



**FarOut!**

# Digital Marketing Campaign

March – June 2022





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**FarOut!**

**Brand purpose**

Get people working,  
living, and investing  
in Central West  
Queensland.

# The problem

## What we need to overcome

01

### Negative perceptions

No matter how good the job offer is, people's negative perceptions of CWQ outweighs the potential opportunity.

02

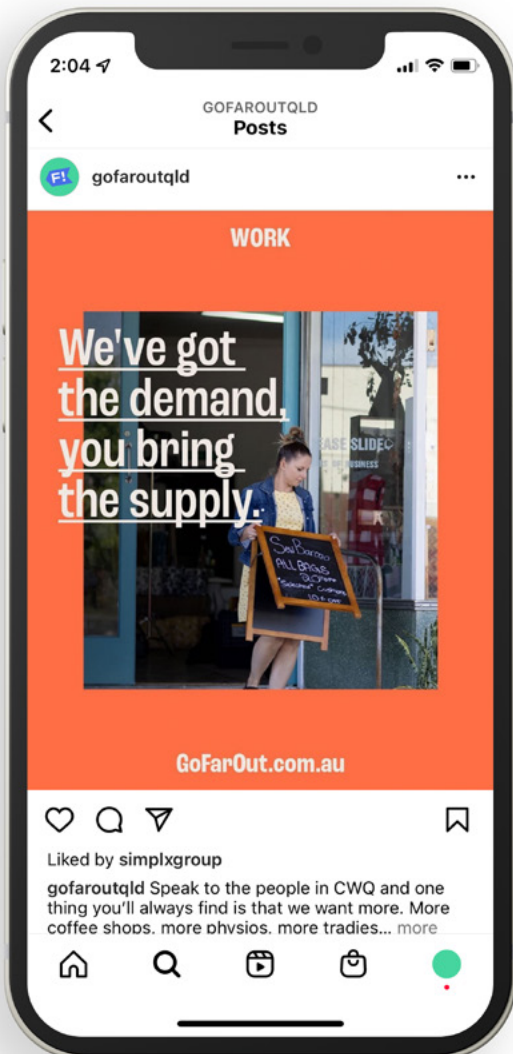
### Shadowed by big players

The job market for AdWords and SEO is a very competitive space. Big corporations with big budgets rank high while smaller businesses or organisations are priced out of a competitive position.

## The solution

FarOut! is here for "**The Unorthodox Pioneer**" - they understand there is a genuine opportunity beyond their everyday living and working bubble. But to motivate them, we need to go beyond job opportunities to provide symbolic value that benefits self-identity and creates a more significant reason for change - this takes a holistic offering. We need to show people what benefits CWQ offers them, by targeting their pain points in their every-day life in the city and other regional areas, and show them how CWQ offers a solution to their problems.

# Campaign approach



Job opportunities and subsequent lifestyle opportunities were presented in a way that subtly highlights the working restraints of the target audience's locations and counters by celebrating the benefits of working in Central West Queensland this was achieved through the use of strategic social media ad placement.

## Channels utilised across the campaign:

f Facebook

Instagram

▶ Programmatic Media  
(Display Video 360 Network)

in LinkedIn

Alongside the benefits being presented, the campaign aimed to elevate CWQ's narrative and the FarOut! brand to build symbolic value for our audience's self identity. This was to be achieved through social media platform growth and engagement.

Throughout the life of the campaign, improvements were made to the website user experience through content structuring and navigation changes to guide users to new job-related content and RAPAD's RESQ jobs board.

What was most important for consideration throughout the campaign was getting more visitors or traffic to the FarOut! website was not a representative signal of success. Instead, RAPAD required a longer term engagement, and ultimately conversions, conversations and positive sentiment around the Central West Queensland region - this was what would improve the likelihood that someone were to live, work and/or invest in this region.

## Methodology utilised across the campaign:

- Launch Facebook and Instagram
- Audience building
- 2 months audience and creative testing
- Full campaign rebuild
- Launch LinkedIn and programmatic based on best performing audiences and creatives

# Outcomes and measurement reporting

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.

## Overall performance

**28,090**

Website sessions

**196**

Leads

**\$6,500**

Media spend

**<\$34**

Per lead

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## Considerations

One of the major things that needed to be taken into consideration for any foreseeable measurement issues centered around the fact that this campaign would likely have a very long lead time for conversions. From the beginning of the project (before the digital campaign began), RAPAD had always indicated that they wanted people to "have a conversation around the dinner table" about the idea of moving out to CWQ, and our goal was to start 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.

# HubSpot tracking

HubSpot was set up for this campaign and is suggested to be continued to be used as a lead tracking tool. All forms on the FarOut! website are linked to HubSpot for RAPAD to respond and action accordingly, nurturing the relationship.

Example screenshots below are the types of form enquiries that came through the website as part of this digital social media campaign, for an extensive list of all enquiry see **Appendix Item 01** for a list of all enquiry through the May to June campaign.

Contact Form : Entry # 191  show empty fields

**Name**

David [redacted]

**Phone**

[redacted]

**Email**

[redacted]

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

- Working in Central West Queensland
- Living 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.**

We just moved from Sydney to Brisbane in Dec 21. We like it but property prices going up!! My business All Gardens are Us can easily move if viable. I like the idea of central Qld but what are projections for population growth, property growth, schools etc?

Contact Form : Entry # 295  show empty fields

**Name**

Paul [redacted]

**Email**

[redacted]

**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.**

I'm a carpenter / builder looking for a change.



Contact Form : Entry # 161	<input type="checkbox"/> show empty fields
<b>Name</b>	
SHAYNE [REDACTED]	
<b>Phone</b>	
[REDACTED]	
<b>Email</b>	
[REDACTED]	
<b>What are you interested in finding out?</b>	
<ul style="list-style-type: none"><li>• Living in Central West Queensland</li></ul>	
<b>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.</b>	
<p>If I get a permanent job in Longreach the rental properties are few and I'd be paying more to rent a house than to buy it. Without a deposit although I could try drawing on my superannuation, are there any other options. I just missed out on a brilliant opportunity in Cooktown as absolutely no rental properties available but it was once again inexpensive to purchase.</p>	

Contact Form : Entry # 203	<input type="checkbox"/> show empty fields
<b>Name</b>	
Matt [REDACTED]	
<b>Phone</b>	
[REDACTED]	
<b>Email</b>	
[REDACTED]	
<b>What are you interested in finding out?</b>	
<ul style="list-style-type: none"><li>• Working in Central West Queensland</li><li>• Investing in Central West Queensland</li><li>• Something else</li></ul>	
<b>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.</b>	
<p>Hi We are a building company from the Gold Coast. We do a lot of remote work on residential property, at the moment we are re-building from the floods in northern NSW Great to have a chat about high volume building works. Thanks Matt</p>	

Contact Form : Entry # 180  show empty fields

**Name**

David [REDACTED]

**Phone**

[REDACTED]

**Email**

[REDACTED]

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

- Working in Central West Queensland
- Living 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.**

Good morning I've spent 30 years in emergency services the last 10 in mining, oil and gas. A large amount of experience in public administration. Currently working in central Africa with the United Nations as chief officer for their Fire and Rescue asset's. have a business degree and a vast amount of experience in many fields including training. Looking for that tree change. Due to the time difference here email communication would be best.

Contact Form : Entry # 237  show empty fields

**Name**

Griffin [REDACTED]

**Phone**

[REDACTED]

**Email**

[REDACTED]

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

- Working in Central West Queensland
- Living 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.**

Hi, I'm a young enthusiast and hard working carpenter who has had a broad range of experience in the residential construction space. I'm looking for a new lifestyle and love the country so if there's the right construction job I would be more than keen to dive right in and work in the bush.

# Reports

## Top line campaign summary

Focusing the majority of the campaign budget on Facebook advertising and supplementing with Instagram, LinkedIn, and programmatic meant the campaign launched within specific existing CWQ communities inviting them to engage with the FarOut! content, and as the campaign progressed the same advertisements were shown to target audience/s with the existing engagement visible - to show a 'warm welcome'.

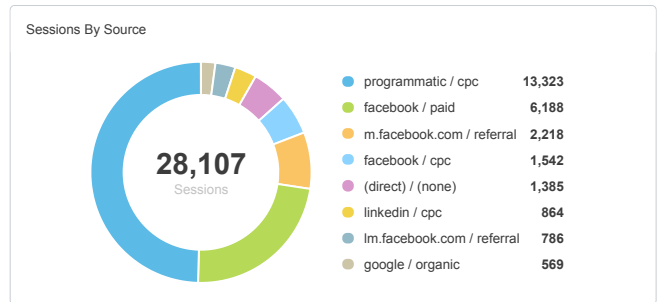
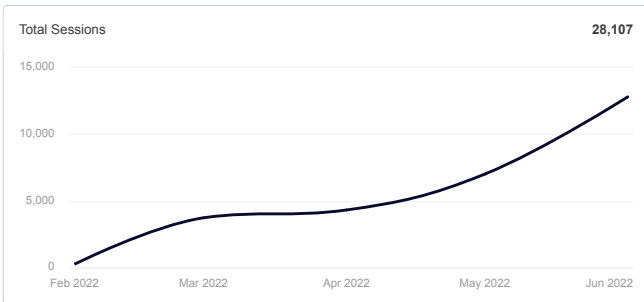
Through a brand awareness and content engagement strategy the advertisements aimed to create interest among specific Queenslanders who currently live in major cities and all along the East Coast. Special audiences with unique job roles were added to the mix (teachers, builders, small business owners, and investors) by their affinity for outback and outdoor activities like hunting, farming, exploring, etc.

Look-a-like audiences were developed as ads were engaged with, to refine our audiences further as the campaign progressed. These look-a-like audiences were then also used to influence the programmatic media buy.

Overall the digital marketing campaign helped to generate 44% of the 38,169 website visits with approximately 3% of those visits arriving from LinkedIn ads and 41% from Facebook ads.

