

Central Highlands Development Corporation

'Smart Move' Post Campaign Report

5 December 2024

Background

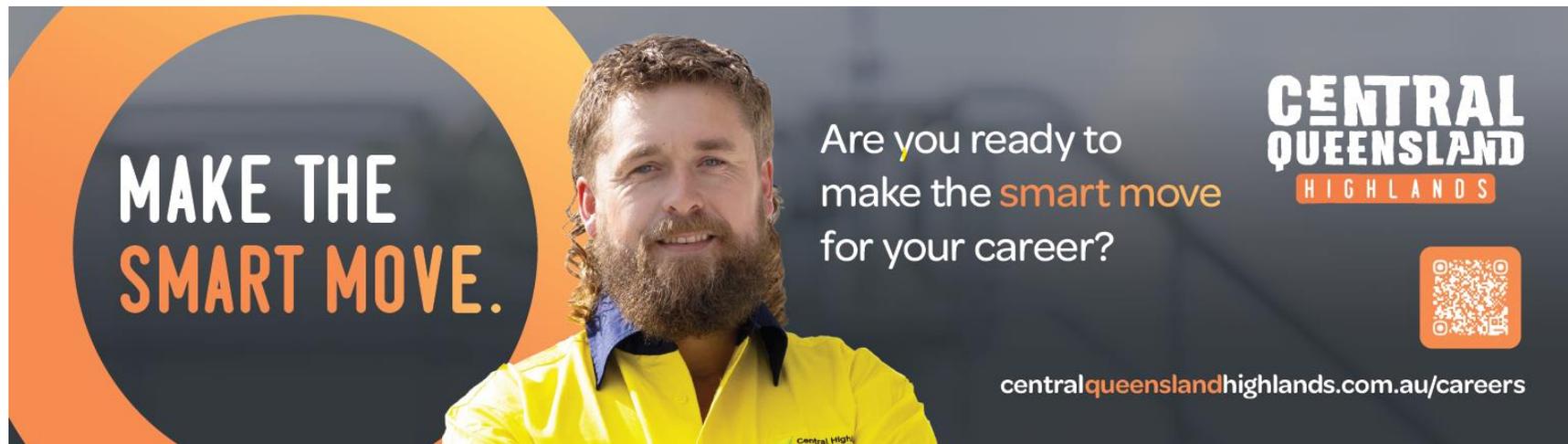
The Central Highlands is facing a significant labour and skills shortage. Data from the Central Highlands Business Survey 2023 shows that staffing is a critical issue for local businesses and a major constraint to growth.

A campaign targeting both skilled and unskilled labour across major industries, including mining and agriculture, as well as support industries like healthcare and hospitality was recommended.

To secure the long-term economic prosperity of the Central Highlands now and into the future the following jobs need to be filled:

- Skilled labour and specialist trades all related to ongoing servicing and development of the mining industry.
- Skilled and general labour and specialist trades required for the sustainment of the community including essential workers (Doctors, Nurses, Police etc.), educators and childcare providers, retail workers and hospitality staff.

To provide clear direction for the campaign a Talent Marketing Strategy was developed highlighting the need to attract childcare and construction workers to enable the future recruitment of other critical roles. As part of the strategy a proposition 'Make the Smart Move' was created. Designed to challenge candidates by asking 'are you ready to make the smart move for your career?', the message also made a strong statement told through the stories of those already working in the region - 'I made the smart move.'



Objectives

The talent campaign for the Central Highlands is one of positioning the region as a place where people can have rewarding careers without compromising on lifestyle or financial independence. Its about finding candidates with the right skills willing to move to the region now as well as engaging with those who may take longer to decide. Its about reminding locals of the opportunities that the Central Highlands region has to offer.

Campaign Objectives

- Create a bespoke campaign for the Central Highlands region to identify and recruit critical talent, along with a pipeline of talent to fill future vacancies
- Attract suitably qualified candidates to apply for roles, register their interest and build employers in the Central Highlands profile as Employers of Choice.
- Drive people to a website/landing page to apply for jobs.

Media Objectives

- Direct targeting and prospecting via social media, search, display industry specific advertising. Target a wider audience, looking at talent that have desirable skills such as healthcare, mining and education.
- Include mass reach channels in order to effectively reach a wider pool of talent with transferable skills such as hospitality, operations, agriculture and retail.
- Build maximum, affordable reach levels within the target audience group as quickly as possible.
- Increase awareness of the Central Highlands within the talent market.

The primary audiences for the campaign were those with childcare or construction trade qualifications living locally, in regional Queensland and for childcare across Australia and New Zealand. Other audiences included those with teaching, clinical healthcare, mining operations and trade qualifications such as water operators.



Campaign Summary

The Make the Smart Move campaign was soft launched on the 1st of October at the Emerald Cinema, in attendance were 50+ marketing, communications and recruitment professionals.

The paid campaign for Make the Smart Move went live on the 3rd of October, with awareness ads via Google Search, Facebook, Instagram, YouTube, The Australian, Emerald Airport, outdoor media and radio. Candidates were targeted across Queensland.

The childcare creative was launch on the 7th of October, with ads placed on Facebook, Instagram, LinkedIn, YouTube, the Early Childhood Teachers Association and Childcare Leadership Alliance websites. Candidates were targeted across Australia and New Zealand.

In week 2, construction creative was launched, with ads placed on Facebook, Instagram, Google, YouTube, The Australian and the Master Builders Association website. Candidates were targeted across regional Queensland.

Week 3 saw the launch of teacher creative, with ads placed on Facebook, Instagram, YouTube, Google, LinkedIn and The Australian website. Candidates were targeted across Queensland.

In weeks 4 and 7, healthcare creative was launched, with ads placed on Facebook, Instagram, YouTube and LinkedIn. Candidates were targeted across regional NSW and Queensland. Videos previously released including awareness, childcare and teachers as well as health were promoted on TikTok.

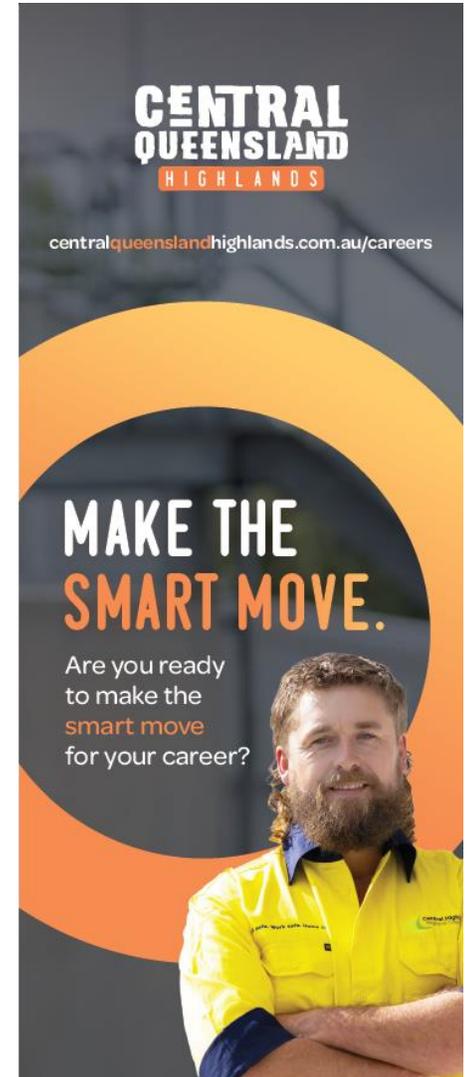
Week 5 was all about the mining industry, with ads featured in The Australian online, LinkedIn and Facebook targeting candidates across Australia and New Zealand.

Week 6 the focus was on government roles, particularly in council. Ads were placed across Facebook, Instagram and YouTube targeting regional NSW and Queensland.

The final week of the campaign saw a continued push for healthcare roles featuring a local GP and enrolled nurse, ads were placed on Facebook and YouTube.

In the 8 weeks that the campaign was in market it received 3,743,484 impressions, including 425,374 video impressions and over 40,000 clicks.

Key channels that exceeded industry benchmarks included Facebook, Instagram and YouTube.



Smart Move Campaign



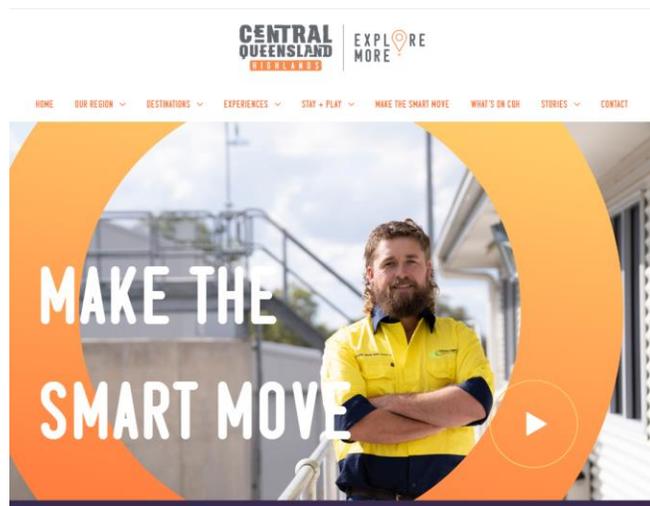
Campaign Pages

MAKE THE SMART MOVE



Smart Move Post Campaign Report

Landing Pages

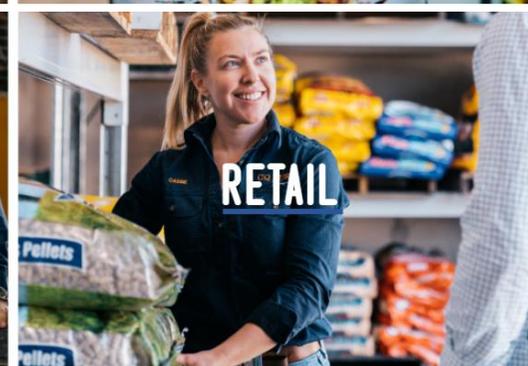
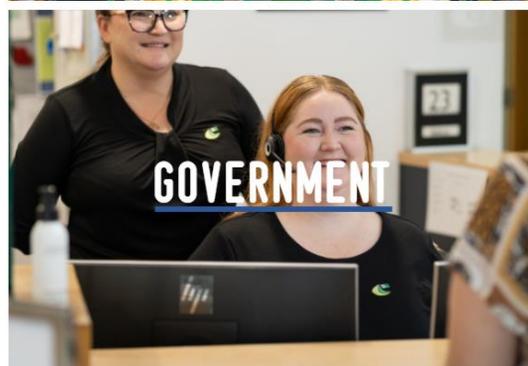


/Careers has received the most traffic during the campaign.

