

**FarOut!**



# Attraction & Retention Campaign

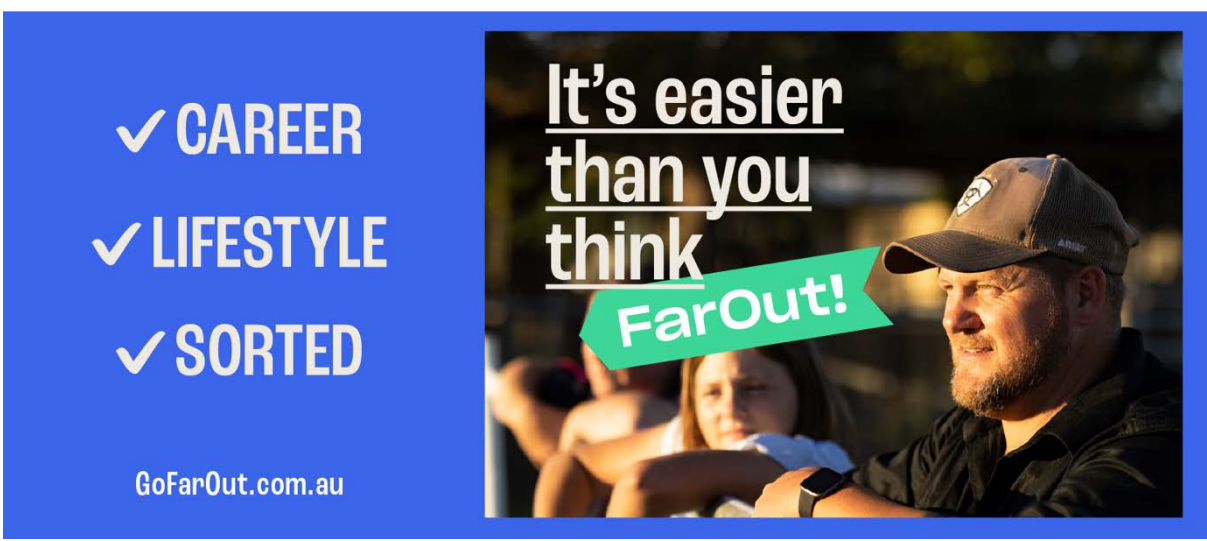
Phase 2: January – June 2023

**FarOut!**  
GoFarOut.com.au



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✓ CAREER  
✓ LIFESTYLE  
✓ SORTED

GoFarOut.com.au

It's easier  
than you  
think

FarOut!



# Campaign Report

## FarOut Attraction and Retention Campaign. Phase 2: March – June 2023

This report highlights

- samples of the marketing material utilised in delivering the content
- full details of how the funds were used and any future plans related to the Project;
- how project objectives were met;
- outcomes of the project; and
- any quantitative results identified in the delivery of the content, including social media interactions and website page visits.

## Project overview

In 2020, the Central Western Queensland Remote Area Planning and Development Board (RAPAD) developed the FarOut! brand to promote investment, employment, and liveability opportunities in Central West Queensland (CWQ). Through 2021 RAPAD implemented its digital media campaign to support, extend the reach and impact of [www.gofarout.com.au](http://www.gofarout.com.au) to further demonstrate the advantages of working and living in CWQ, counter misconceptions some people hold which impedes their decision to accept a job in the region, and seek to attract investment to the region. This proved to be successful albeit still in its early days.

This next phase of the FarOut developed new campaign content to support and grow the work undertaken so far. New content complemented previous efforts and helps to draw attention to new and existing employment opportunities.

Development of new content was guided by the theme of 'it's easier than you think' - highlighting the job opportunities, employer / relocation support, lifestyle options and connectivity (digital and travel) - the most significant hurdles identified by potential employees when considering relocating to our region. Where in phase 1 'built symbolic value' highlighting the stories, successes and statistics behind why Central West Queensland is a great place to live, work and invest, phase 2 filled the gaps on what it's like to live, work and move to the region.

The marketing element of this project is funded by the RDA CWQ whilst RAPAD funding will partner with the RAB funding to deliver the new content and associated collateral.

These activities have been implemented by RAPAD as a collective as per its economic development charter / strategic alignment as the peak regional economic development body for the region.

## Objectives of Phase 2

### The project:

- Developed new content for the FarOut attraction and retention campaign including new additions to the website and extra creative design work to support and grow the work undertaken so far, with a focus on promoting new and existing employment opportunities across the region.
- It also provided additional marketing for the FarOut campaign to better connect people with new and existing employment opportunities within the region and encourage them to come out and take up these new and vacant positions.

# Campaign approach

*Deliverable: Develop new content for the FarOut! attraction and retention campaign such as additions to the website and extra creative design work.*

## Online campaign & new content

The online campaign delivery (March-June 2023) was underpinned by the theme “It’s easier than you think to move FarOut”. This builds on existing content from the brand-building first phase and takes the next step to answer *what’s it like to live and work FarOut and how can I make the move.*

New content was sourced and created (January-March 2023) targeting the common obstacles identified by SEEK and the Regional Institute of Australia (RAI) research, and supported by local feedback and anecdotal evidence. Central West Queensland is able to “check off all of life’s essentials”:

1. There are limited job opportunities in my field in regional areas - **career**
2. There is limited entertainment / things to do in regional areas - **lifestyle**
3. It would be too hard to move / move my family – **sorted**

Popular content from phase one was also reused and repurposed for posts, imagery and video. Social media advertising, building on the knowledge from previous reporting, was used to target key audiences and drive website traffic and conversions. As evidenced in the impact recorded in the first phase, Facebook was the primary social media platform used for this campaign.

*Deliverable: Additional marketing for the FarOut! campaign to better connect people with new and existing employment opportunities.*

## Seek campaign

For the first time, RAPAD worked with recruitment industry leader SEEK to deliver an online advertising campaign (March-June 2023). Taking advantage of SEEK’s expertise and ability to target users who are likely candidates to make the move to CWQ advertising was placed onsite (seek.com.au) and offsite (third-party websites including Yahoo! and news sites).

## Local stakeholder engagement

In order to effectively to grow our success and have longevity beyond the funding cycle, we needed to grow local ownership of the FarOut platform beyond RAPAD. Our activities aimed to provide a framework to grow local recruiter’s access and understanding on how they can leverage the FarOut brand and resources. This included hosting a forum with key recruitment representatives in our region, including state and local government and developing an online resources portal – the FarOut! Hub (May 2023).