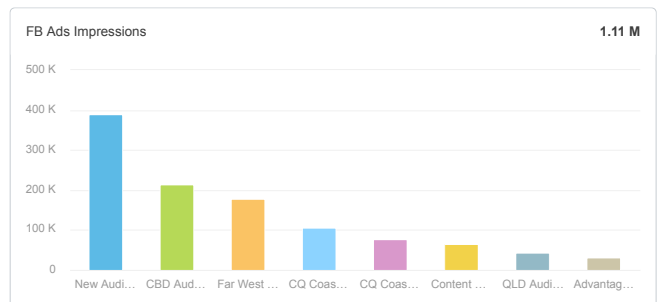
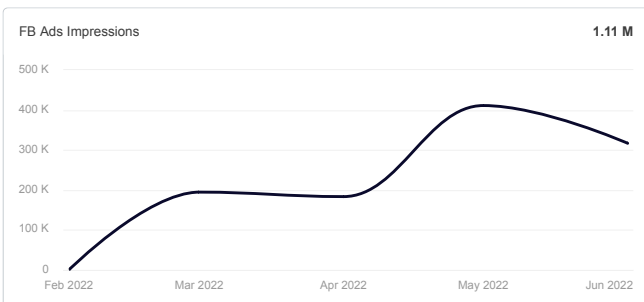
# Overall Results

## Top Line Results



GA Sessions <b>28,107</b>	GA Avg. Session Duration <b>00:00:41</b>	GA % New Sessions <b>84.52%</b>	GA Bounce Rate <b>82.23%</b>	GA Goal Completions <b>0</b>	GA Pages/Session <b>1.42</b>
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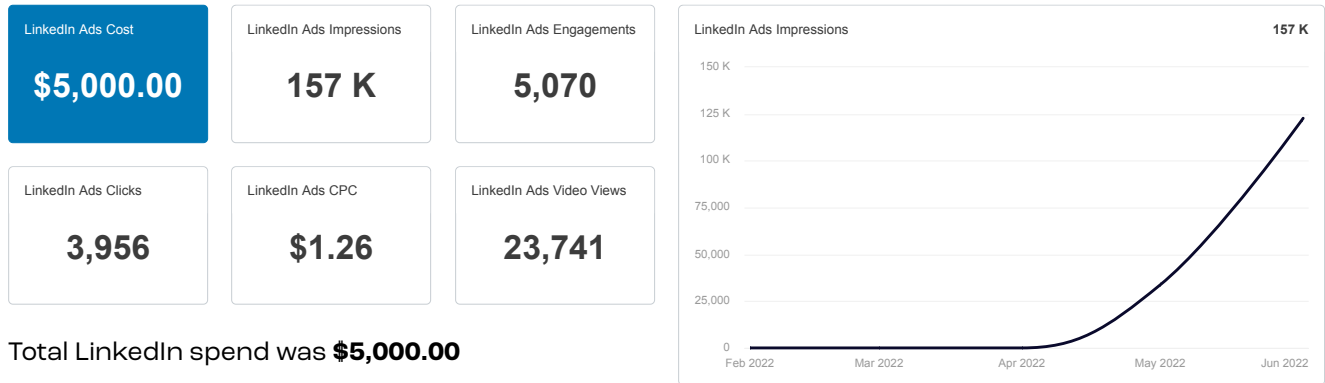
## Facebook Results



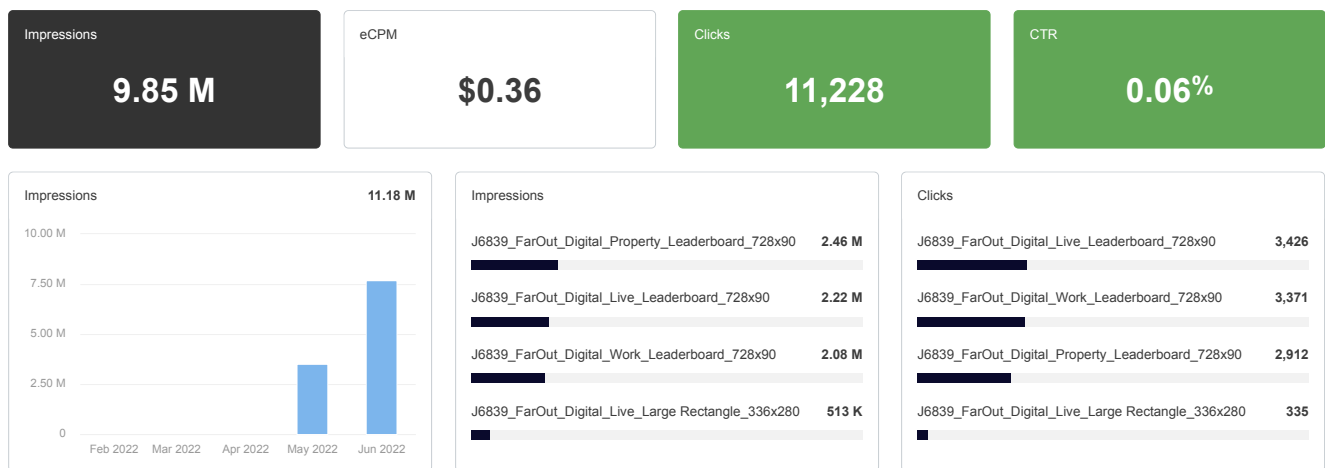
FB Ads Amount Spent <b>\$6,937.20</b>	FB Ads Impressions <b>1.11 M</b>	FB Ads Clicks <b>35,921</b>	FB Ads Average CPC <b>\$0.19</b>	FB Ads CTR <b>3.25%</b>	FB Ads Link Clicks <b>9,508</b>
FB Ads Leads <b>183</b>	FB Ads Cost Per Lead <b>\$37.91</b>	FB Ads ThruPlays <b>29,476</b>	FB Ads Post Reactions <b>1,552</b>	FB Ads Post Shares <b>208</b>	FB Ads Post Comments <b>63</b>

Total Facebook spend was **\$6,937.20**

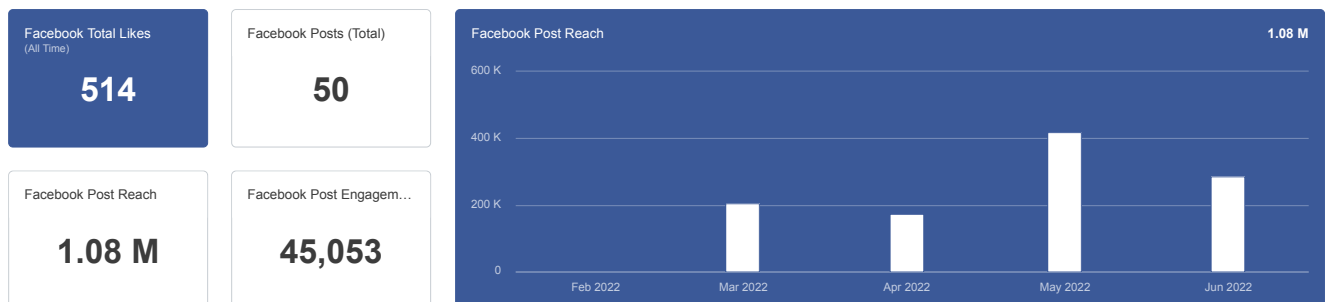
## LinkedIn Results



## Programmatic Results



## Organic Social Results



Please contact Driven for full campaign reports: [info@driven.agency](mailto:info@driven.agency)

# Content and story insights

## Facebook & Instagram creatives

There were 5 key creatives that consistently generated high rates of content engagement, videos views and website visits, see [Appendix Item 02](#) for examples of these posts.

- 1 The Bairds story
- 2 'Homes for half the price'
- 3 'Small towns, big jobs'
- 4 'Know your shires in CWQ'
- 5 'Hi, we're FarOut!'

In particular, Liz Baillie's story generated a high rate of engagement from younger female audiences. Across the campaign almost all the content showed a capability to generate high rates of engagement among smaller, more refined audiences. The above 5 posts are singled-out simply because of their ability to transcend audience targeting and retain a high rate of engagement right across all audiences. When those ads were placed into LinkedIn, they once again rose to the top of the ad performance metrics due to their high rate of audience engagement.

# 39,956

ad clicks

## Facebook & Instagram campaign

Within Facebook the campaign reached a total audience of **1,100,000** with **145,000 people watching the videos**. That ad audience generated **36,000 ad clicks** with **9,508 people visiting the website**, and **183 people completing an enquiry form** about living, working and investing in CWQ.

The top performing ad placement was the Facebook Newsfeed with **32,000 ad clicks**, followed by Instagram with the remaining **4,000 ad clicks**.

City audiences generated the most **ad clicks with 14,351**, and those people living in CWQ regions clicked on the same content **7,500 times**. Followed closely by people living in regional East QLD (Rockhampton, Bundaberg, Townsville) clicked on content **7,490 times**.

While the audience breakdowns showed a majority **male dominated audience (700,000 vs 400,000 women)**, **women were twice as likely to click on FarOut! content (5.2% vs 2.2%)**.

The largest and most engaged audience were people **aged 45+**, this could be a correlation between the business owner and investor demographic with the target audience.

The total advertising spend across Facebook and Instagram was **\$6,937.20**, this equates to a **cost per lead of \$37.91**.

Overall it appears the objective of generating high rates of content engagement and turning those "likes and shares" into website visits and enquiries from people who had never considered moving and working in CWQ regions - was achieved.

## LinkedIn creative

On LinkedIn, video and image ads are required to be run in separate ad campaigns, hence the need to look at these individually.

The top performing static creative by ad clicks and website visits is the 'Homes for half the price' content, this was closely followed by the 'Opportunity beyond the expected' content, it is worth noting when the Facebook campaign was launched, this creative was also the highest performing post initially.

The Bains story video and the Hero Campaign Video ('Hi, we're FarOut!') had the largest audience reach and total video view count vastly outperforming all other videos.

# 1,257,000

**total audience reach**

## LinkedIn campaign insights

Within LinkedIn the campaign reached a total audience of **157,000 with 23,741 people watching the videos.**

That ad audience generated **3,956 ad clicks** and website visits (note on LinkedIn clicking on an ad sends the user to the website).

On LinkedIn the target audience was defined by choosing people with the most in-demand job titles for CWQ for these audiences the LinkedIn Campaign was launched with proven high engagement ad creatives.

