

Glen Innes Severn Ordinary Council Meeting ***27 JANUARY 2022***

ANNEXURES UNDER SEPARATE COVER

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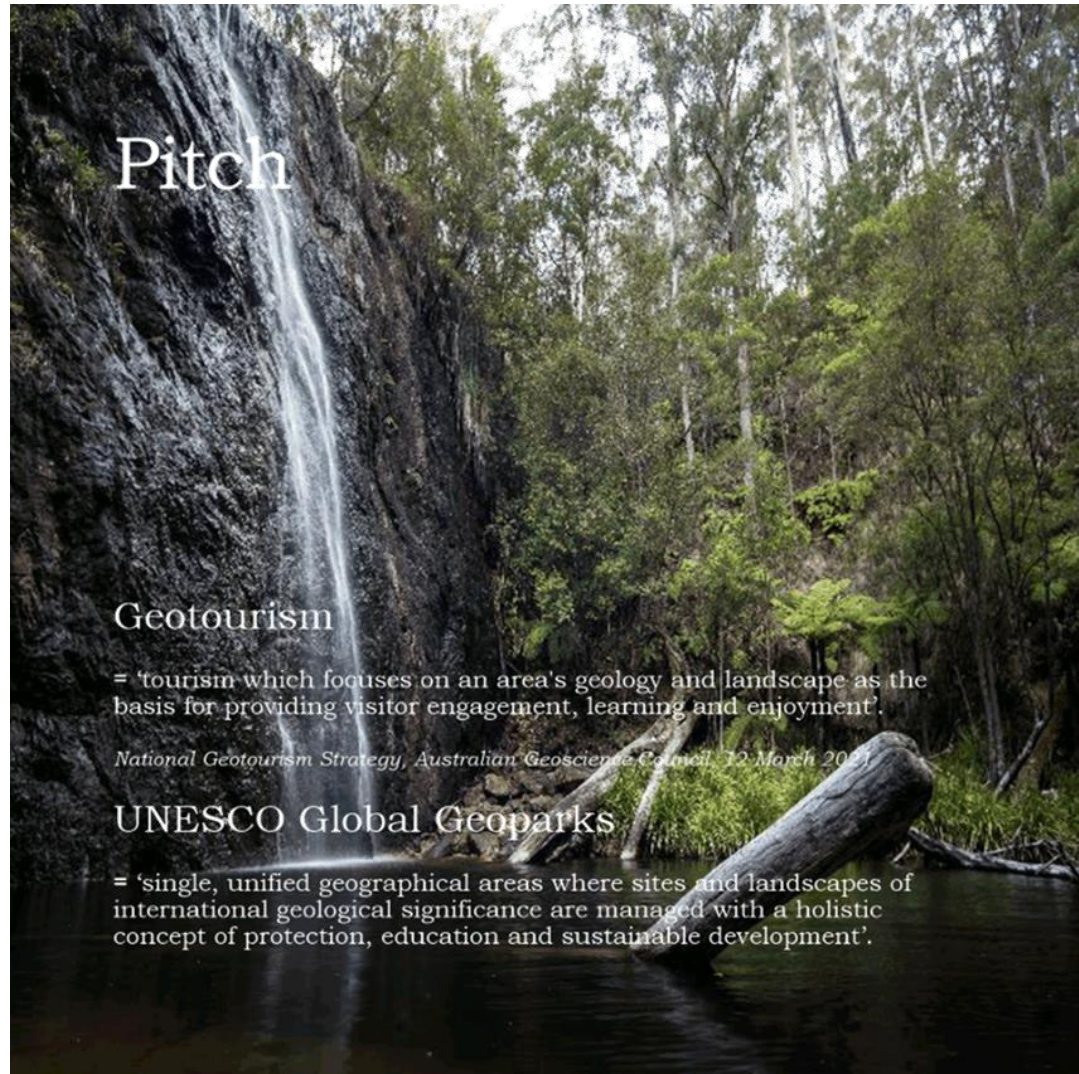
“A Proposed Aspiring UNESCO Global Geopark Nomination for the New England North West Region”

INTERNATIONAL
ENGAGEMENT STRATEGY

MARGOT DAVIS

GLEN INNES, NSW





Pitch

Geotourism

= 'tourism which focuses on an area's geology and landscape as the basis for providing visitor engagement, learning and enjoyment'.

National Geotourism Strategy, Australian Geoscience Council, 12 March 2021

UNESCO Global Geoparks

= 'single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development'.

The geology of the New England North West region is complex and encapsulates the geological history of the breakup of the Gondwana continent and the formation of the east coast of Australia.

Our region has the opportunity to build on its abundant natural and cultural assets in order to leverage an emerging global trend in geotourism and attract international visitors.

By embracing the National Geotourism Strategy and aligning product and experience development with its holistic framework, New England North West has the potential to embark on a journey to be nominated as an Aspiring UNESCO Geopark.

We know that natural assets are often the primary drivers of visitation to a region and are the catalyst for jobs and economic growth.

We know that 68% of both domestic and international visitors are increasingly wanting a nature-based experience. We know that international visitors will return over the next five years and beyond. We can confidently predict additional international visitor growth from 7% YOY to 11% YOY with the addition of the UNESCO branding.

This International Engagement Strategy - "A Proposed Aspiring UNESCO Global Geopark Nomination for the New England North West Region" outlines the why, the how, the who and the when to achieve this ambitious goal.

With a 5-year investment of \$37.2 million across 12 Local Government Areas, aligned to a collaborative regional approach, the benefit to the region's economy will be an additional \$71million in output, an additional 224 regional jobs, an additional \$17million in wages and salaries and an additional \$30million in value-added regional economic benefit.

It's time to lift our region, celebrate our natural and cultural assets and improve the socio-economic prosperity of our region. This approach is not for the fainthearted, it will take dedication, resilience and persistence – something we also have in abundance in the New England North West region.

Let's embark on this journey together, in collaboration and with a clear unwavering goal to be nominated as an Aspiring UNESCO Geopark.

I'm game, are you?



Contents

CONTEXT IS
KEY,
INTERGRATED
ANALYSIS,
ALIGNMENT &
THINKING IS
ESSENTIAL

1. HOMEWORK

Nature-based Tourism in Australia

516 declared
national parks in
Australia.

19 UNESCO
World Heritage
sites of which 16
are nature-
based.

Three more areas
are in the
process of
proclamation.

8,500 other
protected areas
including state
and regional
parks, forest and
reserves.

Total of 9,000
protected areas
covering 95
million hectares
(11% of the
nation's land
mass).

“Natural assets are often the
primary drivers of visitation
to a region and are the
catalyst for jobs and
economic growth.”

Unlocking our Great Outdoors – June 2017 –
Tourism and Transport Forum



National Geotourism Strategy, launched in 2021

- Geotourism is booming internationally, and it is an imperative that iconic Australian tourism destinations and products, particularly in regional and outback regions, can be transformed to meet both the needs of domestic and global travellers seeking superior travel experiences.



DFAT Sustainable Development Goals

- Australians are contributing to achievement of the Sustainable Development Goals through their work in the care economy, by volunteering, by preserving the natural environment and through their everyday activities.



National Geotourism Strategy, 2021

- Tourism Industry development benefits can be realised through the holistic approach of geotourism which enhances the value of traditionally structured, nature-based tourism by generating new product development (i.e. including geology, landscape, flora and fauna, as well as cultural heritage attributes, both Aboriginal and post European settlement, including mining).




World Tourism Organization (UNWTO)

- With proper governance, tourism works effectively as a national strategy to promote sustainable development, to alleviate poverty and regional inequality, and to enhance quality of life and wellbeing for people in destination economies including digital competency and strong sense of social responsibility.



1994 National Ecotourism Strategy

- Ecotourists may include a mix of independent travellers, people who travel in organised groups of a scientific, educational or recreational nature, and individuals or families who are interested in an ecotourism experience as part of a varied holiday.



Domestic Strategic Alignment

NSW Visitor Economy Strategy 2030

- China, USA, UK, South Korea, India, New Zealand, Japan, Hong Kong, Taiwan and Singapore have traditionally been the top 10 markets for NSW. We expect these will continue to be core markets over the next 10 years. While Indonesia, Malaysia, Germany, France and Canada currently sit outside the top 10, they have the potential to grow in both volume and value to the state. Other long stay visitor markets such as international students and Working Holiday Makers will be crucial in the Recovery Phase.

NSW Visitor Economy Strategy 2030

- The Growing Middle Class - The world's middle-class is growing rapidly, particularly in China and India, driving increased demand for international travel. New markets, consumer trends, preferences, needs and aspirations will be identified through a program of strategic research, data analytics and new commercial partnerships.

New England North West Regional Plan 2036

Vision: "Nationally valued landscapes and strong, successful communities from the Great Dividing Range to the rich black soil plains." Through the goals of a strong and dynamic regional economy, a healthy environment with pristine waterways, a strong infrastructure and transport networks for connected future and attractive and thriving communities.

NSW Visitor Economy Strategy 2030

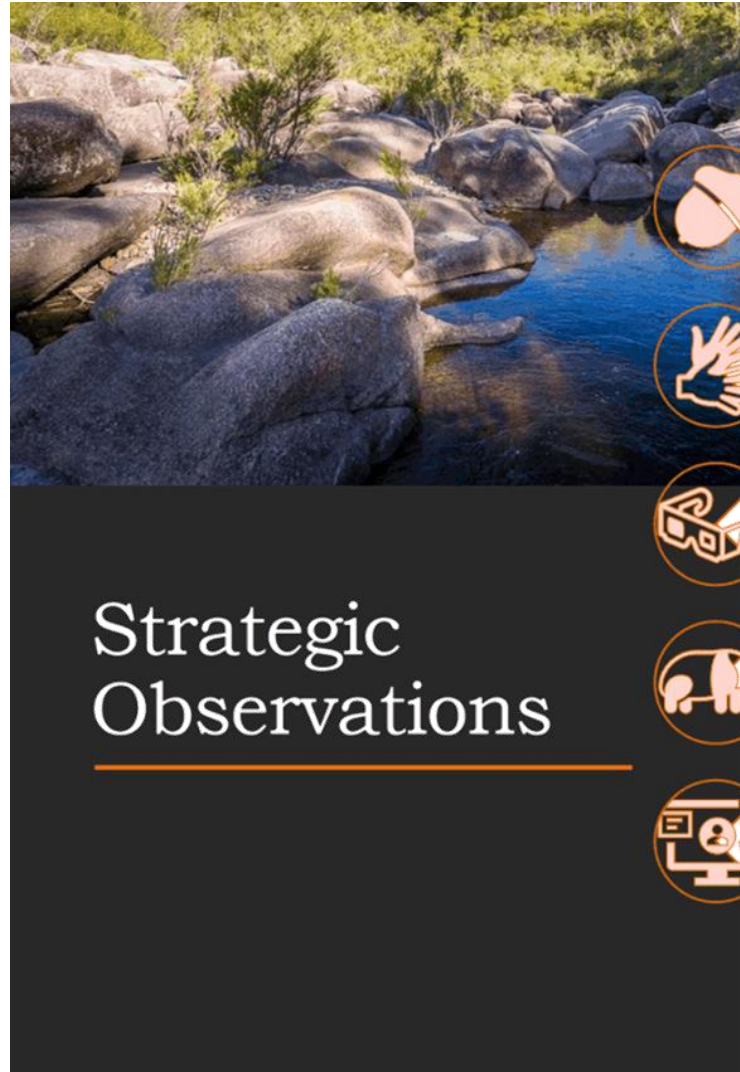
- Current modelling indicates that visitor numbers and visitor expenditure may take three to four years to recover, depending on the duration and impact of the COVID-19 pandemic.

Glen Innes Highlands Destination Management Plan

- Glen Innes Highlands and the surrounding region have abundant natural and cultural features to leverage this. Geotourism, whilst celebrating geological heritage, enhances awareness and understanding of some of the key issues facing society such as using our earth's resources sustainably.

Unlocking the Great Outdoors June 2017 TTF

- International nature-based visitor numbers rose 12% in 2016 and 49% in the five years since 2012. These results outpaced total international visitor growth to Australia over the same periods of 11% in 2016 and 43% over the past five years. Similar patterns were evident for domestic visitor numbers.



Regional Alignment

- All local Government areas in the NENW Plan have some form of the following statement as a priority. "Expand nature-based, adventure and cultural tourism places and enhance visitor experiences."

New Language

- In existing tourism strategies, the language of geotourism or leveraging geoscience is not yet present however the opportunity is relevant across the region and should be included in future iterations.

International Refocus

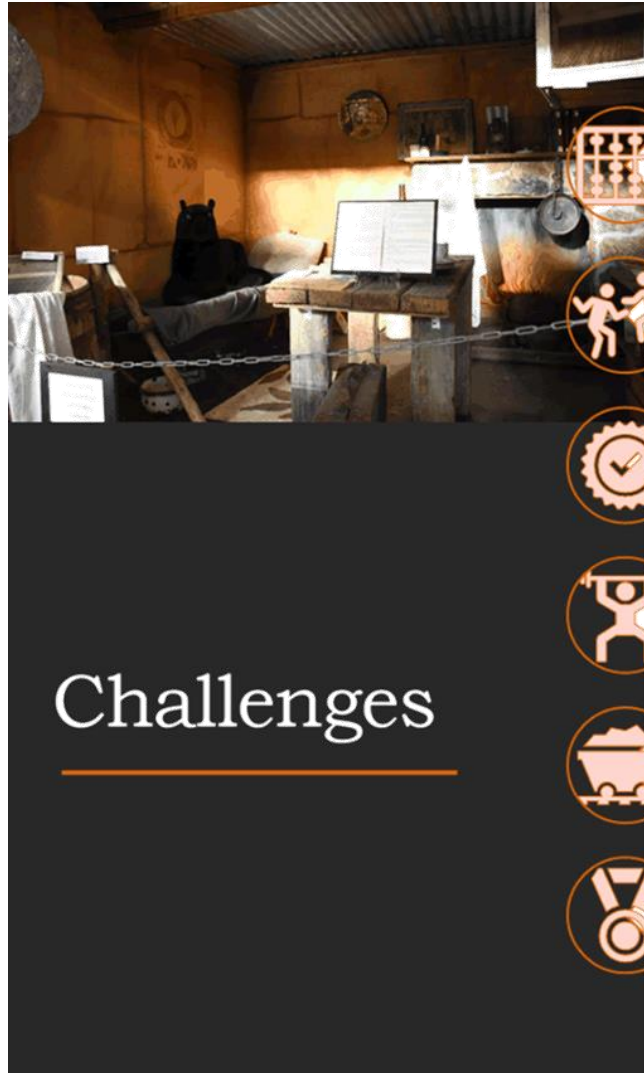
- Whilst the current visitor economy focus is domestic in context to economic recovery during the pandemic – in future the visitor economy plan will refocus on the high-yield international markets – from 2030 and beyond.

Mature Chinese Market

- The number of geoparks in China (including 41 UNESCO Global Geoparks) should be leveraged in its familiarity to the Chinese people to attract this key market.

Unique Experiences

- The domestic and global market for geotourism is looking for unique product experiences and a broader mix of experiences with a variety of important factors for the experience development.



Need to Diversify Economies

- Regional economic diversification to reduce local economic volatility and stabilise rural and regional communities through leveraging its natural and cultural assets.



Collaboration

- Cross-region cooperation and focus on the opportunity of geotourism over the longer term to achieve the ultimate aim of an Aspiring UNESCO Geopark.



Geo-political changes

- Geo-political changes and challenges affecting the core market of China.



Funding

- National, state and local funding support to provide the required resources within the local and regional context and champion the process.



Industry Perception

- Industry perception of the potential of geoparks to possibly restrict exploration and mining.



Risk v's Reward

- Balancing the risk and reward in terms of protecting nature and allowing more people to experience its wonder.