The FarOut! Hub ensures the investment and outputs from the FarOut project have a lasting legacy. The platform, managed by RAPAD, helps connect recruiters to content and make use of campaign materials with the aim of generating a region-wide, united approach to recruitment promotion on all levels – public and private.

# Campaign outcomes

## Overall performance

**10,891**

Website sessions

**123**

Leads

**\$3,000**

Media spend

**<\$25**

Per lead

This campaign considers a conversion ('lead') as a user who accessed the FarOut! website and filled in a contact form on the campaign specific landing pages requesting further information from the RAPAD team. Tracked through HubSpot, the RAPAD team were able to follow up, make notes and track the long term journey from enquiry through to outcome.

# Considerations

As with phase one of the FarOut campaign, one of the major things that needed to be taken into consideration for any foreseeable measurement issues centred around the fact that this campaign would likely have a very long lead time for conversions. RAPAD has always indicated that it wants people to "have a conversation around the dinner table" about the idea of moving out to CWQ, and our goal was to start or continue that conversation by presenting them with the simple idea that CWQ was actually an option for consideration.

This of course is very different to other measurable campaigns, such as selling something directly on a website, where the transaction may occur immediately or within a few days; where in the case of the FarOut! campaign, in some cases people may take weeks or months to take the idea of CWQ as a possible place to live or work from a simple conversation amongst friends and family, to getting in touch with RAPAD. So for this reason, it is likely there may be unmeasurable conversions occurring, or simply have not happened as yet due to the length of time between the initial campaign exposure, and conversion.

**"You're doing a great job of promoting, I'll get my friend to like and share. It's all about networking."**

# Website



To support campaign activity, we wanted to bring together key information that ‘checks all the boxes’ about living, working and moving to Central West Queensland. This content helped to boost the existing content, the narrative of local stories and opportunities, and taking that next step to encourage or connect to contacting, applying for that job or making the move.

A new campaign landing page was developed and published on the existing FarOut website.

[www.gofarout.com/make-the-move](http://www.gofarout.com/make-the-move)

We know that a growing number of urban people are wanting to make the move to a regional area, evidenced by research from the Regional Australia Institute (RAI), SEEK and also our first phase of the FarOut campaign. We know they want to make the move, we’ve had great results in our first campaign with contact and social interaction – what’s stopping them and how can we help them take that next step? These questions helped define the development of our campaign landing page and supporting content.

**Landing page:** [gofarout.com/make-the-move](http://gofarout.com/make-the-move)

Supporting pages focussed on the following areas:

- **Career**
- **Lifestyle**
- **Sorted**

### **What makes this content different?**

This content enhances and does not duplicate or complicate existing content.

It makes it easier to find in the context of ‘how do I make the move?’ and ‘it’s easier than you think’.

The landing page format is a dashboard style – the easy to navigate as a kind of FarOut make the move ‘tool kit’. The dashboard links directly to *the essentials in understanding what CWQ is like and how to make the move*.

Helping to connect our local communities, new pages on each of the seven council areas was also developed and published.

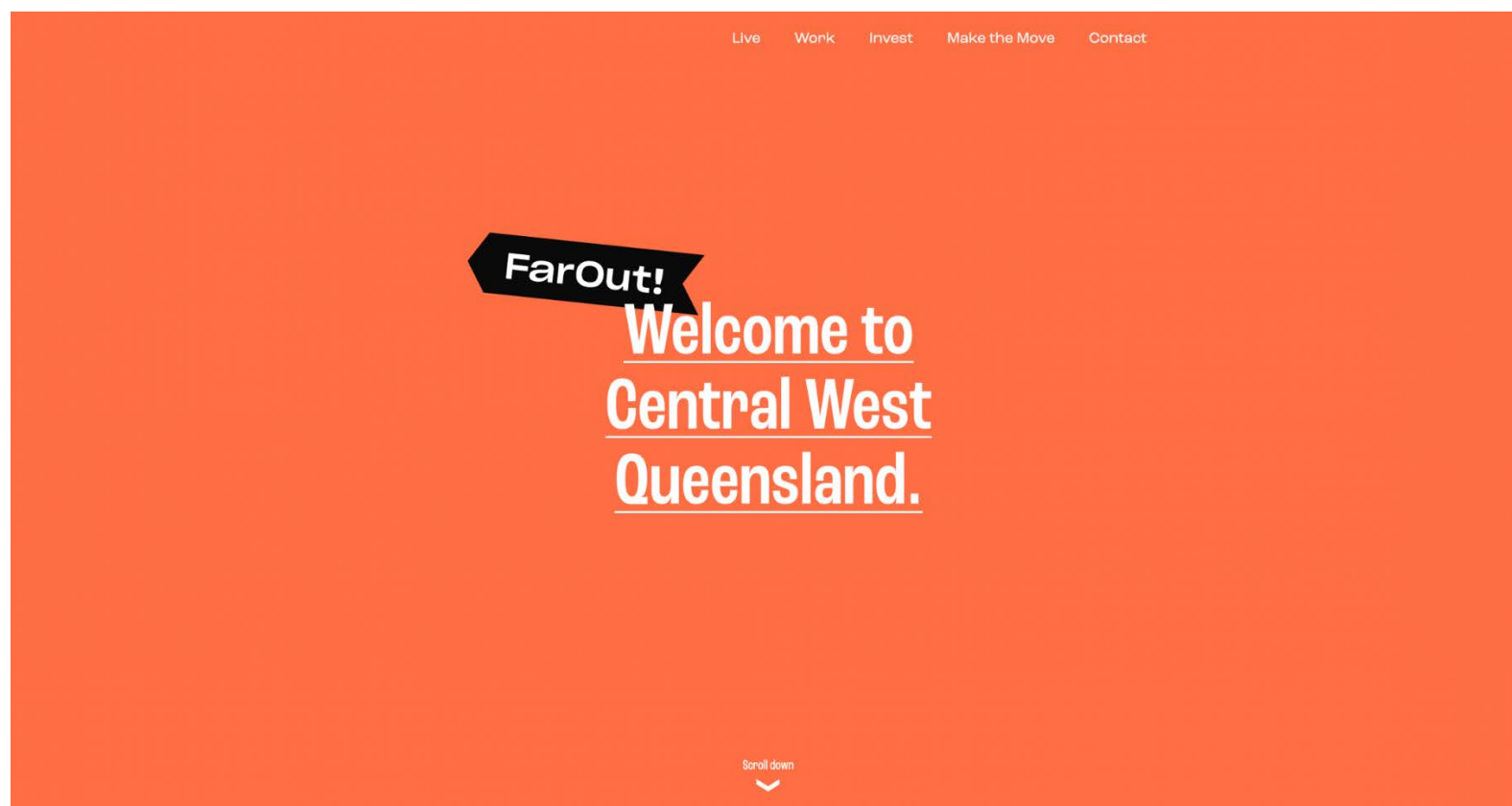
The [www.gofarout.com.au/make-the-move](http://www.gofarout.com.au/make-the-move) link was used as the landing page for the SEEK campaign and social ads.