**Note:** the FarOut! brand was not able to be the 'author' of LinkedIn content due to publishing from the RAPAD LinkedIn profile page instead. Overall this change does not appear to have impacted the campaign at all, as the relationship of RAPAD and FarOut! was introduced via content and the ads themselves. The overall **CTR rate of 2.5%** speaks to this observation.

As audiences were targeted by in demand jobs for the LinkedIn campaign, the highest conversion rates were audiences from the construction and mining industries, with an **audience of 27,000,669** ad clicks and website visits at a very high **CTR rate (comparatively) of 16.7%**. This was followed by audiences in business development roles (16,000) who generated **505 ad clicks and website visits**. Other roles that engaged well were engineers, teachers, and community / social service managers.

The total advertising spend on LinkedIn was **\$5,000.00**, this equates to a **cost per click of \$1.26**.

# Monthly report breakdowns

## MARCH

### Social - Facebook and Instagram

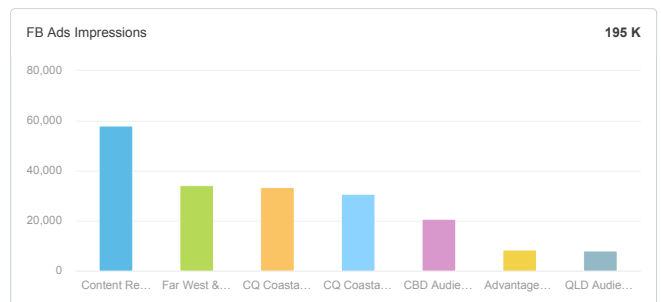
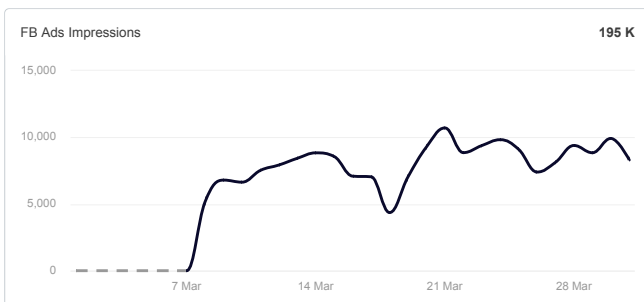
In March the social media campaign was launched and saw a strong increase in people engaging with FarOut! content.

- The Facebook and Instagram content reached a total **audience impression of 195,000 people** having seen FarOut! related content.
- Clicks on posts equalled **5,941**, with engagement on posts being **332 likes, 8 comments and 57 post shares**.
- The campaign generated traffic to the websites of **1,857 link clicks**.

Key initiatives to undertake for campaign launch and subsequent findings from those were:

- A significant focus on serving content to regional audiences, aiming to have them become advocates for the brand, this saw **1,977 link clicks** being those in this 'Advocate' user group. They engaged most heavily with the hero brand video.
- There were 2 main popular posts of this month, firstly 'Homes for half the price' saw good click through from both Coastal and CBD based audiences as did 'Make the most of Central West Queensland. Or don't'.
- Facebook over Instagram proved to be a more effective use of budget, this was highlighted further in following months.

**Total spend over March was \$1,633.35**



FB Ads Amount Spent <b>\$1,633.35</b>	FB Ads Impressions <b>195 K</b>	FB Ads Clicks <b>5,941</b>	FB Ads Average CPC <b>\$0.27</b>	FB Ads CTR <b>3.05%</b>	FB Ads Link Clicks <b>1,857</b>
FB Ads Leads <b>39</b>	FB Ads Cost Per Lead <b>\$41.88</b>	FB Ads ThruPlays <b>5,055</b>	FB Ads Post Reactions <b>332</b>	FB Ads Post Shares <b>57</b>	FB Ads Post Comments <b>8</b>



**Jesse**

Mel and Clifs story! That's the same reason I miss the ol' town, the community is amazing!





## Audience sentiment

It is important to note that audience sentiment was a key “metric” indicator of performance of the campaign (as per RAPAD’s request). From this it can be observed how many people shared and commented on posts (either directly on the FarOut! page, or on the page of those who shared FarOut!’s post). It is within some of these comments one can start to see both the external community (i.e. target audience) and internal community (people from CWQ) responding to the campaign, the messaging, and stories - with positive interactions and comments on many of the posts. From this there is community buy-in, which then helps promote the message of an idea of an inclusive, supportive CWQ community, thus furthering the live / work opportunities in the region. View [appendix Item 03](#) - Audience sentiment for further examples of this metric.

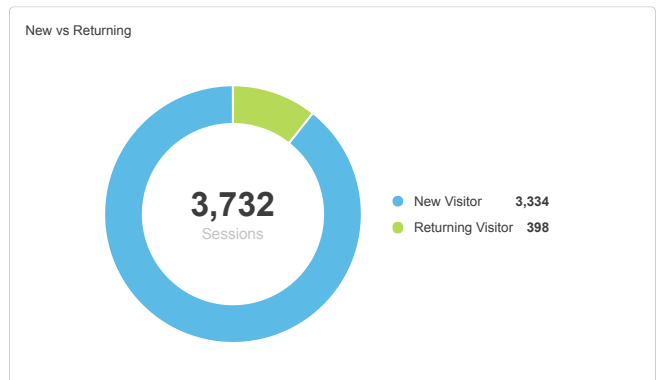
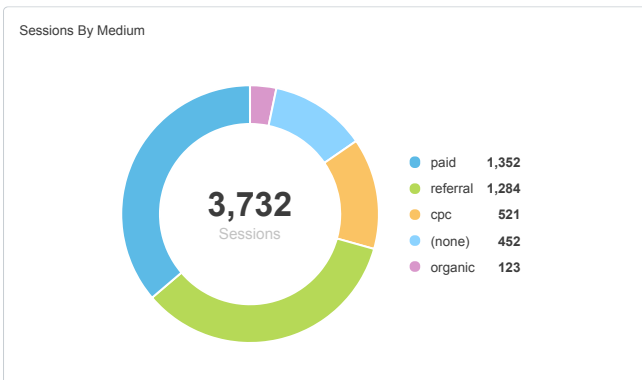
## Website

Through paid traffic from the social campaign, the campaign launched with **3,732 total visitors to the site, 3,334 of those being new visitors and 398 repeat visitors**. Majority of FarOut! website visitors were from paid media, interestingly however a large portion of traffic (**1,284 visits**) were sent via referral sources.

While many of the referrals came from Facebook (unpaid) there was also traffic generated from:

- **seek.com.au**
- **smartjobs.qld.gov.au**
- **outbackqueenslandjobs.com.au**

Top performing pages on the site during March were the homepage (**709**), the work landing page (**569**), the living landing page / the living main page (total **994**), and Saromad’s story page (**340**).



## Optimisations

- Highly engaged with content, and questions asked by audiences, were used to develop new content for the website to drive traffic to, along with development changes to the website itself to add further CTAs within website content. View the Change Log on page 23 of this report for further details.
- Content was optimised and adjusted to include new types of informational content based on enquiry, for example, users not knowing where CWQ is.
- Based on highlighted traffic sources and given the main percentage of users were accessing the site on mobile, minor developmental changes were made to elements of the website to ensure a smooth user experience.

# APRIL

## Social - Facebook and Instagram

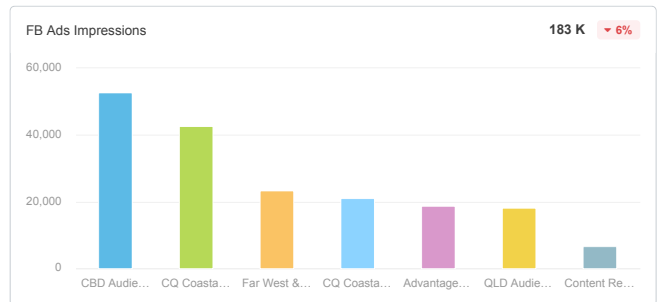
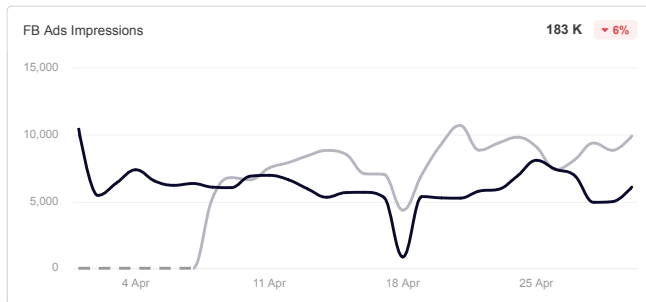
In April the strategy aimed to continue audience engagement for the social media campaign.

- The Facebook and Instagram content reached a total audience **impression of 183,000 people** having seen FarOut! related content.
- **Clicks on posts equalled 10,583**, with engagement on posts being **504 likes** and **72 post shares**.
- The campaign generated traffic to the websites of **3,378 link clicks** with **104 leads** coming through.

For the second month of the campaign, key initiatives and outcomes included:

- Launching the newly developed informational content of 'Know your shires in CWO' based on enquiry from March, this post saw good click through from lead enquiry recurring audiences along with post engagement.
- There was a continued focus on Facebook over Instagram as it had proved to be a more effective use of budget, this was highlighted further in subsequent months.
- Relevant look-a-like audiences were built over April preparing to launch with programmatic late May, this allows campaign content to begin 'following' people who have engaged with FarOut! posts across their online use.

**Total spend over April was \$1,969.68**



FB Ads Amoun... (▲ 20%) <b>\$1,969.68</b>	FB Ads Impress... (▼ 6%) <b>183 K</b>	FB Ads Clicks (▲ 78%) <b>10,583</b>	FB Ads Averag... (▼ 29%) <b>\$0.19</b>	FB Ads CTR (▲ 89%) <b>5.77%</b>	FB Ads Link Cli... (▲ 82%) <b>3,378</b>
FB Ads Leads (▲ 167%) <b>104</b>	FB Ads Cost P... (▼ 54%) <b>\$18.94</b>	FB Ads ThruPl... (▼ 66%) <b>1,702</b>	FB Ads Post R... (▲ 52%) <b>504</b>	FB Ads Post S... (▲ 26%) <b>72</b>	FB Ads Post C... (▲ 50%) <b>12</b>



**Trea**

I'm in the very growing Lockyer Valley but me and my Husband are selling and going our own way's and I will be looking for acreage so this site will come in handy.