CONTENT IS
KING AND KEY

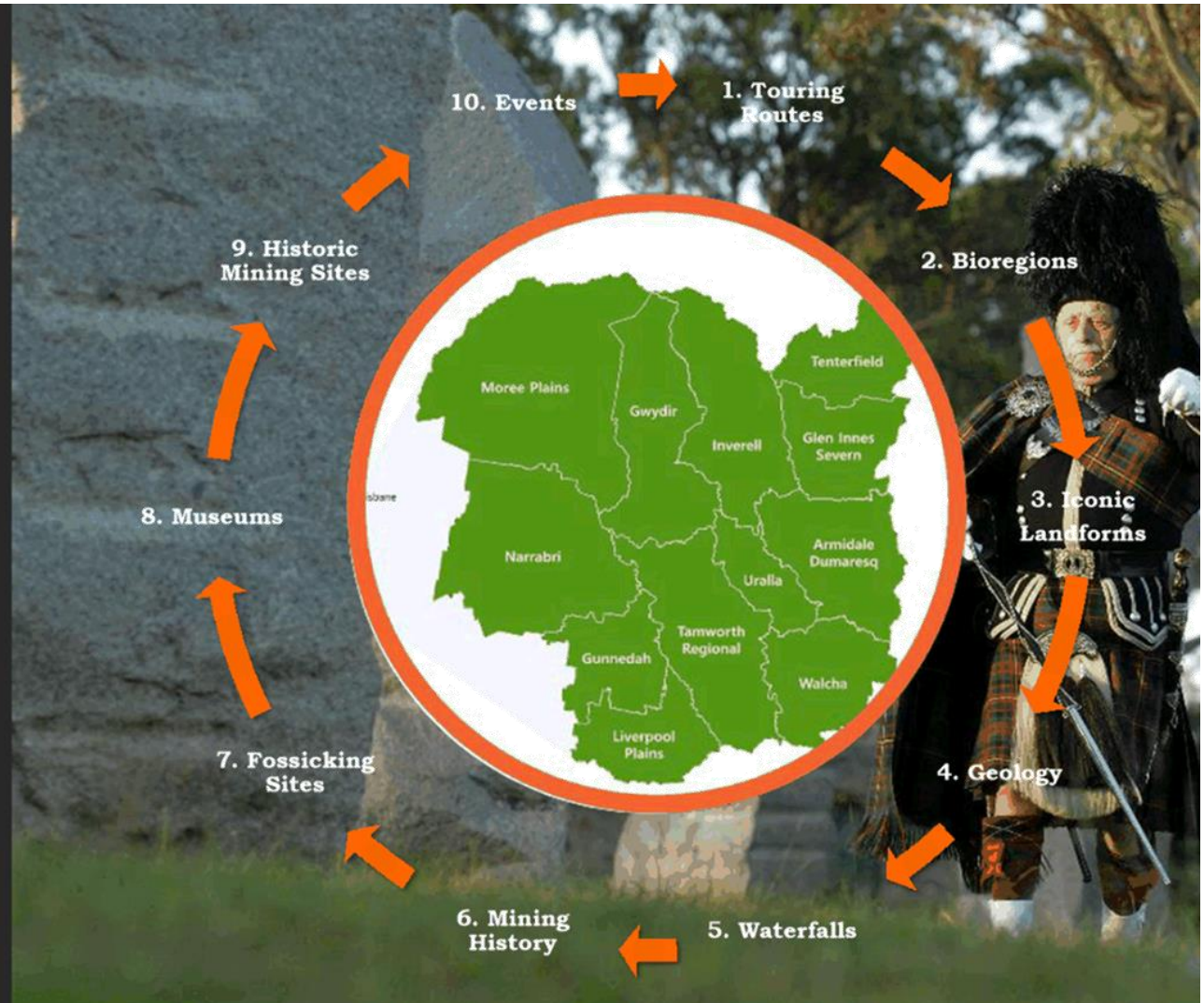
2. 10 PILLARS

We have what it takes!

NENW has the natural and cultural assets to leverage geotourism as a holistic framework for regional economic development and social prosperity.

The region is rich in product across the 10 categories that contribute to the journey to be nominated as an Aspiring UNESCO Geopark.

Please refer to Appendix A for a comprehensive audit of the Geotourism assets in NENW.



A JOURNEY
WORTH TAKING

3. THE PROCESS

How long is a piece of string?

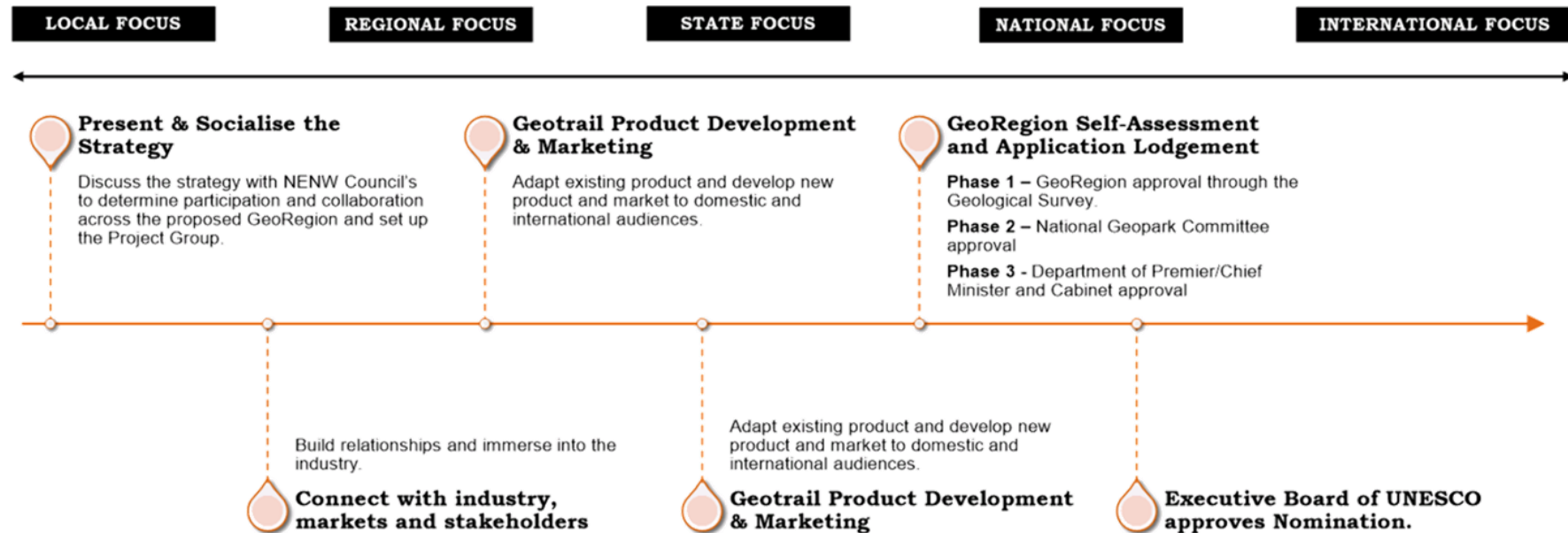
A focused and concerted effort is required of the region to begin the journey to become nominated as an Aspiring UNESCO Geopark.

This strategy outlines a five-year period to get to the nomination and then reviews a further five years of economic benefits.



A Process of Collaboration – five years to approved nomination

The process starts with a local focus and a regional mindset. The product development to lead to the definition of a GeoRegion will require local and regional collaboration and dedication of resource, budget and strategic alignment. As the process continues, the proposition for the UNESCO nomination builds and evolves. Various industry and government levels of approval is required before the final decision by the Executive Board of UNESCO approves the nomination.



WHO IS A
GEOTOURIST
AND WHO ARE
THE SOURCE
MARKETS?

4. THE AUDIENCE

To be defined...

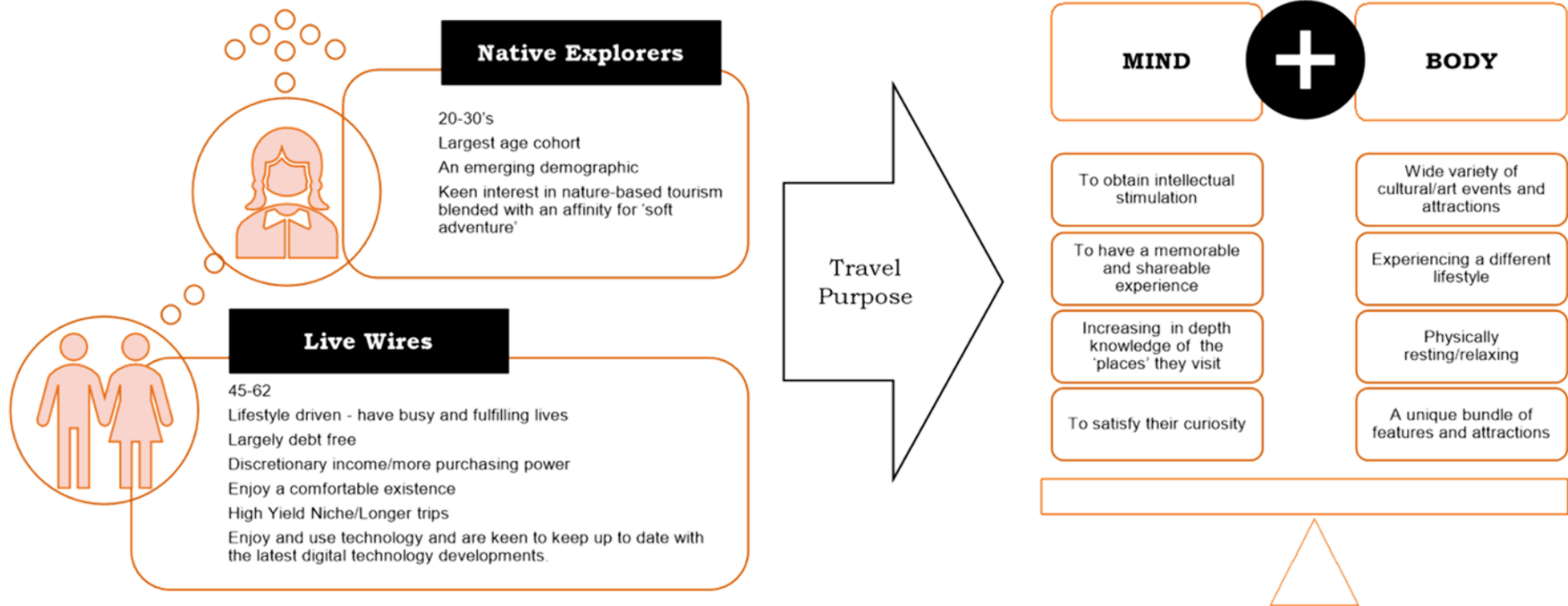
The geotourism 'emerging tourism' niche is still in an early stage of commercial development, particularly in Australia.

Only very limited research data is available about the needs and wants of geotourists, even amongst those people who know most about geology and geomorphology.



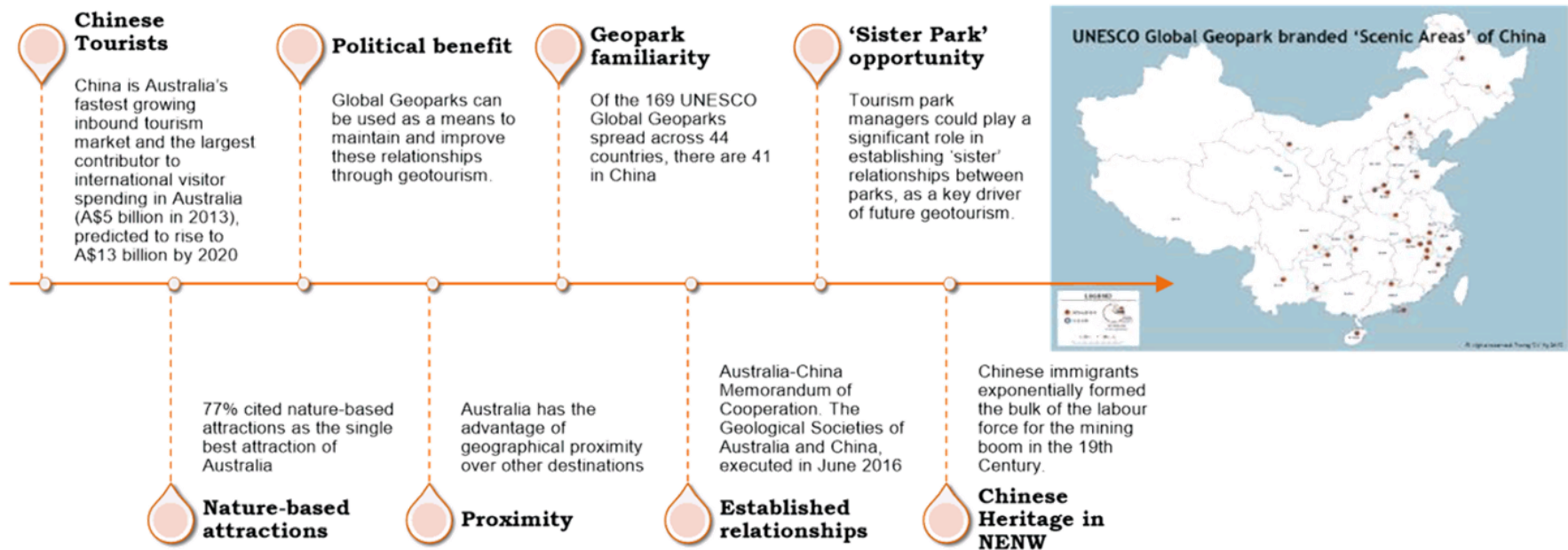
Who is a Global Geotourist?

A mix of independent travellers, people who travel in organised groups of a scientific, educational or recreational nature, and individuals or families who are interested in an ecotourism experience as part of a varied holiday. They are generally well educated, professional or semi-professional and seeking to have the natural environment interpreted for them.



Source Markets - Asia-Pacific with immediate focus on China

Whilst there is opportunity for source markets to be leveraged within the broader Asia-Pacific area and in alignment with the Asia-Pacific Geopark network there are a number of reasons to focus firstly on the source market of China. In 2016, 1.2 million Chinese visited Australia, some 1% of total outbound from China of 122 million. China has a high concentration of Geoparks and this familiarity can be utilised to engage the market in Australian geotourism experiences.



VISITOR IMPACT
AND ECONOMIC
IMPACT
REPORTS

5. THE BENEFIT

Nature-based tourism is significant

- In the year ending June 2016, 68 per cent (or 5.0 million) of international visitors engaged in some form of nature-based activity.
- The top international nature-based markets were China (17 per cent), the United Kingdom (11 per cent), New Zealand (10 per cent) and the USA (9 per cent).
- International nature-based visitors tend to be younger than other visitors with 33 per cent being aged 15-29 years.

Source: Ecotourism Australia – Nature Based Tourism in Australia Manifesto



Visitor Impact Methodology

1. 1. Baseline nature-based tourism in NSW as a proxy for Geotourism.
2. 2. Utilise NENW market share to determine NENW nature-based tourism.

Baseline A – Current nature-based tourists in NSW

Source: Destination NSW - Nature Based Tourism to NSW Year Ended September 2017

Nature-based tourists to NSW	Visitors (million)	Nights (million)	Average Length of Stay (nights)	Total Spend (\$ billion)	Spend per visitor	Spend per night
International	3.4	85.6	25	\$ 9.8	\$ 2,871	\$ 115
Domestic Overnight	11.6	43.5	4	\$ 8.4	\$ 730	\$ 194
Domestic Daytrip	13.4	NA	NA	\$ 1.3	\$ 97	NA
TOTAL	28.3	129.2	NA	\$19.6bn	NA	NA

NENW Share of Market

Source: Destination NSW – New England North West Visitor Profile – Year ended September 2020

	Visitors (million)	Nights (million)	Average Length of Stay (nights)	Total Spend (million)	Spend per visitor	Spend per night
International	20,300	0.7	36.4	\$ 39.8	\$ 1,964	\$ 54
Domestic Overnight	1.2	3.3	2.9	\$ 478.1	\$ 410	\$ 144
Domestic Daytrip	1.8	NA	NA	\$ 233.0	\$ 131	NA
TOTAL	3	4.1	NA	\$ 0.8bn	NA	NA

Visitor Impact Methodology continued

3. Utilise the 68% NSW nature-based rule and apply to the NENW Visitor Profile to determine a new baseline for NENE nature-based Visitor Profile.
4. Project 5 years using an annual growth rate of 7%* and an additional UNESCO branding uplift of 11%**

*Current nature based visitors to NSW in the year ended September 2016 indicated an average annual growth of 7% since September 2012/3.

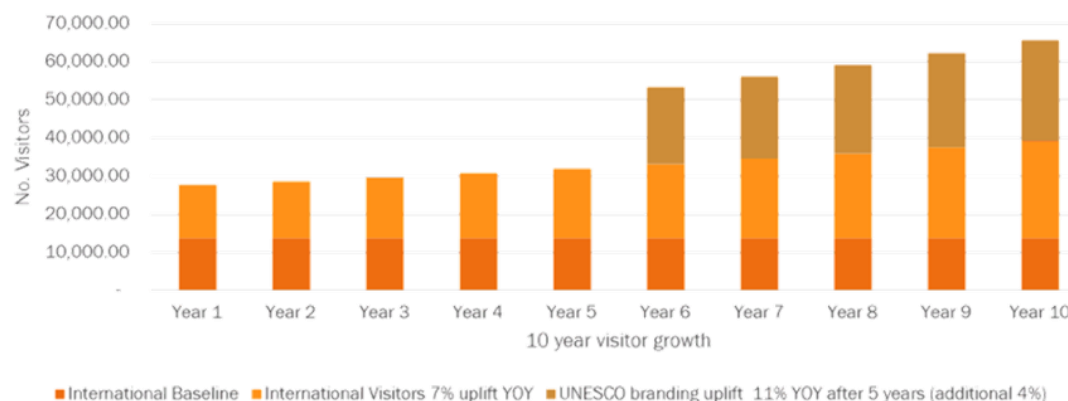
**Anecdotal evidence provided by an expert in international Global Geopark research shows annual growth rates achieved range between 7% - 15%. A mid-point of 11% was modelled as a comparison.