# New website content

## Building on and enhancing existing content

1. Main navigation – Make the Move – [www.gofarout.com.au](http://www.gofarout.com.au)

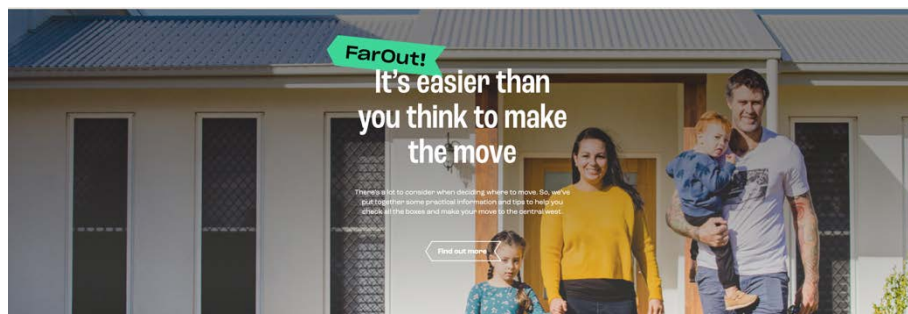
Make the new section easily accessible from the homepage by including in the main navigation.



## 2. Call out banners and messaging updates

Website content was reviewed and areas for updating messaging, content and calls to action were identified. Calls to actions were updated to move from general Central West Queensland information to targeted Make the Move. Updates included:

### New feature homepage banner



### Updates to CTA banners

#### Old banner



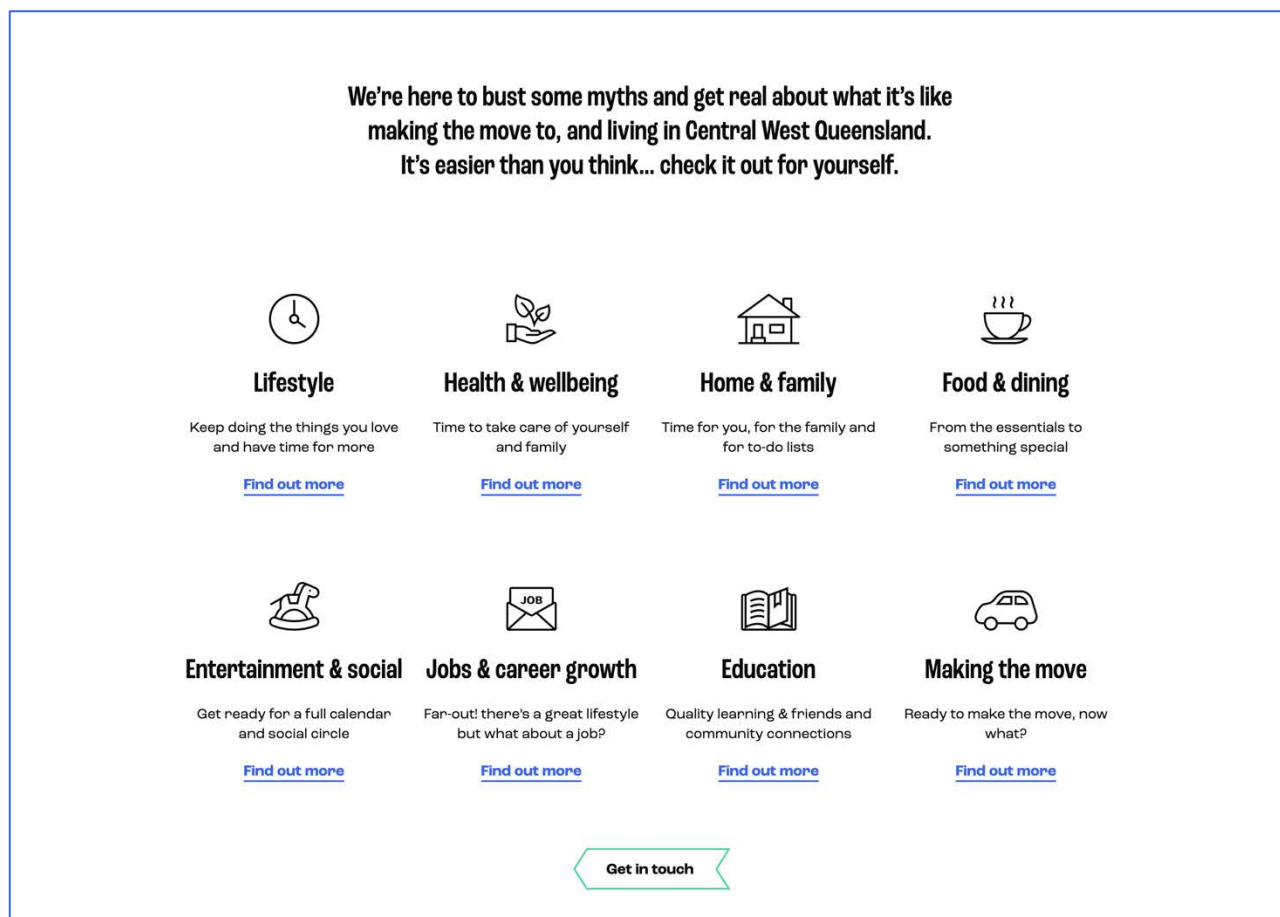
#### New banner



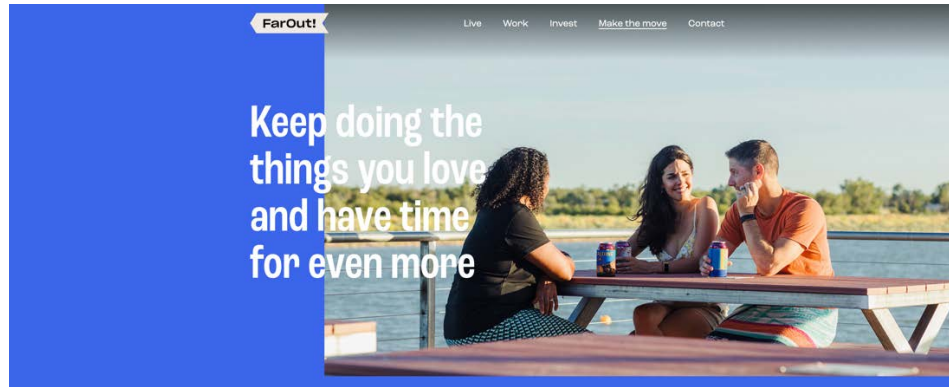


### 3. Make the Move landing page - [gofarout.com.au/make-the-move](https://gofarout.com.au/make-the-move)

The new landing page features an easy-to-use dashboard, a kind of ‘FarOut toolkit’, that links to eight new sections: Lifestyle, Health & Wellbeing, Home & Family, Food & Dining, Entertainment & Social, Jobs & Career Growth, Education, and Making the Move. This information can continue to grow to include new additions, imagery, and feeds to social content. New imagery that aligns with our themes features across the pages and is used in campaign advertising.



## Lifestyle



## Home & Family



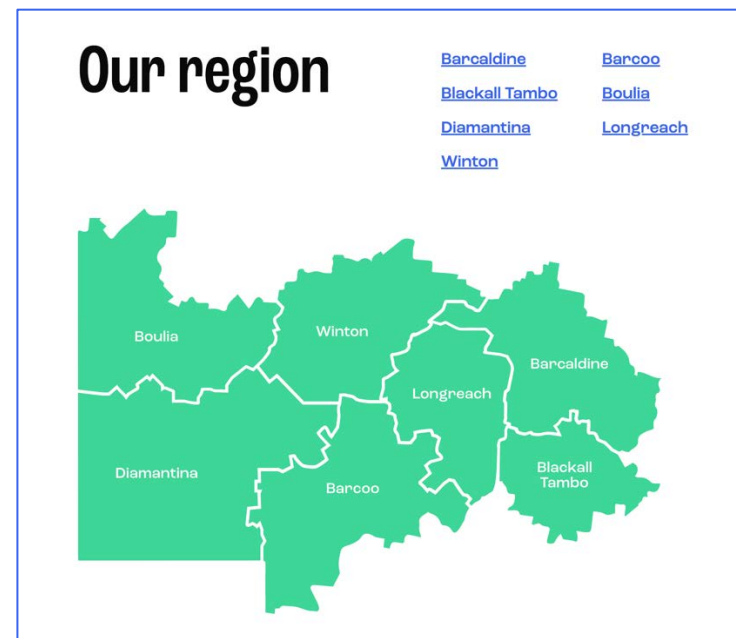
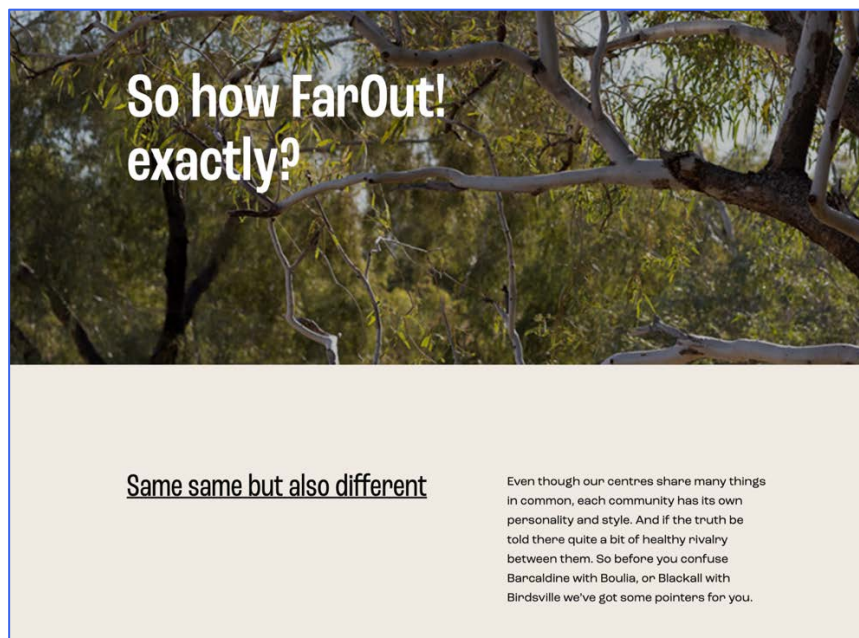
## Education



#### 4. New regional directory - [gofarout.com.au/live/the-region/](https://gofarout.com.au/live/the-region/)

There was a significant gap and inconsistencies in direct information provided on [gofarout.com.au](https://gofarout.com.au) and other platforms about each area and localities in Central West Queensland. Feedback from local recruiters and council officers indicated that basic information, such as what services and facilities each town has, or what the streets look like, was what was also needed to help in their recruitment and attraction.

The FarOut regional directory was created using new content developed during this phase and researching and collating existing assets from across the region. Previously [gofarout.com.au](https://gofarout.com.au) only provided links to council homepages.



Each local government area now has its own unique URL, and page that can host information that each council can own:

**Barcaldine:** [gofarout.com.au/barcaldine](https://gofarout.com.au/barcaldine)

**Barcoo:** [gofarout.com.au/barcoo](https://gofarout.com.au/barcoo)

**Blackall-Tambo:** [gofarout.com.au/blackall-tambo](https://gofarout.com.au/blackall-tambo)

**Boulia:** [gofarout.com.au/boulia](https://gofarout.com.au/boulia)

**Diamantina:** [gofarout.com.au/diamantina](https://gofarout.com.au/diamantina)

**Longreach:** [gofarout.com.au/longreach](https://gofarout.com.au/longreach)

**Winton:** [gofarout.com.au/winton](https://gofarout.com.au/winton)

An added benefit to creating these pages is providing one place to bring together and host past and ongoing attraction and recruitment investment in programs and promotions undertaken by councils including videos and links their own website content.

# Social media

## Building a Central West Qld FarOut! online community

Before the campaign was launched, we completed a full review of the social media platform performance and reporting from the previous phase, following and sharing options were also explored and updated. Organic content, sharing and commenting with local pages was a new addition to this campaign approach helping raise awareness of the platform and add authenticity to the content with local content, likes, shares and comments.

Based on the results from the FarOut! phase one reporting, the majority of the campaign activity and budget was spent on Facebook organic content and advertising, supplementing with Instagram where content was relevant to that platform.