## Audience sentiment

Within the comments of FarOut!'s Facebook are both the external community (i.e. target audience) and internal community (people from CWQ) responding to the campaign, the messaging, and stories - with positive interactions and comments on many of the posts. From this community buy-in can be inferred, which then helps promote the message of an idea of an inclusive, supportive CWQ community, thus furthering the live / work opportunities in the region. Interestingly in April, there was a heated debate instigated by a 'troll' whereas the local community came to the aid of CWQ (their engagement with both the campaign and FarOut's initiative is evident). View [appendix Item 03](#) - Audience sentiment for further examples of this metric.

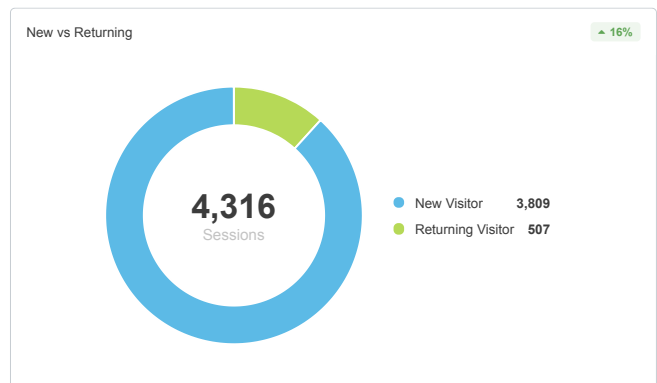
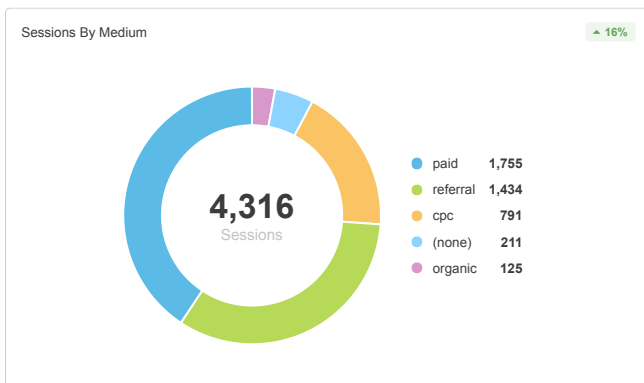
## Website

Through paid traffic from the social campaign the look-a-like audiences we built out. The FarOut! website had **4,316 total visitors to the site, with 3,809 of those being new visitors** and **507 repeat visitors**.

While many of the website referrals came from Facebook (unpaid) there was also traffic generated from:

- [experiencelongreach.com.au](#) (22)
- [outbackqueenslandjobs.com.au](#) (6)
- [seek.com.au](#) (4)
- [barcoo.qld.gov.au](#) (3)

Top performing pages on the site during April were the living landing page (959), the homepage (449), the live main page (total 446), and the building and development invest page (367).



## Optimisations

- Traffic sources and hero landing pages were reviewed, with content being adjusted to optimise the user experience.
- In the second half of the campaign (May-June) spend was set to increase, coupled with the release of an ABC article referencing FarOut! gaining popularity, this reiterated the need to launch the programmatic campaign.

# MAY

## Social - Facebook, Instagram, and LinkedIn

In May audience engagement continued to grow for the social media campaign, LinkedIn advertising was launched due to the traction gained from the ABC article.

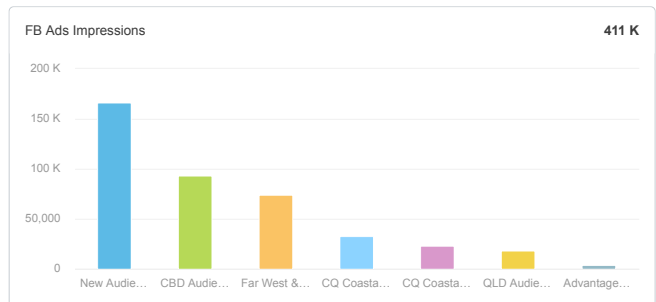
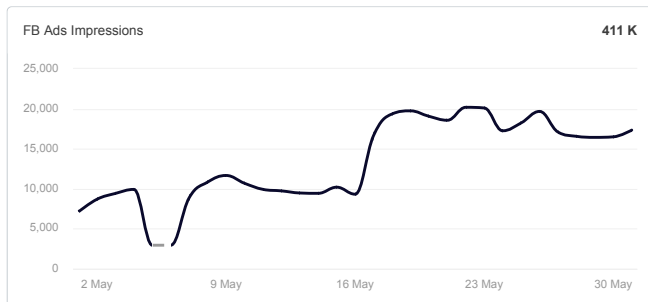
- The Facebook and Instagram content reached a total audience **impression of 411,000 people** having seen FarOut! content.
- Content earned **571 likes** and **58 shares**. There were a total of **37 ad comment replies** last month.
- The campaign generated traffic to the websites of **15,086 link clicks** with **32 leads** coming through.

During May the campaign was rebuilt based on audience understanding, the campaign conversion structure was adjusted to push more for brand awareness and recall for repeat visitors.

- On Facebook content was served **411,155 times** (2 ads per person in May).
- Videos were viewed **62,065 times** with **14,274 people watching** to completion or over 15 seconds.
- Ads and content generated **15,086 clicks** with **3,116 people** considering a move out west, interestingly in May **32 people** made an enquiry about it on the website.
- Facebook estimates that there was an estimated **ad recall lift of 15,000 people**.

In May the highest performing ads and posts from across the campaign were brought back into ad circulation. The May results indicate that these ads were able to maintain a high rate of engagement. The Bairds video story generated the most 'Likes', 'Comments' and ad clicks. Clearly this story strongly resonates across all audiences. Whereas the 'Know your shires in CWO' generated by far the most website enquiries.

**Total spend over May was \$1,911.57 for Facebook and Instagram.**



FB Ads Amount Spent <b>\$1,911.57</b>	FB Ads Impressions <b>411 K</b>	FB Ads Clicks <b>15,086</b>	FB Ads Average CPC <b>\$0.13</b>	FB Ads CTR <b>3.67%</b>	FB Ads Link Clicks <b>3,116</b>
FB Ads Leads <b>32</b>	FB Ads Cost Per Lead <b>\$59.74</b>	FB Ads ThruPlays <b>14,274</b>	FB Ads Post Reactions <b>571</b>	FB Ads Post Shares <b>58</b>	FB Ads Post Comments <b>37</b>



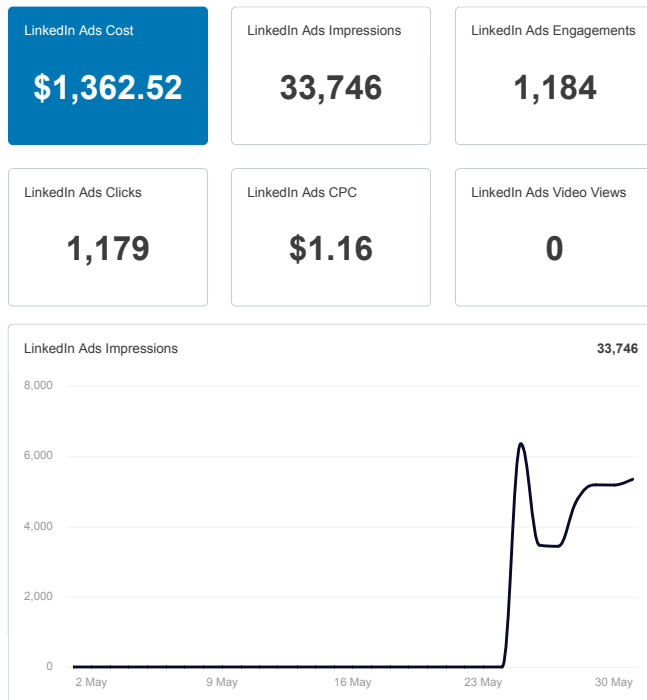
**Suzie**  
Great interview, well done!



While the focus of Facebook over Instagram continued to prove to be a more effective use of budget, LinkedIn launched with positive results:

- Content reached a total audience **impression of 33,746 people** having seen FarOut! (via RAPAD) content.
- Content earned **1,184 types of engagement**.
- The campaign generated traffic to the website of **1,179 link clicks**.
- Companies such as The University of Qld, Queensland Health, and BHB were the biggest audience of clicks, engagement and impressions.

**Total spend over May was \$1,362.52 for LinkedIn.**



## Website & Programmatic

Across May there were **7,010 total visitors** to the site, with **6,304 of those being new visitors** and **706 repeat visitors**.

The most view website pages over May were:

- [gofarout.com.au/living-in-central-west-queensland/](https://gofarout.com.au/living-in-central-west-queensland/)
- [gofarout.com.au/working-in-central-west-queensland/](https://gofarout.com.au/working-in-central-west-queensland/)
- [gofarout.com.au/live/](https://gofarout.com.au/live/)

In late May, programmatic was launched to begin 'following' people who have engaged with our posts across their online use.

Repurposing existing FarOut! content and resizing it for programmatic gave RAPAD a more effective use of media budget while keeping the FarOut! brand top of mind for audiences who had engaged with previous campaign content.

For **53 cents per thousand clicks** FarOut! programmatic content reached **3.49 million audiences**. Programmatic learns more about which audiences engage with the ad, as the campaign progressed this was evident in the click-through rate increasing. Of the 3.49M impressions there were **2,565 clicks**, totalling a **CTR of 0.05%**.

## Optimisations

- Traffic sources and hero landing pages were reviewed, with content being adjusted to optimise the user experience.
- Pushed increased budget towards LinkedIn to promote relevant and high valued stories on this platform to relevant in demand industries.
- New content was created ad-hoc for job specific opportunities that opened in the CWQ region.
- New and supplemental content was created and reused to promote housing opportunities based on ad-hoc requirements (i.e. non-rental housing opportunities).