Baseline B - NENW nature-based tourists in NENW @ 68%

Source: Destination NSW – New England North West Visitor Profile – Year ended September 2020

	Visitors	Nights	Average Length of Stay (nights)	Total Spend	Spend per visitor	Spend per night
International	13,804	476,000	24.8	\$ 27,064,000	\$ 1,336	\$ 37
Domestic Overnight	816,000	2,244,000	2	\$ 325,108,000	\$ 279	\$ 98
Domestic Daytrip	1,224,000	NA	NA	\$ 158,440,000	\$ 89	NA
TOTAL	2,053,804	2,720,000	NA	\$ 510,612,000	NA	NA

International Nature-Based Visitors NENW



Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$149.327	\$58.154	\$47.348	\$254.829	1.389	1.707
Long Term Employment (Jobs)	783	165	155	1,103	1.211	1.409
Wages and Salaries (\$M)	\$42.412	\$13.167	\$10.507	\$66.086	1.310	1.558
Value-added (\$M)	\$70.058	\$25.273	\$26.621	\$121.953	1.361	1.741

Tourism/Visitor Impact Summary Report

REMPLAN Inputs:

115,793 additional international visitors to NENW

24.8 average length of stay

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$25.386	\$9.886	\$8.049	\$43.321	1.389	1.707
Long Term Employment (Jobs)	133	28	26	187	1.211	1.406
Wages and Salaries (\$M)	\$7.210	\$2.238	\$1.786	\$11.235	1.310	1.558
Value-added (\$M)	\$11.910	\$4.296	\$4.526	\$20.732	1.361	1.741

Tourism/Visitor Impact Summary Report

REMPPLAN Inputs:

19,685 additional international CHINESE visitors to NENW

(@ 17% of total international visitors)

24.8 average length of stay

Impact Summary	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$37.200	\$21.714	\$12.214	\$71.128	1.584	1.912
Employment (Jobs)	125	59	40	224	1.472	1.792
Wages and Salaries (\$M)	\$9.474	\$4.863	\$2.710	\$17.048	1.513	1.799
Value-added (\$M)	\$14.735	\$8.508	\$6.867	\$30.111	1.577	2.043

Economic Impact Modelling Methodology

1. 12 LGA's produced their DMP and Geotourism Scoping Studies valued at \$60K per LGA
2. 12 LGA's developed 5 geotourism products/ experiences valued at \$2.5million per LGA over the first 5 years
3. Investment per LGA: \$3.1million per LGA
4. Total NENW investment: \$37.2 million: 50% Construction; 10% Public Administration & Safety; 10% Accommodation & Food Services; 10% Arts & Recreation; 10% Education & Training; 10% Information Media & Telecommunications

THE PROCESS
DEFINES THE
JOURNEY, AND
THE ACTION
PLAN DEFINES
THE STEPS TO
ACHIEVE THE
PROCESS.

6. THE ACTION PLAN

Acronyms

SO	Strategy Owner
GM	General Manager
JOEA's	Joint Organisation Executive Assistants
JO's	Joint Organisations
LGAR's	Local Government Area Resources
PG	Project Group
DNSW	Destination NSW
DCNO	Destination Country & Outback
GS	Geological Survey of NSW
DPIE	Department of Planning, Industry and Environment
AGC	Australian Geoscience Council
NGSWG	National Geotourism Strategy Working Groups
RNSW	Regional NSW
DPC	NSW Premier & Cabinet



1

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
Present & Socialise the Strategy - Discuss the strategy with NENW Council's to determine participation and collaboration across the region and set up the Project Group.	<i>Seek permission from the Glen Innes Severn Council (GISC) General Manager to progress the IAS project regionally</i>	<ol style="list-style-type: none"> 1. Meet with GM to discuss strategy, resourcing and budget 2. Include the project in GISC Strategic Plans 3. Seek funding for additional resource and budget required 4. Submit a report to Council if required for endorsement 	SO GM	Year 1
	<i>Set up meetings with relevant JOs present the strategy</i>	<ol style="list-style-type: none"> 1. Contact Joint Organisation Executives to schedule and present the International Engagement Strategy 2. Provide documentation for Council's to discuss with key resources and report to Council if required 3. Secure participating LGAs and key resources/contacts 	SO JOEAs	
	<i>Set up Memorandum of Understanding (MOU) with participating LGAs</i>	<ol style="list-style-type: none"> 1. Draft the MOU for each participating Council 2. Finalise MOU and Report to Council 	SO GMs	
	<i>Set up the Project Group and online platform for collaboration</i>	<ol style="list-style-type: none"> 1. Set up collaboration platform e.g. Basecamp 2. Invite all participating LGAs and resources 3. Schedule immersion program activity 	SO LGARs SO	
	<i>Set up reporting, governance and project tracking for Project Group</i>	<ol style="list-style-type: none"> 1. Determine governance structure 2. Determine reporting structure 3. Create mechanisms to track project progress across LGAs 4. Develop Risk Assessment 	PG	

2

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
Connect with industry, markets and stakeholders - Build relationships and immerse into the industry.	<i>Seek Industry Partners</i>	<ol style="list-style-type: none"> 1. Discuss opportunities with National Geotourism Strategy Working Groups., particularly geotrails, digital technologies and cultural landscapes 2. Determine if there are opportunities to become a pilot project for the working groups within the defined GeoRegion 	PG	Year 1
	<i>Seek Government Partners</i>	<ol style="list-style-type: none"> 1. Discuss opportunities with the NSW Department of Planning 2. Determine if there are opportunities for NSW Planning to include your product and/or experience in their geotrails priority sites 	PG GS	
	<i>Connect with Key Asia-Pacific Markets</i>	<ol style="list-style-type: none"> 1. Join the Asia Pacific Geoparks Network to build relationships with key tourism markets 	LGARs PG	
	<i>Connect with Key International Stakeholders</i>	<ol style="list-style-type: none"> 1. Discuss and exchange with other UNESCO Global Geoparks as well as the Global Geoparks Network (GGN) 2. Join the GGN – essential membership for UNESCO Global Geoparks 	LGARs PG	
	<i>Connect, Participate & Learn</i>	<ol style="list-style-type: none"> 1. Participate in training, meetings and workshops through relevant national and international memberships 	LGARs PG	

3

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
Destination Management & Defining the GeoRegion - Each LGA is required to complete their Destination Management Plan and Geotourism scoping study to enable an application to be lodged for the designated GeoRegion.	<i>Revise or complete a Destination Management Plan (DMP) for the LGA</i>	<ol style="list-style-type: none"> 1. The Destination Management Plan should be updated or created according to the Destination Management Guidelines of the state 2. The detailed background report for the DMP should identify Geoheritage features 	LGARs	Year 2
	<i>Secure funding in each LGA to develop the detailed geotourism scoping study</i>	<ol style="list-style-type: none"> 1. Secure relevant funding to enable either internal resource or external consultancy to deliver a geotourism scoping study 2. Create the request for Quote (RFQ) and procure a consultant/resource 3. Each LGA will need to ensure their procurement policies and procedures are adhered to deliver their scoping study 4. Procure final resource/consultant 	LGARs	
	<i>Scoping study delivery</i>	<ol style="list-style-type: none"> 1. Scoping studies completed and shared with Project Group. 2. Invite Geological Survey and other relevant stakeholders to participate and review the scoping studies. 	PG	
	<i>Finalisation of scoping studies and defining of the GeoRegion</i>	<ol style="list-style-type: none"> 1. Review and value-add to scoping studies to ensure accuracy 2. Designate a defined area of particular natural and cultural heritage which highlights outstanding geoheritage features (i.e. a GeoRegion) 	GS/DPIE/RNSW	
	<i>Commence draft self-assessment form (based on the UNESCO Geopark audit template)</i>	<ol style="list-style-type: none"> 1. Each LGA contributes to the defined GeoRegion's audit in preparation for future lodgement 	PG /LGARs	

4

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
Geotrail Product Development & Marketing - Adapt existing product and develop new product and market to domestic and international audiences.	<i>Redefine and reposition existing products and experiences</i>	<ol style="list-style-type: none"> 1. Utilise the DMP and geotourism scoping study to prioritise existing touring routes, events and experiences that can be optimised to become geotrails 2. Report progress back to Project Group priorities and seek LGA collaborations 	LGARs PG	Year 2-3
	<i>Ensure new products and experiences are aligned to the geotourism framework</i>	<ol style="list-style-type: none"> 1. Develop ideas for new products and experiences aligned to the geotourism framework 2. Seek funding opportunities to support the development of geotrails and other geoheritage experiences 3. Collaborate with Geological survey and other LGAs to create larger cross-region geotrails 	LGARs PG	
	<i>Adapt existing LGA and Regional marketing strategies/campaigns</i>	<ol style="list-style-type: none"> 1. Include geotourism experiences into your marketing strategies and activity whilst targeting key markets from a domestic context 	LGARs	
	<i>Seek domestic and international marketing opportunities</i>	<ol style="list-style-type: none"> 1. Discuss domestic marketing opportunities with DNSW and DCNO to leverage campaign activity and update ATDW listings 2. Discuss opportunities with Tourism Australia to leverage key international market activity 	LGARs/ PG	

5

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
GeoRegion Self-Assessment and GeoRegion Application Lodgement for GeoRegion Phase 1 – GeoRegion approval through the Geological Survey.	<i>Commence draft self-assessment form</i>	1. Each LGA contributes to commencing the GeoRegion draft self-assessment by including all relevant geoheritage features from their LGA	PG /LGARs	Year 3
	<i>Liaise with key stakeholders on the draft self-assessment to value-add and build on the content</i>	1. Project Group includes any additional regional information in conjunction with key industry stakeholders	PG/RNSW	
	<i>Lodgement of the Application for formal GeoRegion</i>	1. Lodgement of an Application to designate a formal GeoRegion to the relevant State/Territory Geological Survey	PG	
	<i>GeoRegion approval (in the form of written advice) received from the State/Territory Geological Survey</i>	1. Formal support (approval in principle) of impacted LGAs sought for the proposal 2. Development of geotrails, geosites etc in association with affected LGAs and protected area and crown land management authorities as required over a minimum of 12 months, so as to pre-qualify as a 'defacto' Geopark (according to UNESCO program requirements) 3. Establishment of an approved governance structure	GS/RNSW GS/PG/RNSW GS/PG/RNSW	
	<i>Continuation of consultation with community groups including Aboriginal Land Councils, environmental and heritage groups</i>	1. Continue to consult with the community and relevant land and cultural managers, groups, committees and organisations	PG /LGARs	

6

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
GeoRegion Self-Assessment and GeoRegion Application Lodgement for GeoRegion Phase 2 – National Geopark Committee	<i>Application to be made to the National Geopark Committee</i>	1. Application submitted including the Self-assessment form 2. Decision upon the scope of the proposal to be processed further (either for UNESCO consideration as a Global Geopark, or as a National/State Geopark, or as a major suite of connected geotrails)	PG/GS	Year 4
	<i>Rejection / Approval from National Geopark Committee – hopefully approval</i>	1. Finalise prescribed proposal documentation ('the application dossier') to meet UNESCO requirements for a Nomination	PG/GS	
	<i>Application for Nomination Proposal</i>	1. Submit the application to the Department of Premier/Chief Minister and Cabinet to assess the Nomination proposal	GS/NGS DPC	
	<i>Application revision or additional requirements completed and resubmitted</i>	1. Response to government agencies and other key community stakeholder groups as referenced by the Department 2. Department considers proposal for approval, finalising the extent of the nominated area and the formal name of the Nomination, having regard to community sensitivities	GS/NGS DPC	

7

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
GeoRegion Self-Assessment and GeoRegion Application Lodgement for GeoRegion Phase 3 - Department of Premier/Chief Minister and Cabinet approval	<i>Department of Premier/Chief Minister and Cabinet approval</i>	<ol style="list-style-type: none"> 1. Written advice provided and forwarded to the Australian Government Department of Environment 2. Nomination referred to GeoScience Australia and other relevant Australian Government Agencies for assessment 	PG/GS	Year 5
	<i>Amendments to nomination requirements</i>	<ol style="list-style-type: none"> 1. Response to referenced government agencies as required 	PG/GS	
	<i>Approval of the Nomination from the Department of Planning Industry and Environment</i>	<ol style="list-style-type: none"> 1. Proponent lodges Nomination with the Australian National Commission for UNESCO 2. Nomination assessed through the UNESCO processes 	PG/GS DPIE	
	<i>Executive Board of UNESCO approves Nomination</i>	Celebrate!		

ENGAGEMENT HAS
COMMENCED
WITH KEY
INDUSTRY AND
GOVERNMENT
STAKEHOLDERS.

7. CONSULTATION & PARTNERSHIP DEVELOPMENT



NENW
GEOTOURISM
REGIONAL
AUDIT

8. APPENDIX A REGIONAL DEEP DIVE

1. Touring Routes

Fossickers Way – which links the main fossicking locations and historic mining areas within the NE-NW region. Although the route still has a website and is promoted by DNSW, the marketing group has ‘folded’.

Thunderbolts Way – connecting Gloucester and Inverell via Walcha and Uralla. It promotes the different landscapes – above and below the escarpment.

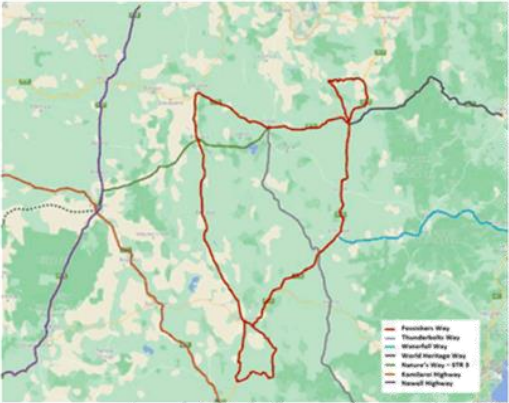
Waterfall Way – links the New England Highway at Armidale to the Pacific Highway near Coffs Harbour and features 11 waterfalls along the route, plus the Dorrigo, New England, Cathedral Rock and Oxley Wild Rivers National Parks.

World Heritage Way – eastern section of the Gwydir Highway between Grafton and Glen Innes. It features the World Heritage Listed Washpool and Gibraltar Range National Parks. The route is currently not marketed.

Nature’s Way (State Touring Route 3) – Links Narrabri and Inverell via Bingara, with the route continuing west to the Pilliga bore baths and then south through the Pilliga Forest to the Warrumbungle National Park. Attractions along this route include Sawn Rocks, Rocky Creek Glacial Area, Gwydir and Horton Rivers, Three Creeks Gold Mine at Bingara and Copeton Dam.

Kamilaroi Highway – promoted as the ‘Great Divide to the Great Outback’ the route follows the Namoi – Barwon – Darling River from Willow Tree on the New England Highway through to Bourke in outback NSW.

Newell Highway – interstate touring route linking Melbourne through to Goondiwindi via central NSW

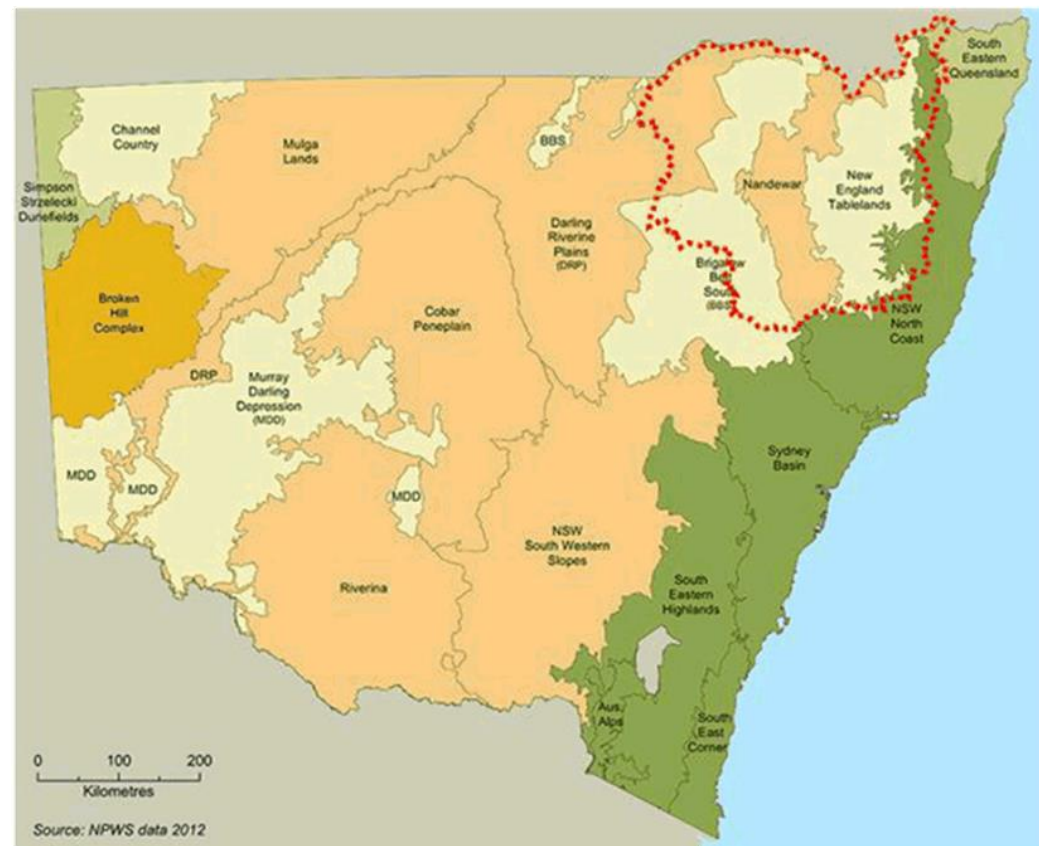


2. Bioregions

The NENW region extends across five NSW bioregions:

1. North Coast – along the escarpment edge of the NE-NW region.
2. New England – the High-Country Plateau
3. Nandewar – the western slopes of the plateau and the Nandewar Range (Mt Kaputar)
4. Brigalow Belt South – the western slopes of the Nandewar Range
5. Darling Riverine Plains – the north-east corner of the Darling Riverine Plains.