### Paid

Audiences that had been refined through the previous phase, along with some of the top performing content, were reviewed, edited/updated and used during this phase. The advertisements aimed to connect content to specific Queenslanders who currently live in major cities and all along the East Coast. Special audiences with unique job roles were added to the mix (teachers, builders, small business owners, and investors) by their affinity for outback and outdoor activities like hunting, farming, exploring, etc.

### Organic

With a new social media approach this phase in interacting with and creating local focused content, organic activity performed on par with paid digital advertising, delivering slightly more visitors to our website.

**Overall, the digital marketing campaign helped to generate 37% of the 10,891 website visits with approximately 33% of those visits arriving from social media ads.**

**Organic social media referrals generated almost 40% of website visits during the same period.**

**"How fantastic to see your page, it's great to see what else is out in Queensland, both work and housing opportunities. I know I will be contacting you in the future!!"**




# FarOut! Hub

The FarOut! Hub is a resource portal available to those working and recruiting for the Central West Queensland region. It is accessible via a link in the footer of the campaign website and its own domain. The portal is password protected to control and monitor access and enable the site to grow to include other information such as news or tips that are centred on our specific audience, not wider public release.

**Domain:** [www.gofarouthub.com.au](http://www.gofarouthub.com.au).

**Password:** FarOutCWQ



@ f

## Welcome to the FarOut! Hub


An initiative of the CWQ Remote Area Planning and Development Board (RAPAD)

This platform provides FarOut! program updates, ideas, news and shared resources with all 7 Central West Queensland councils, local business, industry and stakeholders.


Resources are shared to deliver a unified message and information on the benefits, opportunities and networks to live, work and invest in Central West Queensland.




Videos



Branding



Social media



Collateral

# SEEK Campaign

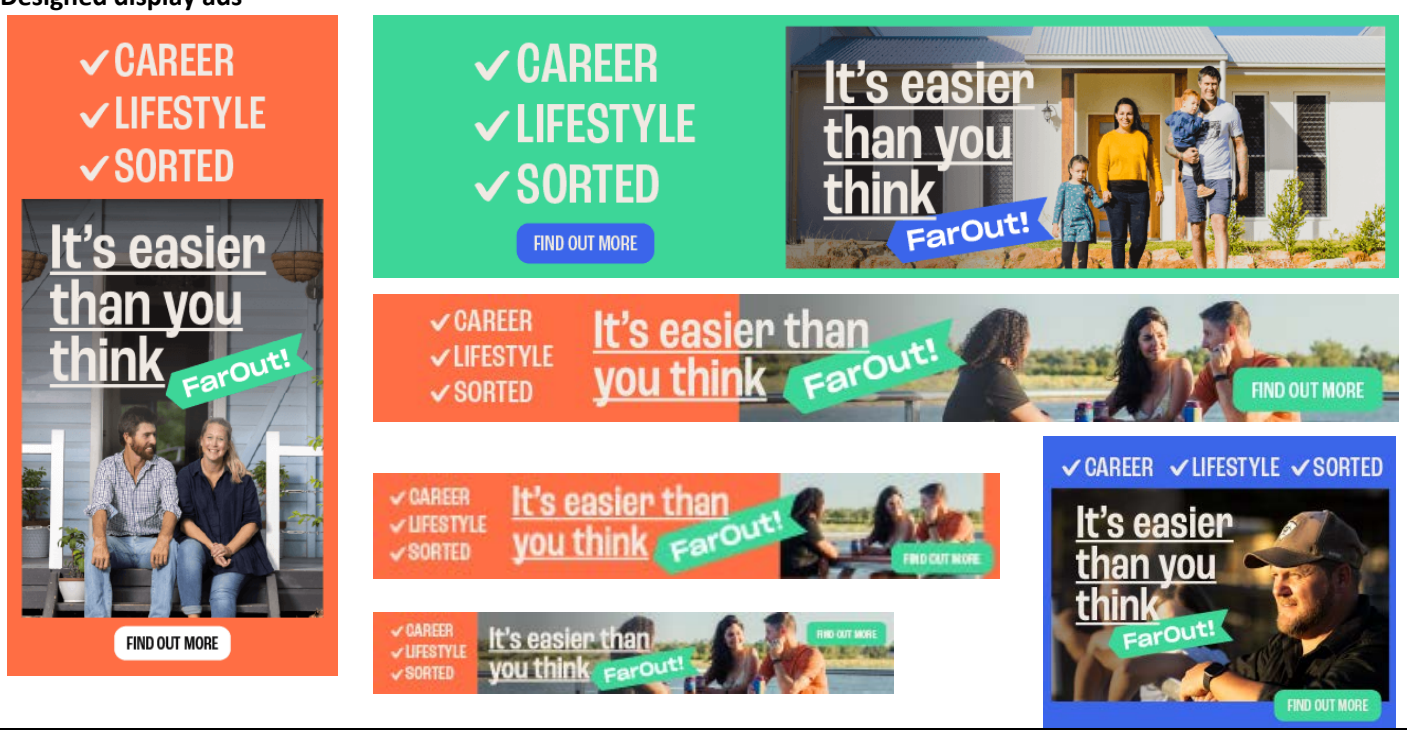
Maximum exposure in the job market

We used SEEK’s coverage, experience and expertise as Australia’s leading online recruitment platform to target the most likely candidates for making the move and working in our region –as simply and as quickly as possible.

Through SEEK we were able engage with a pool of highly targeted candidates on seek.com.au during their job search with display advertising and also to continue to promote FarOut to candidates when they have left SEEK and are visiting other sites through display, native and video.

## Creative

### Designed display ads



FarOut promotional video  
<https://youtu.be/Uv844bp7pXE>



Native content to appear alongside hosted content.