/Government is the top performing employer page.

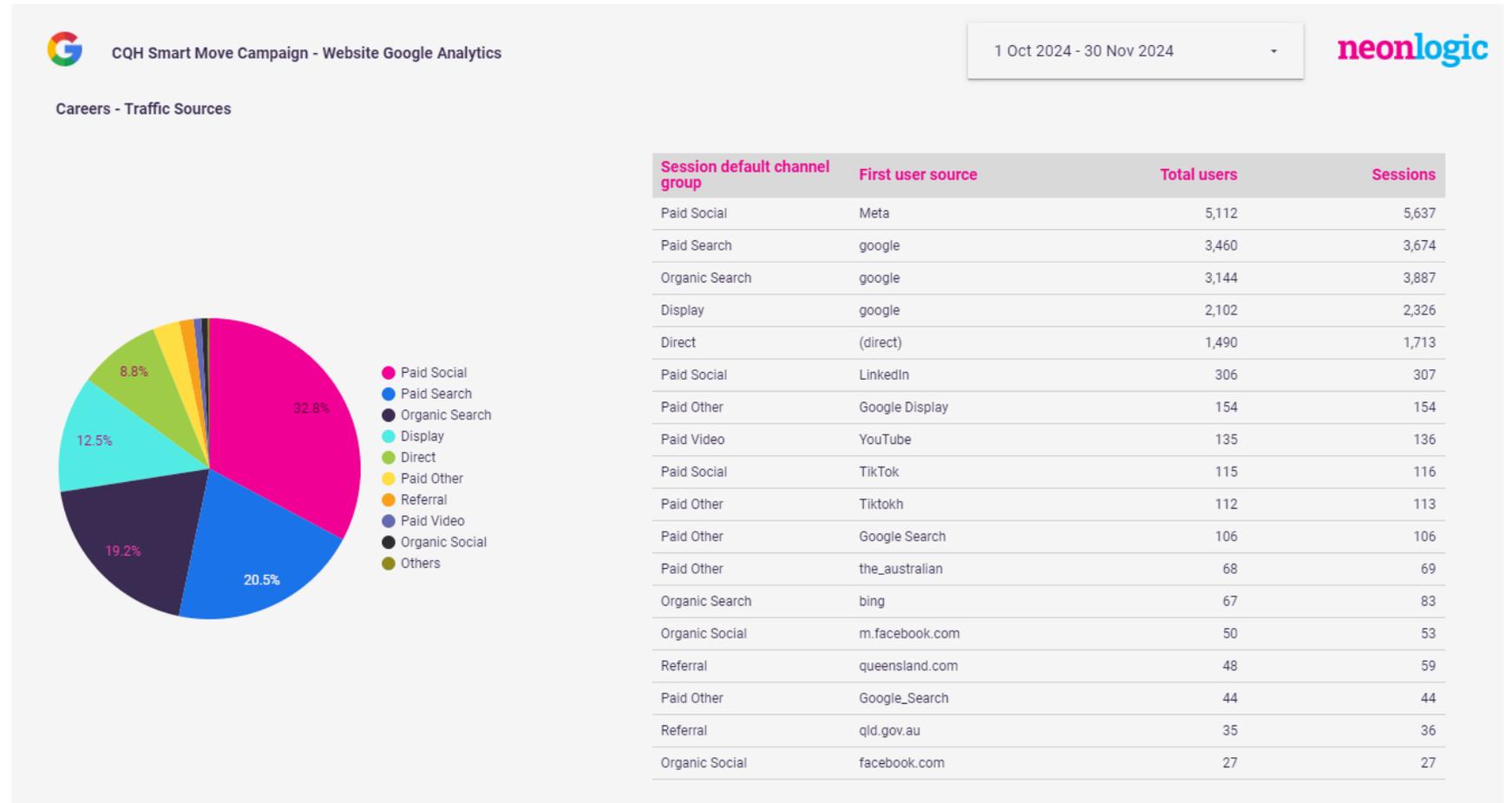
Page rankings;

1. Make the Smart Move – 14,648 views
9. /government – 345 views
10. /mining – 347 views
15. /construction – 265 views
17. /education-training – 211 views
23. /health-aged-care – 157 views
29. /agriculture – 125 views
44. /hospitality – 98 views
45. /retail – 90 views
48. /manufacturing – 81 views



Traffic Sources

- Paid Social was the top performing channel providing 32.8% of all traffic*. Facebook alone provided 6,722 paid link clicks.
- Paid Search drove 20.5% of traffic* and contained active job seekers, with 8,596 paid clicks.
- Organic search was largely tourism traffic as the careers page is still quite new and it takes time for SEO to learn.

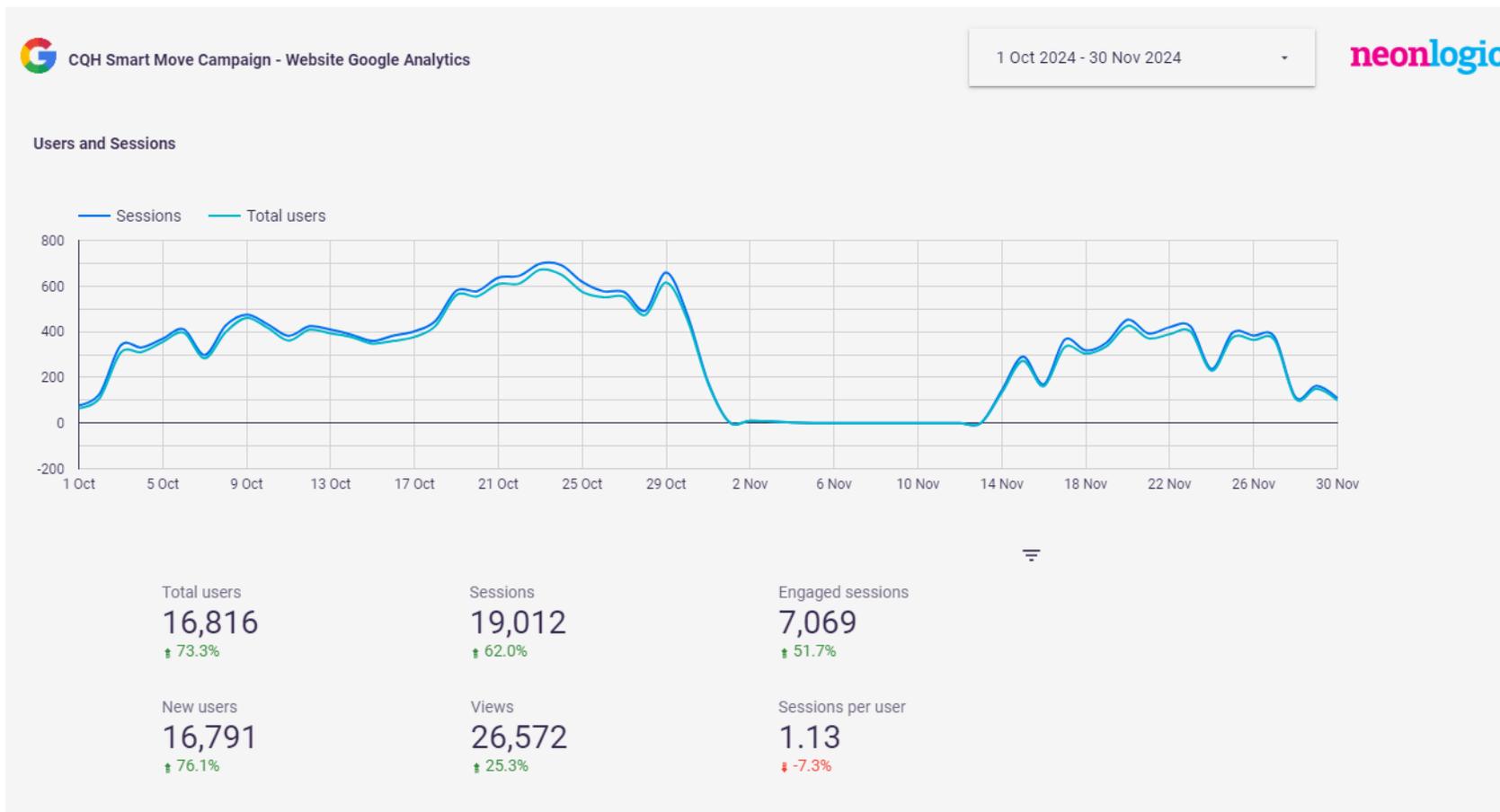


* Results reported are lower than actual activity due to GA4 Events being disabled from 1 to 13 November.

Smart Move Post Campaign Report

Users and Sessions

- 125% increase in new users
- 122% increase in users
- 106% increase in sessions
- 95% increase in engaged sessions
- 61% increase in page views
- Based on average performance the campaign would have received 34,423 views, 24,629 sessions and 21,752 new users*.



* An estimate of results has been provided due to GA4 Events being disabled from 1 to 13 November.