Most of Glen Innes Severn LGA is located within the New England Bioregion, with the eastern edge of the LGA extending into the North Coast Bioregion.



3. Geology

The geology of the NENW region is complex and encapsulates the geological history of the breakup of the Gondwana continent and the formation of the east coast of Australia. The basement rocks of the region comprise ancient sedimentary beds that were laid down during the Ordovician period (485-443mya). During the Silurian and Devonian periods (440-360mya) the rocks were folded and faulted by a series of mountain building tectonic events, large bodies of granite were emplaced, metamorphosing the surrounding rocks, and lava and ash were deposited.

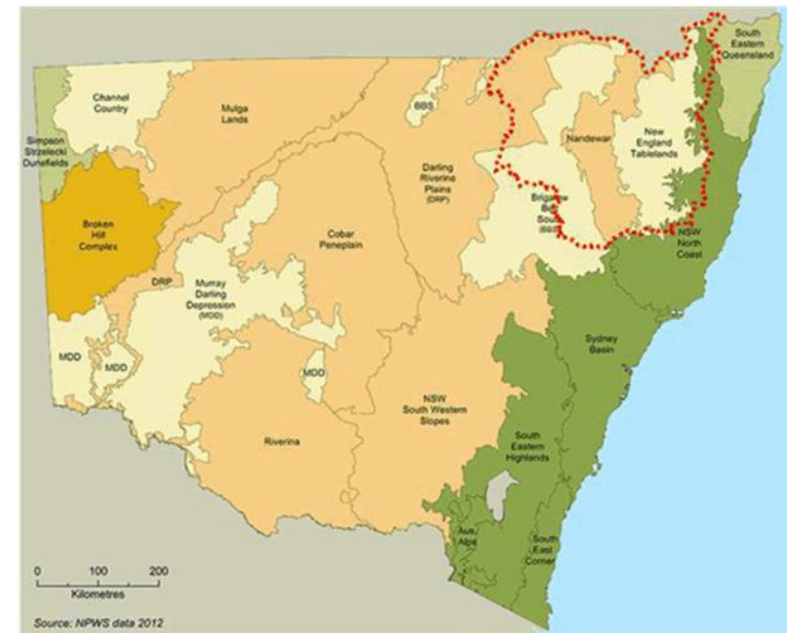
Tectonic movements approximately 250mya resulted in more volcanic activity and granite intrusions with surrounding rocks become metamorphosed. Around 130mya, Gondwana started to break-up, with this resulting in a dome shaped plateau along the east coast of Australia. Stretching of the crust, subduction of the tectonic plate along the eastern edge of Australia and the eruption of volcanoes formed the basis of the landscape of the NENW region today. The Great Escarpment marks the eastern edge of the region. The escarpment was formed around 80-100mya by uplift and warping during the break-up of Gondwana. The escarpment area is dominated by Permian-aged volcanic rocks in the north and sedimentary rocks (sandstones) in the central part of the region, with older Silurian and Devonian aged sedimentary rocks exposed in the south-east corner. The older Silurian and Devonian sedimentary rocks extend in a south-east – north-west aligned band (from Nundle through Tamworth, Barraba, Bingara to the Gwydir Highway west of Warialda) across the central part of the region. These rocks are known as the Tamworth Belt.

Located between the Great Escarpment and the Tamworth belt is the New England Plateau. This area is also known as the Central Block. It is a fold belt comprised of Carboniferous and Permian aged sedimentary rocks and granite intrusions, overlain by Tertiary-aged basalt extruded from a string of large volcanoes that formed across the region. Erosion of the basalt flows has resulted in the exposure of the Permian sandstone and granite intrusions over large parts of the plateau, with remnant volcanic landforms and lava flows extending from Ebor, northwest through Inverell into Gwydir Shire.

The Nandewar Range along the western edge of the Tamworth belt was formed by the Nandewar volcano during the Tertiary period. To the west of Nandewar Range lies the Murray Darling Basin with the ancient sedimentary rocks overlain by unconsolidated sediments deposited during the Quaternary period. The northwest corner of the region lies within the Surat basin with the surface geology incorporating sedimentary rocks laid down in the Jurassic and Cretaceous periods, grading to unconsolidated sediments deposited during the Quaternary period in the west. The southern edge of the region is dominated by basalt rocks from the Garrawilla volcano that formed the Liverpool Plain. To the north, between the range and the Tamworth belt are Permian-aged sedimentary rock and Quaternary-aged unconsolidated sediments that form the Gunnedah Basin.

4. Significant Landforms

LGA	Rock Formation/Feature	
Glen Innes Severn	The Needles Dandahra Crag Anvil Rock The Haystack	O'Hara's Rocks Beardy Woodlands Stonehenge
Tenterfield	Bald Rock Mystery Face Rock	Thunderbolts Lookout Boonoo Boonoo
Inverell	Kings Plains Thunderbolt's Rock The Slot	Stonewoman Dungeon Ashford Caves
Gwydir	Cranky Rock and Gorge	Rocky Creek Glacial Area
Moree	Waa Gorge	
Narrabri	Sawn Rocks	Kaputar Range – numerous Gins Leap
Armidale	Cathedral Rock Woolpack Rocks Round Mountain	Little Llangothlin Mother of Ducks Lagoon



5. Fluvial Landforms - Waterfalls



Waterfalls are one to the geo-attractions of the NENW region. Waterfalls that are easily accessed and promoted as tourist attractions are shown on Figure 4.1 and listed in Table 5.1. The majority of these waterfalls are located within National Parks and State Conservation Areas.

Of the eleven types of waterfalls, nine are found within the region:

1. Plunge
2. Horsetail
3. Fans
4. Tiered
5. Cascades
6. Ribbon
7. Segmented
8. Chutes
9. Block
10. Punchbowl

Waterfalls are concentrated along the eastern edge of the region, formed by the headwater streams of the coastal river systems, flowing over the Great Escarpment. Many of the waterfalls along the escarpment are inaccessible.

Waterfall Way, which links the Pacific Highway just south of Coffs Harbour, to Armidale (185km) is a popular touring route, with eleven easily accessed waterfalls, four to the east of Dorrigo and seven within the New England Region.

Wollomombi Falls (220) near Armidale is the highest waterfall in NSW and the second highest in Australia. Being on headwater streams, many of the waterfalls have very small catchment areas and only flow after rain.



6. Mining Heritage

The New England Tablelands area is one of the most highly diversified mineralised localities in Australia.

The NE-NW Region has a rich mining heritage. Commencing with the gold rushes in the 1850's, mining was a significant activity throughout the Region until the early 1900's. The need for metals during WWI and WWII resulted in the reopening / reworking of mines. Intermittent exploration and mining have occurred over the past 80 years with several gold, antimony and tin mines still operating today.

Since the 1850's the region has seen major production of gold, tin and antimony and lesser production of silver, lead, copper, molybdenum, tungsten, bismuth, gemstones and industrial minerals. Early mineral discoveries, led by gold, occurred in the more accessible and settled areas of the Tablelands, with much of the early gold and tin production coming from alluvial deposits. Most of the later mining was deep leads and reefs.

The 'richest' mineral fields were in the Hillgrove area to the east of Armidale, the Emmaville – Torrington and Kingsgate areas in Glen Innes Severn LGA and in the Tingha-Stannifer area in Inverell Shire.

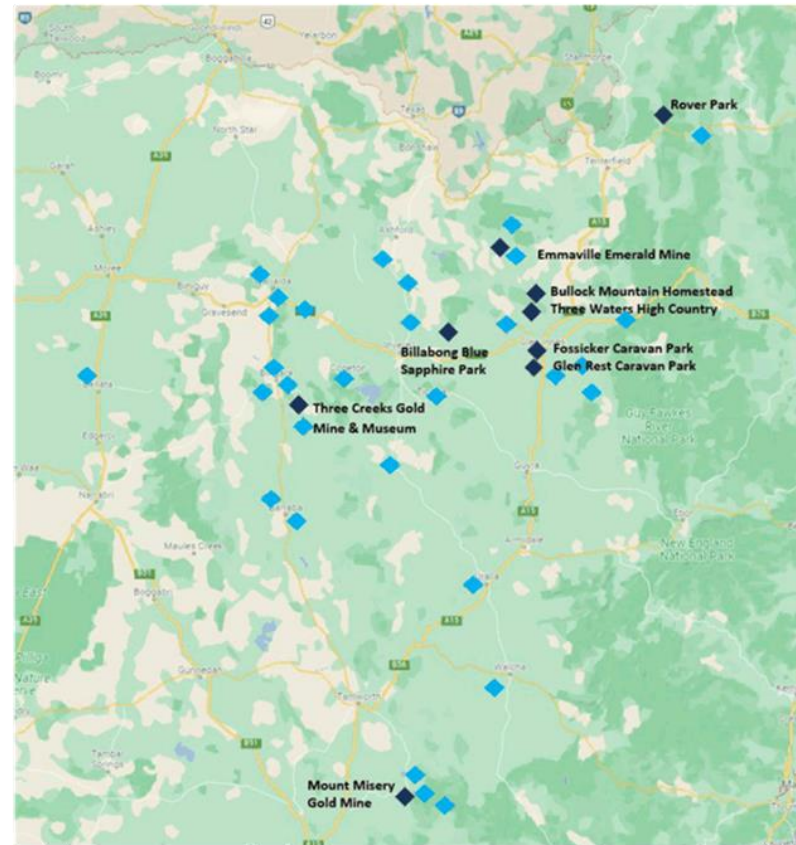
Today there is renewed interest in the area for 'critical minerals' / rare earth elements. These minerals include rutile (titanium), zircon (zirconium), tantalum, antimony, cobalt, lithium, manganese ore, niobium, tungsten and vanadium.

7. Fossicking Sites

Fossicking is permitted in Crown Reserves, in reserves along creeks and rivers and in some State Conservation Areas.

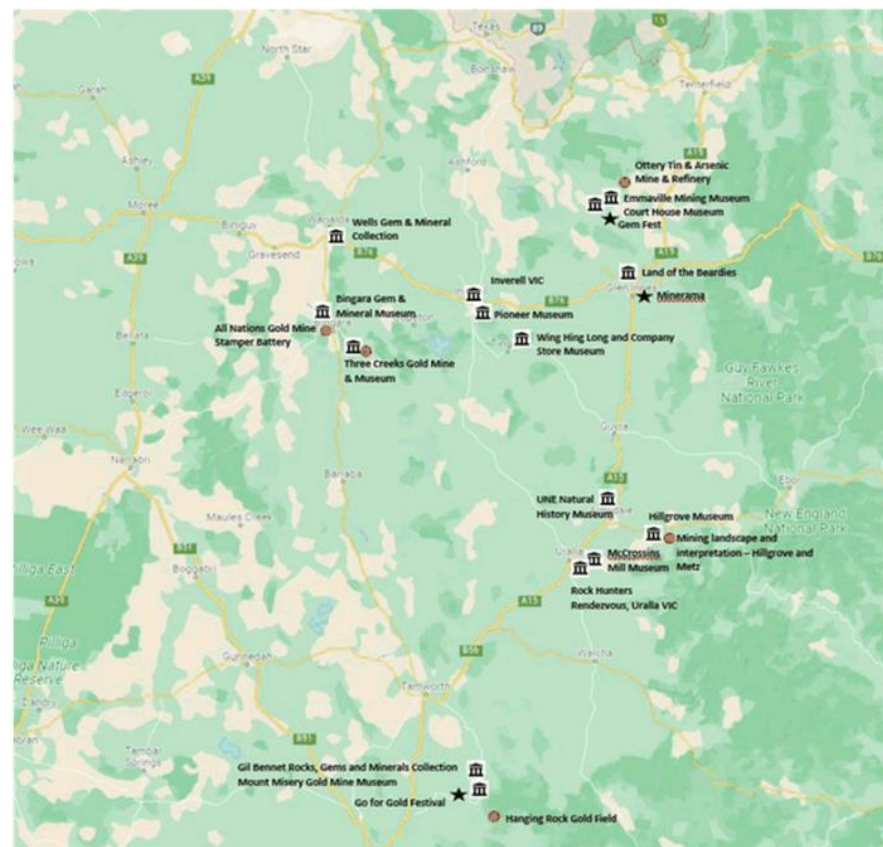
There are several fossicking and lapidary websites that identify a multitude of fossicking locations across the region, most of which are remote and suitable only for experienced fossickers.

Fossicking is promoted as one of the outdoor activities available in the NENW Region. Public (free) fossicking areas and sites promoted on the Council tourism websites.



8. Museums & Collections

1. Emmaville Mining Museum
2. Emmaville Courthouse Museum
3. Land of Beardies History House Museum, Glen Innes
4. Gil Bennet Rocks, Gems and Minerals Collection, Nundle Visitor Information Outlet
5. Mount Misery Gold Mine Museum, Nundle
6. Inverell Visitor Information Centre
7. Inverell Pioneer Museum - The Miners Hut & Sapphire Fossicking
8. Wing Hing Long and Company Store Museum, Tingha
9. Bingara Gem & Mineral Museum
10. Three Creeks Gold Mine and Museum, Upper Bingara
11. Wells Gem and Mineral Collection, Wyallda Heritage and Visitor Information Centre
12. Rock Hunter's Rendezvous - Uralla Visitor Information Centre
13. McCrossin's Mill Museum
14. Hillgrove Museum, Hillgrove
15. University of New England – Natural History Museum, Armidale



9. Historic Mines / Mining Areas

There are five historic mines / mining areas with the NE-NW that are accessible to the public and provide interpretation:

1. Ottery Mine, Emmaville
2. All Nations Gold Mine Stamper Battery, Bingara
3. Three Creeks Gold Mine, Upper Bingara
4. Hanging Rock, Nundle
5. Hillgrove – Metz, near Armidale





10. Festivals & Events

Minerama Fossicking, Gem & Jewellery Show – Glen Innes

NSW's largest annual gem and jewellery show, attracting visitors and dealers from all over Australia. Minerama has over 100+ stalls trading in gemstones, fine jewellery, facet rough, lapidary tools & supplies, crystals, beads, fossils, mineral specimens, arts, crafts and more. It also features gem cutting and beading displays, advice from gemmologists, dealers, lapidaries & jewellers as well as guided fossicking trips and entertainment.

Go for Gold – Nundle

Nundle Go for Gold Chinese Easter Festival is a celebration of Nundle's gold fields history and the Chinese and European miners that helped form the town in the mid to late 1800s. The festival includes striking Chinese dance performances twice daily by the Sydney based Australian Yau Kung Mu Association, live music, gold panning for AUD1,000 worth of genuine Nundle gold, around 100 food, produce, craft and bric-a-brac market stalls and children's activities including reptile display, animal nursery, jumping castle, magician, story time, and face painting.

Gemorama – Glen Innes

A Gem Festival featuring traders and field trips to local fossicking sites

Australian Celtic Festival at the National monument The Australian Standing Stones.

The Australian Celtic Festival is renowned as the premier Celtic event of New South Wales. It is the only Celtic themed festival in Australia to recognise different Celtic Nations each year and have the unique atmospheric benefit of being located at the nationally acclaimed Australian Standing Stones. Each year up to twenty different Clans and representatives from the six Celtic nations turn out in force to hold their annual Celtic ceremonies and spectacles, but this is only the start...there is something for everyone at our festival.

