build. Plant. Repeat.
- Have fact and evidence available behind every message and story.
- Communicate high liveability of forest industry dependent communities to attract workers e.g. Work Wild campaign (Stay. Work. Play.)
- Industry needs to invest in local communicates to build social capital (e.g. sponsorship / participation in events etc / access to forests/facilities to better understand)



Appendix 3

South & Central Queensland Forest & Timber Industry Awareness Market Research Survey Report



Timber recycles carbon

South + Central Queensland Forest & Timber Industry Awareness Market Research Report

1. Background

Queensland's forest and timber industry makes a significant economic contribution to the State, supporting around 25,000 direct and indirect jobs, as well as contributing \$3.8 billion to the state economy.

The timber industry is the state's third most valuable agricultural processing industry delivering the Central and Southern region \$172 million of economic activity and \$775 million to the Wide Bay & Burnett region. The industry is also a significant employer in the region, wood processing and timber manufacturing accounts for around 70% of the 11,760 direct timber industry jobs.

Growing demand for timber products worldwide is creating a parallel need to expand timber supply and attract workers to the industry. However, the sector is facing substantial challenges to recruiting, training, and retaining suitably skilled and qualified workers. The challenges are multi-faceted. They range from increased population and economic growth, the need for increased productivity (increased products and process), new technologies, environmental best practice, National Heavy Vehicle – Chain of Responsibility requirements, an ageing and regional workforce, difficulties in accessing training in regional locations, to the perceptions of the timber and forestry sector.

Current skill shortages and lack of a pipeline of future workforce entrants is a major constraint on the development of an efficient and effective forest industry across Queensland.

The South & Central Queensland Regional Forestry Hub acknowledged the importance of communications as a tool to promote greater awareness of the industry and its future opportunities to build a future workforce and funded a *Forest & Timber Industry Awareness Pilot Project* to develop and implement an engagement and communication program.

During 2022 market research surveys targeting senior school students and jobseekers in the Wide Bay region were undertaken to respond to the following research questions:

- Who are the most influential target markets/ stakeholders in the region?
- What are the key forest & timber industry facts (economic, environmental and social value) that will resonate/be most effective with the identified target markets?
- What will be the most effective communication channels to reach these target markets?
- Identification of data to measure program efficacy at end of pilot project

Findings from the market research will inform design and development of a community engagement & industry awareness pilot plan.

2. Methodology

Survey questionnaire creation

Survey questions were based on information found by undertaking a review of national and international forest and timber industry awareness programs/reports which are available in Appendix 1.

Timber Queensland is unaware of any other surveys (Australian or international) of a similar demographic to understand forest and timber industry awareness and perceptions. The surveys, consisting of 13 questions, included questions to gauge current knowledge and perceptions of the industry, opinions regarding considering the industry as a career path and an indication of how respondents obtain information.

Pre-tests were conducted with to gather feedback on the structure and content of the questionnaire, the final survey questionnaires are in Appendix 2

The survey was distributed in hard copy format at events and online via the Survey Monkey platform.

Research Question	Aligned Survey Question (refer Appendix 2 for complete questions)
Who are the most influential target markets/ stakeholders in the region?	<ul style="list-style-type: none"> • Age • Gender • What is your first perception when you hear about the forest and timber industry? • Thinking about working in the forest and timber industry how much do you agree or disagree with the following statements?
What are the key forest & timber industry facts (economic, environmental and social value) that will resonate/be most effective with the identified target markets?	<ul style="list-style-type: none"> • What do you think are the most appealing aspects of working in the F&T industry? • What is your attitude about the forest and timber industry's relationship with the environment? • How much do you agree or disagree with the following statements? • Thinking about working in the forest and timber industry how much do you agree or disagree with the following statements:
What will be the most effective communication channels to reach these target markets?	<ul style="list-style-type: none"> • How do you obtain information? • What social media apps do you use most regularly
Identification of data to measure program efficacy at end of pilot project	<ul style="list-style-type: none"> • What is your first perception when you hear about the forest and timber industry • What is your attitude towards general statements about the F&T industry?

Sampling method

The pipeline of future workforce entrants in the Wide Bay region will primarily come from senior school leavers or current jobseekers (often long-term unemployed). A majority of this group are currently under 18. Consultation with market research consultants found that there was limited capacity to reach this cohort in the Wide Bay region to obtain quantitative data (i.e. limited research panel availability for under 18 years). Engaging a market research

agency to conduct qualitative research was going to be cost prohibitive and would not provide sufficient sample size.

Consequently, a strategy was designed to work with employment agencies and attend events in the Wide Bay region to circulate hard copy surveys and distribute links to an online survey.

Sampling collection

209 usable survey responses were received from:

- Hervey Bay State High School students on industry bus tour – 14 responses
- Gympie State High School students on industry bus tour – 19 responses
- Max Employment Jobseekers – 13 responses
- Fraser Coast Jobs Expo Survey Promotion – 163 responses

Limitations

Surveys completed by senior school students on industry tours were often rushed which may have contributed to the accuracy of data and meaning being derived from the data i.e. skipped questions, random and/or contradictory answers. It is possible that job seekers who completed surveys may have been primed with responses in presentations/interviews conducted prior to them completing the survey.

3. Results

Demographics

The demographic breakdown of 209 usable survey responses were 50% male (N = 104) and 49% were female (n= 103) with 1% not providing a gender (N= 2).

The gender make up for the survey is similar to that of the Fraser Coast population of 51% female and 49% male, refer Table 1.

Table 2 Age and sex, Fraser Coast (R) LGA and Queensland, 2016

Age group	Fraser Coast (R) LGA						Queensland					
	Females		Males		Persons		Females		Males		Persons	
	number	%	number	%	number	%	number	%	number	%	number	%
0–14 years	8,299	48.7	8,744	51.3	17,043	100.0	444,178	48.7	468,518	51.3	912,699	100.0
15–24 years	4,806	48.8	5,037	51.2	9,842	100.0	302,669	49.4	310,480	50.6	613,148	100.0
25–44 years	10,048	51.8	9,341	48.2	19,388	100.0	649,810	51.0	625,003	49.0	1,274,813	100.0
45–64 years	15,025	52.7	13,489	47.3	28,516	100.0	605,774	51.1	578,819	48.9	1,184,589	100.0
65+ years	13,554	50.7	13,155	49.3	26,710	100.0	378,879	52.8	339,068	47.2	717,951	100.0
Total	51,728	51.0	49,773	49.0	101,503	100.0	2,381,302	50.6	2,321,885	49.4	4,703,192	100.0

Source: Queensland Government Statisticians Office Queensland Regional Profiles Men and Women

Importantly, given the goal to understand the perceptions of future industry workforce, the majority of respondents were in the under 18 and 18-24 age group (Table 1).

Table 1: Age group percentage of survey respondents*

Age Group	Percent (%)
Under 18	69
18-24	5
25-34	7
35-44	10
45-54	7

*percent values are rounded to the nearest whole number.

Industry perceptions & potential influencers

When asked about their first perceptions of the forest and timber industry almost three quarters of respondents (75%) indicated they had positive or strongly positive opinions. Just under a quarter (23%) of people had neutral responses when they think or hear about the industry.

Segmenting responses by gender indicated males are more likely to feel strongly positive (40% vs 29%) and double the number of females to males (30% v 15%) held a neutral perception of the industry. 3% of female respondents indicated they didn't know what they thought about the industry, whereas all males had an opinion of some kind.

Q5 What is your first perception when you hear about the "Forest and Timber industry"?

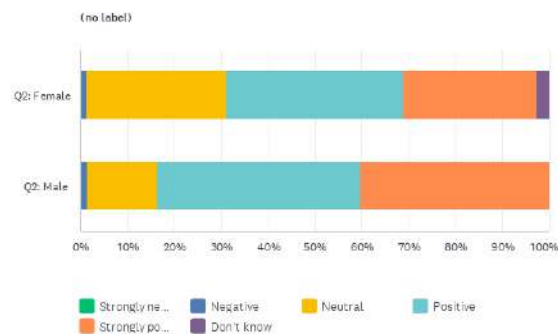


Figure 1

Both males and females view the forest and timber industry as providing a long-term career path, although males are much more likely to hold this point of view (90% vs 76%).

Both genders believe that industry provides training and education. Males are stronger in this belief, once again females were more likely to return a neutral, disagree or don't know response.

More than double the number of females held a neutral position regarding whether industry provides opportunities to engage with innovative technologies. Similarly, 10% more females were neutral or said they did not know if the industry provided an opportunity to work in a renewable industry or if the industry improved the economy of the Fraser Coast.

Survey responses indicate that males are stronger in their views and in general female perceptions need to be improved when compared to male responses. Females are also more likely to return a neutral, negative or don't know response, indicating an opportunity to influence and educate.

Female perceptions of the industry should be noted and targeted as they represent a large segment of the future workforce, communicating with them may allow for their future perceptions and opinions towards the forest and timber industry to move from neutral to positive.

Several statements about the forest and timber industry were presented to respondents. Questions revolved around how important the industry is to daily life, climate change and providing job opportunities.

The industry should note that 32% of respondents say they rarely think about where wood/timber products originate and 35% provided a neutral response, indicating apathy. These results point to almost 70% of respondents not making a connection between products and services they use every day and the local employers who grow and produce these products and services.

Similarly, 17% of respondents recorded a neutral response to the statement “I think the forest and timber industry is important to my daily life”, again indicating the need to make connection between daily life and industry.

Almost 40% of respondents said they agreed or strongly agreed that the forest and timber industry has an ageing workforce. A similar number of respondents have a neutral opinion or were unsure.

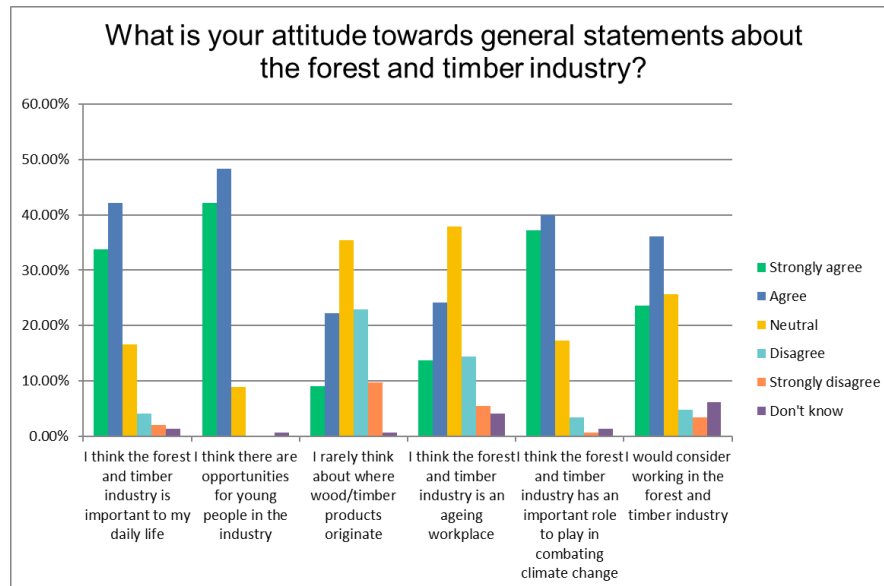


Figure 2

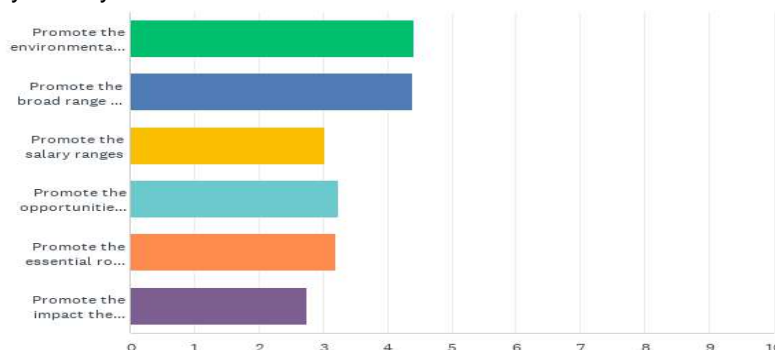
Effective key messages and facts

Respondents were asked what they thought were the most appealing reasons for jobseekers to consider working in the forest and timber industry.

For males and females across all age groups the responses in order of preference were:

1. Promote the environmental and sustainability aspects
2. Promote the broad range of careers/jobs available within the industry
3. Promote the salary ranges
4. Promote the opportunities for advancement
5. Promote the essential role of forest and timber products in our everyday lives
6. Promote the impact the forest and timber industry has on the economy

The environment and sustainability aspects and broad range of careers available were ranked very closely.



Segmenting responses by age 13-24 indicated this group would prefer to see promotion of opportunities for advancement over salary ranges.

Responses analysed by gender indicated the only difference was messaging promoting opportunities for advancement would be more appealing to women than the role of forest and timber products in our everyday lives whereas surveyed males were more interested in the role of forest and timber products in our everyday lives rather than advancement.

Females	Males
<ol style="list-style-type: none"> 1. Promote the broad range of careers/jobs available within the industry 2. Promote the environmental and sustainability aspects 3. Promote the opportunities for advancement 4. Promote the essential role of forest and timber products in our everyday lives 5. Promote the salary ranges 6. Promote the impact the forest and timber industry has on the economy 	<ol style="list-style-type: none"> 1. Promote the broad range of careers/jobs available within the industry 2. Promote the environmental and sustainability aspects 3. Promote the essential role of forest and timber products in our everyday lives 4. Promote the opportunities for advancement 5. Promote the salary ranges 6. Promote the impact the forest and timber industry has on the economy

When considering respondents attitudes regarding the forest and timber industry's relationship with the environment responses were generally evenly split across genders.

Over 50% of respondents are uncomfortable with seeing cleared forests (females 5% more so than males) and 30-40% of people think that the forest and timber industry does not replant trees.

Over 30% of responses either agreed or strongly agreed that that the forest and timber industry harms the environment. 28% of respondents held a neutral position. Despite this over 90% of those surveyed said they understand why wood products are important.

50% of males and 40% of females recognised that using wood in construction can reduce climate change. 30% of males and 55% females said they either disagree, neutral or don't know that wood products contribute to helping our environment.

Survey respondents were presented with the following statements

1. *Forests capture carbon and timber has the lowest embodied energy of all mainstream building materials*

65% of males agreed or strongly agreed in comparison to 52% of females. Almost double the number of women (17%) responded that they disagree or don't know in comparison to 8% of males.

2. *Queensland's sustainable forest industry supports over 23 000 jobs and lets us build things we cherish.*

The majority of people (80% women / 83% men) agree with this statement. 2% of women disagreed, no males disagreed. 11% female and 13% males were neutral.

3. *Whenever a tree is harvested, we plant at least one more and help them grow.*

84% of women agreed or strongly agreed in comparison to 52% of men. 16% females were neutral, disagreed or did not know in comparison to 12% males. In general men more neutral on this issue.

Additional questions asked respondents their opinions about working in the forest and timber industry.

Males were much more likely to view industry as a long term career path (90% males vs 75% females strongly agree/agree). The majority of respondents believe that industry supports training and education and *offers opportunities to engage with innovative technologies* (88% female / 89% males strongly agree / agree).

Around 10% fewer females than males agree or strongly agree (and 10% more females neutral than males) that forest and wood products processing *provides an opportunity to work in a renewable industry*.

Effective Communication Channels

All survey respondents were asked how they prefer to obtain information, in order of what they refer to most regularly.

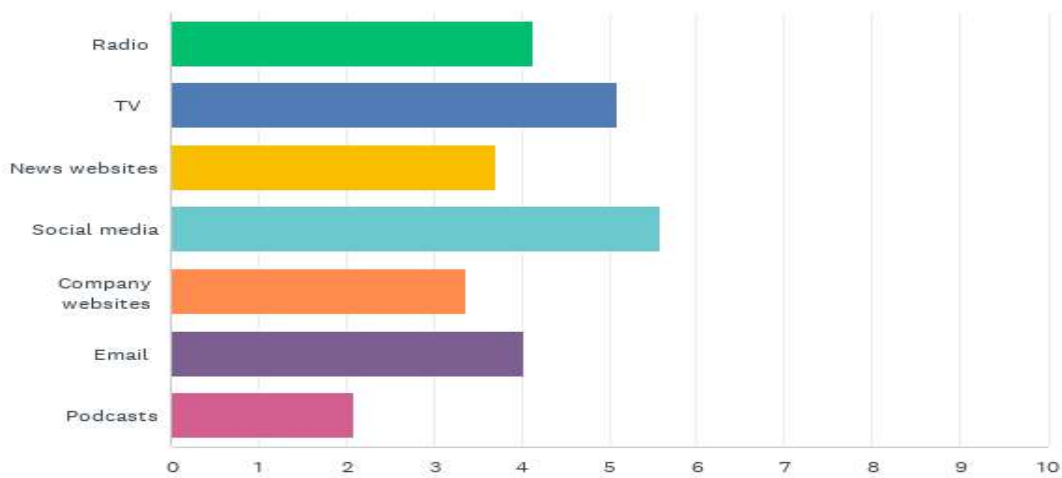


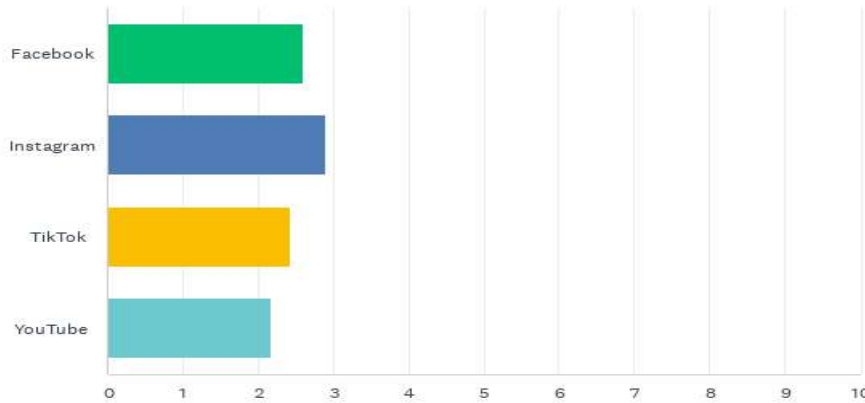
Figure 4

Responses were also segmented by age and gender. Social media is the most referred to communication platform across all respondents

Females & Males 13-24	
1.	Social media 49%
2.	TV 19%
3.	Email 12%
4.	Radio 7%
5.	News websites 6%
6.	Company websites 6%
7.	Podcasts 1%

Females 13 - 24	Males 13 - 24
1. Social media 54%	1. Social media 43%
2. TV 17%	2. TV 21%
3. Email	3. Radio
4. Radio	4. Email / News websites
5. News websites	5. Company websites
6. Company websites	6. Podcasts
7. Podcasts	

Respondents were asked what social media applications they refer to most regularly. Responses from all survey respondents indicated Instagram followed by Facebook are the most used applications



Segmenting the data by age demonstrates that Facebook is of least importance to younger respondents.