Smart Move Campaign



Paid Media Results

Google Ads

Google Search

CTR recruitment campaign average = 6.79%

Smart Move CTR = 2.20%

Conversion recruitment campaign average = 5.63%

Smart Move engagement rate = 87.52%

Google Display

CTR recruitment campaign average = 0.59%

Smart Move CTR = 0.40%

Conversion recruitment campaign average = 1.57%

Smart Move engagement rate = 5.69%

YouTube

CTR recruitment campaign average = 0.07%

Smart Move CTR = 0.03%

Average conversion rate = 0.05 – 0.5%

Smart Move average conversion rate = 0.08%

Google attributed 573 search jobs clicks, 19 apply now clicks and 16 EOI form submits*

CQH Smart Move Campaign - Search							1 Oct 2024 - 30 Nov 2024	neonlogic
Paid Google Ads								
Campaign	Impressions	Clicks	CTR	Engagements	Conversions	Conv. rate		
Smart Moves_Search_A...	150,397	3,326	2.2%	0	2,911.0	87.52%		
Video views Smart Move...	6,486	51	0.8%	3,955	0.0	0%		
Smart Moves_Awarene...	1,745,483	5,175	0.3%	0	2,983.0	57.64%		
Video views Smart Move	229,102	125	0.1%	56,510	62.0	0.11%		
Video Views Smart Moves	189,786	21	+0.0%	35,923	12.0	0.03%		
Grand total	2,321,254	8,698	0.4%	96,388	5,968.0	5.69%		
Ad group	Impressions	Clicks	CTR	Engagements	Conversions	Conv. rate		
Smart Moves Search	150,397	3,326	2.2%	0	2,911.0	87.52%		
Engineering	12,502	172	1.4%	0	8.0	4.65%		
Local Government	452	4	0.9%	177	3.0	1.69%		
Video views Smart Move...	6,486	51	0.8%	3,955	0.0	0%		
Teaching Display	91,806	673	0.7%	0	703.4	104.52%		
Construction Display	87,383	612	0.7%	0	579.6	94.7%		
Childcare	42,559	260	0.6%	0	183.0	70.38%		
Awareness Display	1,511,233	3,458	0.2%	0	1,509.0	43.64%		
Grand total	2,321,254	8,698	0.4%	96,388	5,968.0	5.69%		

* Results reported are lower than actual activity due to GA4 Events being disabled from 1 to 13 November.

Google Creative

Google Search

Recruitment campaign average CTR = 6.79%

Awareness ad CTR = 2.20%

Google Display

Recruitment campaign average CTR = 0.59%

Engineering display ad = 1.40%

Government display ad = 0.90%

Teaching display ad = 0.80%

Construction display ad = 0.70%

Childcare display ad = 0.60%

Awareness display ad = 0.20%

Health (Alycia)display ad = 0.03%

YouTube

CTR recruitment campaign average = 0.07%

Childcare video ad = 0.10%

Teaching video ad = 0.10%

Construction video ad = 0.02%

Awareness video ad = 0.02%

Government video ad = 0.005%

CQH Smart Move Campaign - Search 1 Oct 2024 - 30 Nov 2024

Paid Google Ads

Ad group	Impressions	Clicks	CTR ↓	Engagements	Conversions	Conv. rate
Smart Moves Search	150,397	3,326	2.2%	0	2,911.0	87.52%
Engineering	12,502	172	1.4%	0	8.0	4.65%
Local Government	452	4	0.9%	177	3.0	1.69%
Video views Smart Move...	6,486	51	0.8%	3,955	0.0	0%
Teaching Display	91,806	673	0.7%	0	703.4	104.52%
Construction Display	87,383	612	0.7%	0	579.6	94.7%
Childcare	42,559	260	0.6%	0	183.0	70.38%
Awareness Display	1,511,233	3,458	0.2%	0	1,509.0	43.64%
Childcare Video	43,270	52	0.1%	18,502	29.0	0.16%
Teaching Video	5,324	5	0.1%	1,643	0.0	0%
Health	135,304	48	+0.0%	25,501	9.0	0.04%
Construction Video	40,608	10	+0.0%	9,940	11.0	0.11%
Hero Video #2	52,606	10	+0.0%	16,880	8.0	0.05%
Hero Video	84,412	14	+0.0%	8,477	11.0	0.13%
Brett	56,912	3	+0.0%	11,313	3.0	0.03%
Grand total	2,321,254	8,698	0.4%	96,388	5,968.0	5.69%

Google Top Performing Creative – Awareness

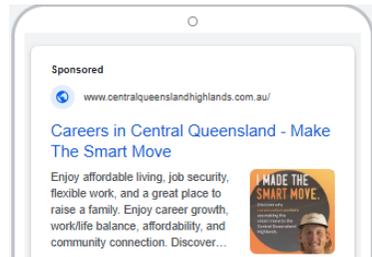
Display Awareness ad

Impressions 1,511,233
CTR 0.20%
Conversion rate 43.64%



Search Awareness ad

Impressions 150,397
CTR 2.20%
Conversion rate 87.52%



Display Health ad

Impressions 135,304
CTR 0.04%
Conversion rate 0.04%



Display Teaching ad

Impressions 91,806
CTR 0.70%
Conversion rate 104.52%



Display Construction ad

Impressions 23,500
CTR 0.70%
Conversion rate 94.70%



Sponsored

www.centralqueenslandhighlands.com.au/

Your Smart Career Move - Central Queensland Highlands

Enjoy excellent compensation & opportunities for growth in a supportive environment. Enjoy career growth, work/life balance, affordability, and community connection. Make the Smart Move.



Comments: Google Display Teaching and Construction ads received a good response with a strong conversion rate. More variety of sizes to increase placement opportunities across the network would increase reach and drive up the click through rates for future campaigns.

Google Top Performing Creative – Engagement

Search Awareness ad

Impressions 150,397
CTR 2.20%
Conversion rate 87.52%

Display Teaching ad

Impressions 91,806
CTR 0.70%
Conversion rate 104.52%

Display Construction ad

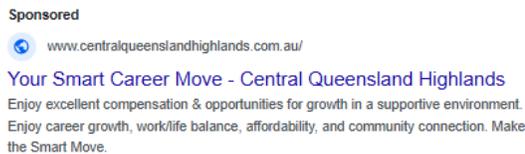
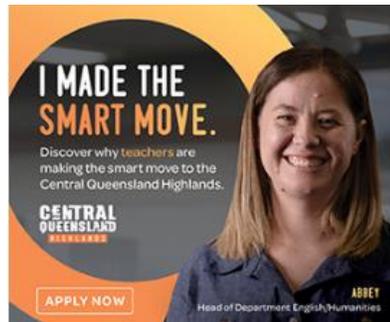
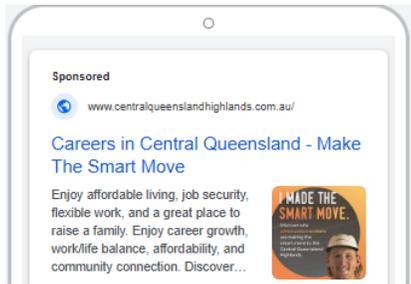
Impressions 23,500
CTR 0.70%
Conversion rate 94.70%

Display Childcare ad

Impressions 42,559
CTR 0.60%
Conversion rate 70.38%

Display Awareness ad

Impressions 1,511,233
CTR 0.20%
Conversion rate 43.64%



Comments: Whilst the Search ad click through rate was lower than industry standard, the conversion rate driving traffic was significantly higher. The disabling of the GA4 account event also limited the time for the campaign to optimise towards conversions.

Smart Move Post Campaign Report

Facebook Ads

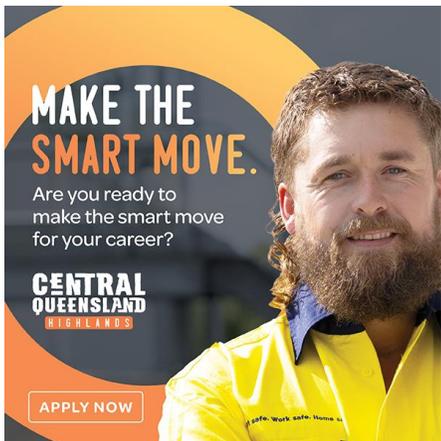
CTR recruitment campaign average = 0.47%

Smart Move CTR campaign average = 5.90%

Conversion rate recruitment average = 11.73%

Smart Move conversion rate = 30.42%

Meta attributed 1,504 search jobs clicks, 32 apply now clicks and 20 EOI form submits*



Facebook Ads Report: CQH Smart Move Campaign- Facebook (1 Oct 2024 - 30 Nov 2024)

Summary Metrics:

- Post Reactions: 376
- Engagement Rate: 0.28%
- CTR (All): 5.90%

Campaign	Reach	Impressions	Clicks (All)	Link Clicks	CTR	CTR (Link Click-Through Rate)	Post Reactions	Post Engagement	Post Saves	Post Shares	Page Likes
Smart Moves Awareness	136.5K	374.8K	22.1K	6,722	5.9%	1.79%	376	26,836	34	53	47

Audience	Reach	Impressions	Clicks (All)	Link Clicks	CTR	CTR (Link Click-Through Rate)	Post Reactions	Post Engagement	Post Saves	Post Shares	Page Likes
Smart Moves Awareness	118.1K	293.6K	17.8K	5,236	6.08%	1.78%	245	15,902	24	39	38
Smart Moves Awareness Health	19.5K	43.4K	2.3K	801	5.29%	1.85%	87	8,428	6	8	5
Smart Moves Local Government	17K	23.5K	955	364	4.06%	1.55%	17	386	3	1	2
Smart Moves Awareness	5K	10.1K	784	248	7.78%	2.46%	21	1,473	1	4	1
Grand total	136.5K	374.8K	22.1K	6,722	5.9%	1.79%	376	26,836	34	53	47

* Results reported are lower than actual activity due to GA4 Events being disabled from 1 to 13 November.