# Website results

Campaign reporting dates: 23 March – 5 June 2023

18,408

Page views

10,891

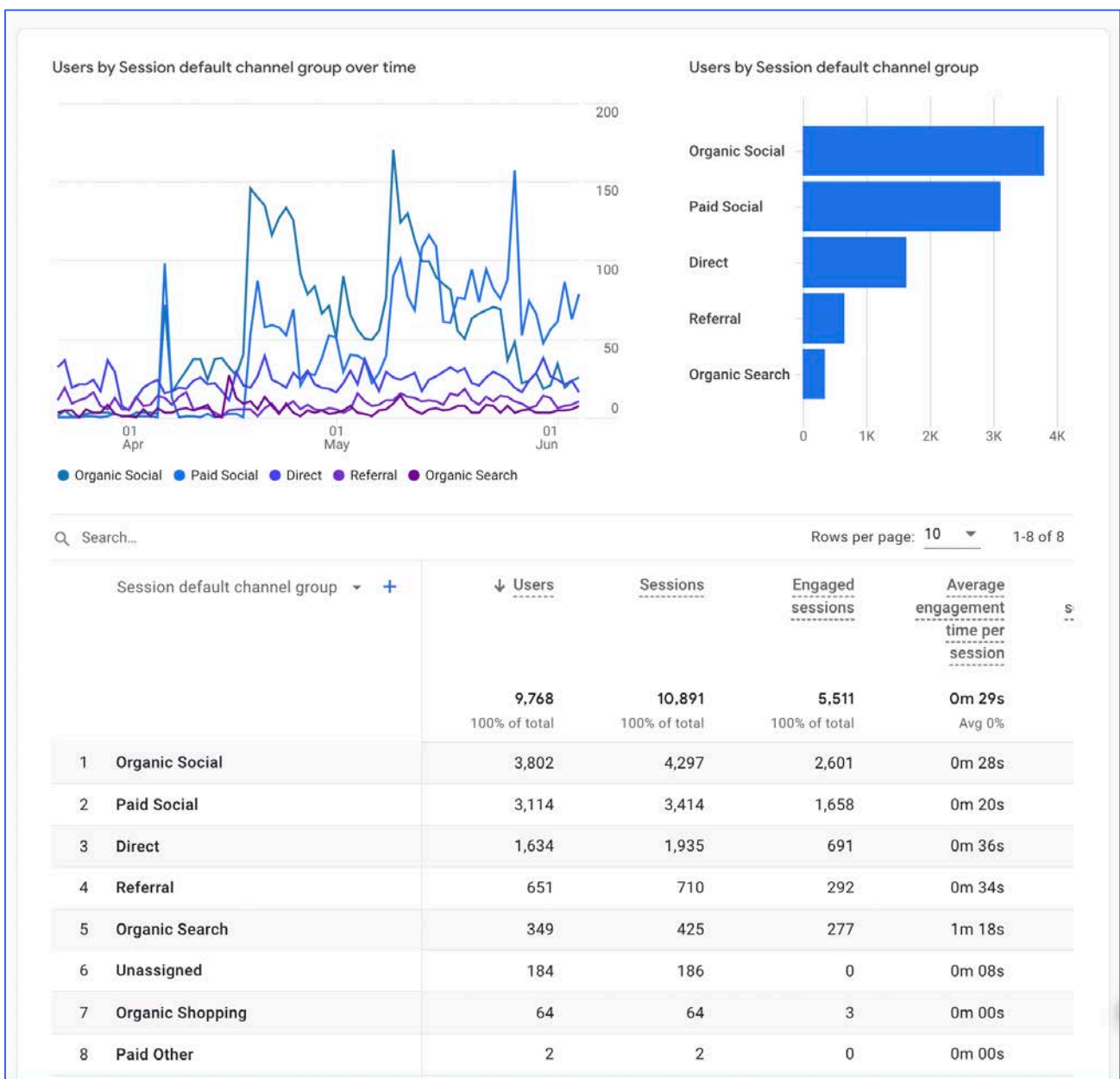
Website sessions

00:00:32

Average session  
duration time

9,555

New users



## Top performing content

### Snapshot of top pages relating to campaign

Rank	Campaign pages	Views
1	Living in Central West Queensland	5,418
2	Make the Move	2,920
3	Working in Central West Queensland	2,601
4	Home page	1,365
16	The Region	602
22	Jobs and Career Growth	220
24	Barcaldine	122

## Top locations of users

Rank	Campaign pages	Users
1	Brisbane	6,313
2	Sydney	496
3	Gold Coast	354

City ▾    ↓ Region ▾    ×		↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
		9,768 100% of total	9,555 100% of total	5,511 100% of total	50.6% Avg 0%	0.56 Avg 0%	0m 32s Avg 0%
1	Brisbane    Queensland	6,313	6,305	3,842	54.71%	0.61	0m 34s
2	Sydney    New South Wales	496	487	280	51.19%	0.56	0m 40s
3	Gold Coast    Queensland	354	341	267	59.2%	0.75	0m 56s
4	(not set)    (not set)	204	194	23	11.27%	0.11	0m 03s
5	(not set)    Queensland	142	138	75	46.58%	0.53	0m 26s
6	Townsville    Queensland	141	139	80	51.61%	0.57	0m 27s
7	Cairns    Queensland	134	128	74	51.75%	0.55	0m 42s
8	Melbourne    Victoria	134	131	72	49.32%	0.54	0m 39s
9	Forest City    North Carolina	126	79	40	31.75%	0.32	0m 04s
10	Sunshine Coast    Queensland	124	122	71	52.99%	0.57	0m 33s



# Social media results

## Facebook

Campaign reporting dates: 23 March – 5 June 2023

Followers	Reach	Link clicks	Reactions/likes, comments and shares	Posts
<b>786</b> ↑ 159	<b>21,393</b> ↑ 19.1K	<b>7,428</b>	<b>655</b>	<b>54</b> ↑ 100%

## Instagram

Campaign reporting dates: 23 March – 5 June 2023

Followers	Reach
<b>786</b> Up by 128	<b>65,371</b> ↑ 933.8K

## Social advertising

Campaign reporting dates: 23 March – 5 June 2023

Reach	Impressions	Per click
<b>258,947</b>	<b>623,474</b>	<b>\$0.33</b>

Facebook paid reach: **205,549** (up 100%)

Instagram paid reach: **64,268** (up 1.1M%)

Total campaign spend: **\$3,053.63**

# SEEK campaign results

## Overall performance

SEEK advertising has put the FarOut brand in front of The FarOut promotional video delivered a strong result with nearly half of people who saw it, watching to the end.