Males & Females 13 -17	Males & Females 18-24
1. Instagram	1. Instagram
2. Tik Tok	2. Facebook
3. YouTube	3. Tik Tok
4. Facebook	4. Youtube

Similar questions were asked in three other surveys to conducted in the Fraser Coast region in 2022

Introduction to the Forest & Timber Industry: Grow, Harvest & Process Tour: Hervey Bay State High School Survey (Appendix 3)

Preferred social media applications

1. TikTok / Instagram
2. Snap Chat
3. Facebook
4. Youtube

Introduction to the Forest & Timber Industry: Grow, Harvest & Process Tour: Hervey Bay State High School Survey (Appendix 4)

Preferred social media applications

1. Instagram
2. Snapchat
3. Facebook
4. TikTok
5. YouTube

Forest & Timber Industry perception jobseeker survey (Appendix 5)

Predominately male millennials. 54% listen to the radio

Preferred social media applications

1. Facebook
2. YouTube
3. TikTok
4. Google

4. Conclusion

Given the purpose of the *Forest & Timber Industry Awareness Pilot Project* is to help build a future workforce, research focused on age groups can most likely provide a pipeline for future workforce entrants - males and females aged 13 – 24 years (Generation Z).

The market research indicates the majority of both sexes have a positive opinion of the forest and timber industry and believes it offers a career path. Males are much more likely to think this way whereas females were more likely to return neutral, negative or don't know responses presenting a greater opportunity to influence, attract and educate a new pool of females as future workforce participants.

There is a considerable apathy and lack of understanding regarding everyday items the forest and timber industry produces and the benefits of using wood in construction to combat climate change. Despite this, the environmental and sustainability benefits and broad range of careers paths our industry offers are the most appealing reasons for jobseekers to consider working in the industry.

Regardless of the appeal of environmental benefits and recognition that wood products are important, there is strong belief that the industry does not replant after harvesting and harms the environment. This disconnect offers an education opportunity for Generation Z explaining the sustainable management of harvested trees, what products they create and how the harvested site will recover and yield future trees and products into the future.

All surveyed respondents indicate that social media is how they most commonly obtain information, followed by TV and then email. Younger Generation Z respondents (13 – 17 years) predominately use Instagram and Tik Tok in comparison to 18 – 24 year olds who use Instagram and Facebook.

Responses in the *Introduction to the Forest & Timber Industry: Grow, Harvest & Process Tour: Hervey Bay & Gympie State High School Surveys (Appendix X and X)* indicated students rate their schools as highly trusted and preferred sources of information regarding carer pathways, traineeships and apprenticeships.

The efficacy of the *Forest & Timber Community Engagement & Industry Awareness Pilot Plan* to be developed using the results from this market research can be measured by comparing pre and post plan industry perceptions, in particular focusing on the 24% of respondents who have a neutral or negative opinion and the 66% of respondents who rarely think about where wood/timber products originate and the 76% of respondents who believe the forest and timber industry has an ageing workplace.

5. Recommendations

When developing the community engagement & industry awareness pilot plan and communications tools it is recommend to:

- Include imagery of female industry employees
- Include imagery of cross section of ages
- Communicate the broad range of roles available (something for everyone)
- Explain sustainable harvesting - utilising a similar communications theme to FWPA's successful *Grow. Harvest. Build. Repeat* campaign, focusing on some of the other everyday products the industry creates and imagery of regrown plantations/state forests
- Incorporate social media campaign and direct communication via industry school tours, presentations, participation in jobs expos, careers nights etc
- Utilise the database developed via the online survey to send electronic direct mail campaigns

Tell us what you think of the local forest and timber industry.

INDUSTRY PERCEPTION SURVEY

Age: (circle) 12 – 17 18 – 24 25 – 34 35 - 44 45 - 54
 55 – 64 65 - 74

Gender: (circle)
 Male Female Not specified Prefer not to answer

SECTION ONE – WHAT DO YOU KNOW ABOUT THE INDUSTRY?

People often have different opinions about businesses or industries operating and offering career paths in the Fraser Coast region. Tick the box that matches your opinion about each of the following industries:

Industry	Strongly negative	Negative	Neutral	Positive	Strongly Positive	Don't Know
Train Manufacturing						
Agriculture						
Munitions Manufacturing						
Tourism						
Forest & Timber						

What are three words you would use to describe the forest and timber industry?

- i. _____
- ii. _____
- iii. _____

Thinking specifically about working in forest and timber industry, tick the box that matches how much do you agree or disagree with the following statements:

Industry	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Presents a long-term career path					
Industry provides training and education					
Provides opportunities for any gender					
Offers opportunities to engage with innovative technologies					
Provides an opportunity to work in a renewable industry					

What are your opinions regarding the forest and timber industry? Indicate how much you agree or disagree with the following statements:

Industry	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Australia imports timber products – we should grow more here.					
The industry makes a negative contribution to the environment					
The industry makes a positive contribution to the environment					
The industry is important for many regional towns and jobs					
Using more wood in construction can reduce the impact of climate change					
I do not fully understand the role of the industry in combating climate change					
This is an industry I would like to work in					

1. What are 3 reasons people would want to work in the forest and timber industry?

i. _____

ii. _____

iii. _____

SECTION TWO – HOW DO YOU OBTAIN INFORMATION?

Please circle if you:

Listen to the radio? Yes No Stations I listen to: _____

Watch free to air TV? Yes No Programs I watch: _____

Watch streamed free to air TV? Yes No Programs I watch : _____

Watch streamed services? Yes No Apps I watch: _____

Read news online? Yes No Which sites?: _____

Read magazines? Yes No Which ones?: _____

List the top 3 social media apps you use in order of preference

i. _____

ii. _____

iii. _____

How do you think the forest and timber industry should communicate with people who might be interested in working in our industry?

Fraser Coast Forest & Timber Industry Perception Survey

Tuesday, November 08, 2022

163

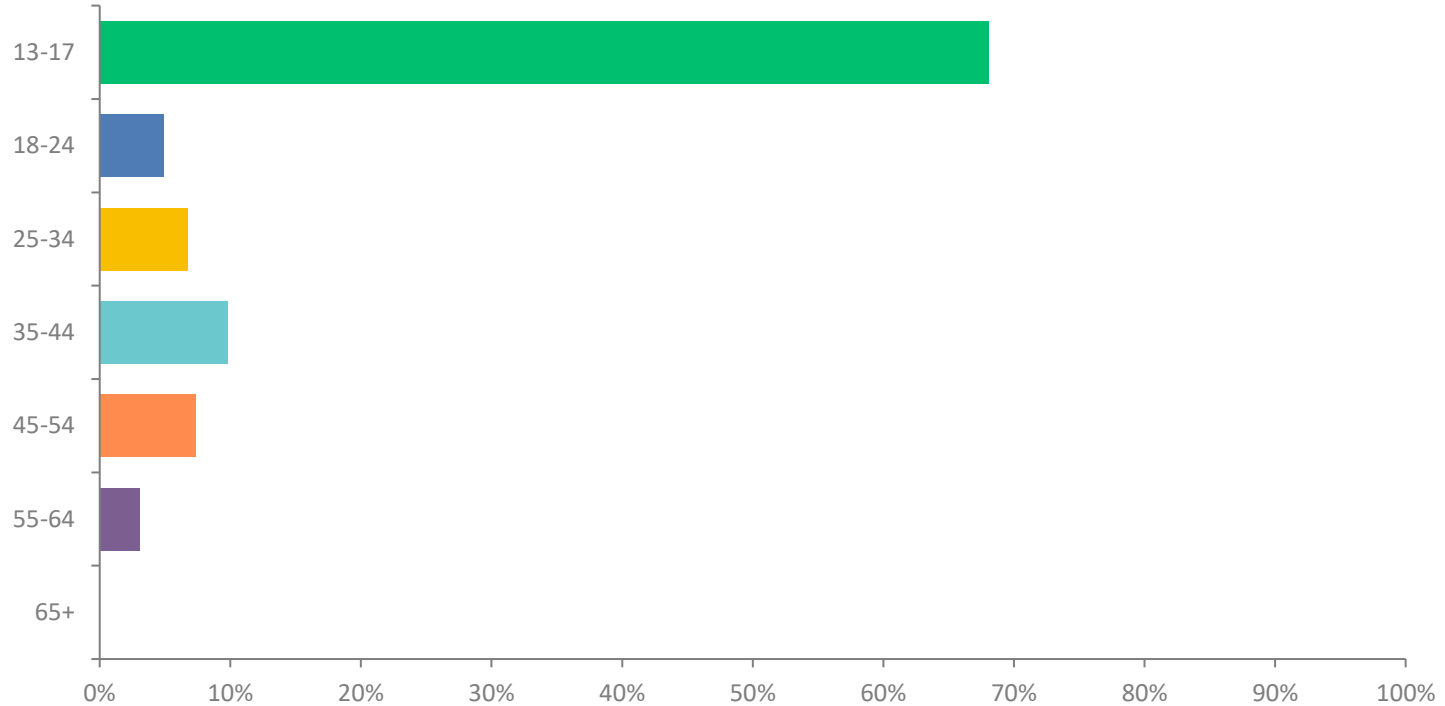
Total Responses

Date Created: Tuesday, September 20, 2022

Complete Responses: 163

Q1: What is your age?

Answered: 163 Skipped: 0



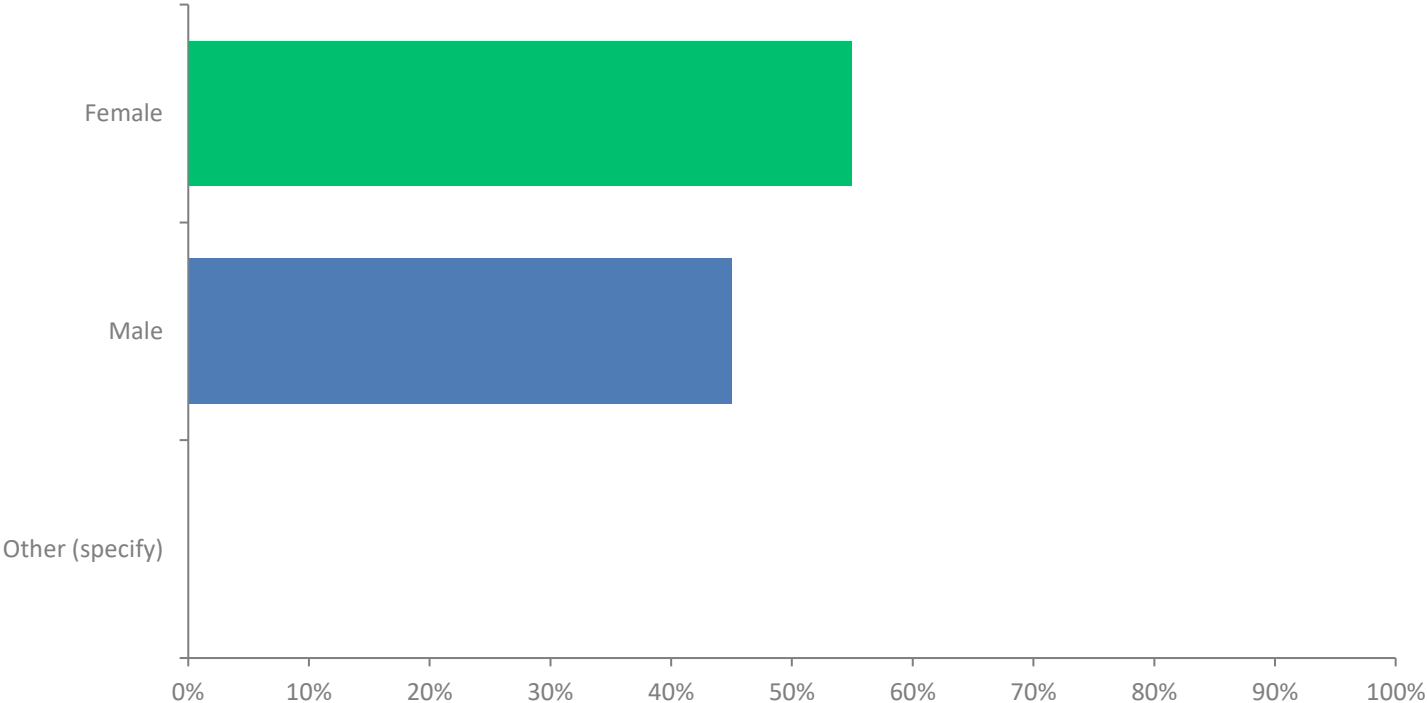
Q1: What is your age?

Answered: 163 Skipped: 0

ANSWER CHOICES	RESPONSES	
13-17	68.10%	111
18-24	4.91%	8
25-34	6.75%	11
35-44	9.82%	16
45-54	7.36%	12
55-64	3.07%	5
65+	0%	0
TOTAL		163

Q2: What is your gender?

Answered: 162 Skipped: 1



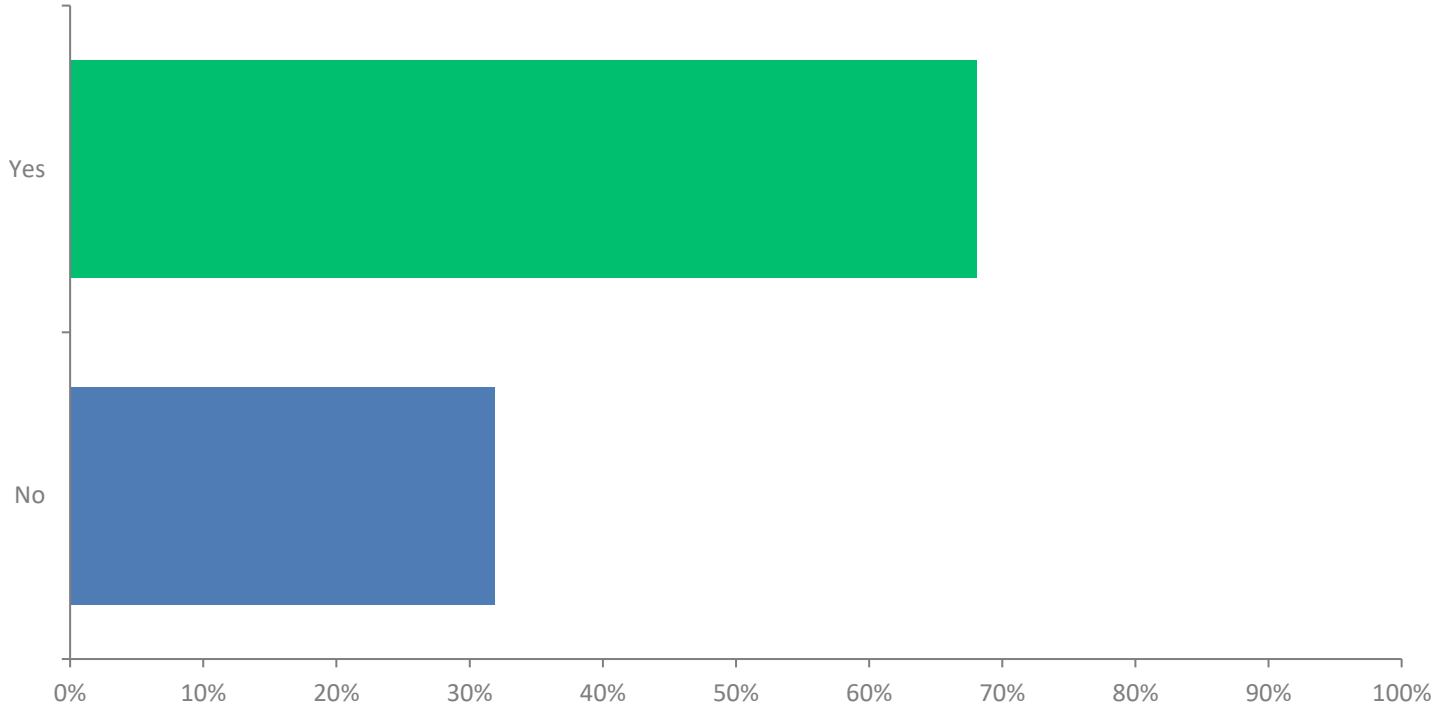
Q2: What is your gender?