Smart Move Post Campaign Report
 Facebook Creative

CTR recruitment campaign average = 0.47%

Childcare video ad = 7.88%

Childcare ad = 6.98%

Awareness video ad = 6.85%

Teaching video ad = 6.03%

Awareness ad = 5.72%

Health (Alycia) video ad = 5.68%

Health (Stevie) video ad = 5.37%

Health (Caitlin) video ad = 4.59%

Construction video ad = 4.35%

Government video ad = 4.06%

Facebook CQH Smart Move Campaign - Facebook

1 Oct 2024 - 30 Nov 2024

neonlogic

Ads

Ad	Reach	Impressions	Clicks (All)	Link Clicks	CTR	CTR (Link Click-Through Rate)	Post Reactions	Post Engagement	Post Saves	Post Shares	Post Comments	Page Likes
Smart Moves Awareness Childcare	789	1.2K	84	33	6.98%	2.74%	8	43	0	1	1	0
Smart Moves Awareness Video	33.9K	92.9K	6.4K	1,481	6.85%	1.59%	100	11,950	1	21	7	9
Smart Moves Awareness Video Teaching	2.1K	3.6K	219	67	6.03%	1.85%	6	538	0	0	0	1
Smart Moves Awareness	94.4K	200.7K	11.5K	3,755	5.72%	1.87%	145	3,952	23	18	11	29
Smart Moves Awareness Video Health	8.2K	15.3K	871	305	5.68%	1.99%	28	2,806	1	2	2	3
Smart Moves Awareness Video Health - Stevie	12K	17.7K	952	299	5.37%	1.69%	30	3,329	4	4	2	0
Smart Moves Awareness Video Health - Caitlin	6.7K	10.3K	474	197	4.59%	1.91%	29	2,293	1	2	0	2
Smart Moves Construction Video	341	575	25	6	4.35%	1.04%	0	109	0	1	0	0
Smart Moves Local Government Video	17K	23.5K	955	364	4.06%	1.55%	17	386	3	1	1	2
Grand total	136.5K	374.8K	22.1K	6,722	5.9%	1.79%	376	26,836	34	53	24	47

Facebook Top Performing Creative – Awareness

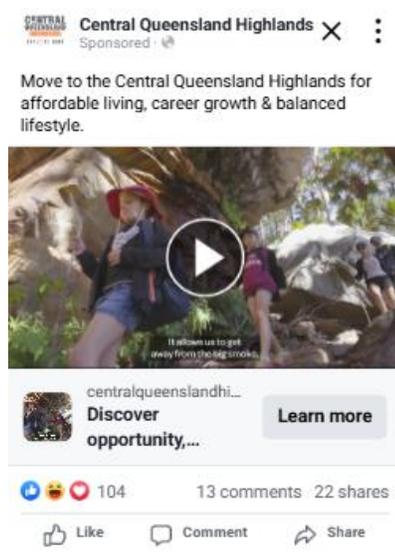
Awareness ad

Reach 94,400
Impressions 200,700
CTR 5.72%



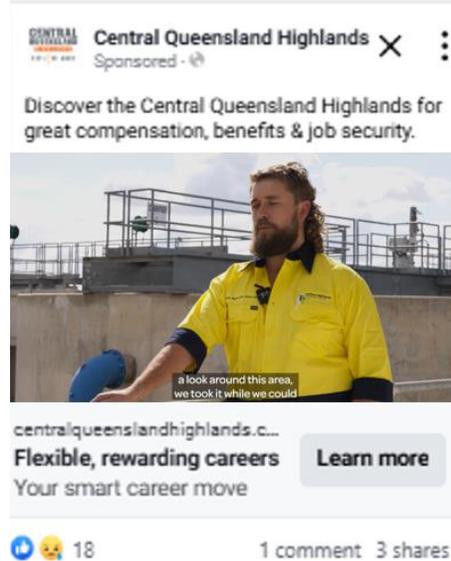
Awareness video ad

Reach 33,900
Impressions 92,900
CTR 6.85%



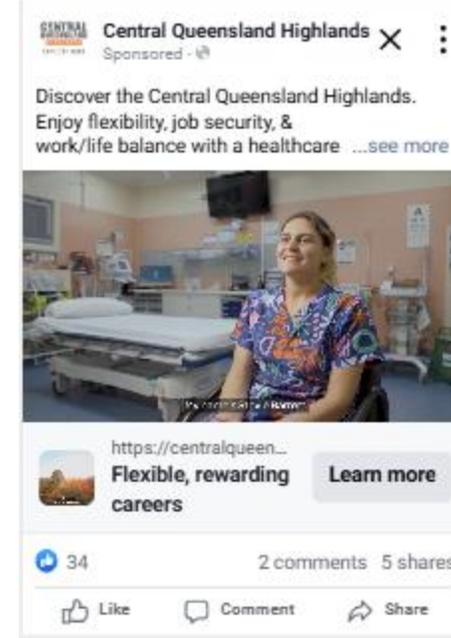
Government video ad

Reach 17,000
Impressions 23,500
CTR 4.06%



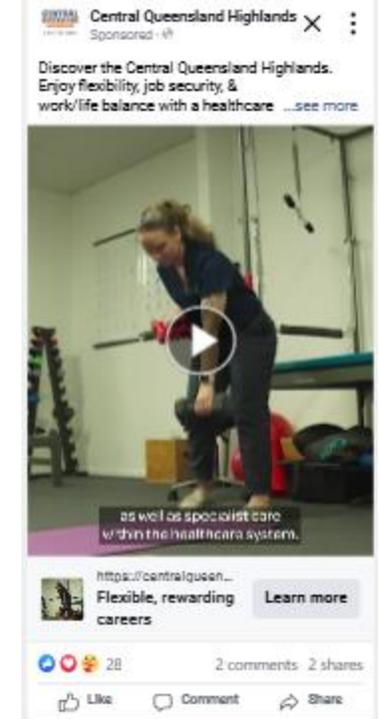
Health (Stevie) video ad

Reach 12,000
Impressions 17,700
CTR 5.37%



Health (Alycia) video ad

Reach 8,200
Impressions 15,300
CTR 5.68%



Comments: Facebook dominated budget usage compared with Instagram and as a result achieved greater reach. This translated to a great click through rate driving traffic and engagement across all sectors.

Facebook Top Performing Creative – Engagement

Childcare video ad

Reach 4,500
 Impressions 8,900
 CTR 6.98%

Awareness video ad

Reach 33,900
 Impressions 92,900
 CTR 6.85%

Teaching video ad

Reach 2,100
 Impressions 3,600
 CTR 6.03%

Awareness ad

Reach 94,400
 Impressions 200,700
 CTR 5.72%

Health (Caitlin) video ad

Reach 6,700
 Impressions 10,300
 CTR 4.59%

Smart Move Post Campaign Report

Instagram Ads

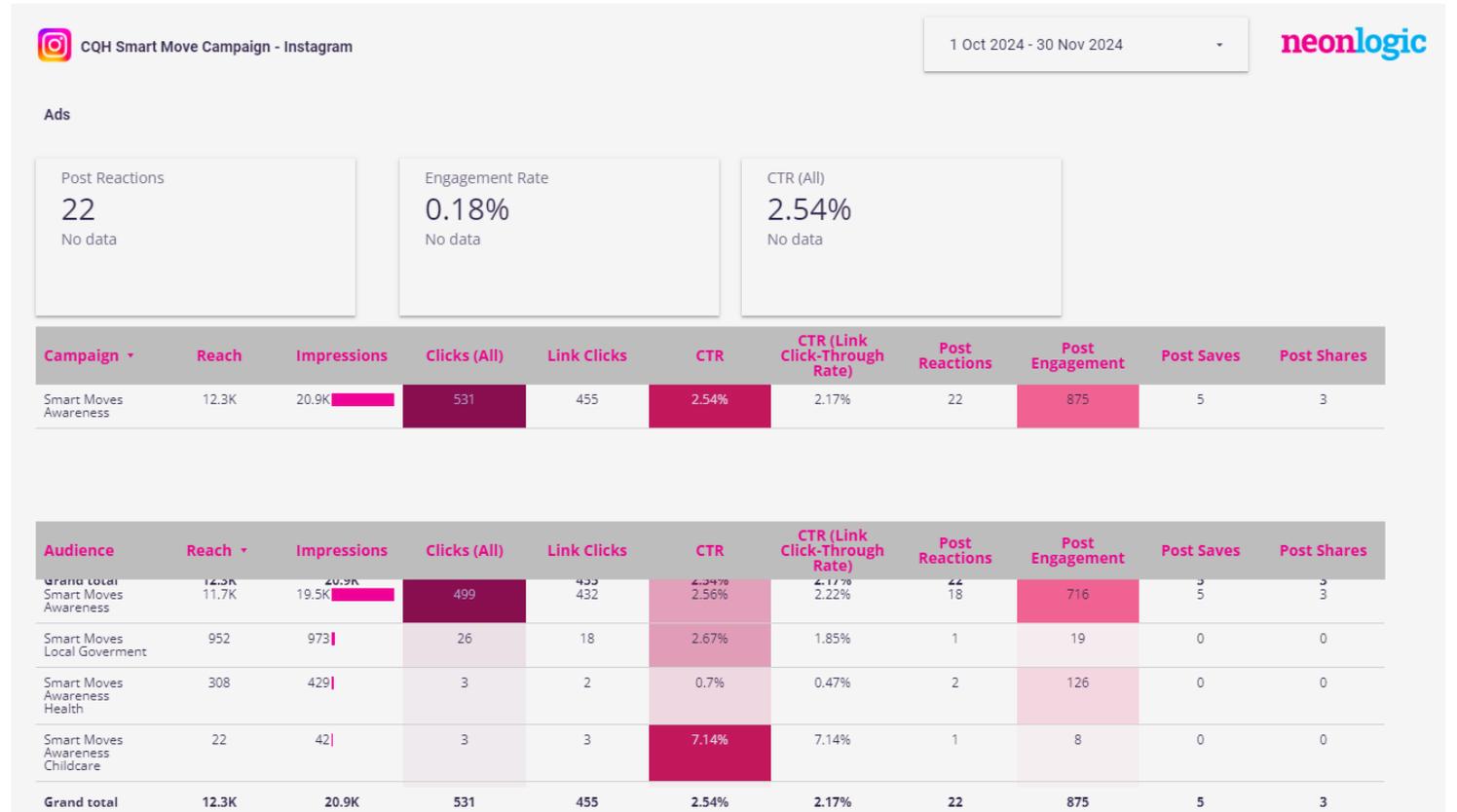
CTR recruitment campaign average = 0.48% to 1.15%

Smart Move CTR campaign average = 2.54%

Conversion rate campaign average = 1.08%

Smart Move conversion rate = 2.17%

Meta attributed 1,504 search jobs clicks, 32 apply now clicks and 20 EOI form submits*



* Results reported are lower than actual activity due to GA4 Events being disabled from 1 to 13 November.