**195,458**

Onsite\* Impressions

**191,486**

Offsite^ Impressions

**392**

Clicks

**189,710**

Video Impressions

**89,588**

Completed video views

**47.2%**

Video completion rate

**Across all campaign  
platforms**

**1.1M**

Total Impressions

**2,085**

Total clicks

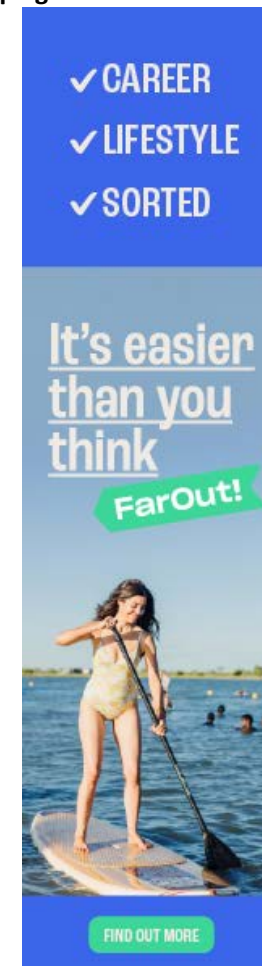
\* Traditional digital display advertising on SEEK website. ^ Traditional digital display advertising to SEEK audiences off the SEEK website. Campaign results dashboard provided by SEEK is available at: <https://lookerstudio.google.com/u/0/reporting/6d81f033-ea52-4bf6-aae7-d0e7418fb41e/page/tNFdB>.

## Onsite display

Campaign reporting dates: 23 March – 5 June 2023



Campaign creative



## Offsite display

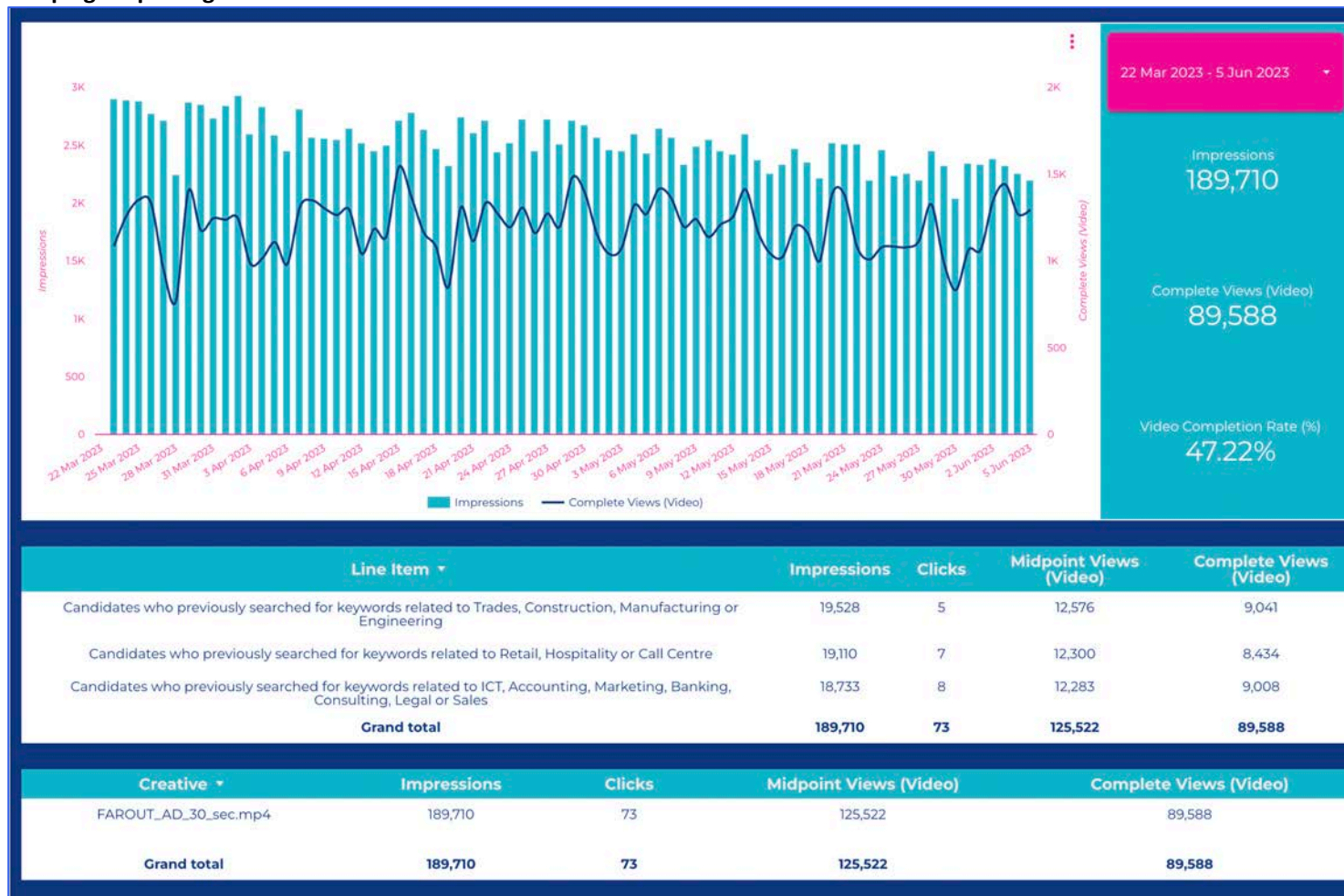
Campaign reporting dates: 23 March – 5 June 2023





