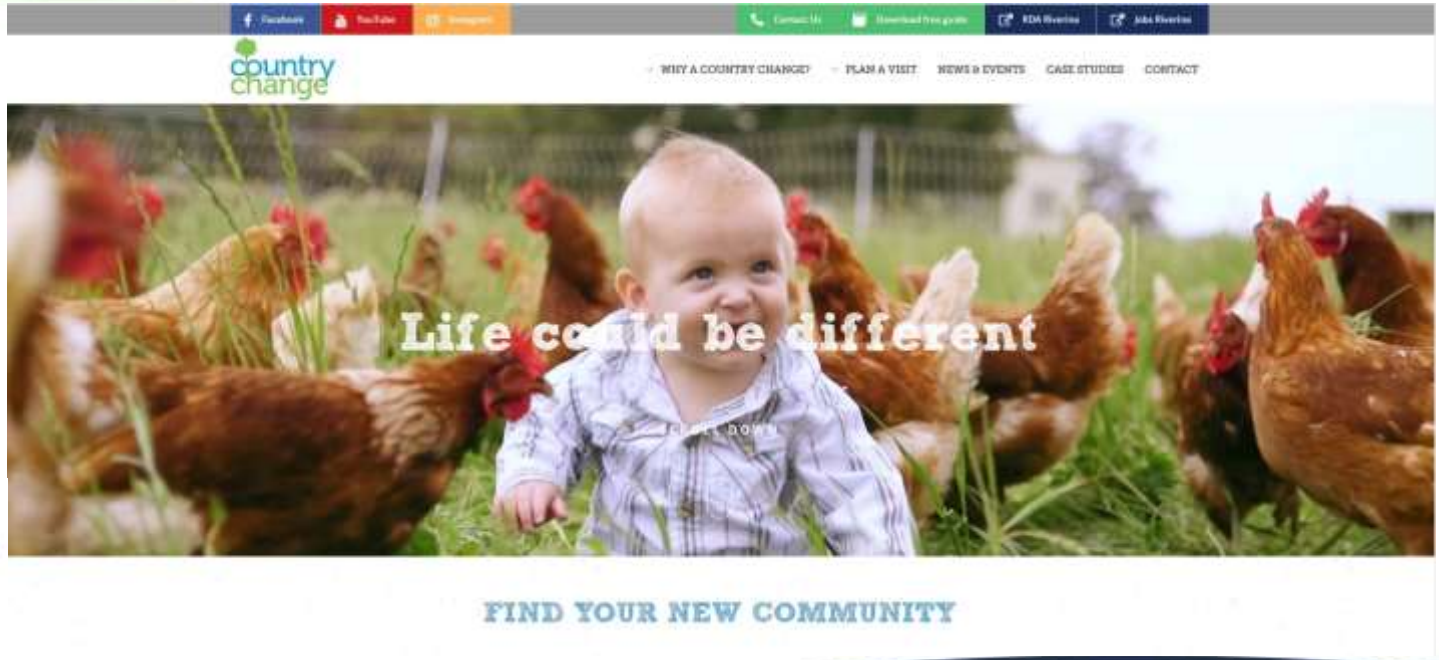


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Life could be different

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YOUR product

YOUR platform

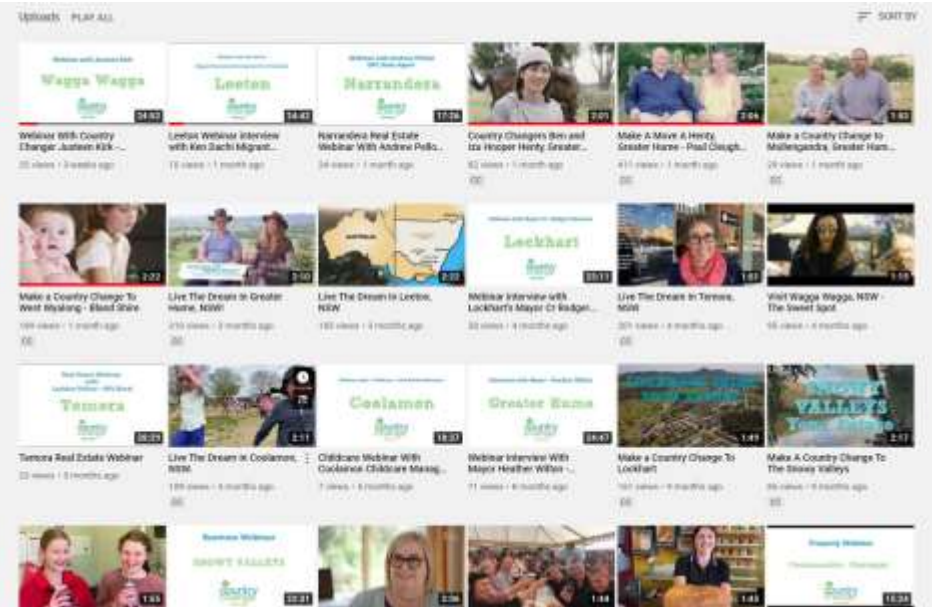
a service to promote the Riverina's live work and play message







