

Westpac & Charles Sturt University Agribusiness Index

The Westpac and Charles Sturt University Agribusiness Index is based on a nationwide telephone survey of 1200 businesses in the agriculture sector conducted every quarter. The survey includes agricultural producers, their input suppliers (upstream) and related transport, manufacturing, wholesale and retail businesses (upstream). The Survey provides results for 48 statistical divisions across regional Australia. The Survey provides a timely snapshot of business conditions, confidence and performance of agribusiness across Australia.

Sefton & Associates media relations supporting this campaign includes media materials localised to the 48 statistical regions with specific data and different spokespeople for each location. In addition to the localisation, specific industries are highlighted in industry publications for example, beef, grain and dairy. Sefton & Associates localised publicity campaign increased the media coverage from and estimated advertising equivalent (EAV) of \$262,000 to \$417,000 in a three month period.

CLIENT
Westpac

TIME FRAME
January 2008 - Current

TYPE OF CAMPAIGN
Awareness campaign

COMMUNICATION GOALS
Achieve extensive media coverage in rural and regional Australia and position the local Agribusiness managers as a valuable source of agribusiness information.

THE ROLE OF SEFTON & ASSOCIATES
Sefton & Associates utilised its localisation strategy to make the national Agribusiness Index relevant to local media consumers. Sefton & Associates refined the brief and survey in conjunction with Charles Sturt University, interpreted the results and prepared media releases, executive briefings and materials for branch managers and other agribusiness managers.

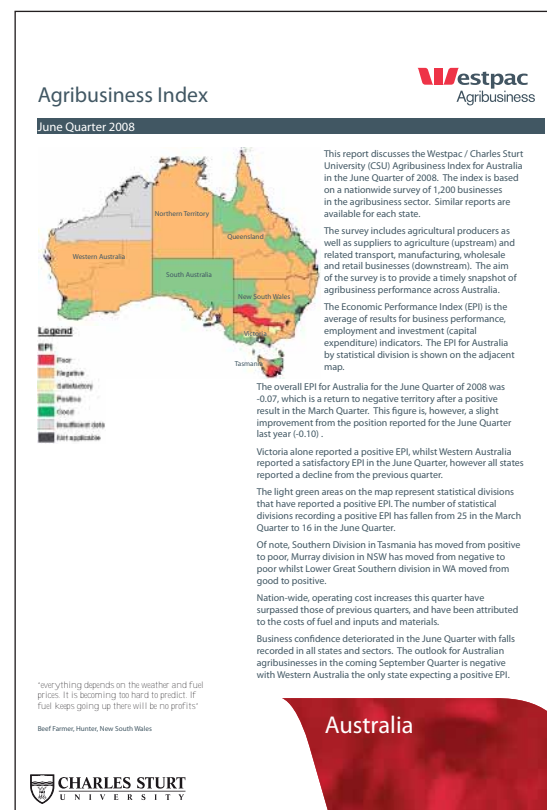
TARGET AUDIENCES

- Regional business owners (agri and non agri related)
- Regional agribusiness community
- Regional finance community

COMMUNICATION STRATEGIES

The campaign involved the following components:

- Research briefing and interpretation
- National publicity campaign
- Stakeholder engagement
- Monitoring and evaluation.



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ACTIVITIES CARRIED OUT

National release of tailored media materials

Main outputs:

- Database specific to Westpac created
- More than 1000 tailored media releases
- Briefing Westpac and Charles Sturt University spokespeople
- Media follow up in key regional areas
- Establish relationship for Westpac agri-economist with Sky News and Landline
- Interview co-ordination, media monitoring and evaluation
- Reports for Westpac and Charles Sturt University executives.

KEY OUTCOMES AND ACHIEVEMENTS

Across the three Index distributions in February, May and July 2008 media coverage was achieved in 45 of 46 Westpac banking regions. State and national coverage was also achieved with each distribution.

Westpac utilises estimated advertising equivalents as its key evaluation of this activity with an EAV for three indexes in 2008 achieving \$1,137,000.00 in media coverage. This is a significant increase on previous results that saw an average EAV of \$262,000.

The relationships with ABC radio and ABC television program Landline and the Westpac agri economist has resulted in these media outlets contacting Westpac for other interview requests.

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