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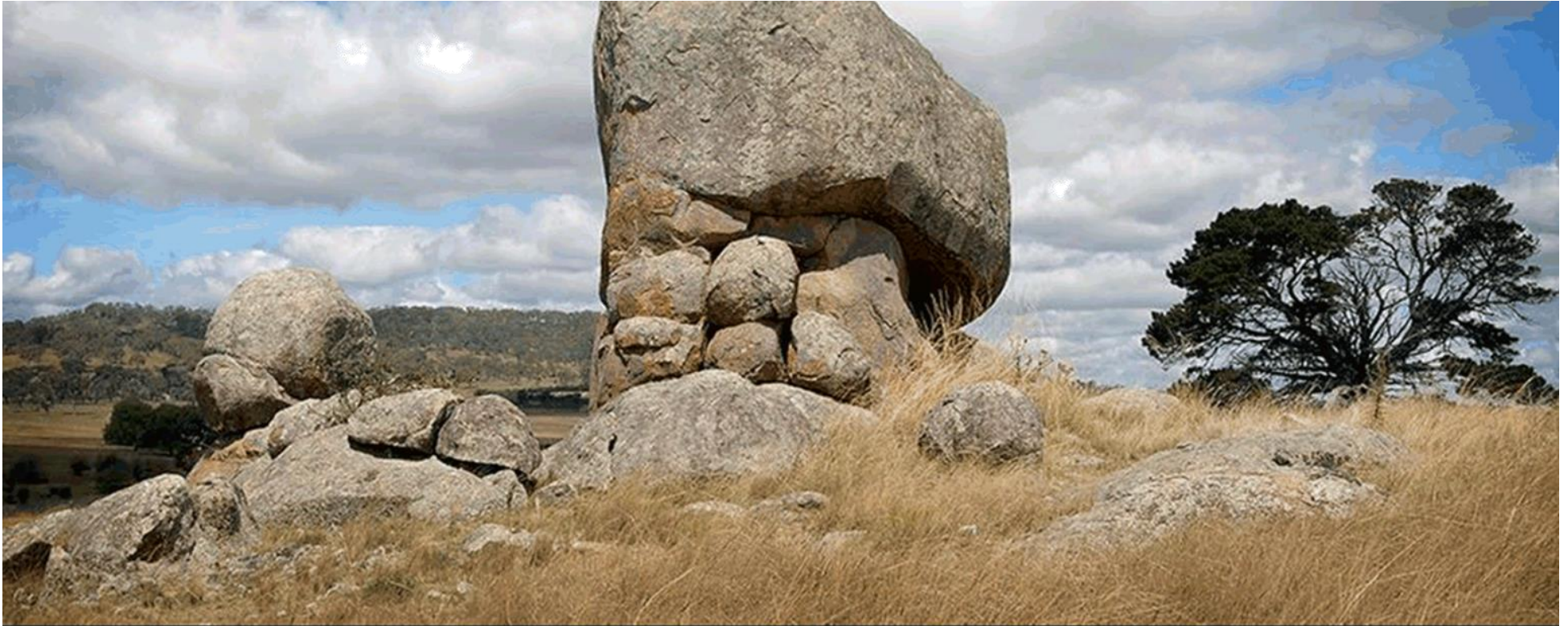
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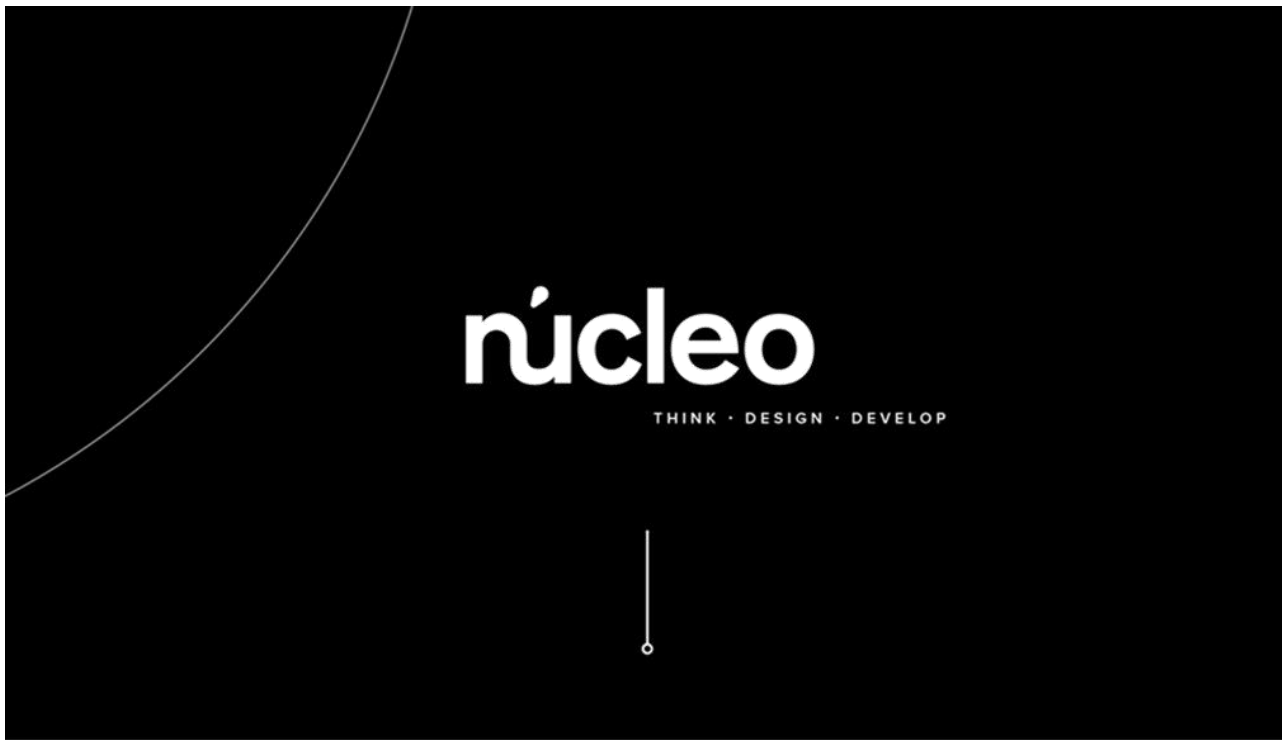
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Thank you for your time!



Digital Marketing Campaign Report

Glen Innes Severn Council

DATE: 03/12/21 - 03/01/22, 05/12/21 - 05/01/22
PREPARED BY: Tanla Nguyen

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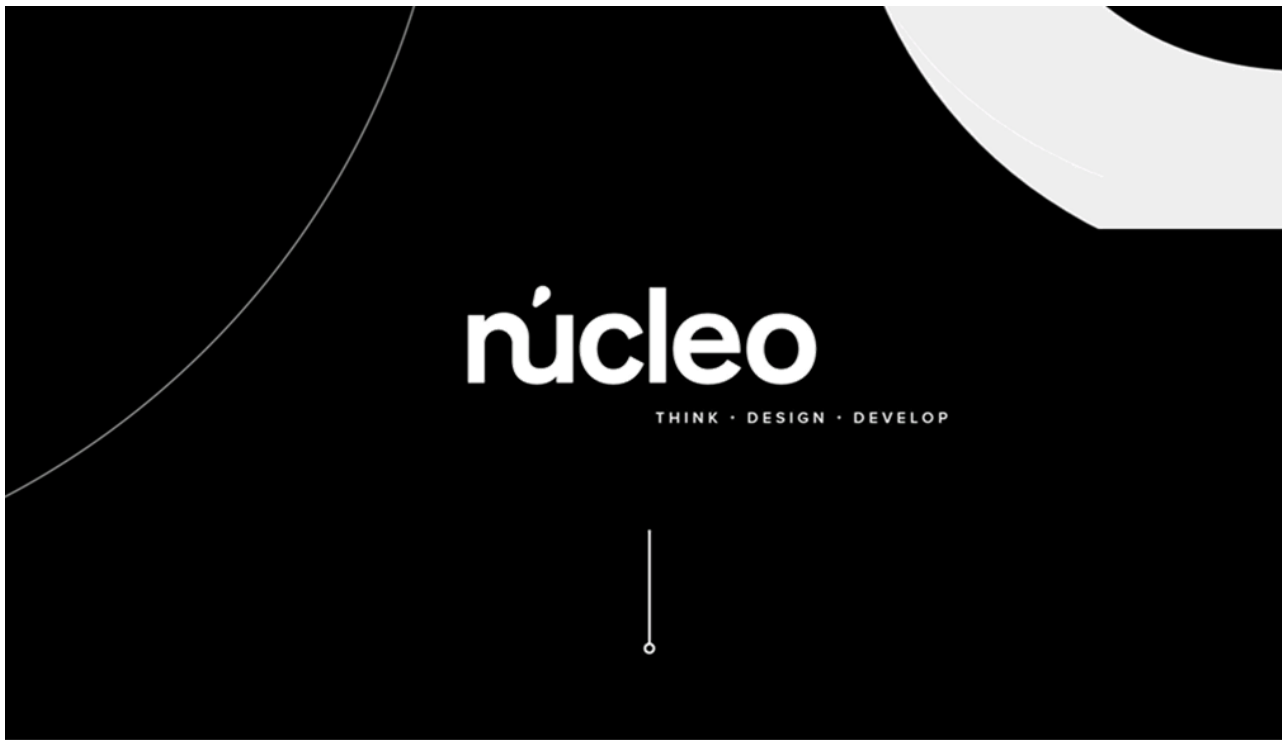


Núcleo Pty Ltd | studio@nucleo.com.au | 02 8004 8420 | nucleo.com.au

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Digital Marketing Campaign Report

Glen Innes Severn Council

‘VISIT’ CAMPAIGN

DATE: 03/12/21 - 03/01/22
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CAMPAIGN OVERVIEW

OVERVIEW

In the third month of your campaign, the delivery of your **ads have served 1,336,275 times** to your target audience **across digital platforms** including Display banners, Google search ads, Youtube video ads and Facebook ads. Your ads recorded **11,610 clicks** which has increased the metrics of your 'Visit' campaign. Your overall impressions have decreased compared to the previous month due to less online presence towards the end of year, however from the number of ads served, there was an increase in clicks. This shows that since optimising your campaign for this quarter, the campaign is serving to segments who are most likely to engage and increase traction to Glen Innes Highlands.

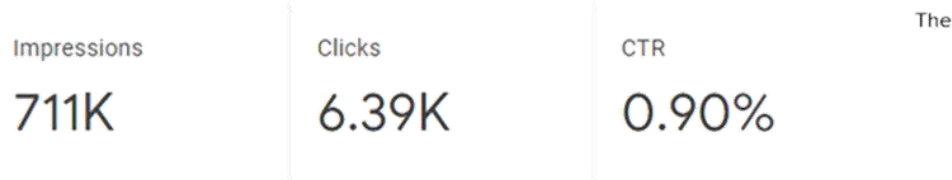
In this report, your campaign will be broken down into the different platforms we are using to serve your ads with specific click through rates and industry benchmarks. This report will also be provided with recommendations necessary for your campaign to move forward.

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DISPLAY



delivery of your display campaign has **served 711,000 ads** to your target audience with **6,390 clicks** through to your website.

This recorded a **click through rate (CTR)** of **0.9%**. Although your impressions have slightly decreased, your clicks and CTR have significantly increased, staying well above the **average industry benchmark in travel and tourism** which sits between **0.04%-0.1%**. Since updating your campaign, your results display higher quality ads to your target audience despite the slightly less impressions being served, there is more interest and traction hence the significant increase in clicks.

Ad Group	Impressions	Clicks	Click Through Rate
Family/Country Holiday	543,000	4,430	0.82%
Road Trip Holiday	29,600	199	0.67%
Celtic	138,000	1,760	1.28%

This table shows the results of each ad group in this campaign. From the data, Road Trip Holiday has decreased over December, however Family Holiday has increased in clicks showing more traction and Celtic has increased in both impressions and clicks.

As your display campaign works hand in hand with the other digital platforms, since adding more Celtic creatives throughout the campaign, it shows that there has been a strong response.

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TOP PERFORMING LOCATIONS

<input type="checkbox"/> Matched location	Bid adj.	Added/	Clicks	↓ Impr.	CTR
<input type="checkbox"/> Sydney, New South Wales, Austr...	–	None	2,042	210,110	0.97%
<input type="checkbox"/> Brisbane, Queensland, Australia	–	None	923	104,447	0.88%
<input type="checkbox"/> City of Canterbury-Bankstown, N...	–	None	586	62,462	0.94%
<input type="checkbox"/> City of Blacktown, New South W...	–	None	217	25,381	0.85%
<input type="checkbox"/> City of Fairfield, New South Wale...	–	None	138	12,087	1.14%
<input type="checkbox"/> Sutherland Shire Council, New S...	–	None	101	11,869	0.85%
<input type="checkbox"/> Logan City, Queensland, Australia	–	None	104	11,519	0.90%
<input type="checkbox"/> City of Wollongong, New South ...	–	None	105	11,504	0.91%
<input type="checkbox"/> City of Sydney, New South Wales...	–	None	62	9,026	0.69%
<input type="checkbox"/> Cumberland City Council, New S...	–	None	81	8,635	0.94%
Total: Locations ⓘ			5,753	634,160	0.91%

The table above shows your top 10 performing locations based on cities. Since narrowing the target radii on specific locations, the impressions are expected to decrease, however there should be a stronger response in clicks and CTR as the campaign is now serving to a reception audience.

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SEARCH

Impressions	Clicks	Avg. CPC
6.32K	302	\$1.34

Your search campaign recorded **6,320 ads** where your audience searched for either family/country holiday, road trip holiday and celtic country related keywords and/or phrases. Your ads generated **302 clicks** through to your website resulting in a **CTR of 4.78%** which remains **well above the average industry benchmark of 4.68%**.

There has been no conversions recorded since your search ads were updated which is a positive sign that no calls regarding hotel, motel and camping accommodation have been made.

Your search campaign has decreased in December which is expected due to campaign changes as well as there not being as many people online during this time of year. However, based on the engagement recorded, your **average cost per click (CPC)** in December has significantly decreased to **\$1.34 which is well below the average industry benchmark at \$2.00**. This is due to the updates of your keywords and ads making them better quality and more relevant for your audience.

Ad Group	Impressions	Clicks	Click Through Rate
Family/Country Holiday	240	12	5%
Road Trip Holiday	2,210	113	5.11%
Celtic	3,880	177	4.52%

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TOP PERFORMING ADS

The changes to your search ads included responsive search ads (RSA) to ensure a more precise ad for your audience. There are still dynamically generated (DSA) running, however December shows that your RSA are currently performing stronger than your DSA. Throughout this quarter, we will monitor the movements on these ads and if certain ads continue or start to fatigue or not perform as well, we will recommend removing or changing the copy to increase its relevance.

Glen Innes Highlands | Discover Celtic Country | History, Festivities, Culture
gleninneshighlands.com/visit/celticcountry
 Discover the mysteries of Celtic culture, history & festivities in Glen Innes Highlands. Visit, experience and...
[View assets details](#)

Glen Innes Highlands | Find Your Inner Celt | Culture, History & Festivities +1 more
gleninneshighlands.com/visit/celticcountry
 Experience Celtic culture, history & festivities in Glen Innes Highlands - Celtic Country. Visit for the day and st...
[View assets details](#)

Glen Innes Highlands | Country Road Trip Holidays | Relax Or Adventure +2 more
gleninneshighlands.com/visit/roadtripholiday
 Make Glen Innes your next road trip holiday location. See the Australian Standing Stones. Explore nature's stunnin...
[View assets details](#)

Glen Innes Highlands | Relax Or Adventure | Country Road Trip Holidays
gleninneshighlands.com/visit/roadtrip
 Visit Glen Innes & explore national parks, stunning landscapes, gourmet local food & more. Glen Innes...
[View assets details](#)

Glen Innes Highlands | Where You'd Rather Be | Plan Your Family Getaway +1 more
gleninneshighlands.com/visit/familyholiday
 Get back to nature, fossick fish or explore beautiful natural landscapes. Then relax by the campfire or in the...
[View assets details](#)

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TOP PERFORMING KEYWORDS

The keywords below are your top keywords that generated a click through to your website.

Country/Family Holiday - Keywords	Impressions	Clicks
Glen Innes Highlands	68	10
nsw trips	154	2
Road Trip Holiday - Keywords	Impressions	Clicks
Glen Innes Highlands	756	88
Trips in nsw	240	9
Nsw trips	879	5
New south wales road trip	51	3
road trip travel	108	2
nsw coast road trip	48	2
Road trips in nsw	48	1
New England	13	2
Road trip	20	1
Celtic - Keywords	Impressions	Clicks
Glen Innes	3,637	169
Celtic	174	7
Family holiday nsw	28	1

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YOUTUBE

Impressions

52.6K

Clicks

49

In December, your YouTube campaign served **52,600 video ads** to your target audience with **49 clicks** through to your website. As the videos that are used for this campaign are unskippable, **all ad serves have been played through completion** of the video and therefore your view rate is 100%.

Adgroup	Impressions	Clicks
Adventure	36,936	49
Celtic	4,120	0
High Country	1,164	0

Since adding High Country to your YouTube campaign, there has been an increase in impressions. There has also been an increase in clicks which have all been generated from the Adventure adgroup which is showing continual growth in from this segment.

TOP PERFORMING LOCATIONS

Due to low performance, some locations' radii have been decreased to improve its CTR and overall engagement and since updating this, this campaign has shown further improvements with more clicks generated, reinforcing a stronger result after narrowing your target audience.