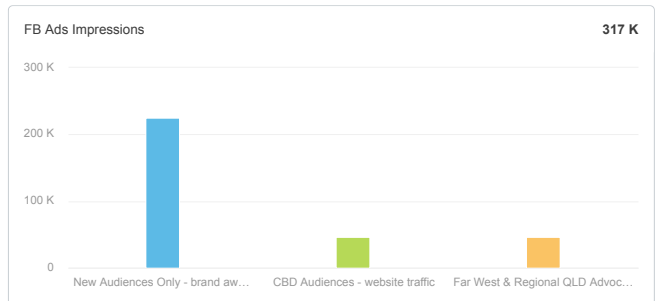
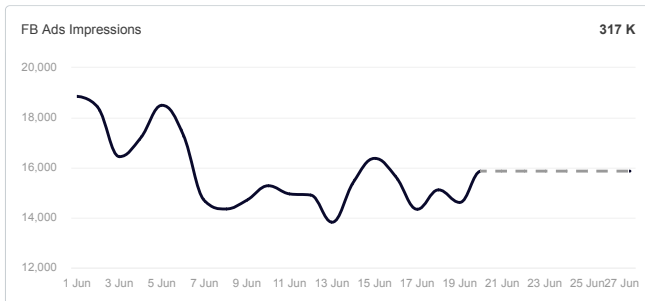
# JUNE

## Social - Facebook, Instagram, and LinkedIn

The final month of the campaign (end June 20th, 2022) was focussed on driving LinkedIn videos and repurposing the high-engagement content on Facebook.

- The Facebook and Instagram FarOut! content reached a total audience **impression of 317,000 people**.
- Content earned **145 likes** and **21 shares**. There were a total of **6 ad comment replies**.
- The campaign generated traffic to the websites of **4,311 link clicks** with **8 leads** coming through.
- Facebook estimates that there was an estimated **ad recall lift of 12,000 people**.

**Total spend over June was \$1,422.60 for Facebook and Instagram.**



FB Ads Amount Spent <b>\$1,422.60</b>	FB Ads Impressions <b>317 K</b>	FB Ads Clicks <b>4,311</b>	FB Ads Average CPC <b>\$0.33</b>	FB Ads CTR <b>1.36%</b>	FB Ads Link Clicks <b>1,157</b>
FB Ads Leads <b>8</b>	FB Ads Cost Per Lead <b>\$177.83</b>	FB Ads ThruPlays <b>8,445</b>	FB Ads Post Reactions <b>145</b>	FB Ads Post Shares <b>21</b>	FB Ads Post Comments <b>6</b>



**Gavin**

Growing up in Mt Isa I remember all the fun times we had with family and friends. And they were only 5 minutes away. While I live in Brisbane now, work sometimes takes me 'out wet' and all memories come back. The west is never short of a 'G'day Mate' either. If opportunity comes Make the most of Central West Queensland. Or don't.



**Helen**

You nailed it! FarOut you are right!!!!



On LinkedIn there was great advocacy for the region from those employed in the central west.

Roles from LinkedIn that were highly engaged with FarOut! (via RAPAD) content included:

- Operations (**464 clicks, 705 engagement**)
- Business development (**365 clicks, 468 engagement**)
- Sales (**238 clicks, 308 engagement**)
- Engineering (**206 clicks, 308 engagement**)
- Community (**163 clicks, 225 engagement**)
- Education (**129 clicks, 170 engagement**)

The extra budget put forward on LinkedIn continued to be an effective use of budget:

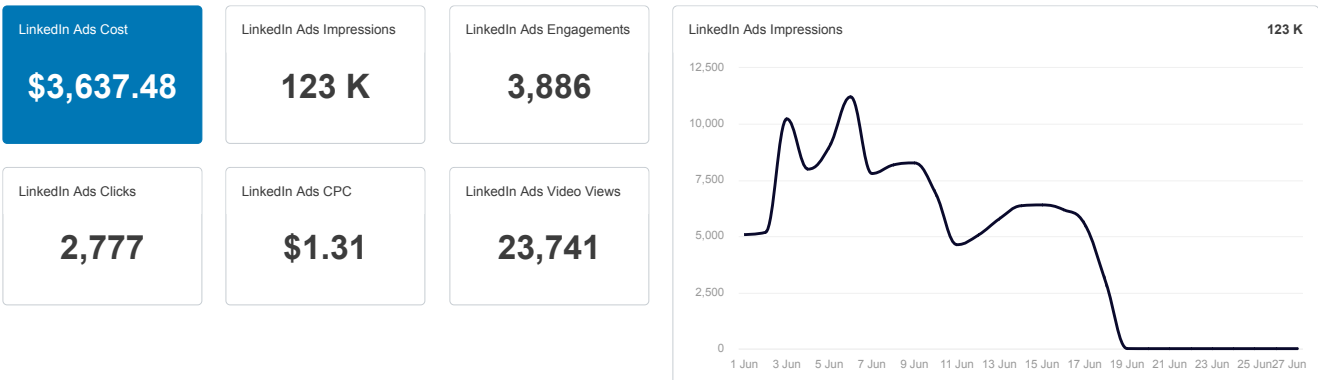
- Content reached a total audience impression of **123,000 people** having seen FarOut! (via RAPAD) content.

- Videos were **viewed 23,741 times**.
- Ads generated **3,886 content engagement clicks**. That's an **average CTR of 4.8%** - a high result for LinkedIn ads.
- The website had **2,777 visits** from ad clicks.
- The LinkedIn videos were **viewed 54,000 times** with **8,455 people watching to completion** or over 15 seconds.

With this budget spend LinkedIn provided greater insight into job information of the most engaged audiences.

Key takeaway from this data showed many people with CWO in-demand job roles visited the website including **312 engineers, 225 community and social services workers** and **170 teachers**.

**Total spend over June was \$3,637.48 for LinkedIn.**



## Website & Programmatic

In June there was a large increase in the ratio of returning visitors to the website with **2,647** of those who went to the FarOut! site having engaged with it in previous months of the campaign.

June's results for programmatic were positively impacted as audiences were further optimised, resulting in more visibility for FarOut! ads (impressions), this was reflected in a higher click-through rate for June. There was a **21 cent reduction in our eCPM** (cost per thousand click), however an increase in overall **impressions of 6.36 million audience**.

# Considerations

## Facebook Content Restrictions

During the campaign there was some interference from the Facebook Content Algorithm and team. Facebook applied many new and unforeseen restrictions over the months which impacted the FarOut! campaign. These rules were due to issues taking place in the USA and indirectly impacted the campaign. Flagged content included 'community causes', 'housing' and content deemed 'political' or featuring politicians.

As some of the stories featured locals who work in the region's political environment, Facebook flagged the FarOut! account as 'breaking Facebook content rules' and paused all ads immediately. The digital marketing team were able to work through each restriction, excluding an ad spend restriction on the account. As this Facebook ad spend limit was not an official sanction it was unable to be removed, due to this the campaign was pivoted to work around this imposed daily spend limit and instead push further towards the popular LinkedIn content.



# Completion log

<b>24 February</b>	Development and coding changes to the website, including design features added to allow for more comprehensive form submissions.
<b>7 March</b>	Development and coding changes to the website, including new functionality to add more call-to-action buttons and video featurettes within relevant landing pages.
<b>8 March</b>	Copywriting and UI (user interface) changes to the website to create new landing pages for the ads to go to based on in-demand jobs / industries.
<b>16 March</b>	Based on an enquiry about not understanding where CWQ is, addressing this concern a map with supporting content was added to each landing page as an education piece.
<b>24 March</b>	Reviewed traffic sources, given the main percentage of users were accessing the site on mobile, there were minor development changes to some content elements ensuring a smooth user experience on smaller-screened devices.
<b>1 April</b>	Reviewed most popular landing pages and optimised the content to improve the user experience and engagement.
<b>10 May</b>	Based on the positive response from the ABC article, and the campaign rebuild based on engaged-with audience data, in the second half of the campaign ad spend was increased across all channels and programmatic began development.
<b>18 May</b>	Based on the most popular content pieces, these topics were repurposed and resized to approximately 25 new pieces of content to be used within programmatic advertising.
<b>2 June</b>	Ad-hoc imagery and new content was added based on the region's in-demand areas, for example the need of house purchasing or building rather than rentals.

# Appendix

## Item 01 - HubSpot Enquiry Tracking Table

Please note all surnames, phone numbers, email addresses, and any other personal information has been retracted from this document.

Name	What are you interested in finding out?			Something else	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.	Entry Date
Des	Working in Central West Queensland	Living in Central West Queensland				2022-07-03 23:07:26
Paul	Working in Central West Queensland				I'm a carpenter / builder looking for a change.	2022-06-18 23:03:21
Dickson		Living in Central West Queensland	Investing in Central West Queensland			2022-06-17 12:28:20
Jo	Working in Central West Queensland	Living in Central West Queensland				2022-06-17 02:30:30
Daryl		Living in Central West Queensland				2022-06-13 04:18:52
Anita	Working in Central West Queensland	Living in Central West Queensland				2022-06-12 22:28:37
Martin	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-06-12 21:36:04
Kym	Working in Central West Queensland	Living in Central West Queensland				2022-06-12 03:05:56
Trevor	Working in Central West Queensland	Living in Central West Queensland				2022-06-11 05:38:42
Alyxandra	Working in Central West Queensland	Living in Central West Queensland			My partner and I are interested in more information about working and living in central west. My partner is civil engineer/senior project manager and I am a registered nurse and it's emergency background.	2022-06-10 01:47:59
Rob	Working in Central West Queensland					2022-06-09 21:28:02
Raj			Investing in Central West Queensland			2022-06-08 18:59:07
Paul	Working in Central West Queensland					2022-06-07 18:54:46
Ronald			Investing in Central West Queensland			2022-06-07 04:24:28
Mitchel	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland	Something else	General Enquiry	2022-06-05 00:11:13
Ray	Working in Central West Queensland	Living in Central West Queensland				2022-06-04 23:00:30
Mitchel	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland		General Enquiry .	2022-06-02 16:20:10