Answered: 162 Skipped: 1

ANSWER CHOICES	RESPONSES	
Female	54.94%	89
Male	45.06%	73
Other (specify)	0%	0
TOTAL		162

Q4: Can we send you information about career opportunities in the industry?

Answered: 163 Skipped: 0



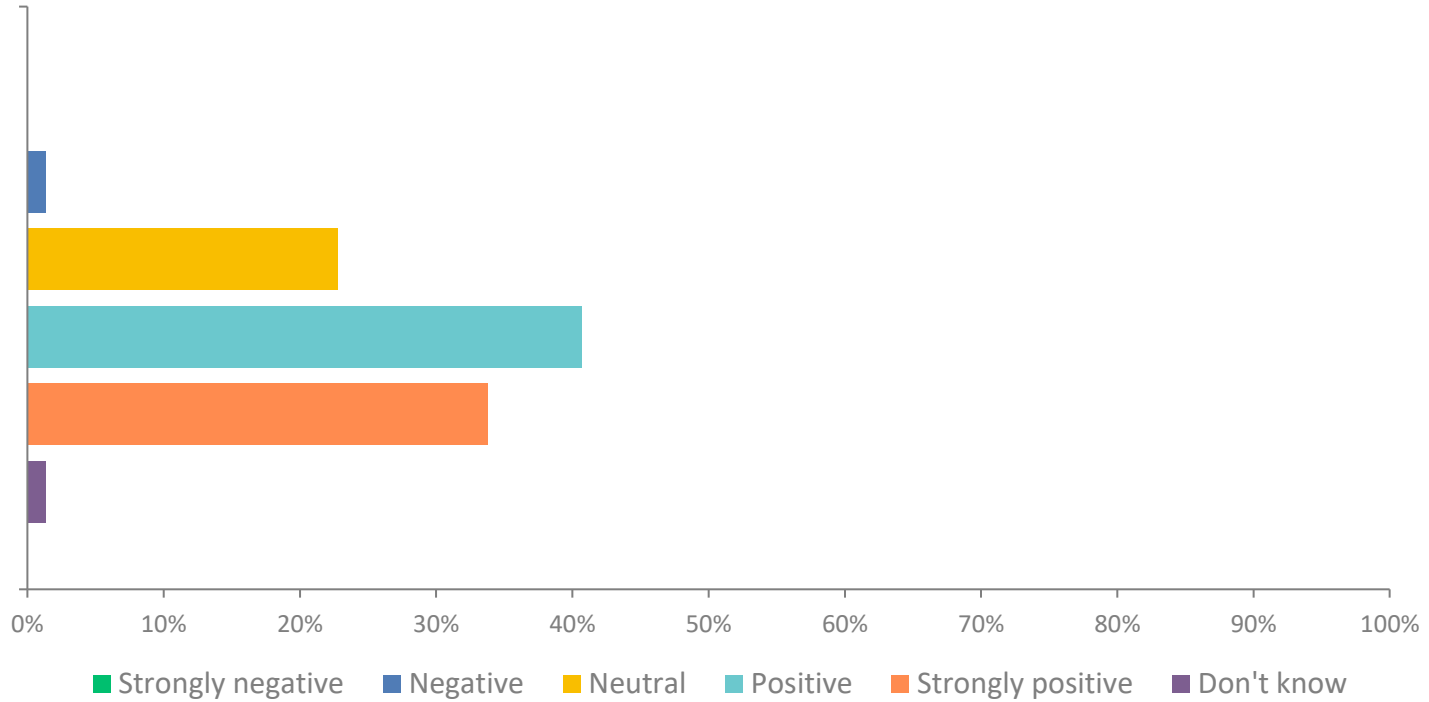
Q4: Can we send you information about career opportunities in the industry?

Answered: 163 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	68.10%	111
No	31.90%	52
TOTAL		163

Q5: What is your first perception when you hear about the “Forest and Timber industry”?

Answered: 145 Skipped: 18



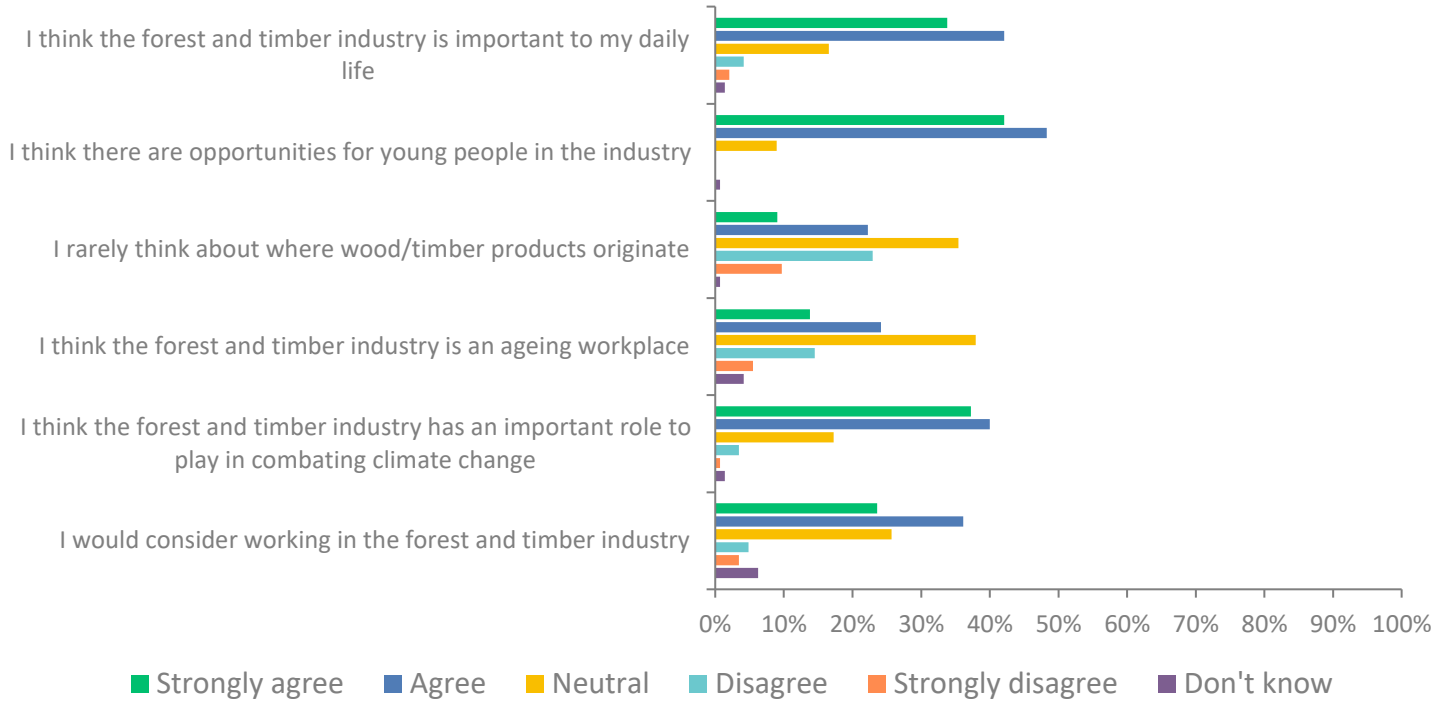
Q5: What is your first perception when you hear about the “Forest and Timber industry”?

Answered: 145 Skipped: 18

STRONGLY NEGATIVE	NEGATIVE	NEUTRAL	POSITIVE	STRONGLY POSITIVE	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
0%	1.38%	22.76%	40.69%	33.79%	1.38%	145	4.11
0	2	33	59	49	2		

Q6: What is your attitude towards general statements about the forest and timber industry?

Answered: 145 Skipped: 18



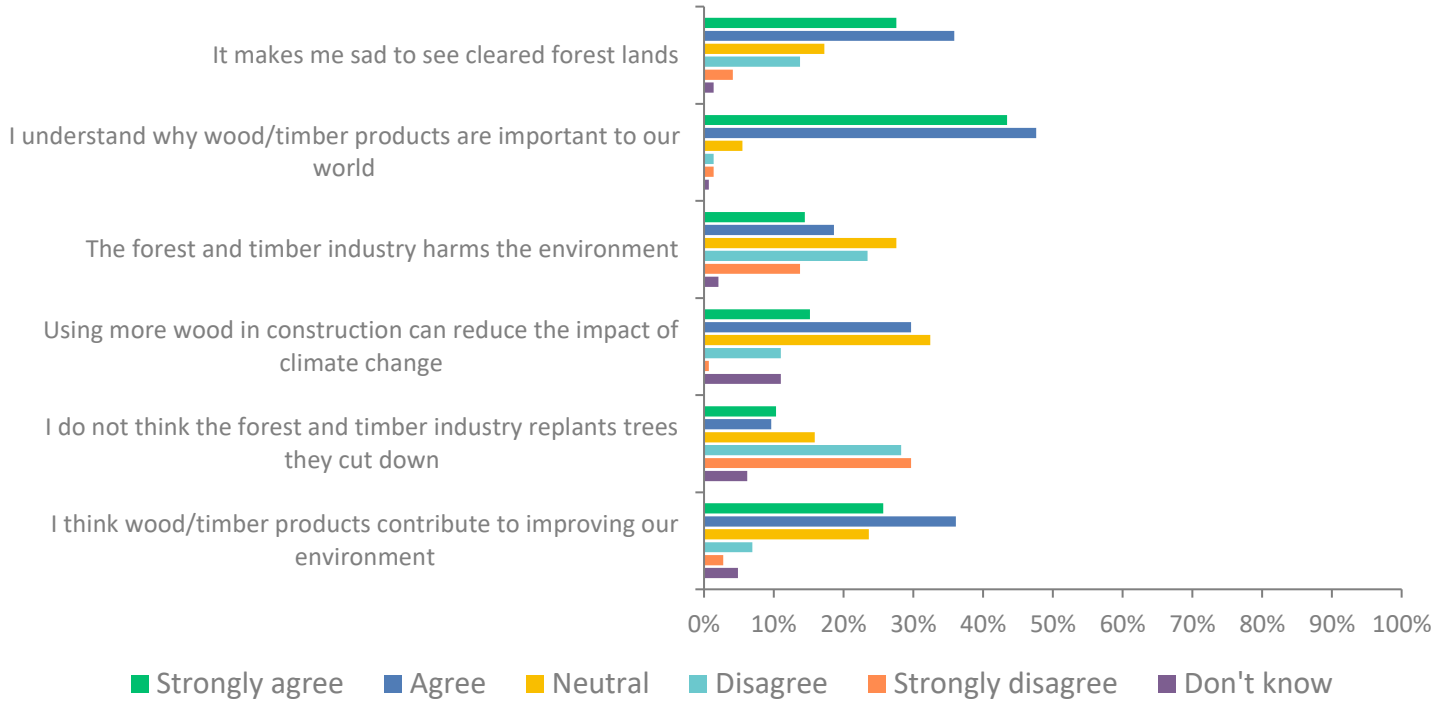
Q6: What is your attitude towards general statements about the forest and timber industry?

Answered: 145 Skipped: 18

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
I think the forest and timber industry is important to my daily life	33.79% 49	42.07% 61	16.55% 24	4.14% 6	2.07% 3	1.38% 2	145	1
I think there are opportunities for young	42.07% 61	48.28% 70	8.97% 13	0% 0	0% 0	0.69% 1	145	1

Q7: What is your attitude about the forest and timber industry's relationship with the environment?

Answered: 145 Skipped: 18



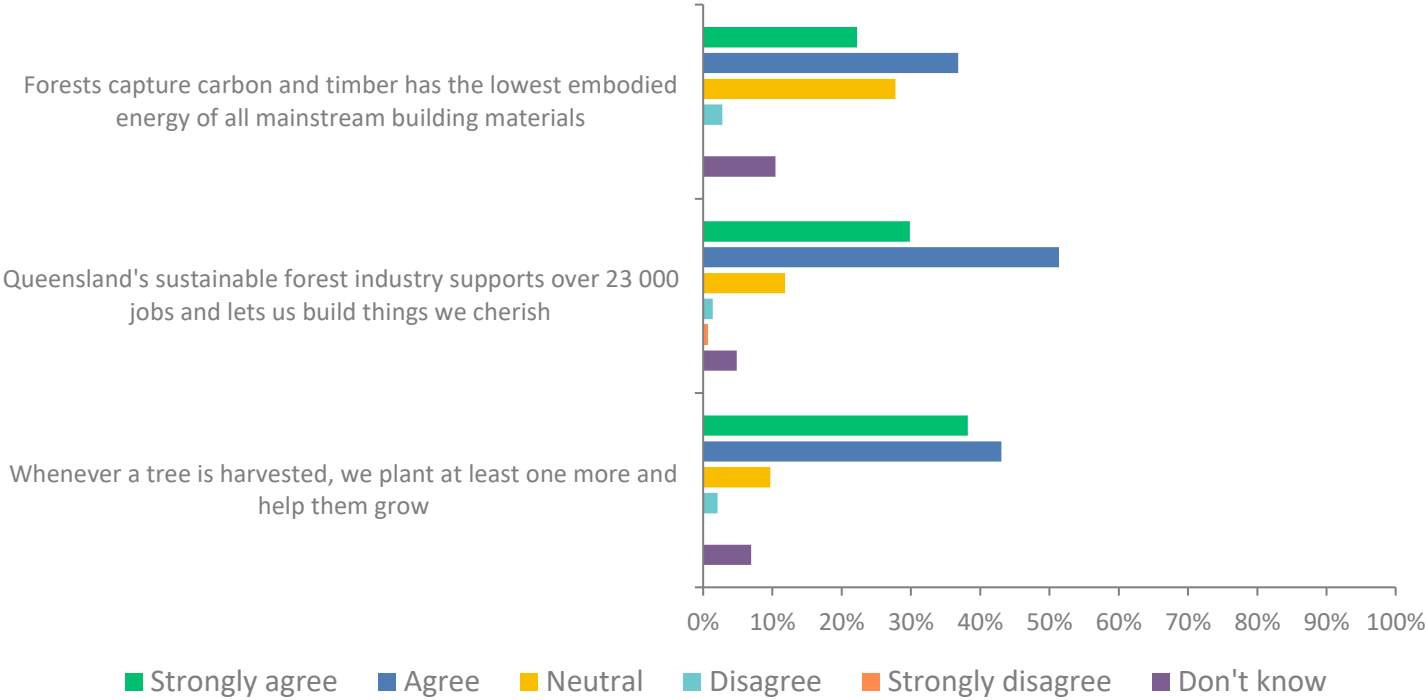
Q7: What is your attitude about the forest and timber industry's relationship with the environment?

Answered: 145 Skipped: 18

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
It makes me sad to see cleared forest lands	27.59% 40	35.86% 52	17.24% 25	13.79% 20	4.14% 6	1.38% 2	145	1
I understand why wood/timber products are	43.45% 63	47.59% 69	5.52% 8	1.38% 2	1.38% 2	0.69% 1	145	1

Q8: How much do you agree or disagree with the following statements

Answered: 144 Skipped: 19



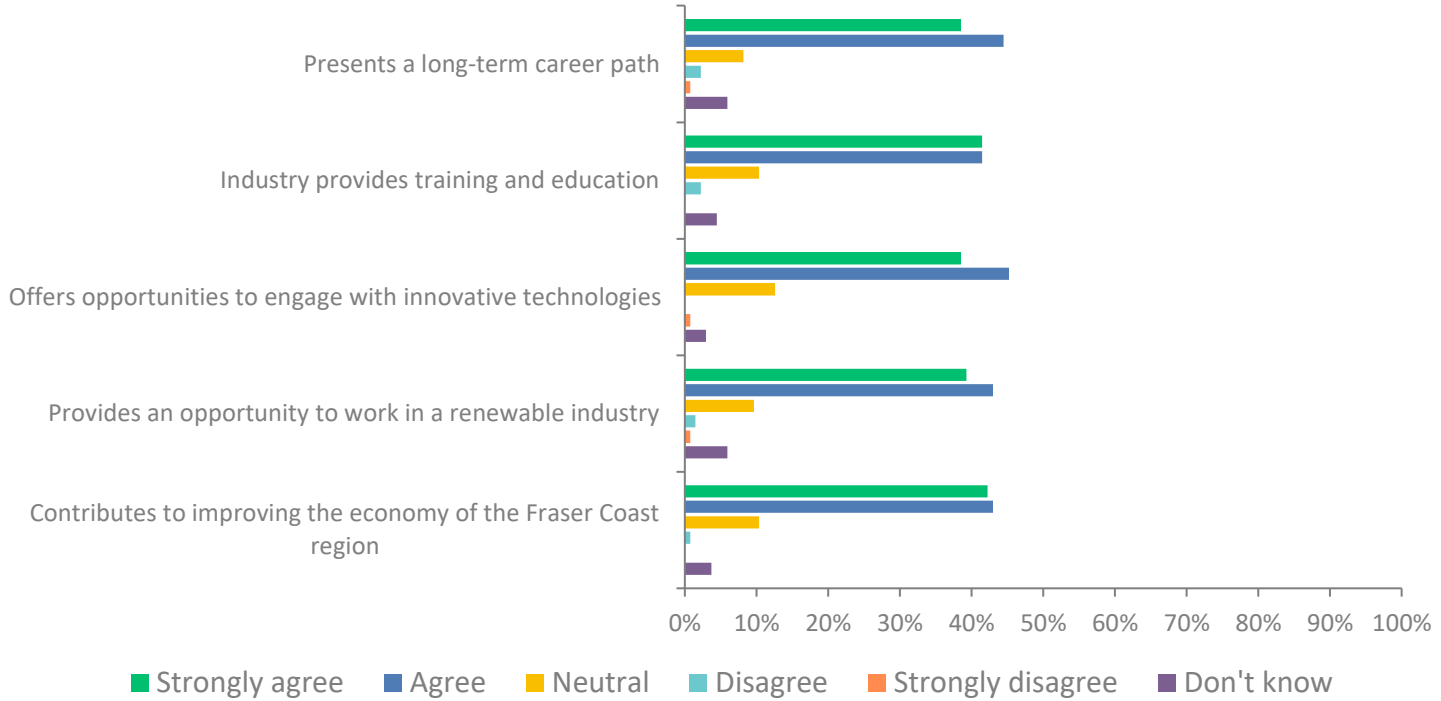
Q8: How much do you agree or disagree with the following statements