Smart Move Post Campaign Report

Instagram Creative

CTR recruitment campaign average = 0.48% to 1.15%

Childcare ad = 8%

Childcare video ad = 5.88%

Government video ad = 2.67%

Awareness ad = 2.57%

Health (Alycia) video ad = 2.5%

Awareness video ad = 2.44%

Health (Stevie) video ad = 0.48%



CQH Smart Move Campaign - Instagram

1 Oct 2024 - 30 Nov 2024

neonlogic

Ads

Ad	Reach	Impressions	Clicks (All)	Link Clicks	CTR	CTR (Link Click-Through Rate)	Post Reactions	Post Engagement	Post Saves	Post Shares	Post Comments
Smart Moves Awareness Childcare	19	25	2	2	8%	8%	1	3	0	0	0
Smart Moves Awareness Video Childcare	14	17	1	1	5.88%	5.88%	0	5	0	0	0
Smart Moves Local Government Video	952	973	26	18	2.67%	1.85%	1	19	0	0	0
Smart Moves Awareness	11.5K	19.1K	490	427	2.57%	2.24%	11	622	5	3	0
Smart Moves Awareness Video Health	74	80	2	1	2.5%	1.25%	0	27	0	0	0
Smart Moves Awareness Video	192	369	9	5	2.44%	1.36%	7	94	0	0	0
Smart Moves Awareness Video Health - Stevie	180	209	1	1	0.48%	0.48%	0	61	0	0	0
Smart Moves Construction Video	5	6	0	0	0%	0%	0	1	0	0	0
Smart Moves Awareness Video Teaching	21	21	0	0	0%	0%	0	5	0	0	0
Smart Moves	104	140	0	0	0%	0%	2	38	0	0	0
Grand total	12.3K	20.9K	531	455	2.54%	2.17%	22	875	5	3	0

Instagram Top Performing Creative

Childcare ad

Reach 19
Impressions 25
CTR 8.00%



Childcare video ad

Reach 14
Impressions 17
CTR 5.88%



Government video ad

Reach 952
Impressions 973
CTR 2.67%



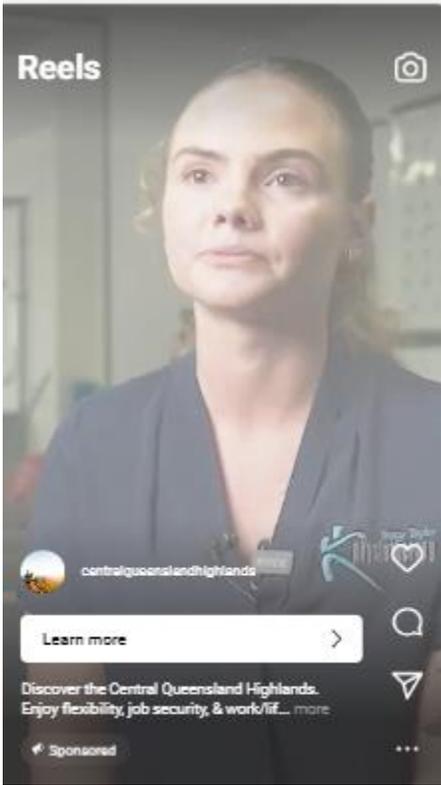
Awareness ad

Reach 11,500
Impressions 19,100
CTR 2.57%



Health (Alycia) video ad

Reach 74
Impressions 80
CTR 2.50%



Comments: As there were many ads and placements across Meta, the reach was effectively being driven by Facebook. Despite this click through rates for Instagram all performed above industry benchmarks and showing high engagement.

Smart Move Post Campaign Report

TikTok Ads & Creative

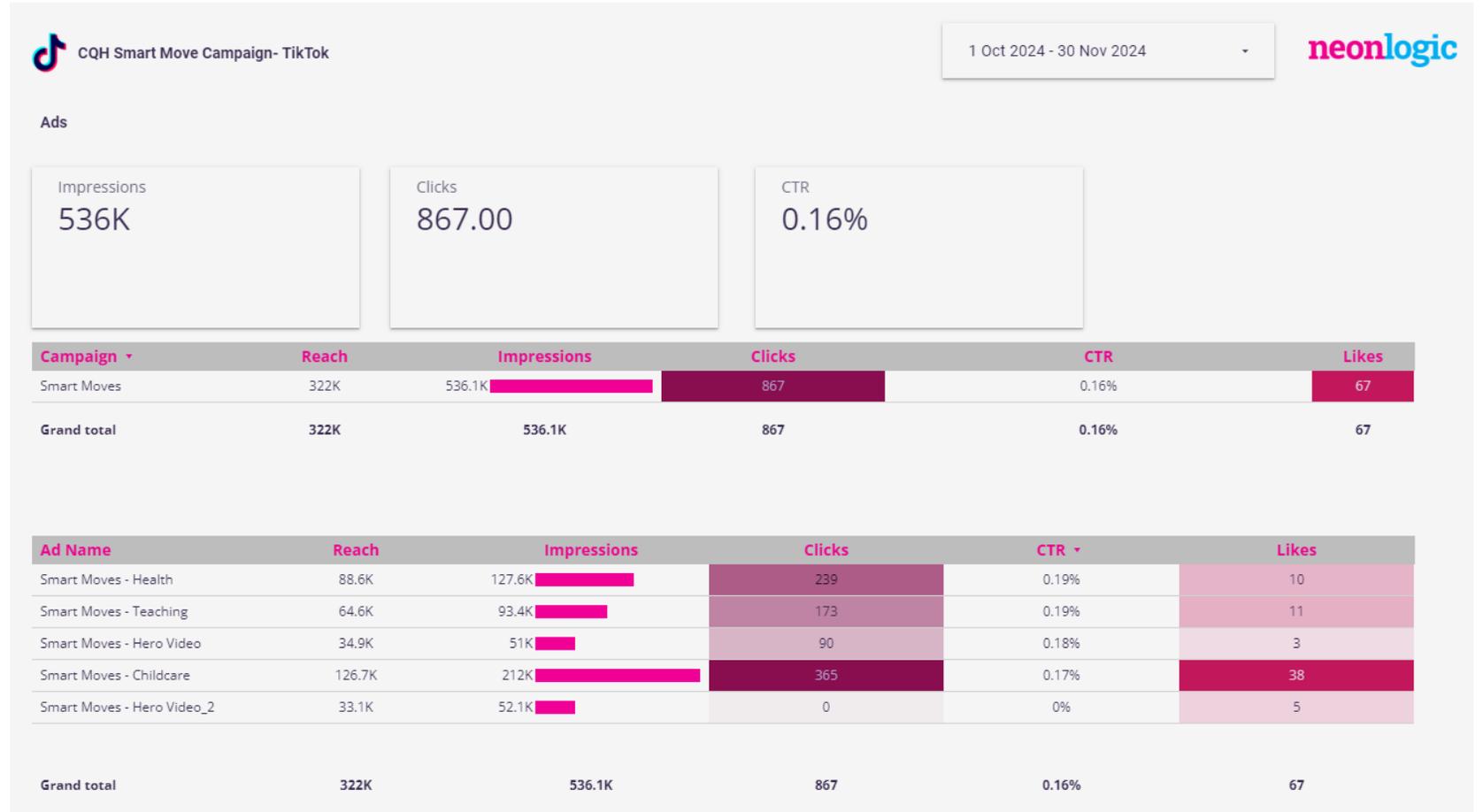
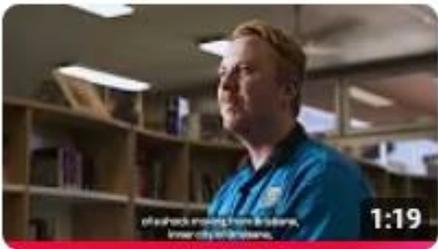
Smart Move CTR campaign average = 0.16%

Highest reach = Childcare Video

Most clicks = Childcare Video

Highest CTR = Teaching & Health (Alycia) Videos

Tik Tok attributed 1 search jobs click.*

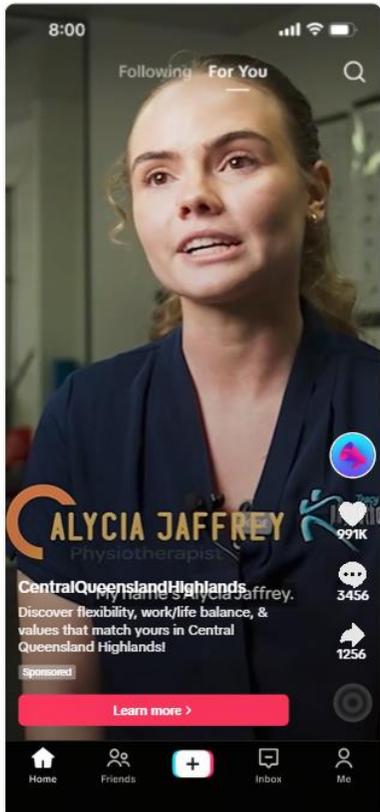


* GA4 Events were disabled from 1 to 13 November.