Matched location	Bid adj.	Added/	Clicks	↓ Impr.	CTR
Sydney, New South Wales, Austr...	–	None	9	11,535	0.08%
Brisbane, Queensland, Australia	–	None	11	10,073	0.11%
City of Sydney, New South Wales...	–	None	0	2,722	0.00%
City of Canterbury-Bankstown, N...	–	None	4	2,553	0.16%
City of Blacktown, New South W...	–	None	2	2,110	0.09%
City of Fairfield, New South Wale...	–	None	1	1,287	0.08%
Logan City, Queensland, Australia	–	None	1	1,002	0.10%
City of Wollongong, New South ...	–	None	0	986	0.00%
Northern Beaches Council, New ...	–	None	2	915	0.22%
Shire of Shire Council, New S...	–	None	0	854	0.00%

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FACEBOOK

Results ▾	Reach ▾	Impressions ▾	Cost per result ▾
4,869 Link Clicks	252,404	566,355	\$0.39 Per link click

The delivery of your Facebook campaign **served 566,355 ads** to your target audience with **4,869 clicks** to your website. The combined campaigns generated a **CTR of 0.86%** which has significantly increased and has almost reached the **average industry benchmark of 0.9%** which is a positive sign that the creative update and addition of Celtic as an adgroup has helped to improve the industry benchmarks.

Your CPC has decreased to **\$0.39**, which has continued to stay **well below the average industry benchmark at \$0.68**.

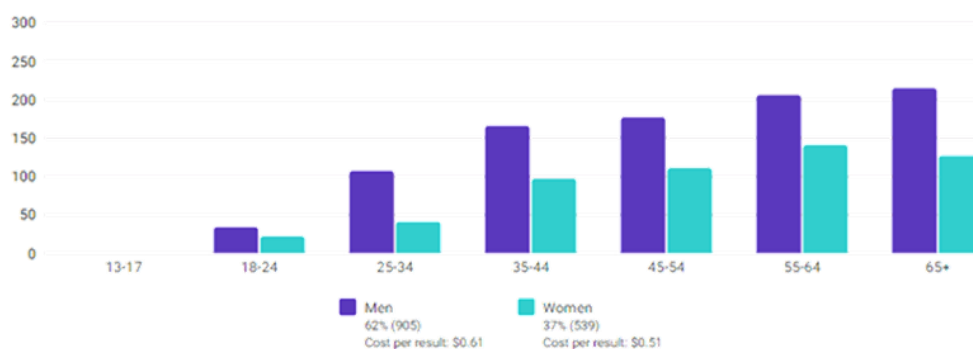
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AD GROUP BREAKDOWN

Ad group - Current	Impressions	Clicks	Click Through Rate
Family Holiday	244,976	1,986	0.81%
Young Couples	263,039	1,461	0.56%
Celtic	58,340	1,422	2.44%

Young Couples/Adventure

Age Group Breakdown



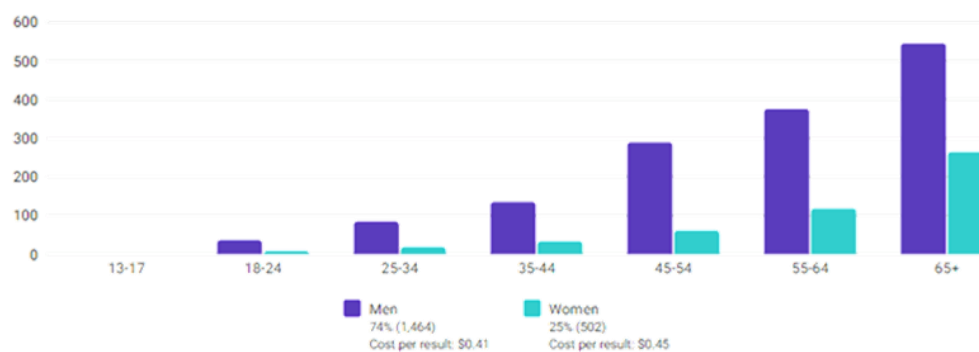
Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
30s vid	106,856	1,031	0.96%
Young Couple still (kayaking)	30,240	226	0.75%
15s vid B (outdoor adv.)	30,931	176	0.57%
15s vid A (fishing)	2,325	28	1.2%

With the addition of the 15s videos, these ads will be monitored over the next two months to track its performance. Once we identify the least performing ad, it will be recommended to be removed or replaced to keep the campaign fresh and relevant to your target audience.

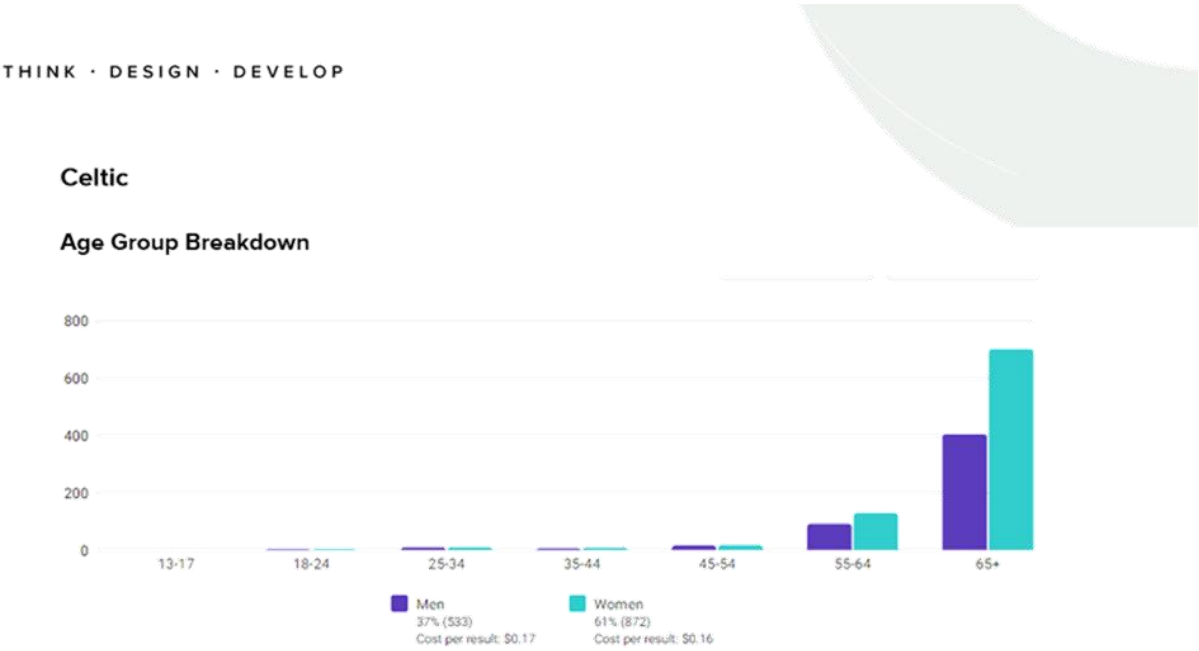
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Family Holiday**Age Group Breakdown****Creative Breakdown - Top Performing**

Creative	Impressions	Clicks	Click Through Rate
Still Image	228,706	1,692	0.74%
30s vid	9,927	231	2.33%
15s vid B	4,511	31	0.69%
15s vid (high country)	1,160	31	2.67%
15s vid A	672	16	2.41%

With the addition of the 15s videos, these ads will be monitored over the next two months to track its performance. Once we identify the least performing ad, it will be recommended to be removed or replaced to keep the campaign fresh and relevant to your target audience.



Creative Breakdown - Top Performing

Creative	Impressions	Clicks	Click Through Rate
Still Image	47,006	1,201	2.55%
15s vid	11,334	221	1.95%

With the addition of this adgroup, these ads will be monitored over the next two months to track its performance. Once we identify the least performing ad, it will be recommended to be replaced or added to keep the campaign fresh and relevant to your target audience.



Digital Marketing Campaign Report

Glen Innes Severn Council

‘LIVE’ CAMPAIGN

DATE: 03/12/21 - 03/01/22

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CAMPAIGN OVERVIEW

OVERVIEW

In the first month of your campaign, the delivery of your **ads have served 229,697 times** to your target audience **across digital platforms** including Display banners and Facebook ads. Your ads recorded **1,403 clicks** which has slightly increased. Despite the slight decrease of your overall impressions, your clicks have continued to increase showing that your ads are serving to you most receptive audience to engage.

In this report, your campaign will be broken down into the different platforms we are using to serve your ads with specific click through rates, industry benchmarks and overall campaign performance.

nú



THINK · DESIGN · DEVELOP

DISPLAY

Impressions

94K

Clicks

1.27K

CTR

1.35%

The delivery of your display campaign **served 94,000 ads** to your target audience with **1,227 clicks** through to your website.

This recorded a **click through rate (CTR)** of **1.35%**. Your CTR remains well above the **average industry benchmark in travel and tourism** is a CTR between **0.04%-0.1%**. This reinforces that the campaign is serving ads to a more targeted audience despite the usual decrease in engagement towards the end of year.

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TOP PERFORMING LOCATIONS

Since reducing the radii of locations that were not performing well, there has been a positive shift in your CTR where they all meet the average benchmark.

Matched location	Bid adj.	Added/	Clicks	↓ Impr.	CTR
Brisbane, Queensland, Australia	—	None	310	21,807	1.42%
Sydney, New South Wales, Austr...	—	None	347	21,072	1.65%
City of Canterbury-Bankstown, N...	—	None	82	5,628	1.46%
Gold Coast, Queensland, Australia	—	None	43	2,897	1.48%
City of Blacktown, New South W...	—	None	27	2,539	1.06%
Sutherland Shire Council, New S...	—	None	23	1,733	1.33%
City of Wollongong, New South ...	—	None	12	1,600	0.75%
Sunshine Coast, Queensland, Au...	—	None	13	1,333	0.98%
Toowoomba, Queensland, Austr...	—	None	13	1,298	1.00%
Logan City, Queensland, Australia	—	None	20	1,260	1.59%

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THINK · DESIGN · DEVELOP

FACEBOOK

Reach	Impressions	Unique link clicks
83,038	135,697	133

The delivery of your Facebook campaign has increased, **serving 135,697 ads** to your target audience with **133 clicks** to your website.

This is a **CTR of 0.1%** which has improved since the last quarter, however remains below the **average industry benchmark of 0.9%**.

AD GROUP BREAKDOWN

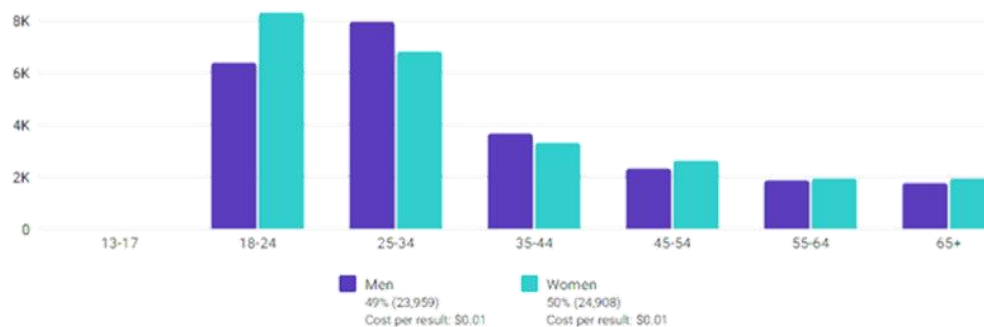
Ad Group	Impressions	Clicks	Click Through Rate
Parents - Environment/outdoor living	108,537	103	0.09%
Parents - Professional Interests	9,022	7	0.08%
Parents - Who are frequent travellers & commuters	6,008	5	0.08%
Exclude Parents - Environment/outdoor living	12,130	19	0.16%

Since the creative changes were made, the impressions have increased in December which is a positive sign that the ads are being served to a wider audience. Moving forward the main focus is to increase the amount of clicks to meet the average CTR benchmark.

THINK • DESIGN • DEVELOP

Parents - Environment/outdoor living

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	12,088	19	-
World Heritage National Parks	-	-	-
4 Seasons	42	-	-
Clear Blue Skies	-	-	-

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Video Plays:

- At 25% = 1,691
- At 50% = 775
- At 75% = 445
- At 100% = 282

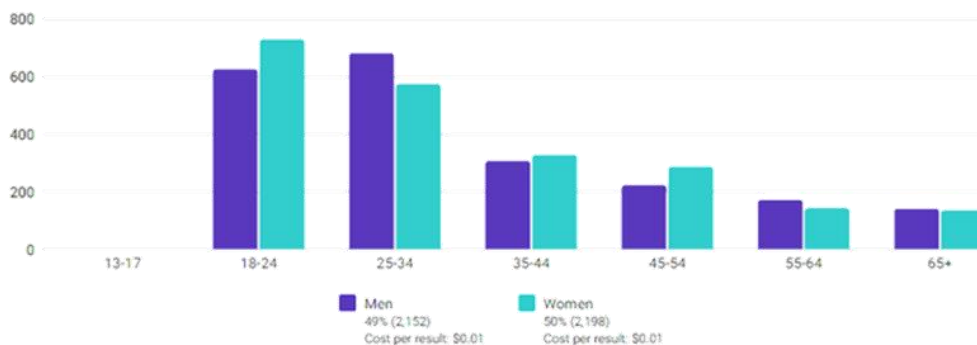
With less creatives running, there are still only two ads that are generating a result. After another month running these ads, if there are no improvements we will recommend updating the creatives entirely.

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THINK • DESIGN • DEVELOP

Parents - Professional Interests

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	9,022	8	0.09%
World Heritage National Parks	-	-	-
4 Seasons	-	-	-
Old World Charm	-	-	-



Glen Innes Highlands

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Video Plays:

- At 25% = 1,207
- At 50% = 555
- At 75% = 304
- At 100% = 212

With less creatives running, there are still only two ads that are generating a result. After another month running these ads, if there are no improvements we will recommend updating the creatives entirely.

nú

THINK • DESIGN • DEVELOP

Parents - Who are frequent travellers & commuters

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	6,008	5	0.08%
World Heritage National Parks	-	-	-
4 Seasons	-	-	-
Cost of living is low	-	-	-

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...

Video Plays:

- At 25% = 883
- At 50% = 410
- At 75% = 227
- At 100% = 149

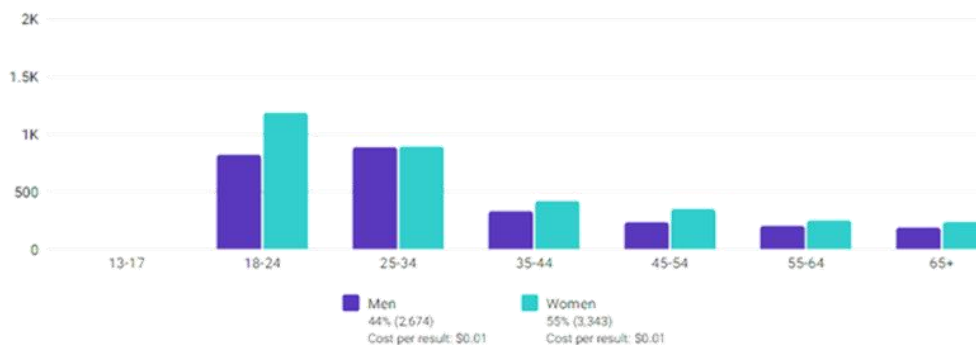
With less creatives running, there are still only two ads that are generating a result. After another month running these ads, if there are no improvements we will recommend updating the creatives entirely.

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THINK • DESIGN • DEVELOP

Exclude Parents - Environment/outdoor living

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	12,088	19	0.16%
World Heritage National Parks	-	-	-
4 Seasons	42	-	-
Clear Blue Skies	-	-	-

Glen Innes Highlands
Sponsored · 48

Discover a place that's ready to embrace your dreams, cultivate your ideas and celebrate your success. There's a place like this ...see more

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Live in Glen Innes Highlands | Glen Innes Highlands

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Video Plays:

- At 25% = 1,691
- At 50% = 775
- At 75% = 445
- At 100% = 311

With less creatives running, there are still only two ads that are generating a result. After another month running these ads, if there are no improvements we will recommend updating the creatives entirely.

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KEY TAKEOUTS/ RECOMMENDATIONS

Since condensing your creatives from each adgroup, your video ads have increased in terms of impression and clicks, however the still image ads have remained to not serve any ads to your audience. It's only been a month into the changes as well as the festive period, hence the campaign will run for another month until the end of January to then be re-evaluated whether to make further changes.

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Digital Marketing Campaign Report

Glen Innes Severn Council

'INVEST' CAMPAIGN

DATE: 05/12/21 - 05/01/21

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CAMPAIGN OVERVIEW

OVERVIEW

In the third month of your 'Invest' campaign, the delivery of your **ads have served 195,276 times** to your target audience **across digital platforms** including Display banners and Facebook ads. Your ads recorded **2,147 clicks** and has continued to increase in traction showing a very strong response from your audience, especially at this time of year as well as the usual trend of results reducing once it fully optimises.

In this report, your campaign will be broken down into the different platforms we are using to serve your ads with specific click through rates, industry benchmarks and overall campaign performance.