Name	What are you interested in finding out?		Something else	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.	Entry Date
David	Working in Central West Queensland				2022-05-31 05:57:31
Diane			Investing in Central West Queensland		2022-05-31 01:52:55
Ron	Working in Central West Queensland	Living in Central West Queensland		I am a Silver swimming coach so work is paramount	2022-05-31 01:18:46
Ron	Working in Central West Queensland	Living in Central West Queensland		I am a ASCTA Silver swimming coach so work would be paramount to moving.	2022-05-31 01:13:05
Graeme	Working in Central West Queensland		Investing in Central West Queensland		2022-05-30 01:00:16
Jitendra	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland		2022-05-28 10:29:05
Nicole	Working in Central West Queensland	Living in Central West Queensland			2022-05-28 09:34:25
Stuart	Working in Central West Queensland	Living in Central West Queensland			2022-05-28 05:40:12
Murty			Investing in Central West Queensland		2022-05-28 03:34:56
Sarah	Working in Central West Queensland	Living in Central West Queensland			2022-05-28 02:41:21
Mike	Working in Central West Queensland	Living in Central West Queensland			2022-05-27 03:56:47
Anthony	Working in Central West Queensland	Living in Central West Queensland			2022-05-27 02:39:15
Vikash			Investing in Central West Queensland	Something else	I would like to set up a procurement business to help all local establishments
Sharat kumar	Working in Central West Queensland	Living in Central West Queensland			2022-05-24 19:41:17
Anna	Working in Central West Queensland				2022-05-23 23:46:19
Cory	Working in Central West Queensland				2022-05-17 00:25:33
Michael	Working in Central West Queensland		Investing in Central West Queensland	Something else	"Hi, I would like to talk to someone about business opportunities in CWQ. Our business, [REDACTED], services government and private clients throughout Australia. We provide valuation, advisory, facilities management, asset management, project management, advisory and people services. We have a long association working with regional clients and would very much like to talk further about CWQ. Regards, Michael"
Tim	Working in Central West Queensland				I am a Mental Health Social Worker in my 30s. I am interested in if there is similar work out there available.
Steve			Investing in Central West Queensland		2022-05-13 22:05:39
Jesse	Working in Central West Queensland	Living in Central West Queensland			2022-05-12 20:30:10

Digital Marketing Campaign

Name	What are you interested in finding out?			Something else	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.	Entry Date
Greg	Working in Central West Queensland					2022-05-12 08:03:37
Sam	Working in Central West Queensland	Living in Central West Queensland				2022-05-12 03:08:42
Nick	Working in Central West Queensland	Living in Central West Queensland			I really want to make the move from Brisbane. I have Kelpie pup and I'm ready to give anything a crack.	2022-05-11 08:35:35
Dylan	Working in Central West Queensland	Living in Central West Queensland				2022-05-10 06:52:54
Amanda	Working in Central West Queensland	Living in Central West Queensland				2022-05-09 09:39:24
Jack	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-05-08 05:38:07
Jamie	Working in Central West Queensland	Living in Central West Queensland				2022-05-08 03:49:38
Griffin	Working in Central West Queensland	Living in Central West Queensland			Hi, I'm a young enthusiast and hard working carpenter who has had a broad range of experience in the residential construction space. I'm looking for a new lifestyle and love the country so if there's the right construction job I would be more than keen to dive right in and work in the bush.	2022-05-07 23:52:48
Danny	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-05-07 19:34:15
Stephen	Working in Central West Queensland	Living in Central West Queensland				2022-05-07 14:02:30
Jacob	Working in Central West Queensland	Living in Central West Queensland				2022-05-07 10:52:02
Jorg	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-05-04 04:41:35
Sharon	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-05-03 09:57:30
Sarah	Working in Central West Queensland	Living in Central West Queensland				2022-05-03 01:13:18
Brett	Working in Central West Queensland		Investing in Central West Queensland			2022-05-03 00:53:40
Hilisha	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-05-02 22:36:47
Scott	Working in Central West Queensland					2022-05-02 15:30:06
Sue		Living in Central West Queensland				2022-05-02 05:07:58
David		Living in Central West Queensland				2022-05-01 20:29:02
Connor	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-05-01 11:46:57
Sao	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-05-01 09:25:55
Marclappa	Working in Central West Queensland	Living in Central West Queensland				2022-04-29 09:52:32

Name	What are you interested in finding out?			Something else	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.	Entry Date
Deb	Working in Central West Queensland				My partner is a builder/concretor and we also build artificial rock landscapes and waterfalls. We both have a huge range of other skills including faux finishes, decorative flooring/concreting plus artistic skills in sculpture etc. Currently living on a station near Cloncurry	2022-04-28 02:09:02
Prince	Working in Central West Queensland					2022-04-27 20:09:49
Linda	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-04-27 11:27:04
Josh	Working in Central West Queensland					2022-04-27 02:02:42
Theuns	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-04-27 00:51:50
Karen			Investing in Central West Queensland			2022-04-27 00:44:45
Mick	Working in Central West Queensland					2022-04-26 09:20:49
Darren		Living in Central West Queensland	Investing in Central West Queensland			2022-04-26 08:46:19
Danny	Working in Central West Queensland					2022-04-26 06:04:58
Aaron	Working in Central West Queensland		Investing in Central West Queensland			2022-04-26 04:34:54
Susie	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-04-25 09:24:35
Annette	Working in Central West Queensland	Living in Central West Queensland				2022-04-25 09:20:06
John	Working in Central West Queensland	Living in Central West Queensland				2022-04-25 03:00:56
Matt	Working in Central West Queensland		Investing in Central West Queensland	Something else	"Hi We are a building company from the Gold Coast. We do a lot of remote work on residential property, at the moment we are re-building from the floods in northern NSW. Great to have a chat about high volume building works. Thanks Matt"	2022-04-25 00:00:25
Blake			Investing in Central West Queensland			2022-04-24 22:25:21
Sharon	Working in Central West Queensland	Living in Central West Queensland				2022-04-23 23:28:25
Mark	Working in Central West Queensland					2022-04-23 21:32:00
Lachlan			Investing in Central West Queensland	Something else		2022-04-22 07:16:35
Luke	Working in Central West Queensland					2022-04-22 01:31:13
Paul			Investing in Central West Queensland			2022-04-22 00:47:08
Catherine			Investing in Central West Queensland			2022-04-21 07:06:57

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Name	What are you interested in finding out?			Something else	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.	Entry Date
Michelle	Working in Central West Queensland	Living in Central West Queensland				2022-04-21 03:12:54
Matthew	Working in Central West Queensland					2022-04-21 03:04:23
Mitchell				Something else	I have a building company, what kind of new developments are happening? I am originally from Eulo, currently living in Brisbane	2022-04-19 22:16:35
David	Working in Central West Queensland	Living in Central West Queensland			We just moved from Sydney to Brisbane in Dec 21. We like it but property prices going up!! My business [REDACTED] can easily move if viable. I like the idea of central Qld but what are projections for population growth, property growth, schools etc?	2022-04-19 09:54:30
Richard	Working in Central West Queensland		Investing in Central West Queensland			2022-04-19 09:41:12
James	Working in Central West Queensland	Living in Central West Queensland				2022-04-19 07:41:21
Chapman	Working in Central West Queensland	Living in Central West Queensland				2022-04-19 05:19:18
Camilla	Working in Central West Queensland	Living in Central West Queensland				2022-04-17 17:22:58
Josh	Working in Central West Queensland		Investing in Central West Queensland			2022-04-17 10:12:40
Willow	Working in Central West Queensland					2022-04-17 03:51:47
Gerard				Something else	"What building and construction opportunities are available in the region ?	
Gerard"	2022-04-17 00:23:46					
Jaco	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-04-16 21:59:03
Ricky	Working in Central West Queensland					2022-04-16 20:06:35
Griffin	Working in Central West Queensland					2022-04-16 06:31:16
David	Working in Central West Queensland	Living in Central West Queensland			Good morning I've spent 30 years in emergency services the last 10 in mining, oil and gas. A large amount of experience in public administration. Currently working in central Africa with the United Nations as chief officer for their Fire and Rescue asset's. have a business degree and a vast amount of experience in many fields including training. Looking for that tree change. Due to the time difference here email communication would be best.	2022-04-16 05:29:23
Nicole	Working in Central West Queensland					2022-04-15 22:25:51
William			Investing in Central West Queensland			2022-04-15 07:02:09

Name	What are you interested in finding out?			Something else	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.	Entry Date
Karen	Working in Central West Queensland					2022-04-15 05:13:26
Luke			Investing in Central West Queensland			2022-04-14 04:12:38
Amanda			Investing in Central West Queensland			2022-04-14 03:36:29
Blockbuild queensland	Working in Central West Queensland					2022-04-13 20:34:24
Samuel	Working in Central West Queensland					2022-04-13 17:44:32
Ellisa	Working in Central West Queensland		Investing in Central West Queensland	Something else	"I represent [REDACTED]. See [REDACTED] Our mission is to build and manage affordable housing throughout Darling Downs Queensland. This is in the form of detached studio, 1 and/or 2 bedroom accommodation units. We look forward to hearing from you."	2022-04-13 11:51:03
Emma	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-04-13 08:53:17
Doris	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland	Something else		2022-04-12 22:17:47
Mark	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-04-12 15:59:34
James			Investing in Central West Queensland			2022-04-12 11:47:33
Glenn	Working in Central West Queensland				Building opportunities	2022-04-11 07:02:57
Deborah	Working in Central West Queensland	Living in Central West Queensland				2022-04-11 02:37:14
Tess	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-04-11 00:52:46
Shayne		Living in Central West Queensland			If I get a permanent job in Longreach the rental properties are few and I'd be paying more to rent a house than to buy it. Without a deposit although I could try drawing on my superannuation, are there any other options. I just missed out on a brilliant opportunity in Cooktown as absolutely no rental properties available but it was once again inexpensive to purchase.	2022-04-09 23:16:28
Kathryn	Working in Central West Queensland	Living in Central West Queensland				2022-04-09 07:40:19
Sharon	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-04-09 00:36:23
Sal	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland			2022-04-08 07:44:53
Russell				Something else	I am interested in selling a house in Blackwater CWQ.	2022-04-07 09:21:32
MK	Working in Central West Queensland	Living in Central West Queensland				2022-04-06 11:10:40
Shane	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland	Something else		2022-04-06 07:24:44