TikTok Top Performing Creative

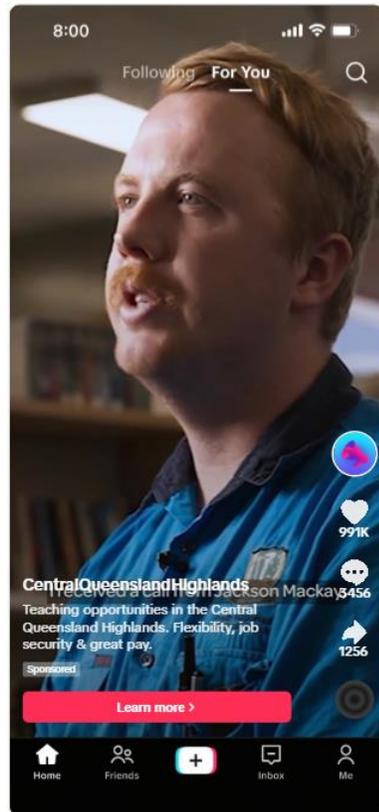
Health (Alycia) video ad

Reach 88,600
 Impressions 127,600
 CTR 0.19%



Teaching video ad

Reach 64,600
 Impressions 93,400
 CTR 0.19%



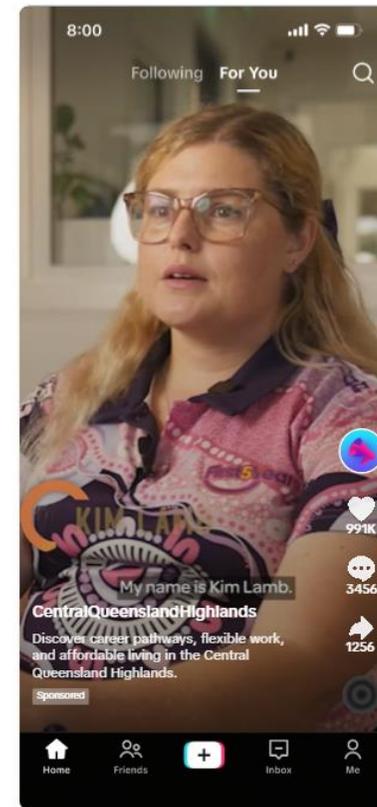
Awareness video ad

Reach 34,900
 Impressions 51,000
 CTR 0.18%



Childcare video ad

Reach 126,700
 Impressions 212,000
 CTR 0.17%



Comments: TikTok received a large volume of reach and impressions. Additional low fi content will be useful on the channel in the future.

Smart Move Post Campaign Report

LinkedIn Ads

CTR recruitment campaign average = 0.58%

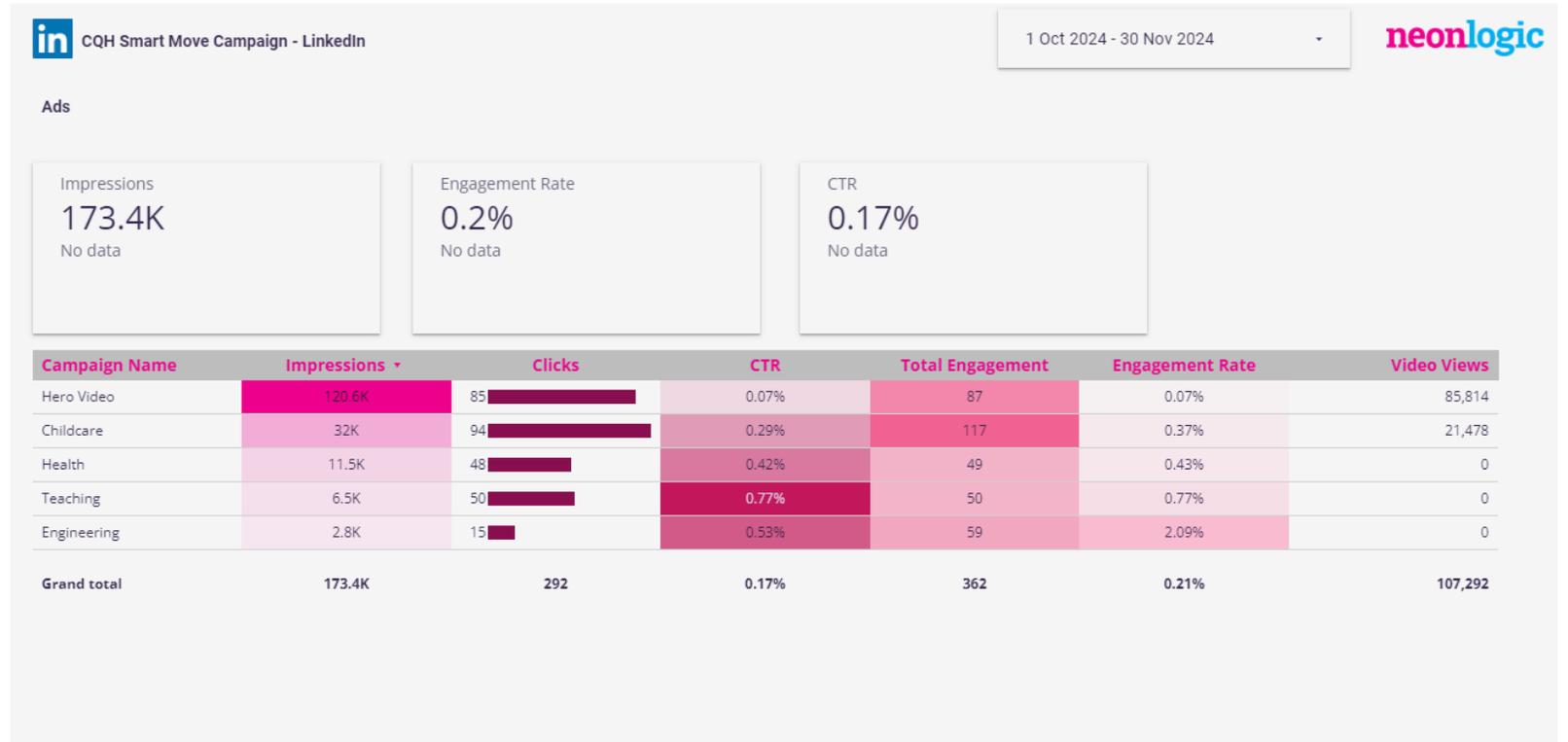
Smart Move CTR campaign average = 0.17%

Highest reach = Awareness Video ad

Most clicks = Childcare Video ad

Highest CTR = Teaching Video ad

LinkedIn attributed 4 search jobs clicks*.



* Results reported are lower than actual activity due to GA4 Events being disabled from 1 to 13 November.

Smart Move Post Campaign Report

LinkedIn Creative

CTR recruitment campaign average = 0.58%

Teaching (Jackson) ad = 0.78%

Teaching (Abbey) ad = 0.77%

Mining (Michael) ad = 0.64%

Mining (Jasmine) ad = 0.52%

Health (Alycia) ad = 0.47%

Health (Chontal) ad = 0.35%

Childcare video ad = 0.29%

Awareness video ad = 0.07%



in CQH Smart Move Campaign - LinkedIn 1 Oct 2024 - 30 Nov 2024 neonlogic

Ads

Total Engagement

362.0

No data

Engagement Rate

0.2%

No data

CTR

0.17%

No data

Ad Name	Impressions	Clicks	CTR	Total Engagement	Engagement Rate	Video Views
Hero Video	120.6K	85	0.07%	87	0.07%	85,814
Kim Video	32K	94	0.29%	117	0.37%	21,478
Abbey	3.5K	27	0.77%	27	0.77%	0
Jackson	3K	23	0.78%	23	0.78%	0
Alycia	6.4K	30	0.47%	31	0.48%	0
Chontal	5.1K	18	0.35%	18	0.35%	0
Michael	314	2	0.64%	4	1.27%	0
Jasmine	7.5K	12	0.52%	55	0.41%	0
Grand total	173.4K	292	0.17%	362	0.21%	107,292

Smart Move Post Campaign Report

LinkedIn Top Performing Creative – Awareness

Awareness video ad

Impressions 120,600

CTR 0.07%

Childcare video ad

Impressions 32,000

CTR 0.29%

Health (Alycia) ad

Impressions 6,400

CTR 0.47%

Health (Chontal) ad

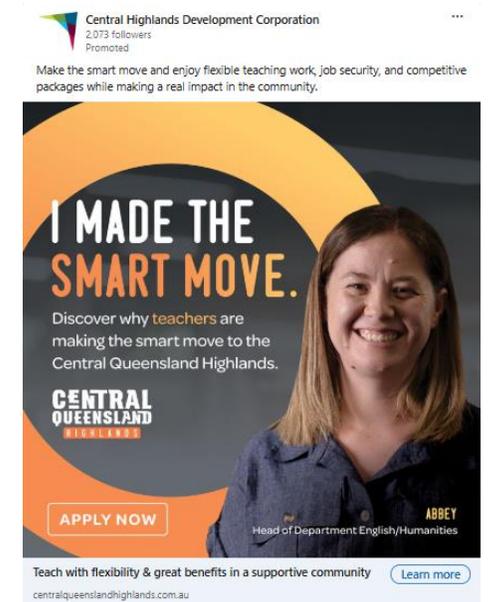
Impressions 5,100

CTR 0.35%

Teaching (Abbey) ad

Impressions 3,500

CTR 0.77%



Comments: Whilst a work-based platform, LinkedIn has a high volume of traffic and reach, but didn't convert as well to click through rate. Teaching performed better. Whilst the awareness video had a low click through rate, the volume of impressions achieved the goal of creating awareness.