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THINK · DESIGN · DEVELOP

DISPLAY

Impressions

120K

Clicks

767

CTR

0.64%

The delivery of your display campaign **served 120,000 ads** to your target audience with **767 clicks** through to your website.

This recorded a **click through rate (CTR)** of **0.64%**. The **average industry benchmark** is a CTR between **0.04%-0.1%**, hence your display campaign has increased with more impressions and clicks, and CTR staying well above the industry benchmark.

TOP PERFORMING LOCATIONS


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Page 27 of 31

Item 7.8

Annexure B

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Matched location	Bid adj.	Added/ Removed	Clicks	↓ Impr.	CTR
Sydney, New South Wales, Austr...	–	None	196	30,020	0.65%
Brisbane, Queensland, Australia	–	None	170	22,758	0.75%
City of Canterbury-Bankstown, N...	–	None	35	6,004	0.58%
City of Blacktown, New South W...	–	None	20	3,097	0.65%
Gold Coast, Queensland, Australia	–	None	18	2,980	0.60%
Sutherland Shire Council, New S...	–	None	14	2,053	0.68%
Logan City, Queensland, Australia	–	None	17	1,981	0.86%
Central Coast, New South Wales,...	–	None	9	1,802	0.50%
City of Fairfield, New South Wale...	–	None	8	1,708	0.47%
Northern Beaches Council, New ...	–	None	11	1,642	0.67%

Since your campaign is performing above average, it's recommended not to change anything and consider changes once there an issue or decrease is identified.

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THINK • DESIGN • DEVELOP

FACEBOOK

Results	Reach	Impressions	Cost per result
1,626 Link Clicks	35,780	75,276	\$0.15 Per link click

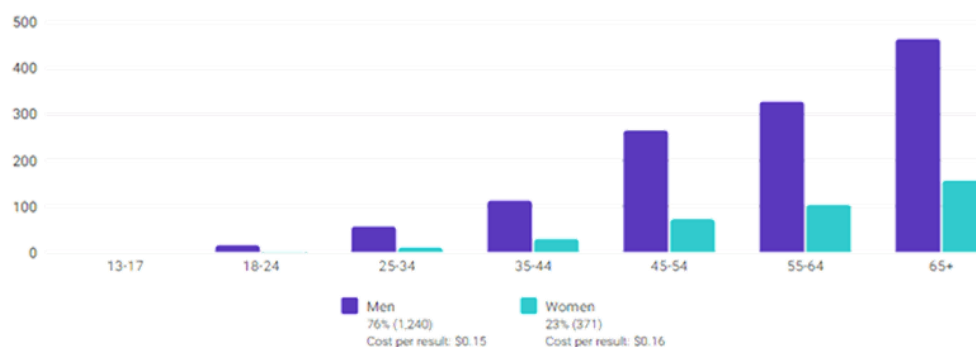
The delivery of your Facebook campaign **served 75,276 ads** to your target audience with **1,626 clicks** to your website.

This is a **CTR of 2.16%** which has slightly decreased but remains significantly higher than the **average industry benchmark of 0.9%**. This is a very strong performance especially in its third month, but a positive sign that the ads are serving to the most responsive audience.

Your **CPC** in the third month is sitting at **\$0.15** which has decreased and is **well below the average industry benchmark at \$0.68**. This allows the campaign to serve more ads with the same budget. It also shows how high quality and relevant your ads are to your audience and Facebook.

CREATIVE BREAKDOWN

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Short Video 1	182	8	4.4%
Short Video 2	55	9	16.36%
Short Video 3	480	14	2.9%
Still 1	-	-	-

THINK • DESIGN • DEVELOP

Still 2	-	-	-
Still 3	42	1	2.4%
Still 4	24,982	772	3.1%
Still 5	10,907	267	2.45%
Still 6	38,628	605	1.57%

Similarly to the previous month, stills 1 and 2 have not served any impressions, hence it is recommended to stop running these ads (shown below) or revamping the ads.

Still 1:

Glen Innes Highlands
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Are you dreaming of forging your own path into the future?

Glen Innes Highlands has everything you need to turn your dreams into reality. With a diverse variety of work and business opportunities combined with affordable living and a strong sense of community.

Glen Innes Highlands – where you'd rather be.

#gleninneshighlands #rurallifestyle
#realiseyourdreams #makeyourmark
#gleninnesnsw #homegrown #community
#whereyoudratherbe #movetomore
#investmentopportunities #buyabusiness



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Make sure you sign up to our ne...

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Still 2:

Glen Innes Highlands
Sponsored · 📍


Make a move towards a brighter tomorrow by investing in a community focused on prosperity and sustainability.

On top of the Northern Tablelands, with the advantage of a cool climate and four distinct seasons, Glen Innes Highlands is an optimal location for sustainable agriculture and horticulture, renewables and future focused technology.

Join us in a community supportive of new ideas, industries and opportunities that contribute towards our local and regional economy.

Glen Innes Highlands – where you'd rather be.

#gleninnesnsw #liveinglen #treechange
#community #sustainablefuture #sustainability
#daretodream
#whereyoudratherbe #movetomore
#investmentopportunities #buyabusiness



THINK • DESIGN • DEVELOP

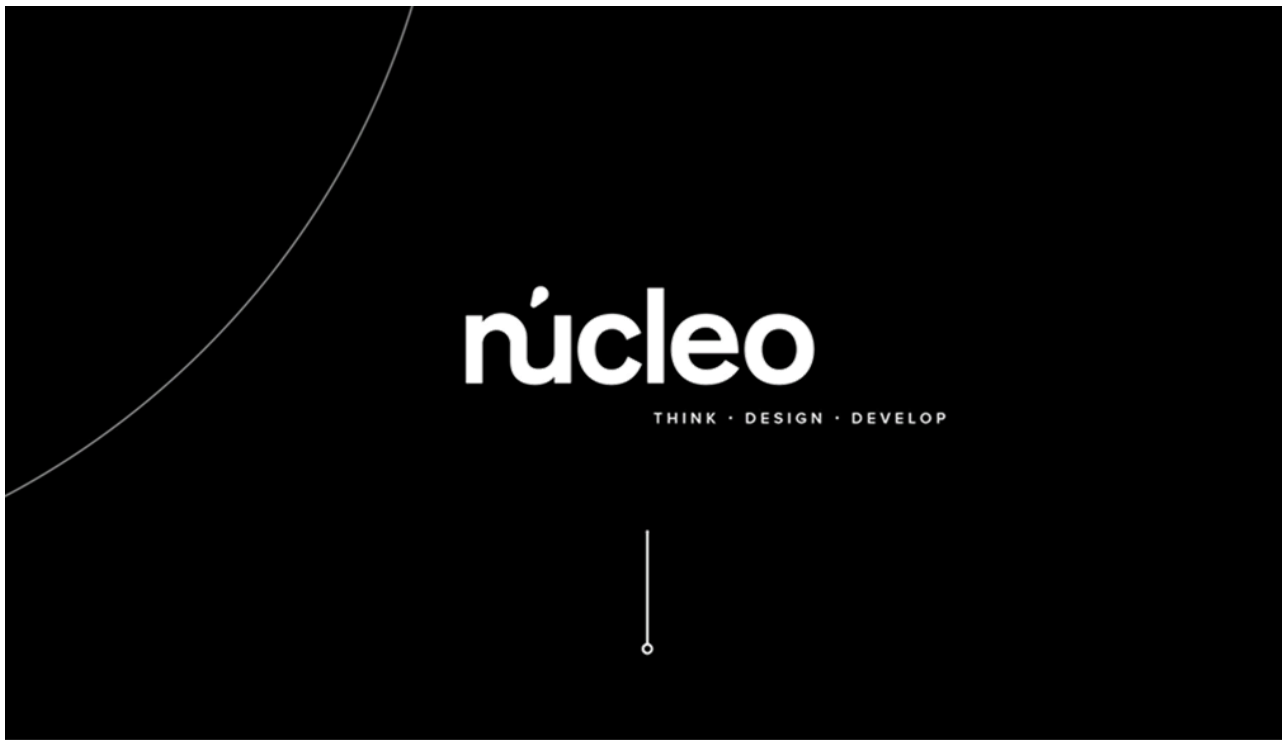
KEY TAKE OUTS/RECOMMENDATIONS

In the third month of your campaign, your results have increased significantly which is a positive sign that your ads are being shown to those who are most likely to take action.

However there are two creatives that have not been performing as well as the others, still image 1 and 2. It is recommended that the are removed or revamped with a different image or copy to improve it's response from your audience.

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Digital Marketing Campaign Report

Glen Innes Severn Council

'INVEST' CAMPAIGN

DATE: 05/11/21 - 05/12/21

PREPARED BY: Tanla Nguyen

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CAMPAIGN OVERVIEW

OVERVIEW

In the first month of your 'Invest' campaign, the delivery of your **ads have served 145,872 times** to your target audience **across digital platforms** including Display banners and Facebook ads. Your ads recorded **2,017 clicks** and as it begins to optimise to a more receptive audience, by the end of the third month, your campaign will be fully optimised to serve your ads to the most engaged audiences.

Both campaigns have started promisingly with a strong click through rate (CTR) and low cost per click (CPC), meeting all industry benchmarks reinforcing how positive this campaign is performing in its first month.

In this report, your campaign will be broken down into the different platforms we are using to serve your ads with specific click through rates, industry benchmarks and overall campaign performance.

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THINK · DESIGN · DEVELOP

DISPLAY

Impressions

95.7K

Clicks

844

CTR

0.88%

The delivery of your display campaign **served 95,700 ads** to your target audience with **844 clicks** through to your website.

This recorded a **click through rate (CTR)** of **0.88%**. The **average industry benchmark** is a CTR between **0.04%-0.1%**, hence your display campaign has increased significantly, staying well above the industry benchmark. As the campaign progresses and further optimises, it has already shown slight decreases in impressions, but your clicks have increased. This reinforces your campaign is serving ads to the most accurate audience to improve your CTR.

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THINK • DESIGN • DEVELOP

TOP PERFORMING LOCATIONS

Matched location	Bid adj.	Added/	Clicks	↓ Impr.	CTR
Sydney, New South Wales, Austr...	–	None	236	25,652	0.92%
Brisbane, Queensland, Australia	–	None	194	21,257	0.91%
City of Canterbury-Bankstown, N...	–	None	50	4,814	1.04%
Gold Coast, Queensland, Australia	–	None	15	2,430	0.62%
City of Blacktown, New South W...	–	None	19	2,004	0.95%
Central Coast, New South Wales,...	–	None	18	1,650	1.09%
Newcastle, New South Wales, A...	–	None	9	1,433	0.63%
Sutherland Shire, New South Wal...	–	None	8	1,309	0.61%
Sunshine Coast, Queensland, Au...	–	None	10	1,228	0.81%
Toowoomba, Queensland, Austr...	–	None	8	1,196	0.67%

This is currently your top 10 performing locations based on cities. Once your campaign fully optimises after the third of your campaign, narrowing the locations by reducing the location radius or removing locations is recommended to increase performance and traction.

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THINK • DESIGN • DEVELOP

FACEBOOK

Results	Reach	Impressions	Cost per result
1,394 Link Clicks	24,101	50,172	\$0.17 Per link click

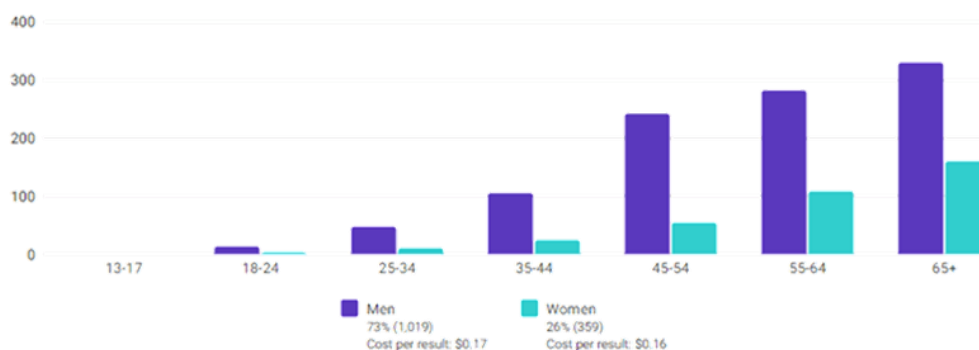
The delivery of your Facebook campaign **served 50,172 ads** to your target audience with **1,394 clicks** to your website.

This is a **CTR of 2.78%** which has increased from the previous month and has remained significantly higher than the **average industry benchmark of 0.9%**. This is a very strong performance from your campaign so far and as it optimises, your results may decrease which leads to a lower CTR but the aim will be to continue to meet the industry benchmark.

Your **CPC** in the first month is sitting at **\$0.17** which is **well below the average industry benchmark at \$0.68**. This allows the campaign to serve more ads with the same budget. It also shows how high quality and relevant your ads are to your audience and Facebook.

CREATIVE BREAKDOWN

Age Group Breakdown



Creative Breakdown


Creative	Impressions	Clicks	Click Through Rate
Short Video 1	264	10	3.8%
Short Video 2	83	4	4.82%
Short Video 3	250	9	3.6%

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Still 1	-	-	-
Still 2	-	-	-
Still 3	27	1	3.7%
Still 4	32,704	1,028	3.14%
Still 5	538	19	3.53%
Still 6	16,306	323	1.98%

Based on your impressions, your top performing ads have changed and are now are stills 4,6 and 5 (shown below). It's recommended to run 4 ads in a campaign - the top 2 will run continuously as they draw the most attention from your audience, and the third and fourth will alternate every quarter to maintain relevance and avoid ad fatigue. After the third month of your campaign, a creative review allows us to use your top 4 ads to then begin the rotation of the third and fourth creatives every quarter.



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Glen Innes Highlands is rich in history, but excited to build a strong future. ...see more




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 In Glen Innes Highlands we are ...

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Glen Innes Highlands
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Set in the picturesque Northern Tablelands is a fruitful land blessed with four distinct seasons and a cool climate. You'll find a ...see more



GLENINNESHIGHLANDS.COM
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 In Glen Innes Highlands we are ...

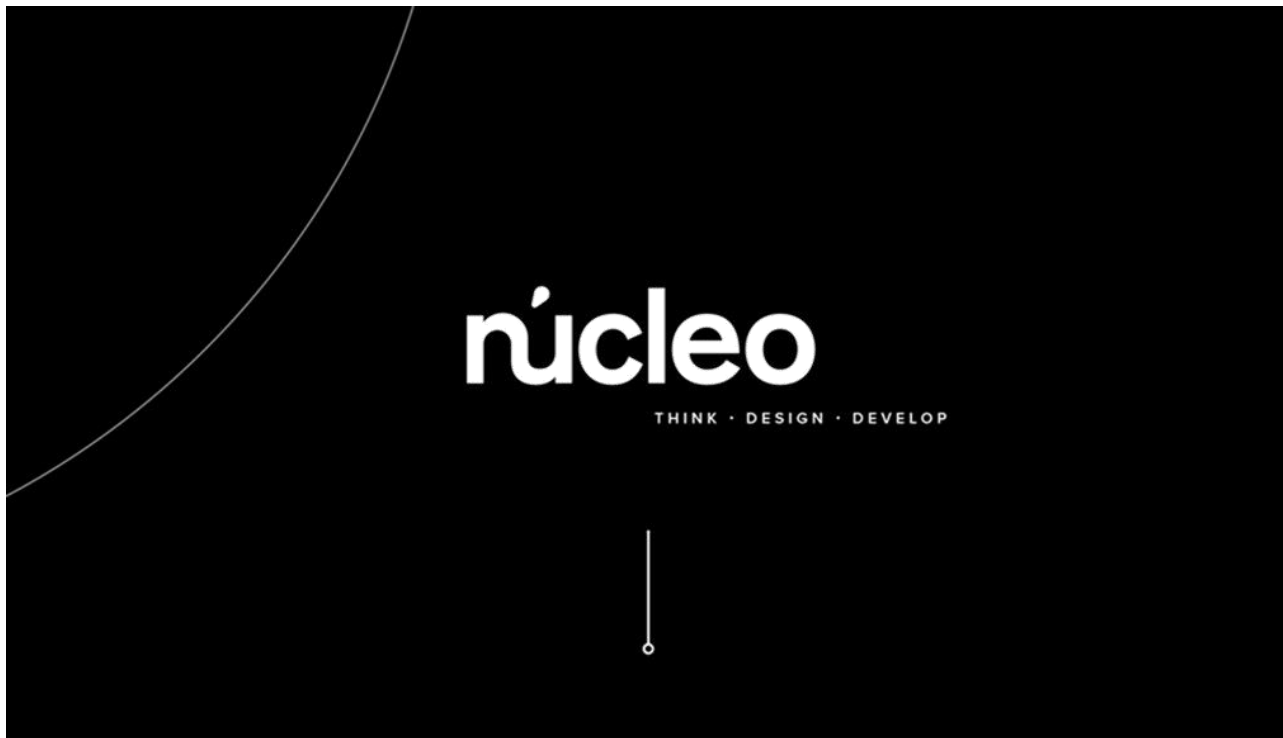
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KEY TAKE OUTS

In the second month of your 'INVEST' campaign, its engagement has increased showing significantly stronger CTR's and CPC's on both digital platforms. Although your results may decrease overtime as it optimises, the main goal is to meet the industry benchmark and grow your traffic and engagement. Hence this will be monitored over the next month as your campaign continues to fully optimise, to which we will provide recommendations once the campaign has gathered enough information.