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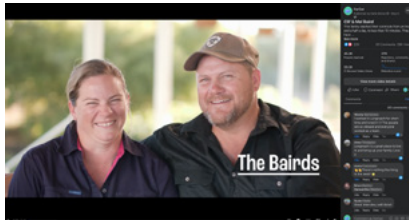
Name	What are you interested in finding out?		Something else	Got a question or want to let us know more about what you're after? Use this space to tell us what's on your mind.	Entry Date
Yvette		Living in Central West Queensland			2022-04-05 04:32:15
Sharon	Working in Central West Queensland	Living in Central West Queensland			2022-04-05 04:32:03
Kevin	Working in Central West Queensland	Living in Central West Queensland			2022-04-04 09:57:34
Casey		Living in Central West Queensland			2022-04-04 05:49:58
Judy		Living in Central West Queensland			2022-04-03 20:20:14
Tyson			Investing in Central West Queensland		2022-04-03 10:08:37
Clarke	Working in Central West Queensland	Living in Central West Queensland			2022-04-03 05:47:54
Susan	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland	Something else	2022-04-03 05:19:04
Julie	Working in Central West Queensland	Living in Central West Queensland			2022-04-02 20:04:23
Ashlee			Investing in Central West Queensland		2022-04-02 08:10:34
Gary	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland		2022-04-02 08:01:31
Wendy			Investing in Central West Queensland		2022-04-02 06:06:50
James	Working in Central West Queensland		Investing in Central West Queensland	Something else	2022-04-02 02:43:22
Karen	Working in Central West Queensland	Living in Central West Queensland			2022-03-31 22:31:08
Kate	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland		2022-03-31 20:29:08
Ron	Working in Central West Queensland	Living in Central West Queensland			2022-03-30 23:06:32
Naomi	Working in Central West Queensland	Living in Central West Queensland			2022-03-30 22:32:59
Julie		Living in Central West Queensland			2022-03-29 16:53:38
Chris	Working in Central West Queensland	Living in Central West Queensland			2022-03-28 20:55:34
Rhonda	Working in Central West Queensland	Living in Central West Queensland		Hi, I am a 60 yr old active lady interested in moving to the country. Currently work for QLD Health in administration.	2022-03-28 18:32:45
Ian				Something else	2022-03-27 17:06:12
Annette		Living in Central West Queensland			2022-03-27 05:15:34
Sandi	Working in Central West Queensland	Living in Central West Queensland			2022-03-26 01:15:19
Monique		Living in Central West Queensland			2022-03-25 23:12:35
Kerri	Working in Central West Queensland				2022-03-25 21:02:25



Name	What are you interested in finding out?			Something else	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.	Entry Date
Ian	Working in Central West Queensland	Living in Central West Queensland				2022-03-24 20:41:20
Norman	Working in Central West Queensland	Living in Central West Queensland				2022-03-24 19:20:01
Vicki	Working in Central West Queensland	Living in Central West Queensland			Hi Gerard, we spoke yesterday on the phone interested in moving & working in the Emerald, Clermont area. have racehorses, former nurse & daughter works in warehousing logistics, has experience in the supermarket area & realestate. Any contacts in this area would be appreciated.	
thanks Vicki"	2022-03-24 02:05:37					
Robyn	Working in Central West Queensland	Living in Central West Queensland				2022-03-23 20:10:33
Adrian	Working in Central West Queensland	Living in Central West Queensland				2022-03-17 20:11:50
Parker	Working in Central West Queensland	Living in Central West Queensland	Investing in Central West Queensland		I am the [REDACTED] candidate for Maranoa, I would like to connect.	2022-03-15 21:24:57
Dale				Something else	Any work opportunities for older couples out there?	2022-03-13 20:52:24
Josephine		Living in Central West Queensland				2022-03-12 18:35:39
Mark				Something else	What towns are in this region. Everyone keeps referring to central west Queensland but doesn't name the towns. Where is the map showing this region. I can't search central west Queensland on realestate.com or on maps. Give us some detail?	2022-03-11 21:26:57

## Item 02 - Popular content posts

1) The Bairds story



**FarOut**  
Published by Katie Morse · May 6

### Clif & Mel Baird

This family slashed their commute from an hour and a half a day, to less than 10 minutes. They have ...  
[See more](#)

229 Reactions, comments, and shares  
30 Comments 29K Views

45.4K People reached  
29.2K 3-Second Video Views  
Retention curve

[View more video details](#)

Like Comment Share

Comments [Hide](#)

All comments

Wendy  
I worked in Longreach for short time and loved it !!! The people are so relaxed and everyone worked as a team .  
Like Reply Hide 7w 3

Anna  
Longreach is a great place to live in and bring up your family. Love it  
Like Reply Hide 7w

Annie  
👍👍 There's nothing like living in the west! 🌟  
Like Reply Hide 7w

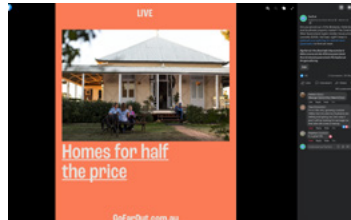
Brian  
Samantha  
Like Reply Hide 6w

Suzie  
Great interview, well done!  
Like Reply Hide 6w

[Comment as FarOut](#)

[View online](#)

2) 'Homes For Half Price'



**FarOut**  
Published by Katie Morse · March 23

Are you priced out of the Brisbane, Hinterland and Southside property market? The Central West Queensland region median house price is currently \$252k. Not bad, right? Head to [gofarout.com.au/living-in-central-west-queensland](https://gofarout.com.au/living-in-central-west-queensland) to find out more.

#gofarout #outbackqld #queensland #discoveraustralia #thisisqueensland #centralwestqueensland #livingfarout #regionalliving

Edit

90 Reactions, comments, and shares  
3 Comments 28 Shares

Like Comment Share

All comments

Debbie  
George  
Danni  
Like Reply Hide 13w

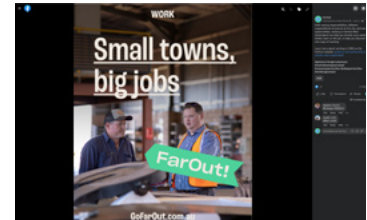
Trea  
I'm in the very growing Lockyer Valley but me and my Husband are selling and going our own way's and I will be looking for acreage so this site will come in handy.  
Love Reply Hide 14w 2

Stephen  
it a great life  
Love Reply Hide 13w

[Comment as FarOut](#)

[View online](#)

3) 'Small Towns Big Jobs'



**FarOut**  
Published by Katie Morse · June 2

With varying responsibilities, different organisational structures to the city, and new opportunities, working in Central West Queensland can help you shorten your career ladder, learn on the job, or help you discover new ways of working.

Learn more about working in CWQ on the FarOut! website: [gofarout.com.au/working-in-central-west-queensland](https://gofarout.com.au/working-in-central-west-queensland)

#gofarout #regionalcareers #centralwestqueensland #careeropportunities #jobopportunities #workingoutwest

Edit

27 Reactions, comments, and shares  
2 Shares

Like Comment Share

All comments

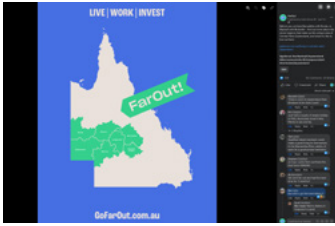
Raylene  
Bronwyn  
Like Reply Hide 4w

Vicki  
Allen  
Like Reply Hide 4w

[Comment as FarOut](#)

[View online](#)

3) 'Small Towns Big Jobs'



**FarOut**  
Published by Katie Morse · April 14 ·

Before you confuse Barcaldine with Boulia, or Blackall with Birdsville - find out more about the seven regions that make up this unique area of Central West Queensland, and what it's like to live out here:

[gofarout.com.au/living-in-central-west-queensland](https://gofarout.com.au/living-in-central-west-queensland)

#gofarout #outbackqld #queensland #discoveraustralia #thisisqueensland #centralwestqueensland

169 Likes 42 Comments 20 Shares

Most relevant

- Maxwell: There is more to Queensland than Brisbane & the Gold Coast! (9 likes)
- Eric: Just had a couple of weeks holiday in FNQ. Absolutely loved it Max. Plenty to see and do. (4 likes)
- Ted: Qualified diesel mechanic could make a good living for themselves in the Diamantina Shire, plenty of work for a good private mechanic. (7 likes)
- Stephen: so true i come from out there the best town ARAMAC (6 likes)
- Ali: We went far out and had the best time for 3 months!! (2 likes)
- Ben: But who's got the best bakery? (3 likes)
- Scott: Ben Isaac Marino bakery in longreach is good. (4 likes)

View online

5) 'Hi, we're FarOut!'