CC videos



Webinars, town tours and showcase videos



Engagement Stats, March-June 2020

Riverina

+80%

May - increase in web traffic

250 +

FACEBOOK FOLLOWERS

Increase in inquiries via the registration on Country Change's website

CTR +14.55%

On articles

Followers, top location

Facebook

1. Sydney
2. Melbourne
3. Wagga Wagga

200 +

INSTAGRAM FOLLOWERS

Followers, top locations

- Instagram -
- 1. Wagga Wagga
- 2. Sydney
- 3. Griffith

May - 40,000 Impressions CTR of over 3.1%

2021



1,166
Followers



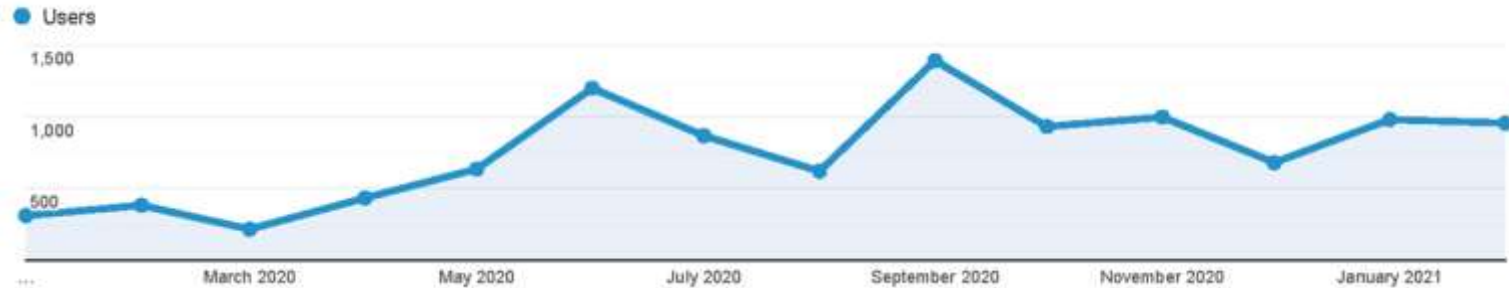
4,237
Followers



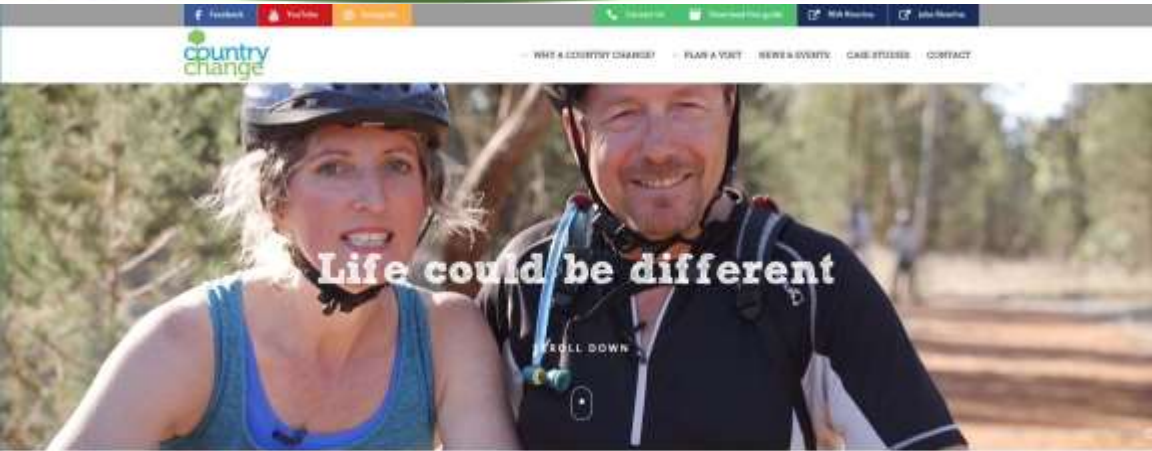
2,020
Subscribers



690 Monthly Users in 2020
(428 in 2019)



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What are those good news messages?

1. **Housing affordability**
2. Healthcare
3. **Education - schools, universities, TAFE etc.**
4. Transport & Infrastructure
5. **Jobs**
6. Business opportunities
7. **Commuting times**
8. Industries / Employment Opportunities
9. **Entertainment & Leisure**
10. Lots to do!

Collaboration



- Strategy with POWER
- NOT more work
- Part of your marketing strategy & weekly conversations
- Maintain and increase traction
- Optimise opportunities

Identified Opportunities



- Town advocates ‘sneezers’
- Support during and after move
- Tourism collaboration
- Campaign showcasing multicultural diversity
- Commercial investment push –
 - Snowy Hydro 2.0
 - Special Activation Precinct – Bomen
 - Inland Rail

YOU & SOCIAL



The screenshot shows the Facebook profile page for 'Country Change Riverina'. The page header includes navigation links: Page, Ad Center, Inbox (with a red notification badge), Events, Manage Jobs, Notifications (with a red notification badge), and More. Below the header are links for Edit Page Info, Settings, and Help. The profile picture is a circular logo with a tree and the text 'country change Riverina'. The cover photo features a collage of images with a central blue banner that reads 'GREATER HUME Your Future'. Below the cover photo are interaction options: Liked, Following, Share, and a Learn More button. The main content area includes a 'Create' section with options for Live, Event, Offer, and Job, and a search bar for posts on the page. A 'Visitor Posts' section shows a post by John Reigh from March 10 at 8:54 AM, with a photo of a historical lunch table and the caption 'Gundegal Show Lunch time, early 1920s. SLNSW'. The left sidebar contains navigation links: Home, About, Events, Videos, Photos, Posts, Reviews, Services, Notes, Community, and Jobs.

1. Follow accounts
2. Share
3. Tag
4. Use #hashtags

RDA Riverina: Workforce Development Plan



We need you!

Economic development
and business growth

Skilled migration



Country Change



Grow Our Own

Creating a functional workforce development plan for the Riverina

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Thank you....

Questions?