Answered: 144 Skipped: 19

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Forests capture carbon and timber has the lowest embodied energy of all mainstream building materials	22.22% 32	36.81% 53	27.78% 40	2.78% 4	0% 0	10.42% 15	144	1

Q9: Thinking specifically about working in forest and timber industry, how much do you agree or disagree with the following statements:

Answered: 135 Skipped: 28



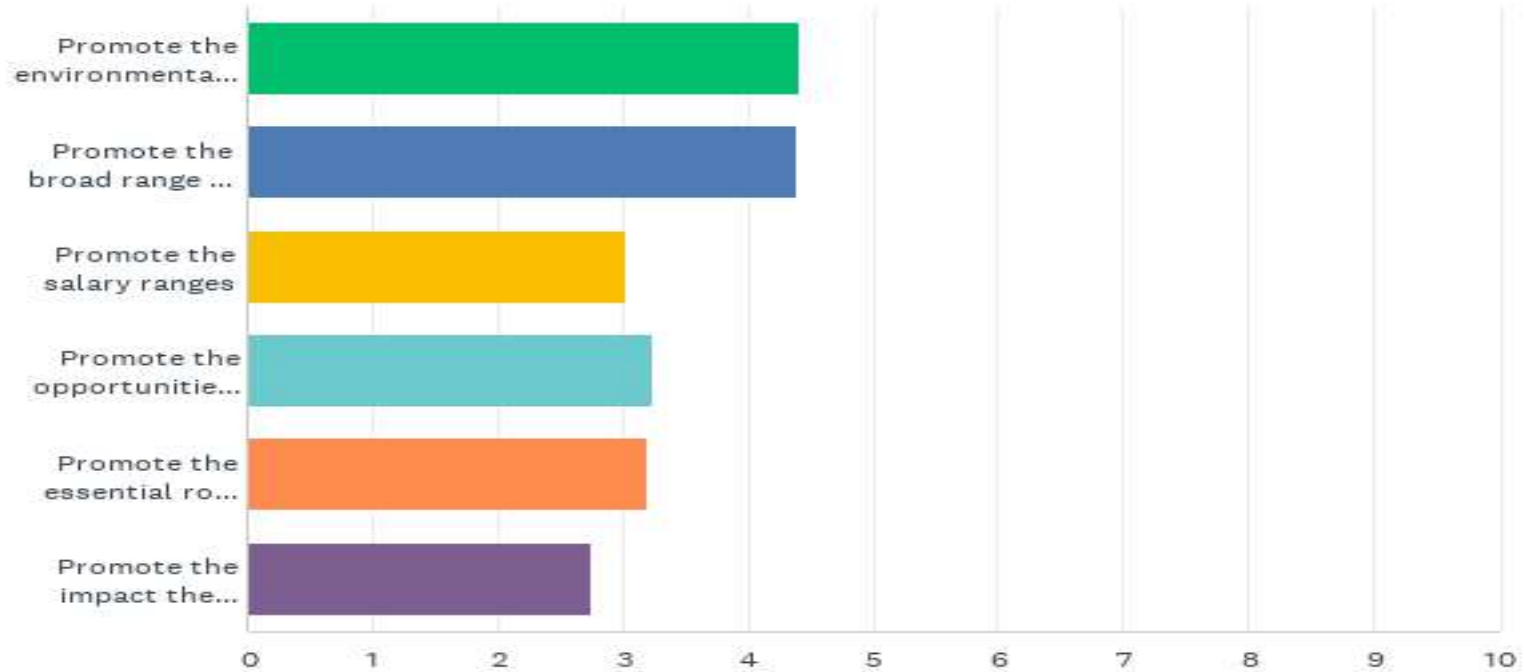
Q9: Thinking specifically about working in forest and timber industry, how much do you agree or disagree with the following statements:

Answered: 135 Skipped: 28

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Presents a long-term career path	38.52% 52	44.44% 60	8.15% 11	2.22% 3	0.74% 1	5.93% 8	135	1
Industry provides training and education	41.48% 56	41.48% 56	10.37% 14	2.22% 3	0% 0	4.44% 6	135	1
Offers opportunities to	38.52% 52	45.19% 61	12.59% 17	0% 0	0.74% 1	2.96% 4	135	1

working in the forest and timber industry i.e. what we should promote to jobseekers. 1 being the most appealing reason.

Answered: 135 Skipped: 28



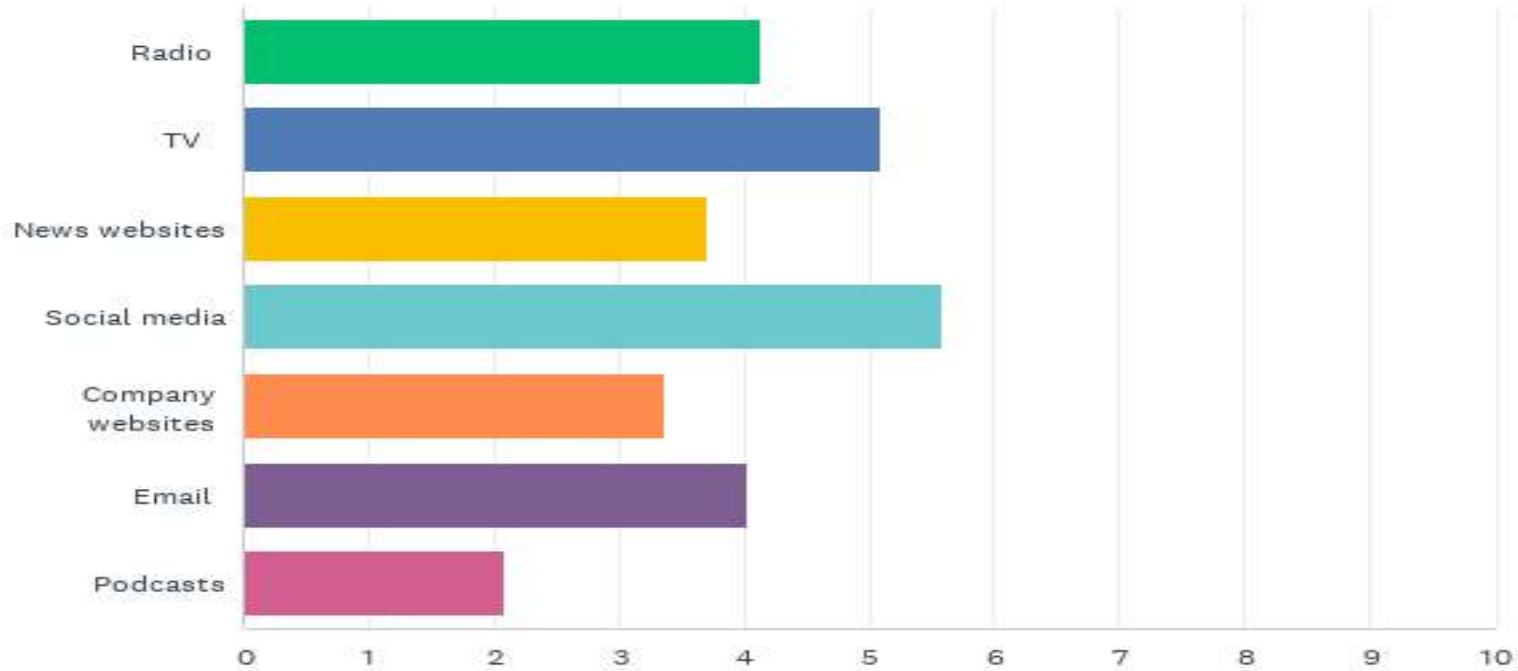
working in the forest and timber industry i.e. what we should promote to jobseekers. 1 being the most appealing reason.

Answered: 135 Skipped: 28

	1	2	3	4	5	6	TOTAL	SCORE
Promote the environmental and sustainability aspects	44.36% 59	13.53% 18	10.53% 14	13.53% 18	6.77% 9	11.28% 15	133	4.41
Promote the broad range of careers/jobs available within the industry	28.46% 37	24.62% 32	23.08% 30	10.00% 13	10.00% 13	3.85% 5	130	4.40
Promote the salary ranges	5.38% 7	16.92% 22	18.46% 24	16.15% 21	20.77% 27	22.31% 29	130	3.03
Promote the opportunities for advancement	5.30% 7	19.70% 26	17.42% 23	23.48% 31	19.70% 26	14.39% 19	132	3.24
Promote the essential role of forest and timber products in our everyday lives	13.64% 18	11.36% 15	12.88% 17	21.97% 29	23.48% 31	16.67% 22	132	3.20
Promote the impact the forest and timber industry has on the economy	3.76% 5	14.29% 19	17.29% 23	14.29% 19	19.55% 26	30.83% 41	133	2.76

Q11: Please rank how you prefer to obtain information - 1 being what you refer to most regularly

Answered: 133 Skipped: 30



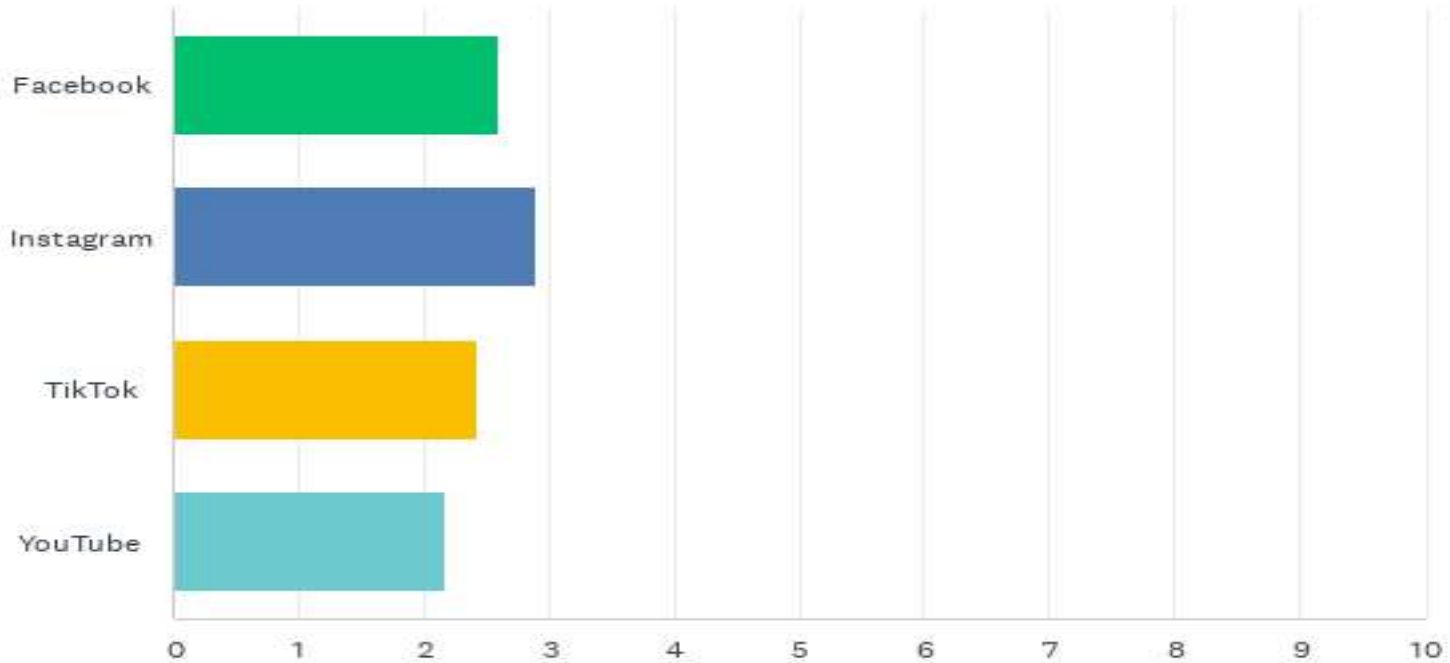
Q11: Please rank how you prefer to obtain information - 1 being what you refer to most regularly

Answered: 133 Skipped: 30

	1	2	3	4	5	6	7	TOTAL	SCORE
Radio	7.03% 9	22.66% 29	17.97% 23	18.75% 24	9.38% 12	11.72% 15	12.50% 16	128	4.14
TV	19.38% 25	24.81% 32	26.36% 34	12.40% 16	10.08% 13	6.20% 8	0.78% 1	129	5.09
News websites	6.30% 8	7.87% 10	14.17% 18	26.77% 34	21.26% 27	15.75% 20	7.87% 10	127	3.72
Social media	48.46% 63	16.92% 22	7.69% 10	13.08% 17	5.38% 7	3.08% 4	5.38% 7	130	5.59
Company websites	5.51% 7	8.66% 11	13.39% 17	8.66% 11	31.50% 40	18.11% 23	14.17% 18	127	3.37
Email	14.17% 18	15.75% 20	13.39% 17	12.60% 16	13.39% 17	22.05% 28	8.66% 11	127	4.04
Podcasts	0.78% 1	3.13% 4	7.03% 9	7.03% 9	9.38% 12	21.88% 28	50.78% 65	128	2.10

Q12: Please rank the social media apps you use most regularly - 1 being the one you use most often

Answered: 132 Skipped: 31



Q12: Please rank the social media apps you use most regularly - 1 being the one you use most often

Answered: 132 Skipped: 31

	1	2	3	4	TOTAL	SCORE
Facebook	34.13% 43	19.84% 25	19.05% 24	26.98% 34	126	2.61
Instagram	28.80% 36	36.80% 46	28.80% 36	5.60% 7	125	2.89
TikTok	27.87% 34	22.95% 28	13.11% 16	36.07% 44	122	2.43
YouTube	13.71% 17	19.35% 24	37.10% 46	29.84% 37	124	2.17



Introduction to the Forest & Timber Industry: Grow, Harvest & Process Tour

Hervey Bay State High School
Pre & Post Tour Survey Report
June 2022

Timber recycles carbon



**TIMBER
QUEENSLAND**

We build Queensland

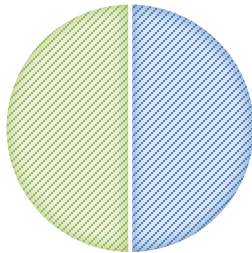
Survey Format

- 20 students from Year 11 & 12 were pre-committed to attend
- 14 students attended on the day
- All students are studying Agricultural Science as an elective
- Students were provided a “pre-tour” paper-based survey to complete when they first entered the bus to depart for the day's activities. Surveys were collected when they were completed.
- Students were provided a “post” paper-based survey to when returning to Hervey Bay State High School. Surveys were collected when they were completed.
- Observations/learnings:
 - Pre tour survey: some students did not know what some of the industries referenced in the survey were e.g. munitions manufacturing
 - Post tour survey: some students were tired at the end of the full day and seemed reluctant to complete the surveys. This may have contributed to the accuracy of the data e.g. comparing surveys with the same hand writing some responses were contradictory.
 - This is a small sample size. Findings of this survey will be compared with those from future tours.

Demographics of attendees

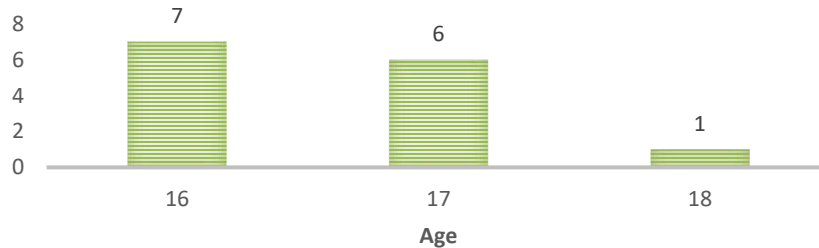
NUMBER OF ATTENDEES' BY GRADE

Grade 11 Grade 12

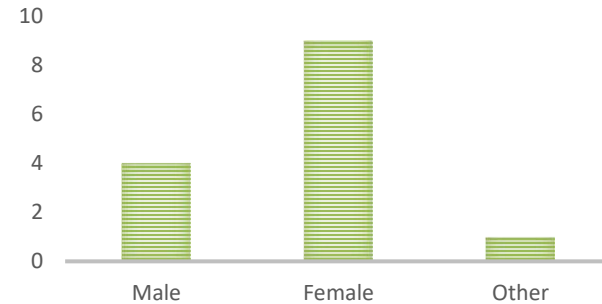


- All students are studying Agricultural Science as an elective

AGE OF ATTENDEES



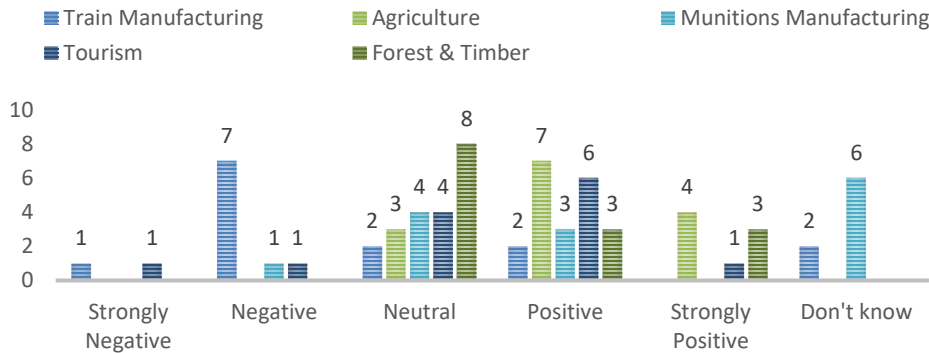
GENDER OF ATTENDEES



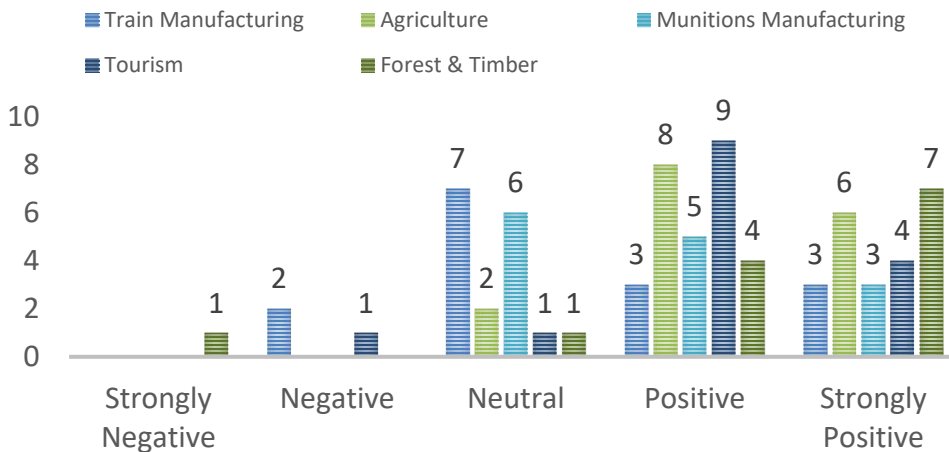
Opinions regarding work in different industries

Students may have different opinions about businesses or industries operating and offering career paths in the Fraser Coast region. They were asked their opinion regarding working in a selection of local industries looking for workers.