**FarOut**  
Published by Katie Morse · March 2 ·

**Hi, we're FarOut!**  
Hi, we're FarOut!...

191 Likes 6 Comments 60K Views

163.7K People reached 389 Reactions, comments, and shares

60.6K 3-Second Video Views Retention curve

View more video details

Like Comment Share

Comments

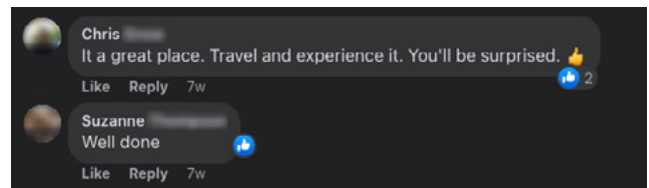
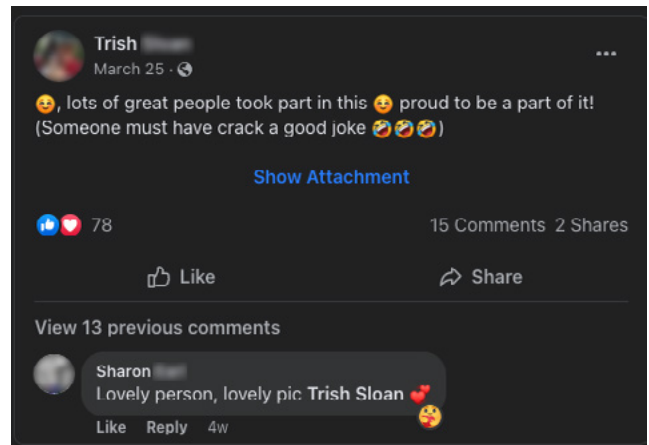
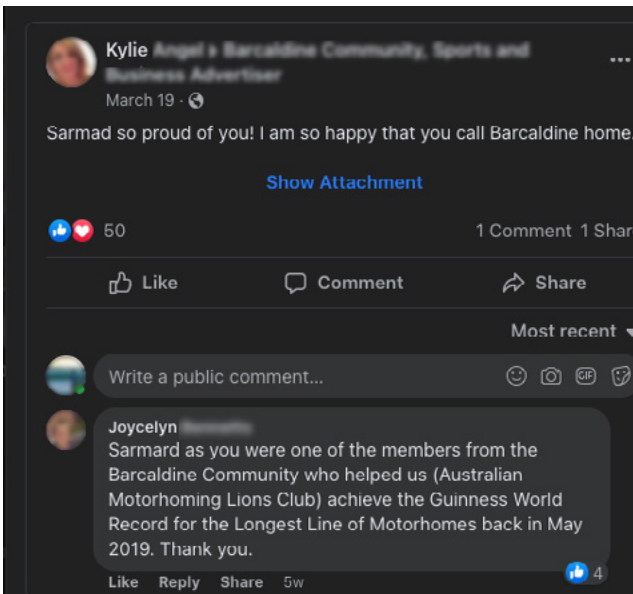
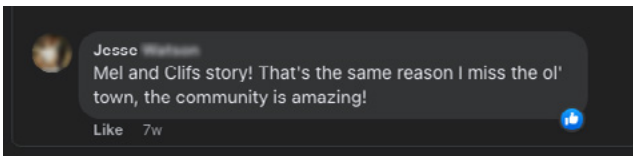
All comments

- Chris: It a great place. Travel and experience it. You'll be surprised. (2 likes)
- Scotty: Love it out there. (11 likes)
- Suzanne: Well done (2 likes)
- Andrew Denise: (14 likes)
- Simon Mc: (17 likes)
- Mc Simon: (17 likes)

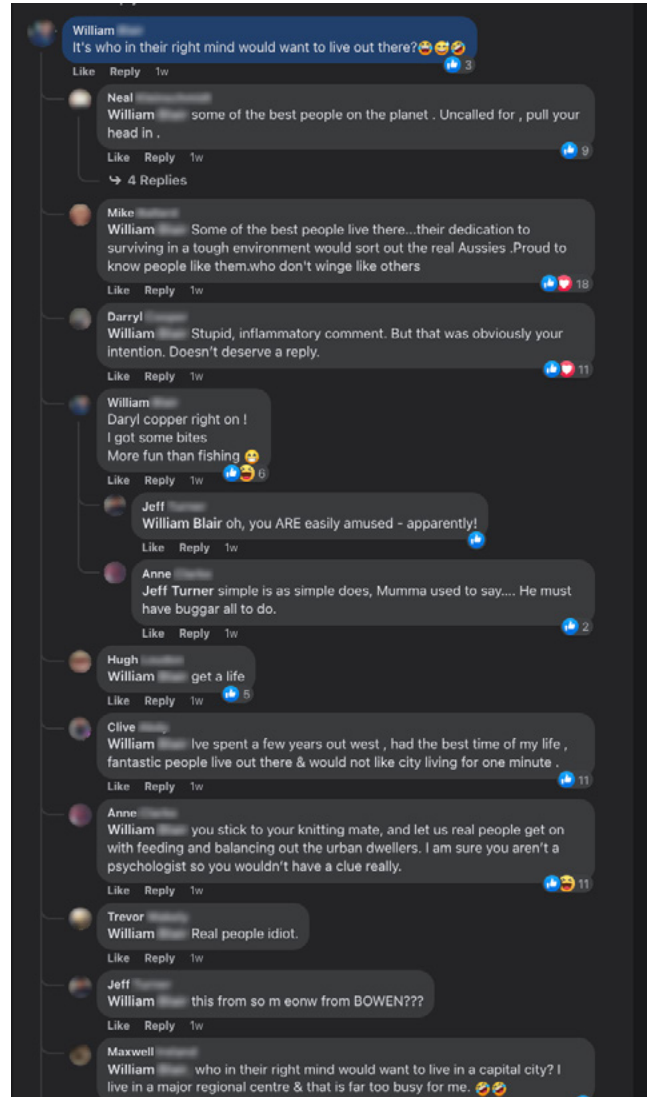
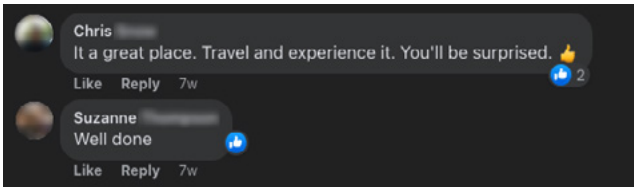
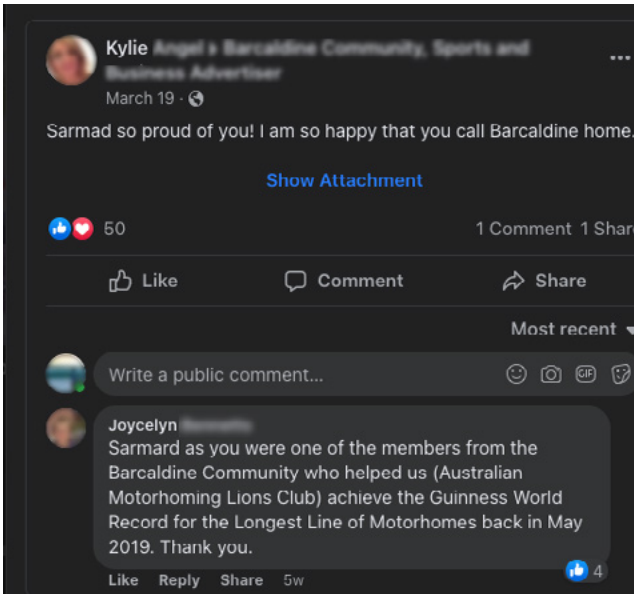
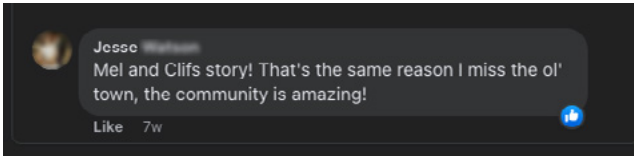
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## Item 03 - Audience sentiment

# MARCH



# APRIL



# MAY

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Edit

169 42 Comments 20 Shares

Like Comment Share

Most relevant

**Maxwell**  
There is more to Queensland than Brisbane & the Gold Coast!  
Like Reply Hide 5w 9

**Eric**  
Just had a couple of weeks holiday in FNQ. Absolutely loved it Max. Plenty to see and do.  
Like Reply Hide 5w 4  
↳ 2 Replies

**Ted**  
Qualified diesel mechanic could make a good living for themselves in the Diamantina Shire, plenty of work for a good private mechanic.  
Like Reply Hide 6w 7

**Ali**  
We went far out and had the best time for 3 months!!  
Like Reply Hide 5w 2

**Stephen**  
so true i come from out there the best town ARAMAC  
Like Reply Hide 6w 6

**Ben**  
But who's got the best bakery?  
Like Reply Hide 6w 3

GOFAROUT.COM.AU [Learn more](#)

**Clif & Mel Baird**

45,225 People reached 6,342 Engagements [Boost post](#)

222 26 Comments 37 Shares

Like Comment Share

Most relevant

Comment as FarOut

**Wendy**  
I worked in Longreach for short time and loved it !!! The people are so relaxed and everyone worked as a team .  
Like Reply Hide 4w 3

**Anna**  
Longreach is a great place to live in and bring up your family. Love it  
Like Reply Hide 4w

**Annie**  
👍👍 There's nothing like living in the west! 🌞  
Like Reply Hide 4w

**Suzie**  
Great interview, well done!  
Like Reply Hide 3w

**Jill**  
Great story and good then having a great time in Longreach .  
Like Reply Hide 2w

**Lachie**  
Awesome 👍👍👍  
Like Reply Hide 4w 2

Most Relevant is selected, so some comments may have been filtered out.

Write a comment...

# JUNE

Opportunity beyond the expected [Learn more](#)  
gofarout.com.au

26 1 comment · 1 share

### Reactions



Like Comment Share Send

Comment as RAPAD - Remote Area Planning and Development Board...

Most relevant

**Gavin** · 3rd+  
Project Manager (Two year secondment) at Department of Health, ...  
1d  
Growing up in Mt Isa I remember all the fun times we had with family and friends. And they were only 5 minutes away. While I live in Brisbane now, work sometimes takes me 'out west' and all memories come back. The west is never short of a 'G'day Mate' either. If opportunity comes Make the most of Central West Queensland. Or don't.  
Like · 2 | Reply


**Helen** (She/Her) · 2nd  
Senior Policy Officer at Department of Resources (Queensland)  
3w  
you nailed it! FarOut you are right!!!!  
Like · 3 | Reply · 1 Reply

**Yvonne D.** · 3rd+  
2w ·

Interesting read. Thought I would share.

**RAPAD - Remote Area Planning and Development...** [+ Follow](#)  
548 followers  
1mo ·

Are you priced out of the Brisbane, Hinterland and Southside property market? The Central West Queensland region median house price is currently \$252k. Not bad, right? Head to [https://lnkd.in/e\\_3SE](https://lnkd.in/e_3SE) ...see more




**Jane** · 3rd+  
3w ·

... and plenty of work for healthcare professionals! The sense of space is AWESOME, in the real sense of the word! [#nursesonlinkedin](#)

**RAPAD - Remote Area Planning and Development...** [+ Follow](#)  
548 followers  
1mo ·

Are you priced out of the Brisbane, Hinterland and Southside property market? The Central West Queensland region median house price is currently \$252k. Not bad, right? Head to [https://lnkd.in/e\\_3SE](https://lnkd.in/e_3SE) ...see more



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