LinkedIn Top Performing Creative – Engagement

Teaching (Jackson) ad

Impressions 3,000

CTR 0.78%

Teaching (Abbey) ad

Impressions 3,500

CTR 0.77%

Mining (Michael) ad

Impressions 314

CTR 0.64%

Mining (Jasmine) ad

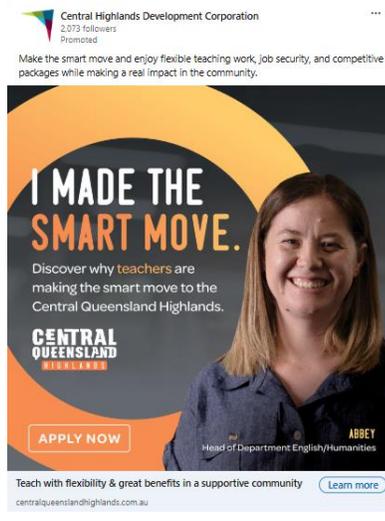
Impressions 2,500

CTR 0.52%

Health (Alycia) video ad

Impressions 6,400

CTR 0.47%



Comments: Teaching performed better on LinkedIn, with more white-collar activity on the platform. The Mining ad also had a higher engagement rate, with the targeting for Engineers which are included in that category.

The Australian Online

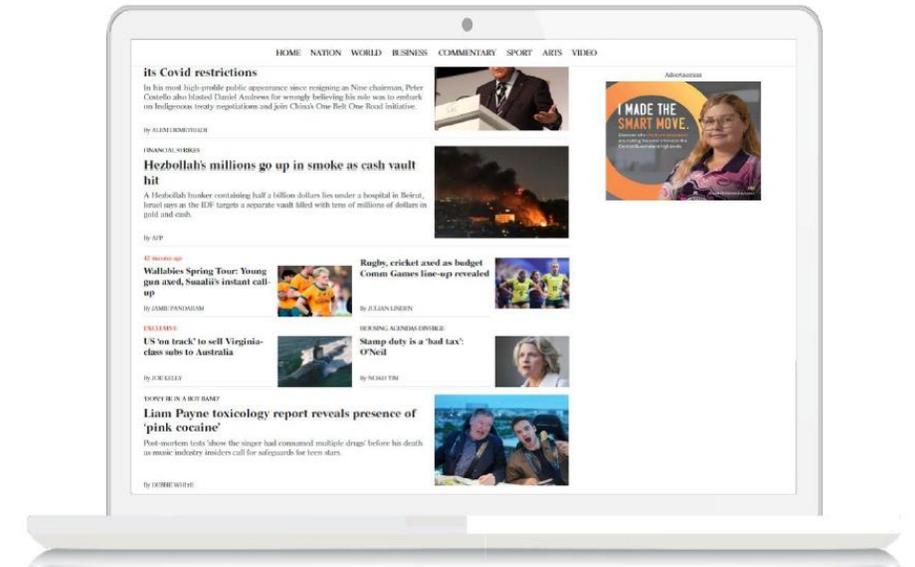
Advertising on The Australian across both their mobile and desktop platforms we received 170,719 total impressions delivering a total of 145 clicks, an over all click through rate of 0.08%. The various mobile creatives out performed those on desktop.

The Australian - Desktop

- Clicks: 23
- CTR: 0.03%
- Impressions: 86,215

The Australian – Mobile

- Clicks: 122
- CTR: 0.14%
- Impressions: 86,204

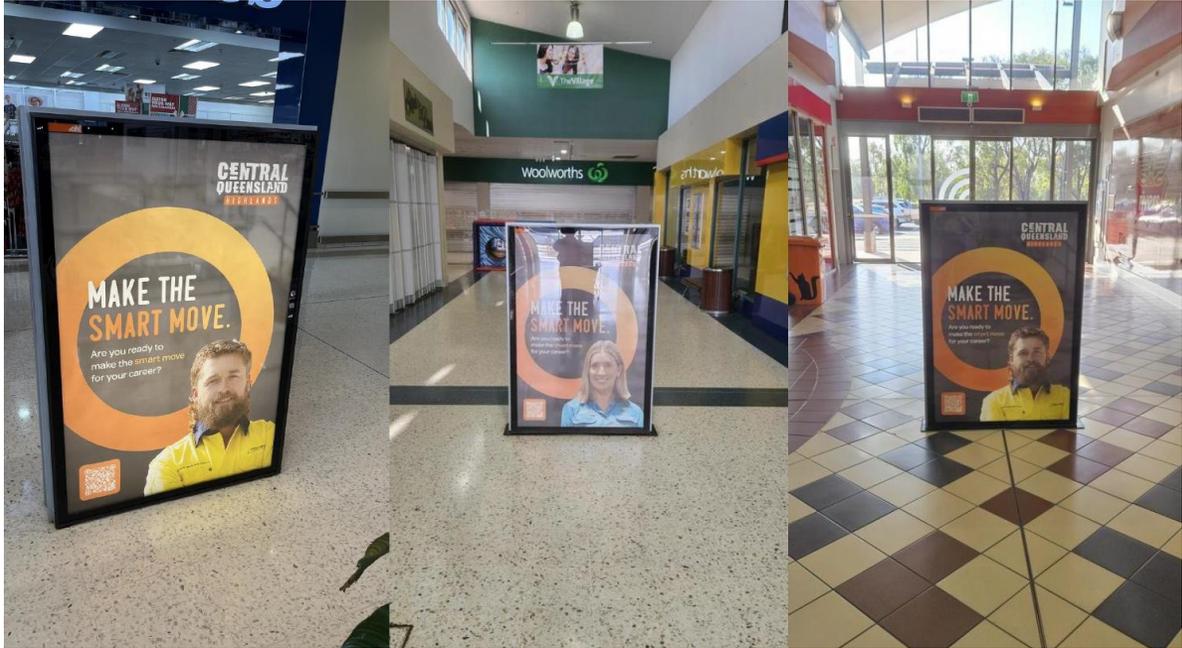
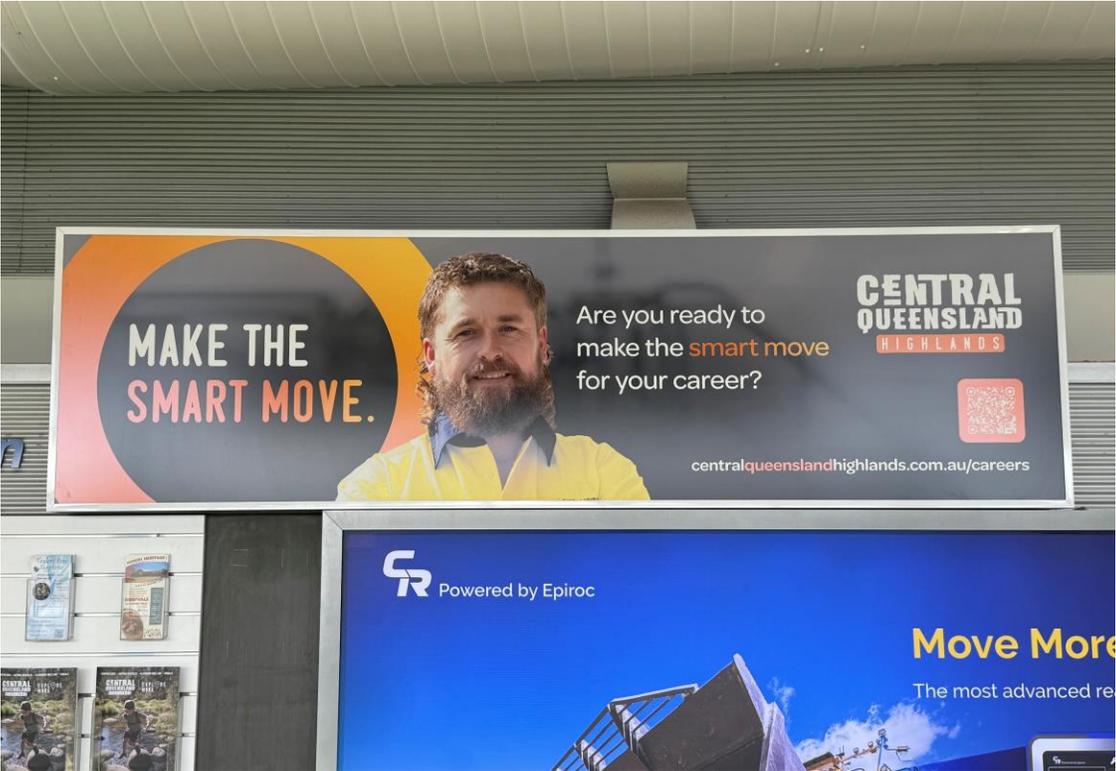


Comments: Mobile creative delivered 99 more clicks than desktop, with a CTR of 0.14%. In future campaigns, as the mobile campaign delivered a better engagement, we recommend upweighting mobile.

Smart Move Post Campaign Report
 Out of Home

Advertising was placed in shopping centres across regional Queensland using both digital and static creative. A large format ad was placed in the lightbox at the arrival's terminal in Emerald Airport to capture the attention of travellers including the 37% of fly out workers who regularly commute to the region.