PRE TOUR



POST TOUR



Impact of tour on opinions regarding working in forest and timber industry*:

- Changed the opinion of 50% of students who felt neutral about the industry to feeling positive or strongly positive about working in the industry
- One respondent indicated they had a strong negative opinion about working in the industry post tour – indicating exposure is important as outdoor/manufacturing work is not for everyone.

*comments about other industries will not be made as no information provided about alternative industries during the tour therefore reasons for changes in opinion difficult to determine.

Timber recycles carbon



Describing the forest and timber industry

Students were asked for three words they would use to describe the forest and timber industry

Pre Tour



Impact of tour on opinions:

- Increased recognition of industry focus on technology and innovation
- Maintained recognition that industry is sustainable and renewable

Post Tour



Timber recycles carbon

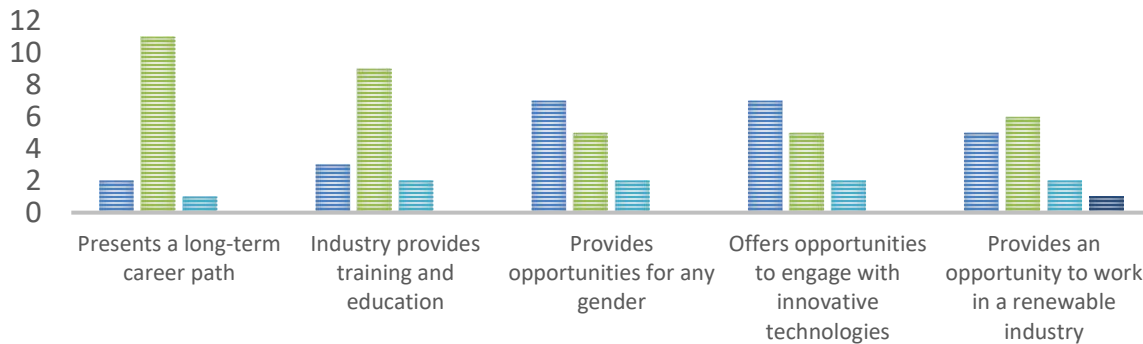


Opinion regarding working in the forest and timber industry

Students were asked their opinion specifically about working in the forest and timber industry

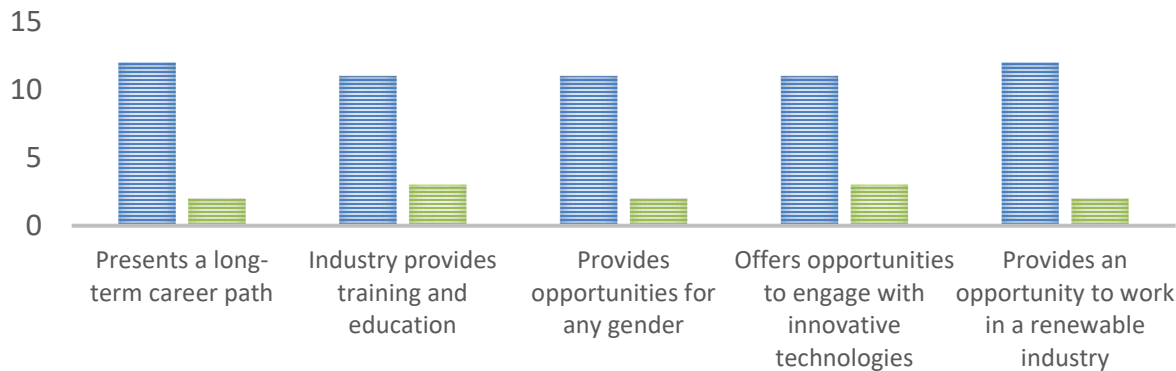
PRE TOUR

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree



POST TOUR

■ Strongly Agree ■ Agree



Positive impact of tour on opinions:

Changed from around 80% of students mostly **agreeing** or having a **neutral** opinion about working in the industry to 80% **strongly agreeing** that the industry provides a long-term career path for all genders, with training and education provided to work with innovative technologies in a renewable industry.

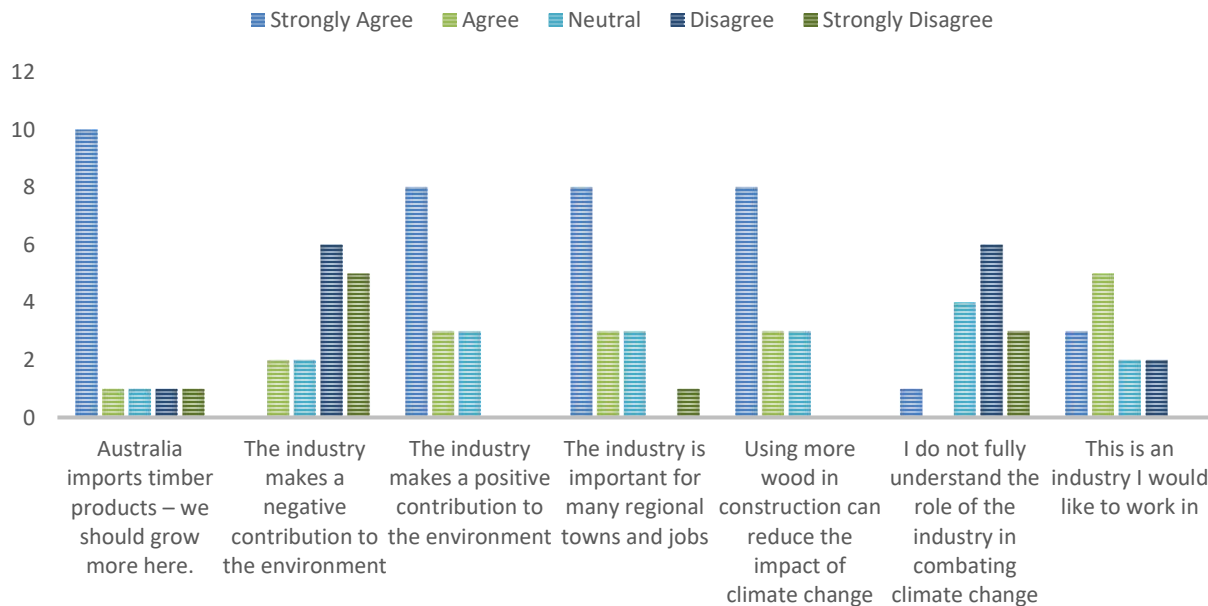
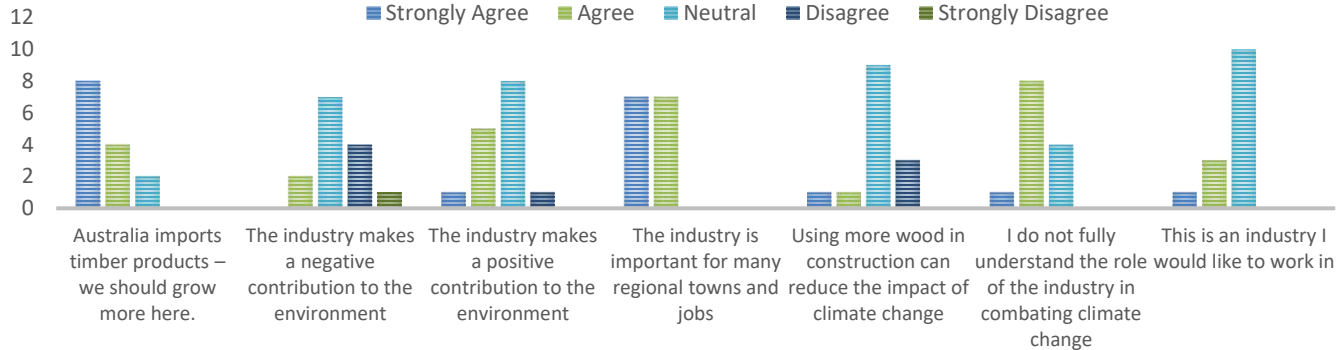
Opinions regarding the forest and timber industry

Students were asked their opinions about the forest and timber industry in general.

PRE TOUR

Impact of tour on opinions:

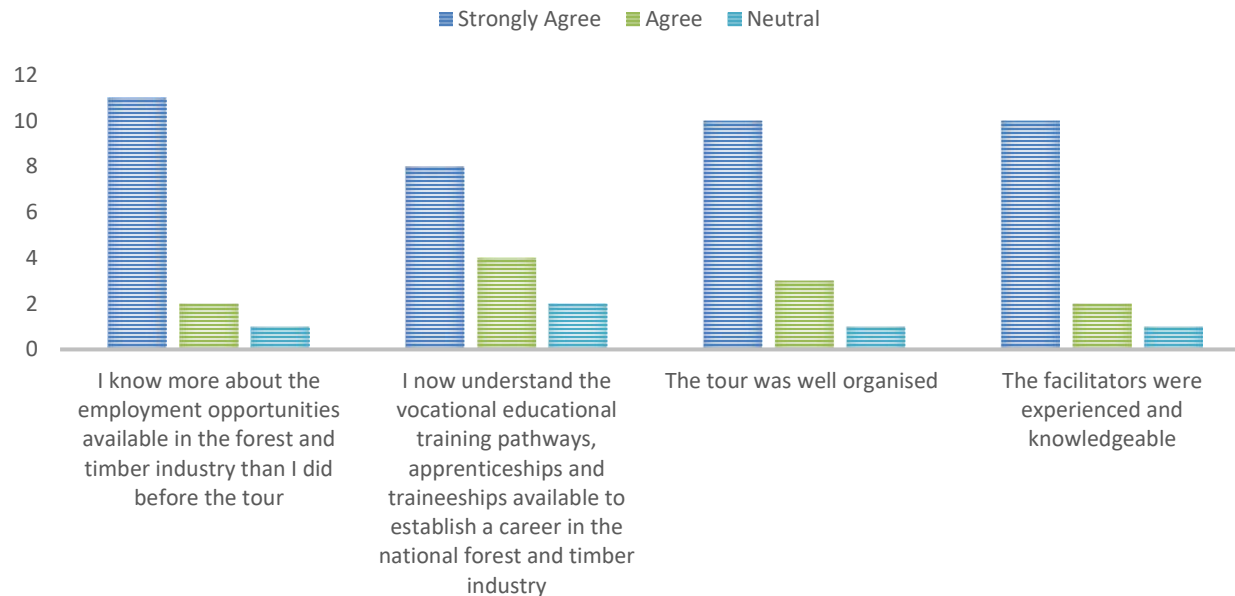
- Doubled the number of students who strongly agreed/agreed with the statement that the industry makes a positive contribution to the environment
- Increased the number of students who strongly agree/agree that using more timber in wood can reduce the impact of climate change by 80%
- 70% of students had a neutral opinion of working in the industry at the start of the tour.
- The tour increased the number of students who felt they would like to work in the industry by 50%



Timber recycles carbon



General tour feedback: meeting expected outcomes



- The expected outcomes of the tour were for students to:
 - understanding the current and emerging employment opportunities in the forest and timber industry providing increased knowledge of potential career options. **ACHIEVED: 13 out of 14 attendees strongly agree or agree they know more about employment opportunities**
 - recognition of the education training pathways available to establish a career in the national forest and timber industry **ACHIEVED: 12 out of 14 attendees strongly agree or agree they know more about employment opportunities. LEARNING: during presentations increase amount of examples of local training / pathways available. Ask specific questions regarding level of understanding.**
 - opportunities to build networks and partnerships between industry, schools and students to develop pathways from school to work and/or further study. **ACHIEVED: introductions and connections between industry and schools are improving, offers for further tours and work experience opportunities have been discussed**

Student feedback

- I enjoyed looking at the machinery up close
- I liked how we got to see each step in the process and experience it
- I liked the machines and sawmill and disliked the nursery as it was boring
- Liked how they explained the opportunities involved within the industry. Has positions for women within the industry
- Liked it all, was very interesting
- Liked hands on experience and being explained what goes on and pathways for careers
- I liked all the different areas of the industry we got to experience
- I liked the use of virtual reality headsets
- Lots of driving / fun trucks
- It was well organised and very enjoyable
- I saw the many different opportunities available. An option for those not going to university
- Food was good, in-depth explanation of processes



Timber recycles carbon

Student feedback : why others should take the tour

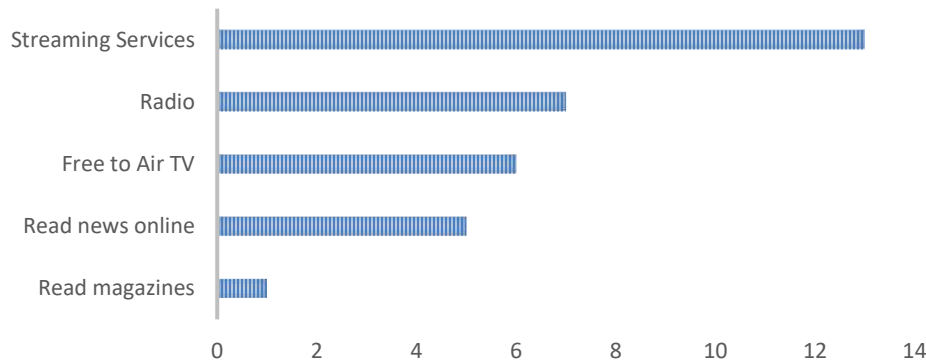
- To see future pathways they may enjoy
- Because it was a great experience and knowledge to know about where we get our timber from
- Engaging, is a great career opportunity
- Could open up job opportunities. It is fascinating, could learn something different.
- To deepen their knowledge.
- To learning and gain knowledge for future jobs that are in demand.
- Because it was good.
- Furthering understanding.
- It will open their eyes to much more in the timber industry and its many different pathways.
- To gain knowledge of the careers and learning experiences the industry provides.
- Live experience, hands on trials.
- Could be a future career.
- Interesting and educational.