## Video

Campaign reporting dates: 23 March – 5 June 2023



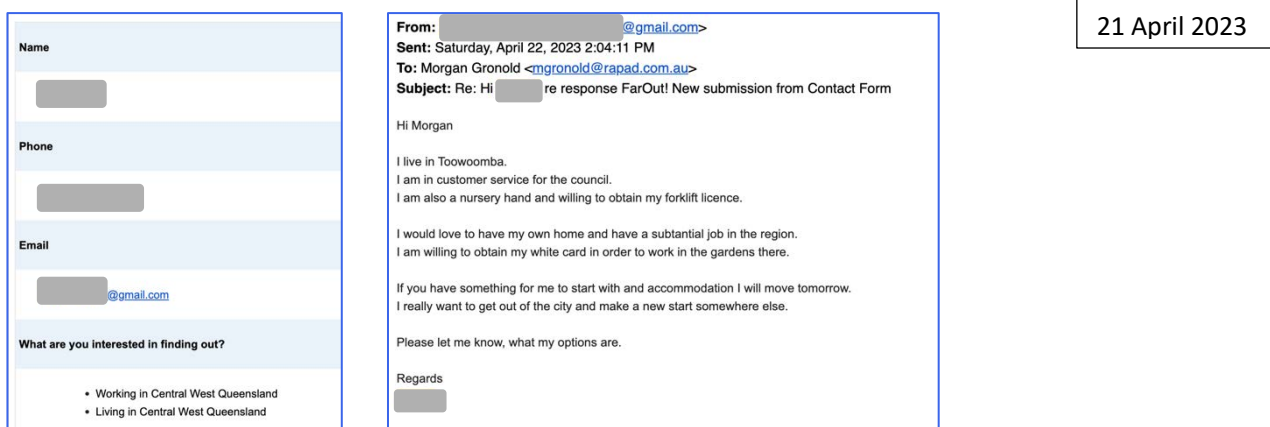
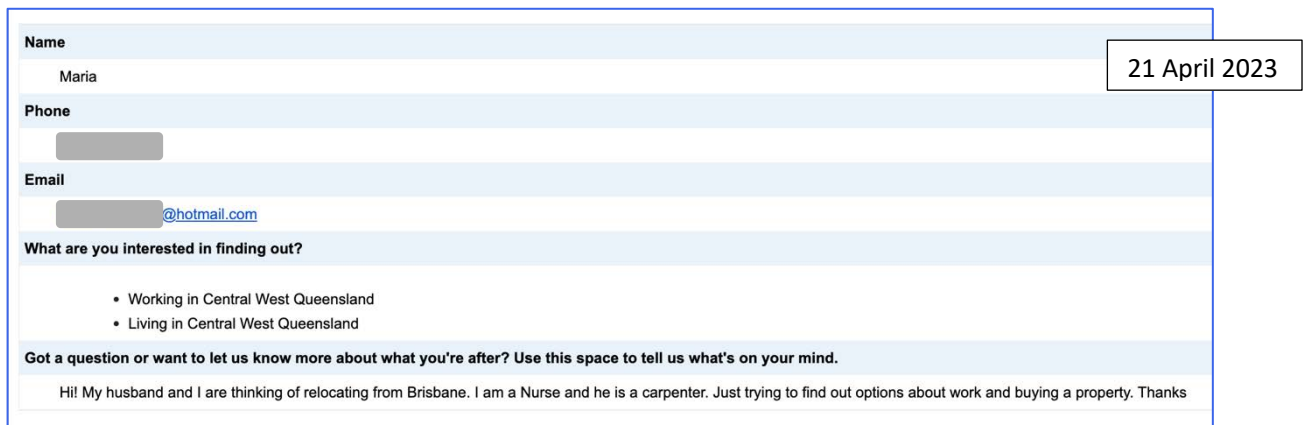
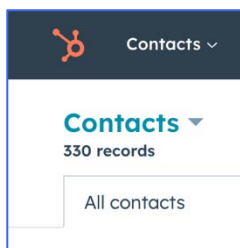
# Hubspot contact snapshot

We received 123 submissions of contact forms on gofarout.com.au with the majority looking for information on living and working in Central West Queensland. We had some promising leads via website form submissions as well as via Facebook direct messages. Follow-up with several contacts included more detailed mail and phone conversations particularly with those who were already working in professional fields in demand in our region (ie nursing, trades and administration) as well as people who were looking for a treechange / change of job. Our responses provide options for contacts to pursue or to call directly to discuss what they're looking for and how we can help point them in the right direction.

Through phases 1 and 2 of the FarOut! campaigns we now have 330 contacts in our database. Our next step is to review and refine these contacts, produce follow-up communication, and directly contact individuals that can identified as being strong leads and likely to have made or will make the move.

## Timing of contact

The peak times for contact submissions aligned with organic and paid social advertising impact – these peak times correlated often to public holidays such as the Anzac Day long weekend and Easter holidays in April.



25 April 2023

**Name**  
Melissa [redacted]

**Phone**  
[redacted]

**Email**  
[redacted]@gmail.com

**What are you interested in finding out?**

- Working in Central West Queensland

**Got a question or want to let us know more about what you're after? Use this space to tell us what's on your mind.**

My husband is welder fabricator and I work in automotive parts but qualified for medical assistant as well

**From:** Morgan Gronold  
**Sent:** Wednesday, April 26, 2023 8:56 AM  
**To:** [redacted]@gmail.com  
**Subject:** Hi Melissa response to FarOut! New submission from Contact Form

G'day Melissa,  
Thanks again for getting in touch via the GoFarOut page, the place where you can learn all about living, working, and investing in central western Queensland.  
My name is Morgan, I am a real person 🍌 and I live and work in the region. My role is to help answer any questions you have about jobs, living, or investing in the region. You mentioned that currently, I can assure you there is plenty of work for both of you in all those fields.

- For your husband
  - Codys Custom Fabrication in Longreach, 0459496910
  - Barcaldine Welding Works, a local fabricating business, ask for Darryl, 46511173
  - Or he could put his own shingle up and go out on his own
  - Plenty of work in the mining industry a few hours away as well if that takes his fancy
- For yourself
  - Centertune Motorcycles are looking for spare parts interpreter, someone to work front of house for them, Rod the owner is away overseas for the next week worth a call 46580800 or 0427068564
  - Regarding medical careers call Nikki Gay, Principal Workforce Specialist Nursing, for Queensland Health in Longreach and is keen to chat, she will be able to talk to 46528000

In regards to other options you can find more jobs here <https://www.outbackqueenslandjobs.com.au/>  
Also check out the local council websites:

- <https://www.longreach.qld.gov.au/careers>
- <https://www.winton.qld.gov.au/council/employment>
- <https://www.bouli.qld.gov.au/council/employment-opportunities>
- <https://www.diamantina.qld.gov.au/job-vacancies/job-vacancies-1>
- <https://www.barcaldinerc.qld.gov.au/about-council/employment>
- <https://www.barcoo.qld.gov.au/about-council/employment/job-vacancies>
- <https://www.btrc.qld.gov.au/employment-vacancies/position-vacant>

In regards living out this way

- Amanda from Longreach Real Estate is lovely, tell her I sent you, even just for a chat about things <https://www.longreachrealestate.com.au/>
- Reece from Ray White is also a good bloke and worth a call <https://raywhitelongreach.com.au/agents/rhys-peacock/44517>

Feel free to give me a call or email and we can discuss in more detail.  
Cheers

Morgan Gronold  
Deputy CEO | RAPAD  
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W <https://rapad.com.au/> | <https://gofarout.com.au/> | <https://notjustafence.org/>

**From:** Melissa [redacted]@gmail.com  
**Sent:** Wednesday, April 26, 2023 12:39 PM  
**To:** Morgan Gronold <[mgronold@rapad.com.au](mailto:mgronold@rapad.com.au)>  
**Subject:** Re: Hi Cody can I introduce Melissa response to FarOut! New submission from Contact Form

No worries Morgan,  
  
I will have a chat with my husband after work today and touch base with you. Thank you for the quick response. Have a wonderful day.  
  
Melissa