Shopping centre advertising across 9 centres centres, with a spilt between large & smaller regional locations. With a total placements of 40, including 6-10 placements per week. Additional digital bonus activity across the larger centres in Toowoomba, Rockhampton, Australia Fair and Gladstone were included.



oOh! Centre Name	Centre Type	Suburb	State	Postcode	Metro	Regional	Footfall 2023
Australia Fair	Large	Southport	QLD	4215	Metro		11,000,000
Beenleigh Marketplace	Medium	Beenleigh	QLD	4207	Metro		3,000,000
Biloela Shoppingworld	Extra Small	Biloela	QLD	4715		Regional	1,100,000
Gracemere Shoppingworld	Extra Small	Gracemere	QLD	4702		Regional	1,100,000
Grand Central Toowoomba	Large	Toowoomba City	QLD	4350		Regional	10,700,000
Harbour Town Shopping Centre	Large	Biggera Waters	QLD	4216	Metro		8,900,000
Sunshine Plaza	Large	Maroochydore	QLD	4558	Metro		11,000,000
The Plaza at Emerald	Extra Small	Emerald	QLD	4720		Regional	1,100,000
The Village at Emerald	Extra Small	Emerald	QLD	4720		Regional	1,100,000

Radio & Print

Radio was across placed across regional NSW and Queensland as well as Brisbane. There were two versions of the audio, a male and female which were split 50/50 across the campaign. The audio was also delivered across the digital Listnr platform. Print was booked into local press for an edition each.

B105 Metro

- 30 Paid Spots
- 290 Bonus Spots
- 320 Total Spots

Regional - Albury hit104.9, Dubbo Triple M, Emerald hit94.7, Orange hit105.9, Wagga Wagga hit93.1

- 18 Paid Spots
- 8 Bonus Spots
- 26 Total Spots (per station)

Listnr Podcast Streaming

- Digital Radio – Live Streaming
 - Instream – 97,070 Impressions
 - Instead (Bonus) – 29,123 Impressions
- Host Read Podcast
 - Instream (Co-Branded) 10,118 Impressions

4HI The Bill McDonald Show

- Morning show placement

Newspapers

- Emerald Today Quarter Page 16 November
- Central Queensland - CQ News Quarter Page 9 November

Smart Move Awareness – Female



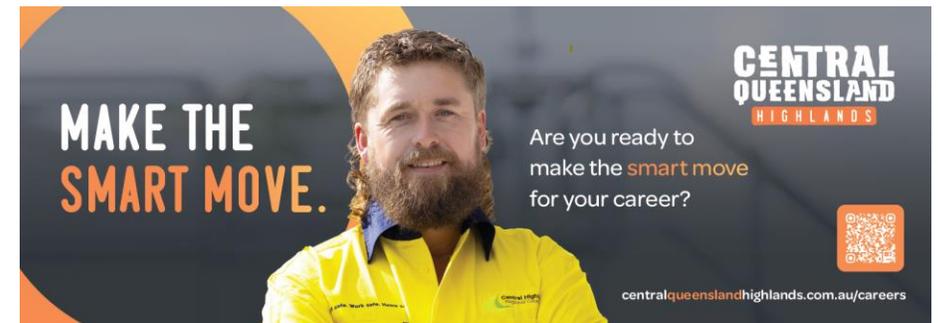
The Bill McDonald Show – Female



Smart Move Awareness – Male



The Bill McDonald Show – Male



Industry Associations

Using a variety of industry association advertising options, we targeted member databases across teaching and construction audiences. The reach and circulation figures for each of the placements show a large audience across the State and Nationally.

Childcare Leadership Alliance

- Half banner placement within all EDMs for the month of November
- Up to 4 Mail out communications to their membership which represents over 950 early learning (childcare) services, employing an estimated 16,500 early childhood educators and teachers who educate and care for around 190,000 children of 250,000 parents.

Early Childhood Australia Teachers Association

- 1 x Webwatch Enewsletter
- Circulation: 17,500
- Delivered To: 16,574
- Opened: 5,258
- Open Rate: 31.72%
- Link clicked: 438
- CTR: 2.08% **Delivered To**

Master Builders Queensland

- 1 x Mrec Second placement
- 1 X EDM Mail out
- Second Mrec
- Sent to 14,058 subscribers
- Open Rate: 43.61%
- Clicks: 39

State and territory news

NSW

The second [NSW Aboriginal Languages Week](#) was celebrated last week, honouring Aboriginal languages and acknowledging the way these languages are thriving in preschools and schools. The relatively new initiative aims to raise awareness, spark conversations and highlight the work of local communities to revitalise Aboriginal languages. [Read more.](#)

Dallaigur Pre-School and Children's Services Aboriginal Corporation, in the New South Wales community of Kempsey, is the latest to be given funding to help more First Nations children thrive in the early years through the growing network of the 'Connected Beginnings' program. [Find out more about the program.](#)

The fourth Infants and Toddlers, Practice, Pedagogy and Research Conference will be held on 22-23 November 2024 at Macquarie University in Sydney. Explore how infants and toddlers learn and thrive in different communities and contexts. Registrations close on Monday 11 November. [Learn more.](#)

SA

The South Australian Government has introduced the Children and Young People (Safety and Support) Bill 2024 to Parliament with the intention of building the capacity of the child protection and family support system. The Bill incorporates feedback from the South Australian community and key sector stakeholders. [Read more.](#)

VIC

Victoria's Knox City Council has opened applications from allied health providers to deliver services in its Children and Family Centres (CFCs) at Bayswater and Wantima South. CFCs deliver early years services to the local community, including long day care, kindergarten, Maternal and Child Health and playgroups. [Learn more.](#)

Have you been informed of your School Readiness Funding (SRF) allocation? Get started on your SRF Plan and learn about the range of ways you can engage Be You to meet your Victorian SRF goals, as well as your community wellbeing goals. [Find out more.](#)

Upcoming events

Leadership Retreat - Gold Coast

Friday, 14 February 2025 - 9:00am to 4:15pm

The Star Gold Coast - 1 Casino Drive, Broadbeach

Click [here](#) to view our upcoming events.

— Advertisement —



Smart Move Campaign



Recommendations

Insights and Recommendations

The Smart Move campaign drove a large volume of impressions and awareness to the campaign page building maximum, affordable reach levels within the target audience groups and increasing awareness of the Central Highlands within the talent market.

Certain creative executions and sector ads performed better for some of the channels, so in future campaigns, it would be prudent to use the best performing creative per channel.

LinkedIn advertising performed better with white collar roles, so in future campaigns promoting those individual sectors for any brand awareness targeting is recommended.

Google Display received more engagement from the Construction sector ads, to build on this we would recommend future campaigns include more variety of ad sizes for so as to reach a wider audience.

Facebook and Instagram saw great traffic across the majority of ads driving significant traffic to the campaign landing page. We would recommend using Meta for all sectors, for both future paid and ongoing organic content.

TikTok performed well with reach and impressions, however actual conversions were low. This would be a channel to use in the future for brand awareness activity, with creative content that has not been over produced, alongside ads. Example; bloopers or outtakes from the actual video content that has been created.

Radio and Outdoor activity is harder to measure with regards to conversion metrics, however brand awareness, spots played, and foot traffic numbers give an indication of reach.

The Australian digital campaign performed best on mobile devices. Consideration should be given to heavier weighing of impressions towards mobile or the exclusion of desktop altogether in future campaigns.

Industry association direct emails for the Early Childhood Australia and Master Builders Queensland both had great open rates, showing an engaged membership. For the comparatively small cost, these are worth considering for future campaigns.

Overall, the campaign created great awareness of the opportunities to have a career in the Central Queensland Highlands with key talent audiences.



Recommendations Ongoing

It is our recommendation that the Central Highlands Development Corporation and its key stakeholders build on the momentum created by the paid Smart Move campaign by continuing to promote the messages 'I made the smart move' locally and 'Are you ready to make the smart move?' further afield.

Social media particularly Meta was the standout channel for the Smart Move paid campaign, providing 22,631 clicks, 7,177 conversions, 1,504 job search clicks* and 32 apply clicks* on the Smart Move careers pages. As CHDC are in the position of having raw video footage of an additional 12 local employees across 7 sectors it is recommended that the campaign be continued through production and release of content on both CHDC and CQH owned social channels.

Supplementing video content it is recommended that career pathway graphics be used on social channels to provide eye catching visuals of employee's experience working in the region. Further to increase organic search volume and rankings around careers in the Central Highlands we recommend the inclusion of long form employee stories or blogs on the CQH careers pages.

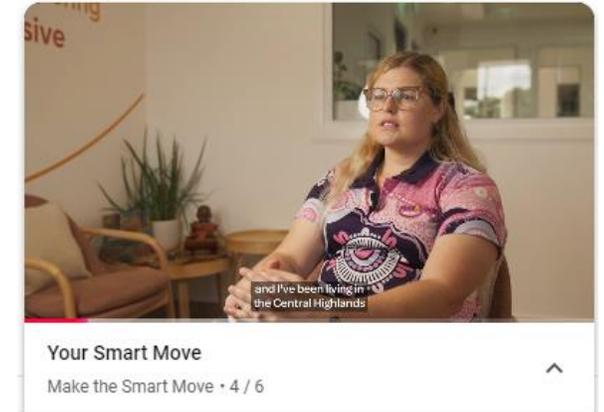
A minimum of one set, preferably two, of employee content should be released and promoted per month, beginning in January 2025.

Early signs of further engagement with Central Highlands employers is also evident and an order form for the supply and production of assets has been provided for distribution to the region's employers, so that they can continue to be a part of the 'Smart Movement'.

Employers should be invited to nominate their own employees to be featured in future blogs, including the capture of their career pathway for the production of graphics, to be promoted with their story on social media.

NeonLogic have provided an estimate to CHDC for the provision of organic content including video production, social media tiles and messaging, blog stories and career pathway graphics.

An Employee Video



A Career Pathway



* Results reported are lower than actual activity due to GA4 Events being disabled from 1 to 13 November.

Thank you

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