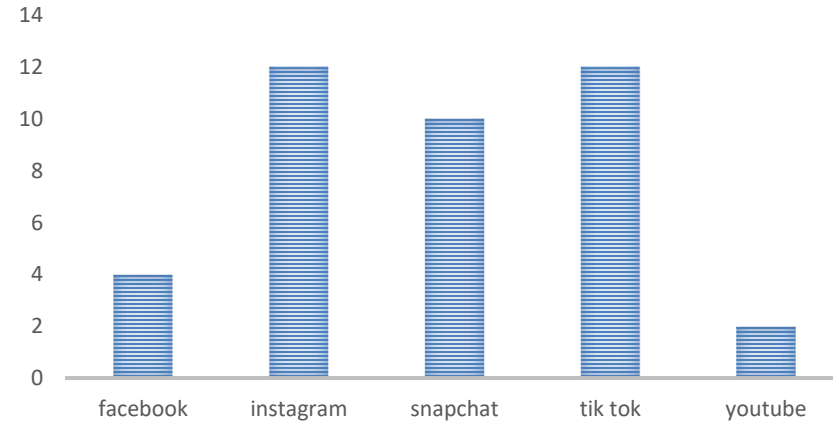
Timber recycles carbon

How to communicate/promote industry careers to students

STREAMING SERVICES ARE NOTICEABLY HIGHER INFORMATION & ENTERTAINMENT SOURCES



MOST USED APPS



- Based on feedback increasing the number of school based activities and tours is recommended
- Targeted Instagram and Tik Tok advertisements also recommended tactic

Timber recycles carbon





Timber recycles carbon

Appendix 4

Introduction to the Forest & Timber Industry: Grow, Harvest & Process Tour: Gympie State High School Survey Results



Introduction to the Forest & Timber Industry: Grow, Harvest & Process Tour

Gympie State High School
Pre & Post Tour Survey Report
October 2022

Timber recycles carbon



**TIMBER
QUEENSLAND**

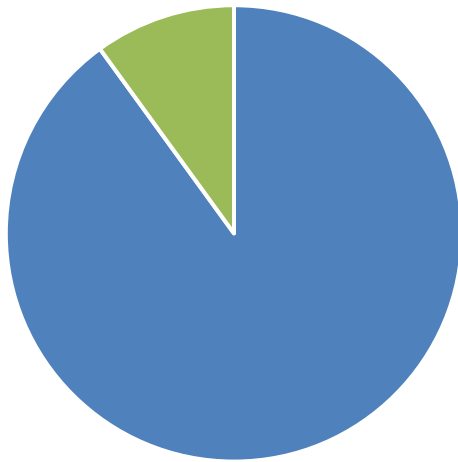
We build Queensland

Survey Format

- 21 students from Years 10 and 11 were pre-committed to attend
- 19 students attended on the day
- All students were engaged in either Agriculture or Furniture/Carpentry electives
- Students were provided a “pre-tour” paper-based survey to complete in class prior to the tour’s commencement and any exposure to industry. Some students completed on the day before boarding the bus. Surveys were collected when they were completed.
- Students were provided a “post” paper-based survey to when returning to Gympie State High School. Surveys were collected when they were completed.
- Observations/learnings:
 - Pre-tour survey: In an effort to make up numbers, GSHS advised that some students missed the pre-tour class time and were not able to complete their surveys then. Some students were only able to complete their surveys on the morning prior to boarding the bus.
 - Post tour survey: Given the length of the day, and the rushed and late timing of the last stop, many of the students were tired and seemed reluctant to complete the surveys. This may have contributed to the accuracy of and meaning able to be derived from the data (i.e. many students skipped questions, it’s clear some just engaged in random box ticking etc.)
 - This is a small sample size. Findings of this survey will be compared with those from future tours.

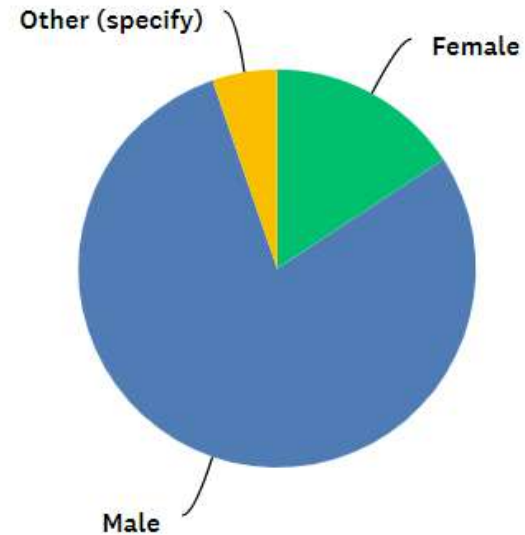
Demographics of attendees

- Even split of Grade 11 (10) and Grade 10 (9) students.
- All students were studying either agriculture or furniture making.
- Mostly male cohort.



■ Under 18 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

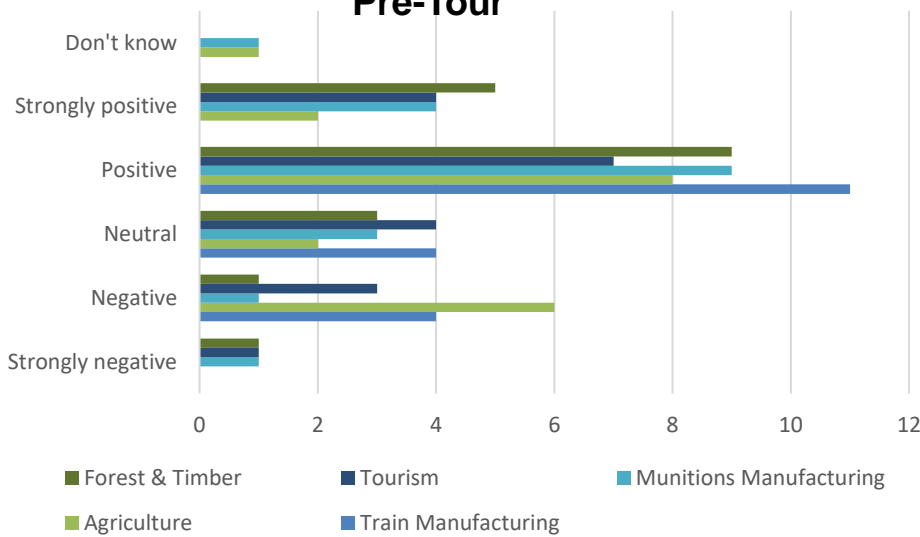
Age of attendees



Gender of attendees

Opinions regarding work in different industries

Pre-Tour

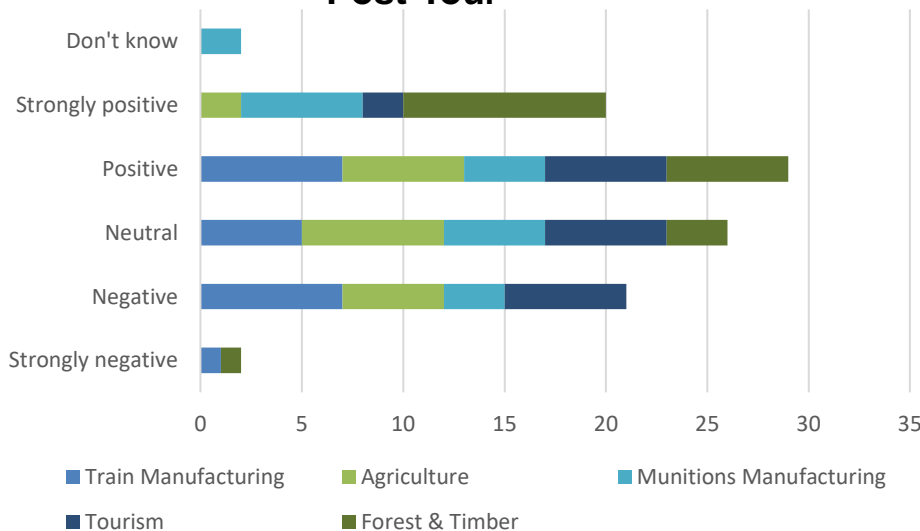


Students may have different opinions about businesses or industries operating and offering career paths in the Fraser Coast region. They were asked their opinion regarding working in a selection of local industries looking for workers.

Impact of tour on opinions regarding working in forest and timber industry*:

- While the number of students who felt strongly positive/positive about the forest & timber industry remained the same, **post-tour, Forest & Timber was the industry most students felt strongly positive about.**

Post-Tour



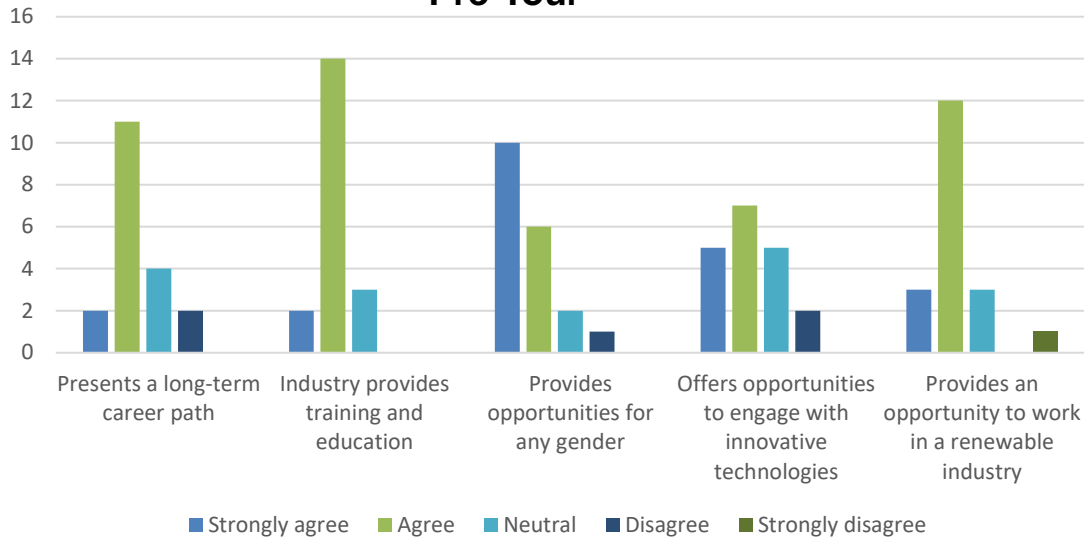
*comments about other industries will not be made as no information provided about alternative industries during the tour therefore reasons for changes in opinion difficult to determine.

Timber recycles carbon



Opinion regarding working in the forest and timber industry

Pre-Tour

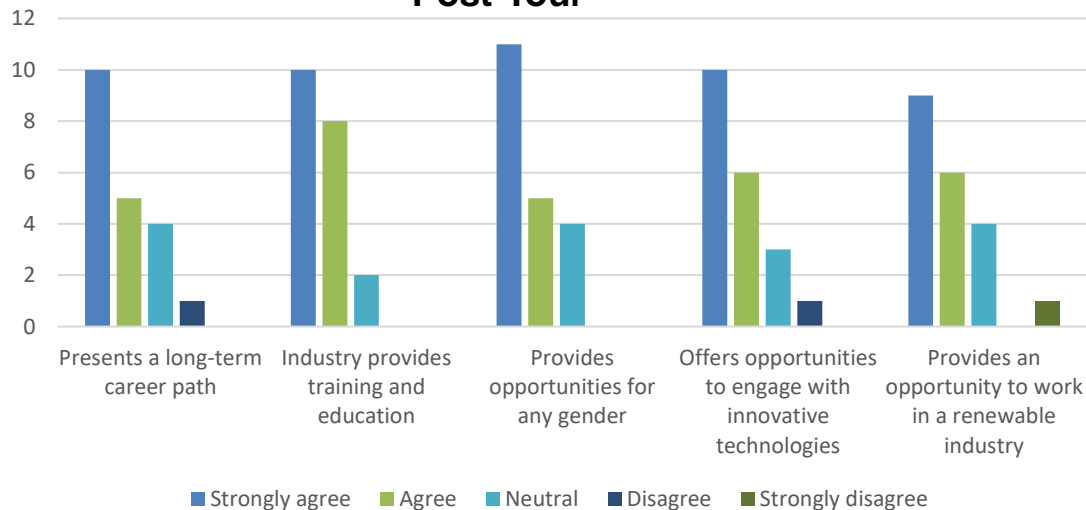


Students were asked their opinion specifically about working in the forest and timber industry

Positive impact of tour on opinions:

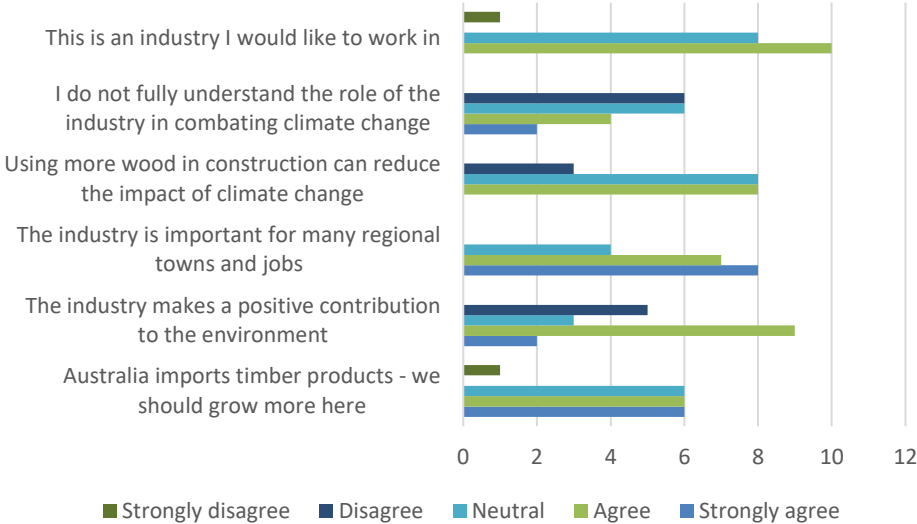
Doubled the number of students who now **strongly agree** with all statements that the forest and timber industry is renewable and presents a long-term career path with training and education and access to technologies for all genders.

Post-Tour



Opinions regarding the forest and timber industry

Pre-Tour

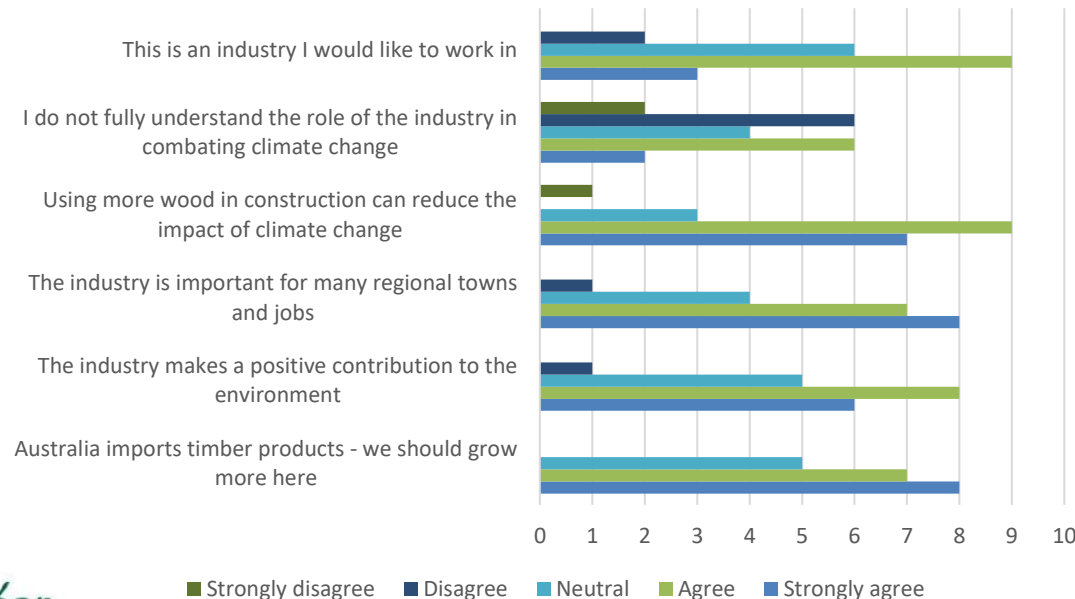


Impact of tour on opinions:

- **Increased** the number of students who strongly agreed/agreed with the statement that the industry makes a positive contribution to the environment
- **Doubled** the number of students who strongly agree/agree that using more timber in wood can reduce the impact of climate change
- **Pre-Tour:** 45% of students had a neutral opinion of working in the industry and 55% agreed to having some interest.
- **Post-Tour:** Over 65% of students strongly agreed/agreed they would like to work in the industry.

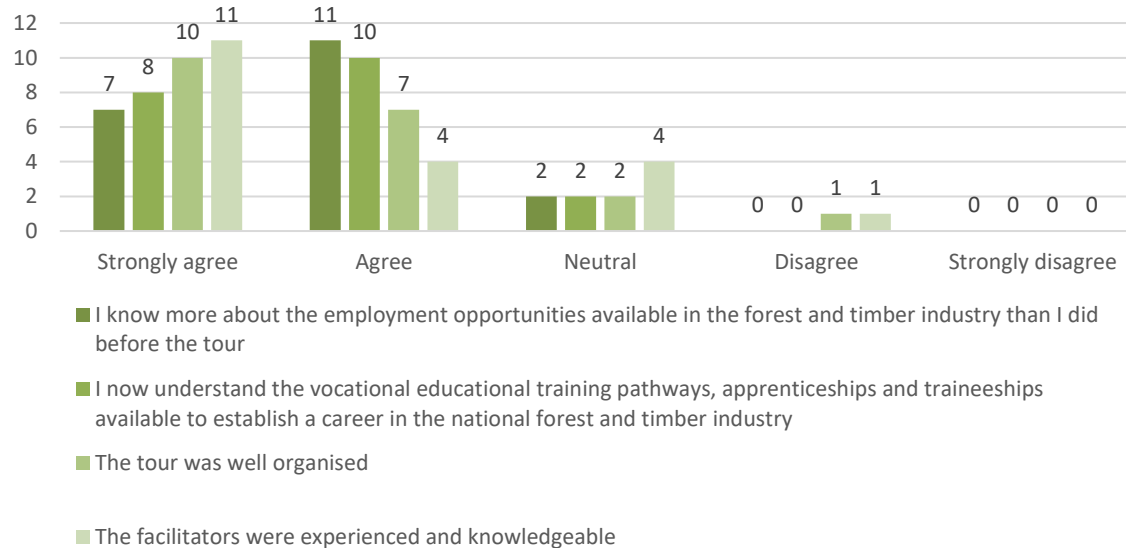
Post-Tour

Students were asked their opinions about the forest and timber industry in general



General tour feedback: meeting expected outcomes

When asked to provide tour feedback:



- I know more about the employment opportunities available in the forest and timber industry than I did before the tour
- I now understand the vocational educational training pathways, apprenticeships and traineeships available to establish a career in the national forest and timber industry
- The tour was well organised
- The facilitators were experienced and knowledgeable

The expected outcomes of the tour were for students to:

- understanding the current and emerging employment opportunities in the forest and timber industry providing increased knowledge of potential career options. **ACHIEVED: 18 out of 19 attendees strongly agree or agree they know more about employment opportunities available in the forest and timber industry.**
- recognition of the education training pathways available to establish a career in the national forest and timber industry **ACHIEVED: 18 out of 19 attendees strongly agree or agree they know more about employment opportunities.**
- opportunities to build networks and partnerships between industry, schools and students to develop pathways from school to work and/or further study. **ACHIEVED: students gave feedback that their school is their preferred and most trusted source of information about career pathways, traineeships and apprenticeships and that these tours are a valuable conduit for industry engagement with students.**

Timber recycles carbon



Student feedback

- Variety of locations, interesting topics of presentations and good demonstrations
- Liked learning about regeneration
- Sarah & Clarissa were great, each location taught a lot and offered so much insight
- Liked the visits to the facilities
- I liked walking around and seeing everything
- I liked the tour through Laminex and had no dislikes
- There was a lot of information
- I liked the people, machines and the food
- I liked the VR
- Should have more like this
- I like forestry
- The trucks and machines
- I liked that it was fun
- I liked everything
- (Didn't like) how late it finished
- I liked getting free stuff



Timber recycles carbon

Student feedback : why others should take the tour

- Educates you on the opportunities and that it is an interesting and rewarding industry
- To learn and have a better understanding of timber and how the process goes
- Its educational and it gives people a better idea about career pathways
- Interesting, informative, job opportunities
- It is good to learn about different timber jobs
- Free/good experience
- Because it is fun and educational
- To open up their opportunities in their career pathways
- To find careers and experience
- There is lots to learn
- Free food and a day off school

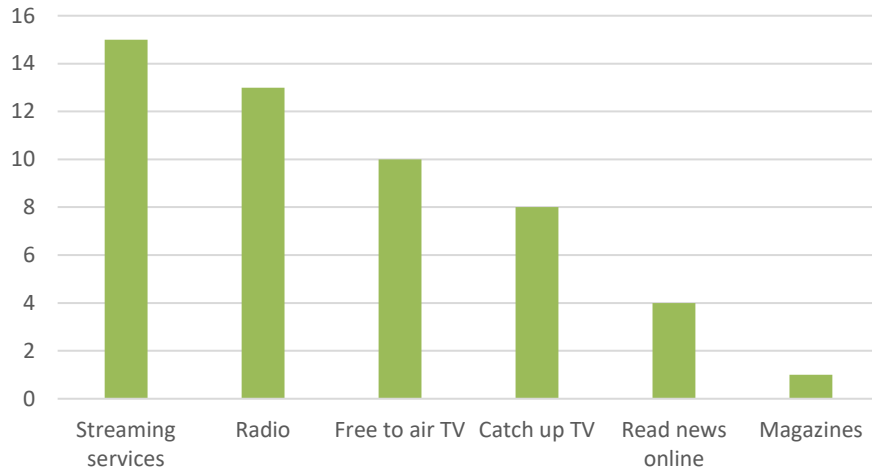
“It’s an experience you won’t forget!”



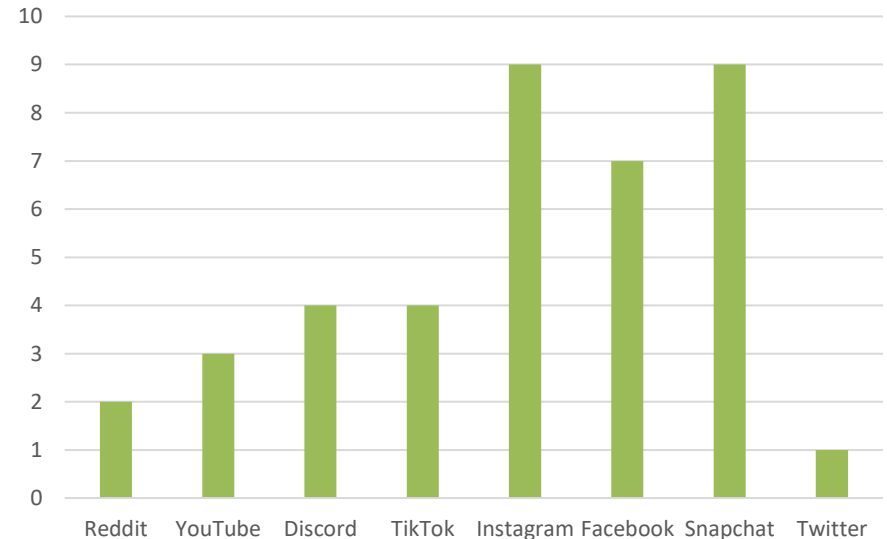
Timber recycles carbon

How to communicate/promote industry careers to students

What media platforms do you use?



Most used social media apps



Insights and future directions for engagement:

- 11 respondents believed that industry should be engaging with students by communicating through schools (school talks and info sessions, school based work and training programs, excursions, industry days), highlighting the value of the schools tour program.
- It's clear the social media landscape for under 18s has changed dramatically and there is a lot more user spread between platforms. More data is needed to determine best ad channels.

What we learned as tour facilitators

- Prompting students to engage with the workbook throughout the day can encourage them to ask thoughtful questions of facilitators and hosts, and help them to make sense of the huge volume of information.
- It would be ideal to distil key messages and learnings to focus on throughout the day to avoid “information overload” for students who may be completely unfamiliar with the industry and subject matter.
- It would be ideal to schedule a dedicated time to use the VR headsets into the program at one of the sites (ideally around lunch).
- A condensed program with a 3.00 – 3.30 pm finish time will be necessary in future to keep the students engaged and to ensure we garner meaningful data from their post-tour surveys.
- Having students fill out these post-tour surveys online via a QR code may also enhance results.
- It would be ideal, with the assistance of tour partners who do have job or traineeship openings, to use the tour as an opportunity to promote these positions to demonstrate “real life” pathways into the industry. Where possible perhaps provide a contact list of people willing to field enquiries from interested students about prospective employment.



Timber recycles carbon

Industry Perception Survey: Jobseekers

Survey Report
August 2022

Timber recycles carbon



**TIMBER
QUEENSLAND**

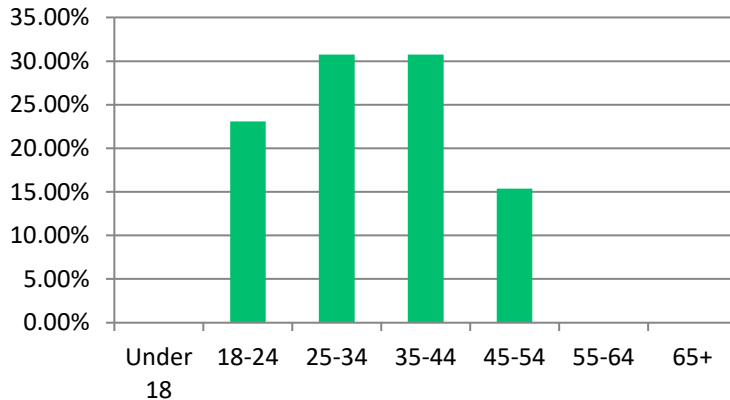
We build Queensland

Survey Format

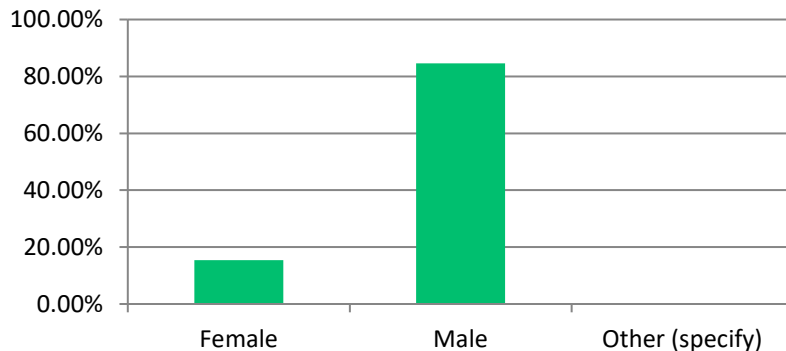
- Maryborough based MAX Employment, in partnership with the Local Jobs Program is facilitating a “Cutting Edge Timber” training program to recruit staff, for the timber sector
- Jobseekers interviewed by MAX Employment with some interest in the forest and timber industry were invited to complete an anonymous paper-based survey. Surveys were collected by MAX Employment and returned to Timber Queensland.
- Observations/learnings:
 - It is possible answers may have been “primed” from information provided in interviews.
 - This is a small sample size (13). Findings of this survey will be compared with those from future groups of interviewees.

Demographics

What is your age?



What is your gender?

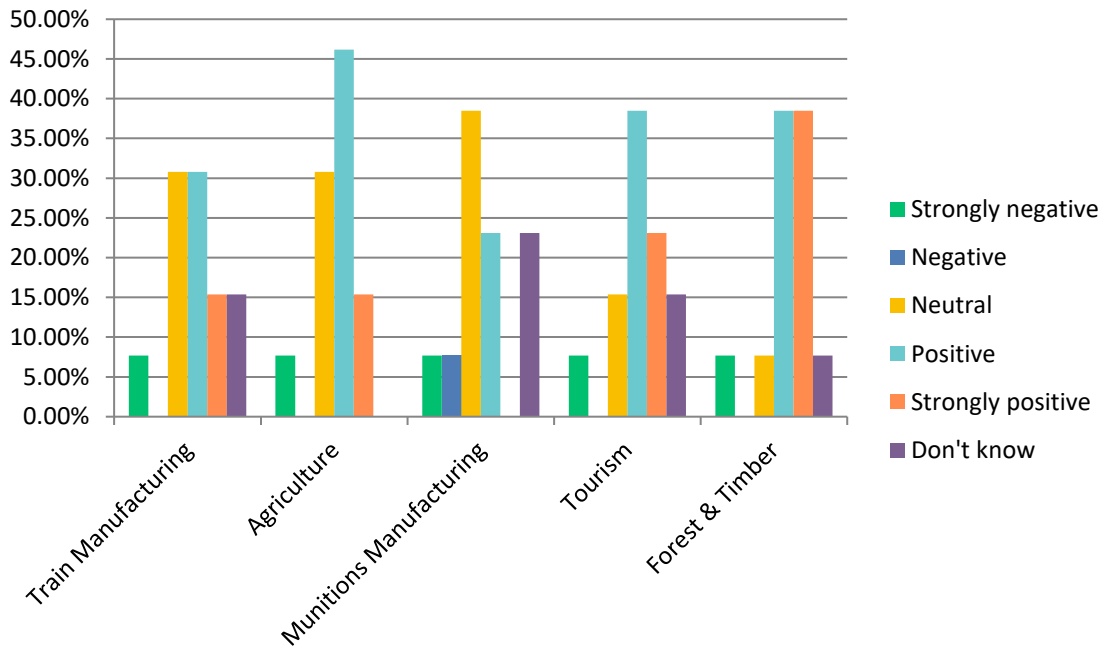


- Predominately male “millennials”
- Millennials are:
 - Technology literate
 - Social media savvy. For Millennials, everything starts and finishes online.
 - Cause motivated. At work and in their personal lives, Millennials are heavily driven by the causes they support.
 - Change adaptive. Unlike many older generations, Millennials are not afraid of change.
 - Value experiences. Millennials want to be challenged and are open to new experiences.

<https://www.coredata.com.au/blog/marketing-to-millennials-why-are-they-different/>

Opinions regarding work in different industries

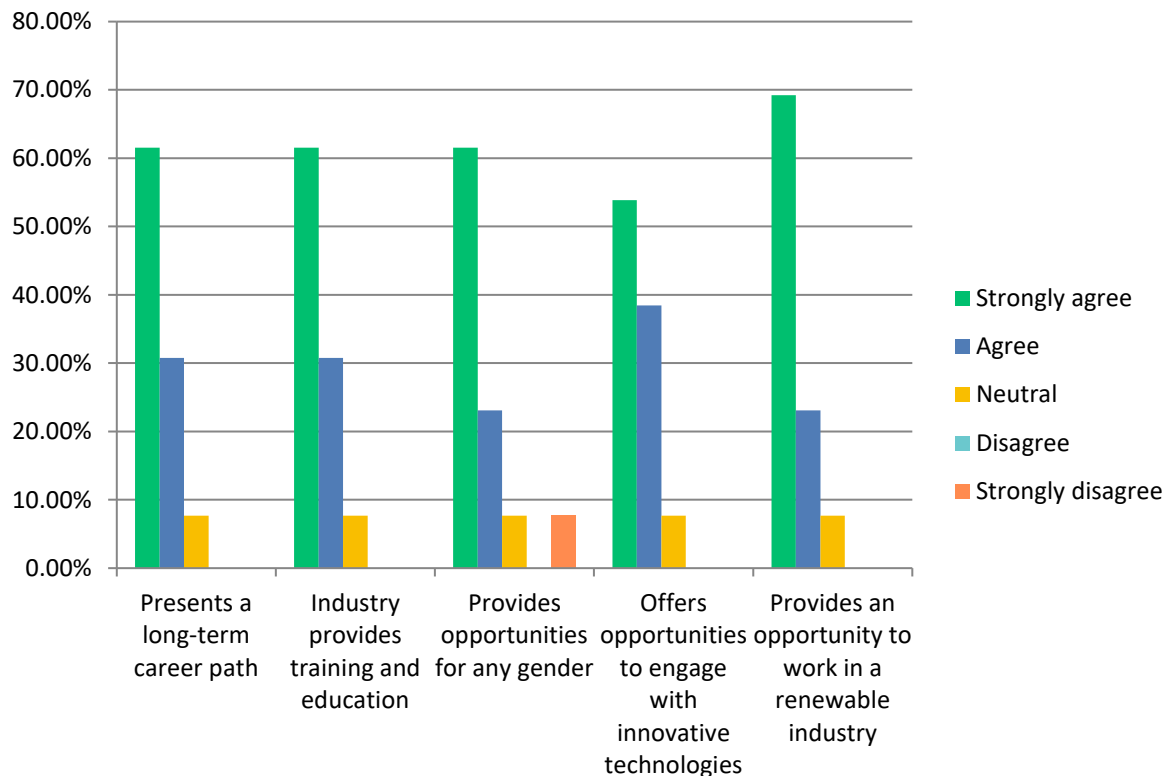
Jobseekers may have different opinions about businesses or industries operating and offering career paths in the Fraser Coast region. They were asked their opinion regarding working in a selection of local industries looking for workers.



- More jobseekers felt positive about Agriculture vs Forest & Timber industry, indicating a lack of understanding that forestry is part of agriculture – any targeted advertising should take this into account and positive sentiments about tourism.
- A high level of positivity about the forest & timber industry to be expected given they were being interviewed for roles within the industry.

Opinion regarding working in the forest and timber industry

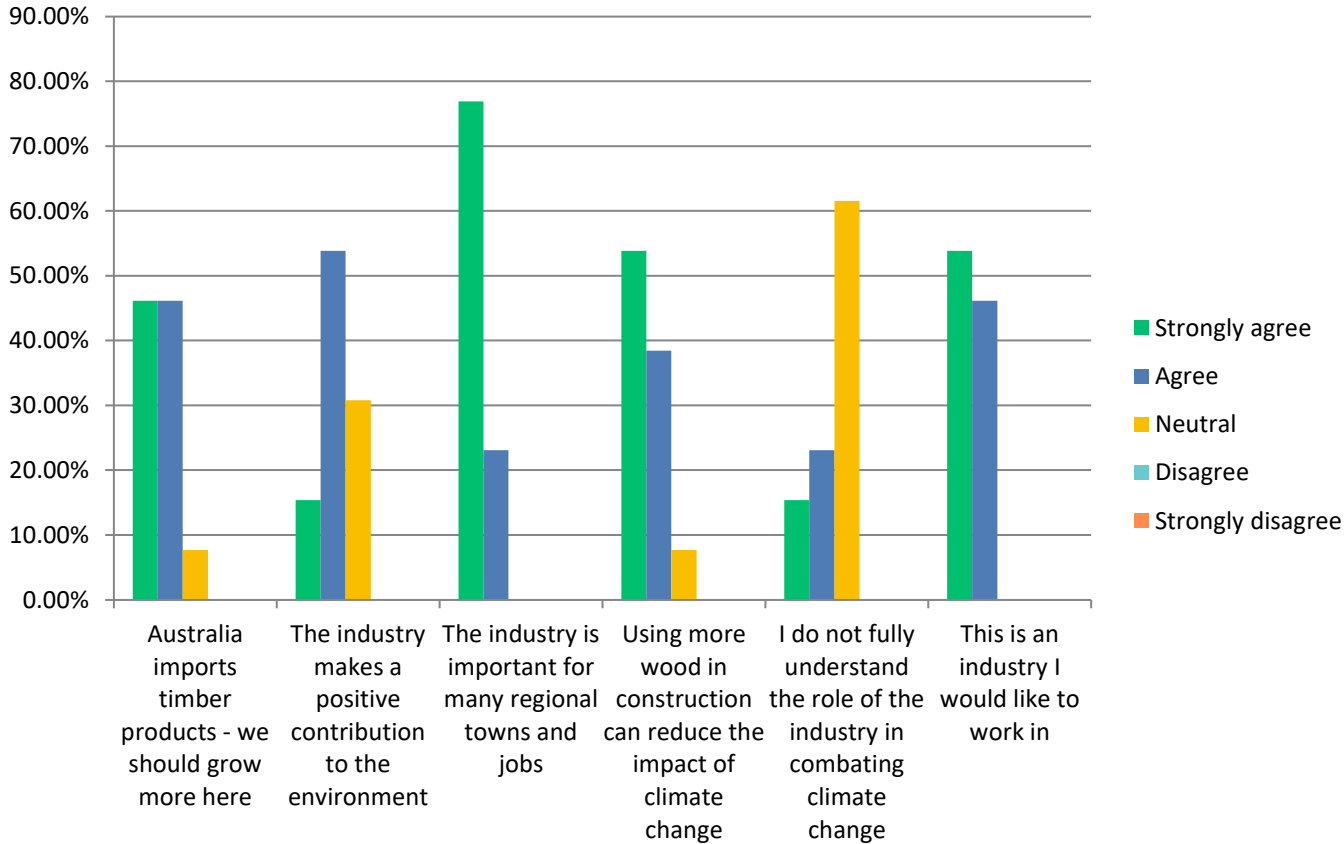
Jobseekers were asked their opinion specifically about working in the forest and timber industry



- A high level of positivity about the forest & timber industry to be expected given they were being interviewed for roles within the industry
- Lack of understanding that forest & timber industry roles suitable for women – this should be considered when promoting industry

Opinions regarding the forest and timber industry

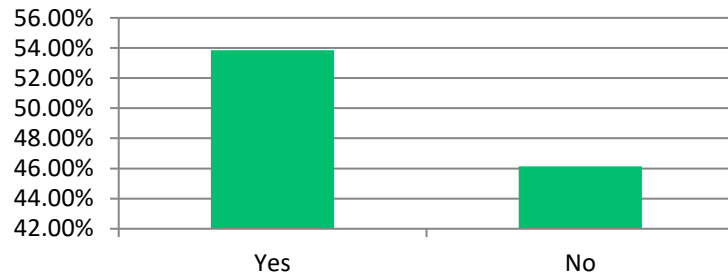
Jobseekers were asked their opinions about the forest and timber industry in general.



- Appears to be a general understanding that forest and timber industry makes a positive contributions to the environment but there is a lack of understanding of why
- This presents an education/messaging opportunity

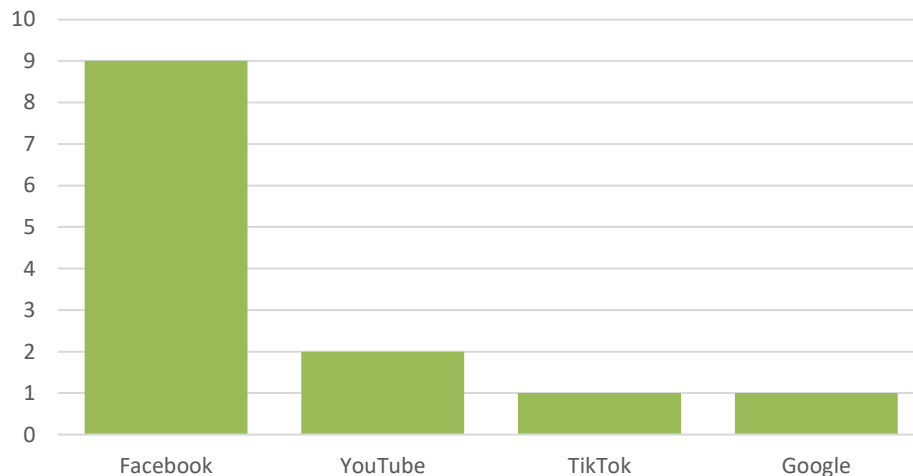
How to communicate/promote industry careers to jobseekers

Do you listen to the radio?



- Local radio advertising should be investigated
- Targeted Facebook advertisements also recommended tactic

What is your favourite social media platform?



Timber recycles carbon



Appendix 4

South & Central Queensland Forest & Timber Industry Awareness Pilot Project Campaign Strategy



Timber recycles carbon

Pilot Community Engagement & Industry Awareness Campaign Strategy

1. Background

Queensland's forest and timber industry makes a significant economic contribution to the State, supporting around 25,000 direct and indirect jobs, as well as contributing \$3.8 billion to the state economy.

The timber industry is the state's third most valuable agricultural processing industry delivering the Central and Southern region \$172 million of economic activity and \$775 million to the Wide Bay & Burnett region. The industry is also a significant employer in the region, wood processing and timber manufacturing accounts for around 70% of the 11,760 direct timber industry jobs.

Growing demand for timber products worldwide is creating a parallel need to expand timber supply and attract workers to the industry. However, the sector is facing substantial challenges to recruiting, training, and retaining suitably skilled and qualified workers. The challenges are multi-faceted. They range from increased population and economic growth, the need for increased productivity (increased products and process), new technologies, environmental best practice, National Heavy Vehicle – Chain of Responsibility requirements, an ageing and regional workforce, difficulties in accessing training in regional locations, to the perceptions of the timber and forestry sector.

Current skill shortages and lack of a pipeline of future workforce entrants is a major constraint on the development of an efficient and effective forest industry across Queensland.

The South & Central Queensland Regional Forestry Hub acknowledged the importance of communications as a tool to promote greater awareness of the industry and its future opportunities to build a future workforce and funded a *Forest & Timber Industry Awareness Pilot Project* to develop and implement an engagement and communication program.

During 2022 market research surveys targeting senior school students and jobseekers in the Wide Bay region were undertaken to respond to the following research questions:

- Who are the most influential target markets/ stakeholders in the region?
- What are the key forest & timber industry facts (economic, environmental and social value) that will resonate/be most effective with the identified target markets?
- What will be the most effective communication channels to reach these target markets?
- Identification of data to measure program efficacy at end of pilot project

Findings from the market research have informed this communication strategy (Appendix 1)

2. Issues

- The funding for this pilot communications program provides for a two-month campaign. This may not be long enough to make considerable impact on industry awareness.
- Market research was undertaken in environments which may have caused respondents to rush answers potentially contributing to the accuracy of data and meaning being derived from the data.
- The marketing team responsible for developing, creating and implementing this campaign is located 3 hours drive from where industry is situated – making it hard to quickly develop new content. Campaign content (videography/photography) will need to be primarily planned ahead.

3. Opportunities

- Market research responses indicated that males are stronger in their views and in general female perceptions need to be improved when compared to male responses. Females were more likely to return a neutral, negative or don't know response, indicating an opportunity to influence and educate. Female perceptions of the industry should be noted and targeted as they represent a large segment of the future workforce, communicating with them may allow for their future perceptions and opinions towards the forest and timber industry to move from neutral to positive.
- 32% of respondents to market research said they rarely think about where wood/timber products originate and 35% provided a neutral response, indicating apathy. These results point to almost 70% of respondents not making a connection between products and services they use every day and the local employers who grow and produce these products and services. Making the connection between the forest and daily life can improve industry perceptions.
- Environmental and sustainability benefits and broad range of careers paths our industry offers are the most appealing reasons for jobseekers to consider working in the industry.
- Regardless of the appeal of environmental benefits and recognition that wood products are important, there is strong belief that the industry does not replant after harvesting and harms the environment. This disconnect offers an education opportunity explaining the sustainable management of harvested trees, what products they create and how the harvested site will recover and yield future trees and products into the future.
- Market research indicated that indicated students rate their schools as highly trusted and preferred sources of information regarding carer pathways, traineeships and apprenticeships.
- All surveyed respondents indicate that social media is how they most commonly obtain information, followed by TV and then email. Younger Generation Z respondents (13 – 17 years) predominately use Instagram and Tik Tok in comparison to 18 – 24 year olds who use Instagram and Facebook.
- Local employers are highly engaged and interested in promoting industry awareness. They are extremely likely to get behind the campaign to help extend reach.
- Recent industry school tours in the Wide Bay region and participation in Jobs Expos have started to expose the industry to schools who are keen to expand involvement with the industry.
- The recently established Queensland forest and timber industry skill and training hub *Canopy* has established social media channels and has a website. These platforms can be utilised to implement the campaign. *Canopy* is also making connections and

holding events with schools – presenting campaign promotion and content creation opportunities.

- Although this pilot campaign is for a two month test period, *Canopy* has funding and resources to continue the campaign in some format.

4. Target Market

The pipeline of future workforce entrants in the Wide Bay region will primarily come from senior school leavers or current jobseekers (often long-term unemployed). A majority of this group are currently under 18. A lack of available housing inhibits promoting the local industry to potential workers in other areas of Queensland, or Australia. Consequently, this pilot community engagement and industry awareness communication strategy will focus on:

Primary

- Males and Females 13 – 18 in the Fraser Coast & Gympie Regional Council areas (See Appendix 2 for list of towns). Skewed towards Females.
- Males and Females 18 – 24 in the Fraser Coast & Gympie Regional Council areas (See Appendix 2 for list of towns)

Secondary

- Teachers and careers advisors in the Fraser Coast & Gympie Regional Council areas (See Appendix 2 for list of towns)
- Parents of high school aged children (Year 10,11,12 most likely aged 38-50) in the Fraser Coast & Gympie Regional Council areas (See Appendix 2 for list of towns)

4. Primary Objectives

1. To improve the perception of the forest and timber industry by improving responses indicating a neutral perception to positive or strongly positive perceptions by 10% at time of next perception survey.
2. To reduce the number of people uncomfortable with seeing cleared forests by 10% at time of next perception survey.
3. To increase the number of people who understand the concept of sustainable forest management (i.e. replanting trees after harvest) by 20% at the time of next perception survey.

5. Secondary Objectives

1. To educate parents of high school aged children regarding forest & timber industry career paths for their children
2. To develop a database of teachers and careers advisors in the Fraser Coast & Gympie Regional Council areas
3. To inform and educate education profession and parents in the Fraser Cost & Gympie Regional Council areas regarding ForestLearning free teaching resources relevant to the Australian Curriculum and with a focus on Australian forests and sustainable timber products

5. Strategy

The strategy is to develop a social media advertising campaign(primarily Instagram & Tik Tok, secondary Facebook) that positions the industry a positive career path choice because of the environmental and sustainability benefits the industry provides. The campaign will illustrate how a variety of jobs, everyday items and trees are connected eg

- Grow (Forester with drone). Harvest (Harvest operator). Sleep (Timber bed in House). Repeat (Planting trees/growing trees)

- Grow (Forester). Harvest. Eat (food packaging eg Weetbix box). Repeat (Planting trees/growing trees)
- Grow. Harvest (Harvest operator). Read (book). Repeat (Planting trees/growing trees).

The social media campaign will be complemented by a community engagement campaign featuring forestry facts, job case studies, work experience and career path information. This campaign will utilise contacts and communications channels developed by Canopy – Queensland’s forest and timber industry training and careers hub.

7. Key messages

The key messages the content must communicate are.

- The forest and timber industry is important to my life
- There’s lots of different types of jobs – from planting trees or operating machinery to extracting chemicals or doing business deals – and the industry will support my career growth.
- Whenever a tree is harvested, we plant at least one more to replace it and help them grow.
- Plenty of females and people of all ages work in the industry

8. Tactics

Strategy	Tactics	Schedule
<p>Social Media Advertising Campaign</p> <p>Positions the industry a positive career path choice because of the environmental and sustainability benefits the industry provides.</p> <p>Canopy – Queensland’s forest and timber industry training and careers hub – social media channels have been established and will be utilised to implement the campaign.</p>	<ul style="list-style-type: none"> • Create Canopy’s social media channels and start to build audience • Engage creative agency • Develop advertising content with videographer / photographer / creative agency (test communications tools efficacy with segment of target market, refine messaging as necessary) • Engage digital media booking agency to schedule geo-targeted advertising • Have creative agency on retainer to create content based on trending sounds / images 	<ul style="list-style-type: none"> • May 2023 • August 2023 • August/September 2023 • September/Oct 2023
<p>Community Awareness</p> <p>Community engagement campaign featuring forestry facts, job case studies, work experience and career path information. This electronic direct mail campaign and public relations campaign will utilise contacts and leverage events and communications channels conducted by Canopy – Queensland’s forest and timber industry training and careers hub.</p>	<ul style="list-style-type: none"> • Establish relationships with schools, teachers and students withing the Wide Bay region by <ol style="list-style-type: none"> a) Participating in careers events (Fraser Coast Jobs Expo, Harvey Bay SHS Careers Night) b) Hosting Grow, Process, Harvest Industry Tours c) Developing Grow, Process, Harvest Industry Tours Work Experience Program • Update / produce material to provide teachers, parent & students at events eg Fact Sheets / Local Day in the Life case studies / Careers map/postcard / promotional items • Develop quarterly Canopy newsletter featuring opportunities for students/teachers to participate in industry / achievements by local industry people / stories about what the local industry has done for society/environment. • Grow newsletter distribution list by promoting career information on Canopy website that requires email address to obtain the material • Work with ForestLearning to cross promote programs • Establish relationships with local media outlets and implement media relations campaign 	<ul style="list-style-type: none"> • July – December 2023

9. Evaluation

The effectiveness of the campaign will be evaluated by:

- Level of engagement with social media advertising
- Number of news stories and mentions generated by media relations campaign
- Conducting post campaign market research utilising Canopy newsletter distribution list, requesting surveys to completed at industry tours

10. Budget for 6 Month Campaign (May – October)

Activity	Budget (estimates)
Creative agency – campaign development	10 000
Videographer / photographer	10 000
Paid social media & media management	38 000
Creative agency retainer (2 months to create content based on trending sounds / images)	20 000
Total	\$78 000

The Gympie Region includes the following settlements:

Gympie area:

- Gympie
- Araluen
- Chatsworth
- Glanmire
- Jones Hill
- Kybong
- Monkland
- Nahrunda
- Southside
- Tamaree
- The Dawn
- Two Mile
- Veteran
- Victory Heights
- Woondum

Widgee area:

- Amamoor
- Bollier
- Brooloo
- Calico Creek
- Canina
- Carters Ridge
- Cedar Pocket
- Cooloola
- Cooloola Cove
- Dagun
- Glastonbury
- Goomboorian
- Greens Creek
- Imbil
- Kandanga
- Kia Ora
- Lagoon Pocket
- Langshaw
- Melawondi
- Mothar Mountain
- Moy Pocket
- North Deep Creek
- Pie Creek
- Rainbow Beach
- Tandur
- The Palms
- Tin Can Bay¹
- Traveston
- Wallu
- Wilsons Pocket

Kilkivan area:

- Kilkivan
- Booubyjan
- Cinnabar
- Goomeri
- Johnstown
- Kinbombi
- Lower Wonga
- Manumbar
- Tansey
- Widgee
- Woolooga

South Tiara - Division 3 area:

- Anderleigh
- Curra
- Glen Echo
- Gunalda
- Miva
- Neerdie
- Scotchy Pocket
- Theebine

¹ - split with Fraser Coast Region

The Fraser Coast Region includes the following settlements:

Urban Hervey Bay:

- Booral
- Bunya Creek
- Craignish
- Dundowran
- Dundowran Beach
- Eli Waters
- Kawungan
- Nikenbah
- Pialba
- Point Vernon
- Scarness
- Sunshine Acres
- Susan River
- Takura
- Toogoom
- Torquay
- Urangan
- Urraween
- Walligan
- Wondunna

Rural Hervey Bay:

- Beelbi Creek
- Burgowan
- Burrum
- Burrum Heads
- Burrum River
- Burrum Town
- Cherwell
- Dundathu
- Howard
- Pacific Haven
- River Heads
- Torbanlea
- Walliebum

Maryborough area:

- Maryborough
 - Granville
 - Island Plantation
 - Maryborough West
- Aldershot
- Beaver Rock
- Bidwill
- Boonooroo
- Boonooroo Plains
- Duckinwilla^[5]
- Eurong (Fraser Island)
- Ferney
- Glenorchy
- Great Sandy Strait
- Maaroom
- Poona
- Poona National Park
- St Helens
- Teddington
- The Dimonds
- Tinana
- Tuan
- Tuan Forest
- Walkers Point

Woocoo area:

- Antigua
- Aramara
- Bidwill
- Boompa
- Brooweena
- Dunmora
- Grahams Creek
- Mungar
- Oakhurst
- Owanyilla
- Tinana South
- Woocoo
- Yengarie
- Yerra

North Tiaro - Division 1 area: North Tiaro - Division 2 area:

- Tiaro
 - Blackmount
 - Pioneers Rest
 - St Mary
 - Thinoomba
- Bauple
 - Bauple Forest
 - Glenbar
 - Glenwood
 - Gootchie
 - Gundiah
 - Kanigan
 - Mount Urah
 - Munna Creek
 - Neerdie
 - Netherby
 - Paterson
 - Talegalla Weir
 - Tin Can Bay¹
 - Tinnanbar

¹ - split with Gympie Region



Appendix 5

Post Campaign Survey

Tell us what you think of the local forest and timber industry.

INDUSTRY PERCEPTION SURVEY

Age: (circle) 13 – 17 18 – 24 25 – 34 35 - 44 55 – 64 65 +

Gender: (circle) Male Female Non-Binary Prefer not to say

Do you recall seeing any social media posts about the forest and timber industry in the past 6 months? (Circle) Yes No

WHAT DO YOU KNOW & THINK ABOUT THE INDUSTRY?

What is your first perception when you hear about the “Forest & Timber Industry”? (tick a box)

Strongly negative	Negative	Neutral	Positive	Strongly Positive	Don't Know

What is your attitude towards general statements about the forest and timber industry? (tick a box)

Industry	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
I think the industry is important to my daily life						
I think there are opportunities for young people in the industry						
I rarely think about where wood/timber products originate						
I think the industry has an ageing workforce						
I think the industry has an important role to play in combating climate change						
I would consider working in the industry						

SECTION 2 – CONSIDERING THE FOREST & TIMBER INDUSTRY AS A CAREER PATH

Thinking specifically about working in the forest and timber industry, how much do you agree or disagree with the following statements: (tick a box)

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Presents a long-term career path – lots of different types of jobs						
Industry provides training and education						
Plenty of woman work in the forest and timber industry						

THANK YOU FOR COMPLETING THE SURVEY.