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Digital Marketing Campaign Report

Glen Innes Severn Council

'LIVE' CAMPAIGN

DATE: 03/11/21 - 03/12/21

PREPARED BY: Tanla Nguyen

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CAMPAIGN OVERVIEW

OVERVIEW

In the first month of your campaign, the delivery of your **ads have served 210,229 times** to your target audience **across digital platforms** including Display banners and Facebook ads. Your ads recorded **1,349 clicks** which has slightly increased. This shows that as the campaign has stabilised in its third month, despite serving less impressions, a stronger response is initiated to only serving to your most receptive audience.

Both campaigns are receiving a positive response from your audience, however your Facebook campaign will require some changes moving forward. The campaign is currently running all the ads that were used earlier this year and therefore will need a slight revamp to avoid ad fatigue..

In this report, your campaign will be broken down into the different platforms we are using to serve your ads with specific click through rates, industry benchmarks and overall campaign performance.

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THINK · DESIGN · DEVELOP

DISPLAY

Impressions

86.8K

Clicks

1.24K

CTR

1.43%

The delivery of your display campaign **served 86,800 ads** to your target audience with **1,240 clicks** through to your website.

This recorded a **click through rate (CTR)** of **1.43%**. Also your CTR has significantly increased compared to last month, the **average industry benchmark in travel and tourism** is a CTR between **0.04%-0.1%**, hence your display campaign is now well above the industry benchmark. This reinforces that the campaign is serving ads to a more targeted audience from the impression decrease and clicks increase.

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THINK • DESIGN • DEVELOP

TOP PERFORMING LOCATIONS

This is your top 10 performing locations based on cities. Narrowing the certain locations by reducing the location radii is recommended to further your audience's response and maintain your strong CTR. This includes Ballina (80km to 60km) and Toowoomba (65km - 50km).

Matched location	Bid adj.	Added/	Clicks	↓ Impr.	CTR
Sydney, New South Wales, Austr...	–	None	341	22,056	1.55%
Brisbane, Queensland, Australia	–	None	290	20,198	1.44%
City of Canterbury-Bankstown, N...	–	None	80	4,961	1.61%
Gold Coast, Queensland, Australia	–	None	32	2,713	1.18%
City of Blacktown, New South W...	–	None	35	1,954	1.79%
Wollongong City Council, New S...	–	None	23	1,537	1.50%
Central Coast, New South Wales...	–	None	18	1,465	1.23%
Sunshine Coast, Queensland, Au...	–	None	20	1,408	1.42%
Toowoomba, Queensland, Austr...	–	None	7	1,329	0.53%
Sutherland Shire, New South Wal...	–	None	14	1,050	1.33%

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FACEBOOK

Results ↓	Reach	Impressions	Cost per result	Unique link clicks
56,149 Post engagements	77,779	123,429	\$0.01 Per Post Engagement	109

The delivery of your Facebook campaign has increased, **serving 123,429 ads** to your target audience with **109 clicks** to your website.

This is a **CTR of 0.09%** which is currently below the **average industry benchmark of 0.9%**. This shows that an update is needed to increase its CTR and traction.

Your **CPC** is still sitting at **\$0.01** which is **well below the average industry benchmark at \$0.68**. This allows the campaign to serve more ads with the same budget.

AD GROUP BREAKDOWN

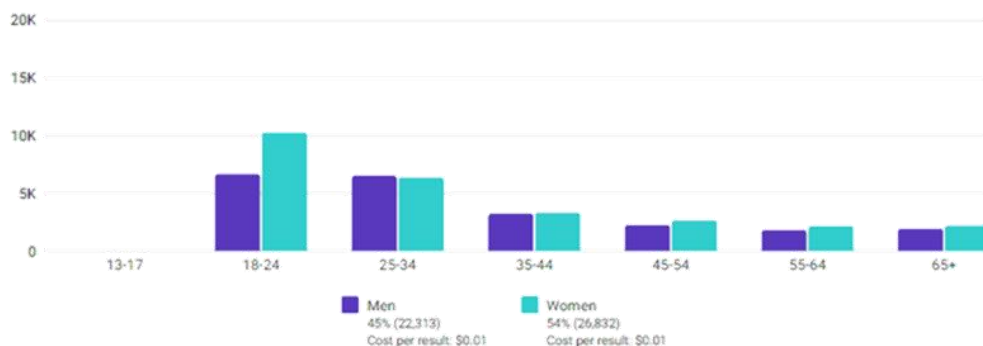
Ad Group	Impressions	Clicks	Click Through Rate
Parents - Environment/outdoor living	109,926	97	0.08%
Parents - Professional Interests	2,223	4	0.18%
Parents - Who are frequent travellers & commuters	1,754	1	0.06%
Exclude Parents - Environment/outdoor living	9,526	7	0.07%

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Parents - Environment/outdoor living

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	102,027	98	0.1%
World Heritage National Parks	5,773	-	-
4 Seasons	1,356	-	-
Old World Charm	770	-	-
Cost of Living Is Low	-	-	-
Blueberry Gin	-	-	-
Clear Blue Skies	-	-	-

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Video Plays:

- At 25% = 13,649
- At 50% = 6,450
- At 75% = 3,728
- At 100% = 2,304

In any campaign or adgroup, Facebook will optimise and use the majority of your spend on your top 2 ads - hence why your video ad and 'World Heritage National Park' ad are serving and generating the most responses.

It is recommended to reduce the amount of ads you have to just 4 so inventory is spent on less ads to create a stronger campaign. The top 2 performing ads are

THINK • DESIGN • DEVELOP

recommended to remain running and the third and fourth ads will be rotated every quarter.

Parents - Professional Interests

Age Group Breakdown

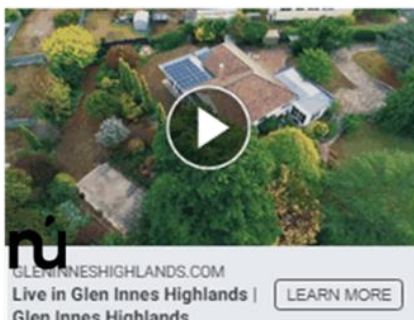


Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	2,199	4	0.18%
World Heritage National Parks	24	-	-
4 Seasons	-	-	-
Old World Charm	-	-	-
Cost of Living Is Low	-	-	-
Blueberry Gin	-	-	-
Clear Blue Skies	-	-	-

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Video Plays:

- At 25% = 287
- At 50% = 125
- At 75% = 77
- At 100% = 48

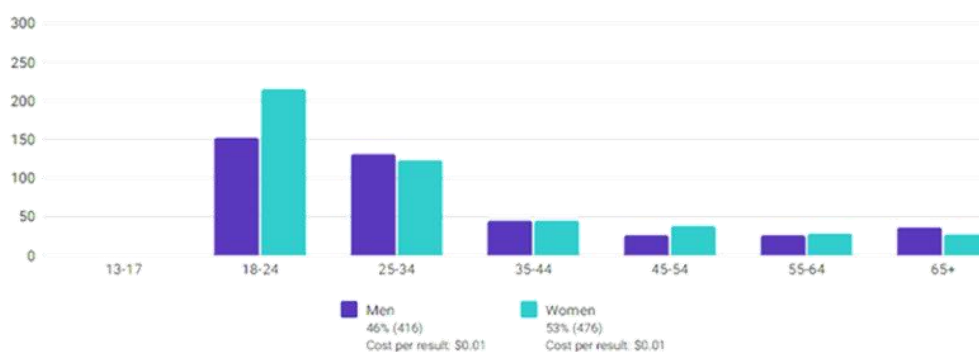
In any campaign or adgroup, Facebook will optimise and use the majority of your spend on your top 2 ads - hence why your video ad and 'World Heritage National Park' ad are serving and generating the most responses.

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It is recommended to reduce the amount of ads you have to just 4 so inventory is spent on less ads to create a stronger campaign. The top 2 performing ads are recommended to remain running and the third and fourth ads will be rotated every quarter.

Parents - Who are frequent travellers & commuters

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	1,754	1	0.06%
World Heritage National Parks	-	-	-
4 Seasons	-	-	-
Old World Charm	-	-	-
Cost of Living Is Low	-	-	-
Blueberry Gin	-	-	-
Clear Blue Skies	-	-	-

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... Video Plays:

- At 25% = 273
- At 50% = 102
- At 75% = 62
- At 100% = 35

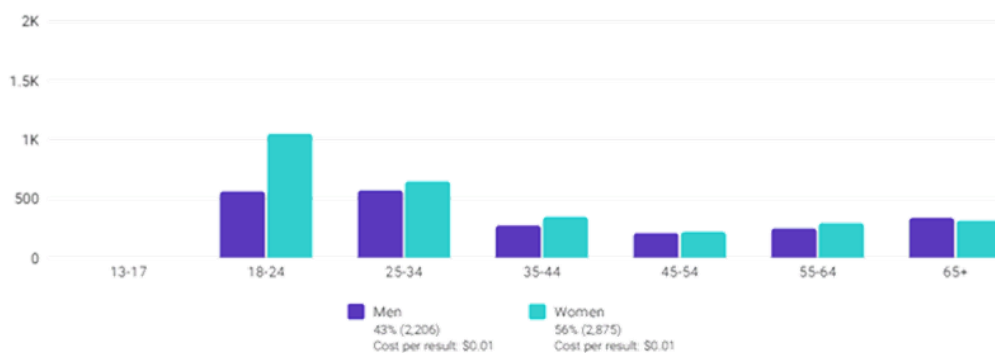
It is recommended to reduce the amount of ads you have to just 4 so inventory is spent on less ads to create a stronger campaign. The top 2 performing ads are recommended to

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remain running and the third and fourth ads will be rotated every quarter.

Exclude Parents - Environment/outdoor living

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	9,239	7	0.08%
World Heritage National Parks	-	-	-
4 Seasons	287	-	-
Old World Charm	-	-	-
Cost of Living Is Low	-	-	-
Blueberry Gin	-	-	-
Clear Blue Skies	-	-	-

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Video Plays:

- At 25% = 1,281
- At 50% = 611
- At 75% = 321
- At 100% = 183

In any campaign or adgroup, Facebook will optimise and use the majority of your spend on your top 2 ads - hence why your video ad and '4 Seasons' ad are serving and generating the most responses.

It is recommended to reduce the amount of ads you have to just 4 so inventory is spent on less ads to create a stronger campaign. The

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top 2 performing ads are recommended to remain running and the third and fourth ads will be rotated every quarter.

KEY TAKEOUTS/ RECOMMENDATIONS

From your Facebook ads, overall your campaigns have decreased in traction due to ad fatigue. Further details show that there are two ad sets that are performing best - Parents (Environment/outdoor living etc) and Exclude parents (Environment/outdoor living). The other ad sets are also directed at parents, therefore moving forward, it is recommended to shift all parent ad sets into one so that more inventory is being served on less ad sets to drive further engagement.

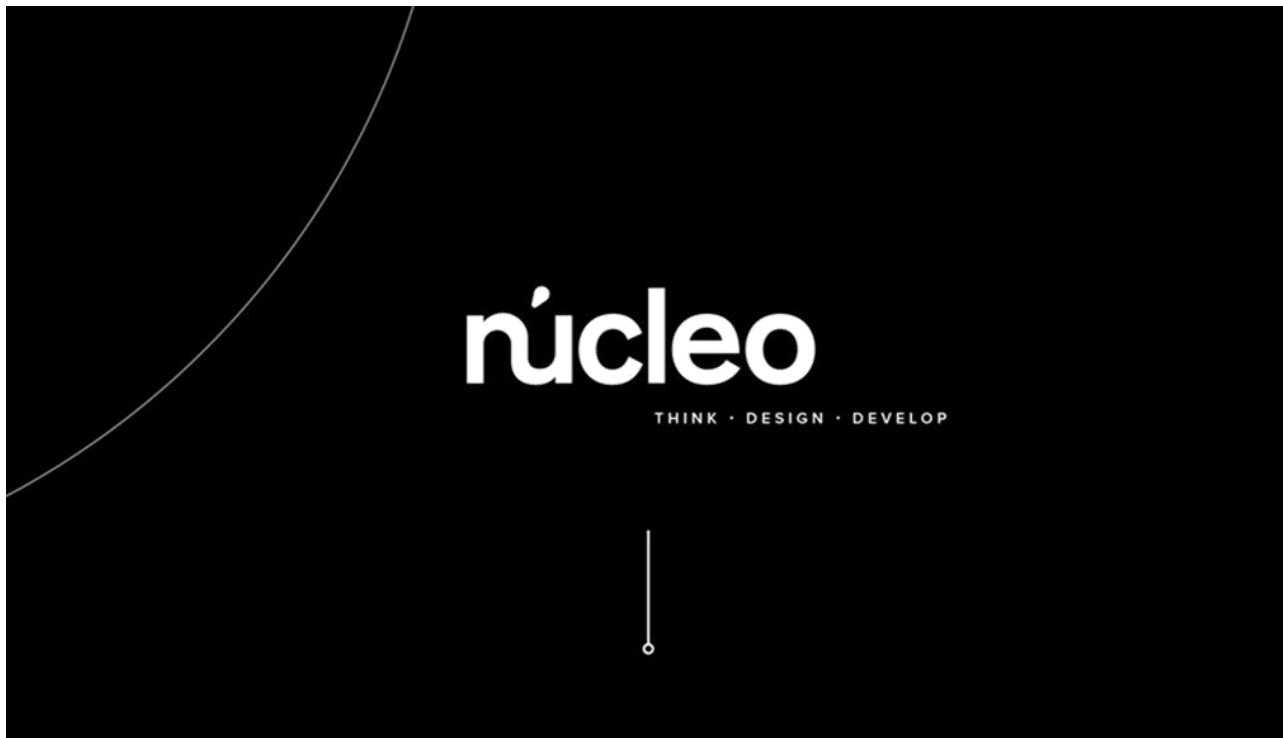
However due to its fatigue, it may be a better strategy to update the creatives, allow all ad groups to run for another month to review its movements. Therefore, we recommend reducing the amount of ads served on each ad set. The optimum ads are 4 as your top two ads will have the most media spend decided by Facebook based on the engagement rate and its relevance. Your top two ads will remain constant, whereas your third and fourth ad will be somewhat of an A/B test to see how well it performs and if it doesn't, continual updates (every quarter) will be implemented to avoid ad fatigue from your target audience.

Also building a look-a-like audience is recommended to broaden your target audience.

From your display ads, the location targeting will be the main focus to narrow the most receptive and attentive audience to continuously grow the campaign's traction.

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Digital Marketing Campaign Report

Glen Innes Severn Council

‘VISIT’ CAMPAIGN

DATE: 03/11/21 - 03/12/21

PREPARED BY: Tanla Nguyen

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CAMPAIGN OVERVIEW

OVERVIEW

In the third month of your campaign, the delivery of your **ads have served 1,514,774 times** to your target audience **across digital platforms** including Display banners, Google search ads, Youtube video ads and Facebook ads. Your ads recorded **9,706 clicks** which has increased the metrics of your 'Visit' campaign. Your campaign has now reached its "fully optimised" stage after its third month, therefore your campaign is now comprehensive to serve to your most receptive audience which aims to generate more quality impressions and clicks.

In this report, your campaign will be broken down into the different platforms we are using to serve your ads with specific click through rates and industry benchmarks. This report will also be provided with recommendations necessary for your campaign to move forward for the following quarter.

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DISPLAY

Impressions	Clicks	CTR	Avg. CPC
936K	5.63K	0.60%	\$0.37

The delivery of your display campaign has **served 936,000 ads** to your target audience with **5,630 clicks** through to your website.

This recorded a **click through rate (CTR)** of **0.6%**. Although your clicks have slightly decreased, the **average industry benchmark in travel and tourism** is a CTR between **0.04%-0.1%**, therefore your display campaign has significantly increased and is now well above the industry benchmark. As your campaign is now fully optimised, your campaign conveys better quality on consumer engagement as despite your slightly less impressions being served, there is more interest and traction hence the significant increase in clicks.

Ad Group	Impressions	Clicks	Click Through Rate
Family/Country Holiday	729,000	3,980	0.55%
Road Trip Holiday	96,100	232	0.24%
Celtic	111,000	1,420	1.28%

This table shows the results of each ad group in this campaign. From the data, it is evident that all CTRs have dramatically increased, specifically with your Celtic's adgroup gaining its ad serves.

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TOP PERFORMING LOCATIONS

Matched location	Bid adj.	Added/	Clicks	↓ Impr.	CTR
it: Locations ②			4,937	813,651	0.61%
Sydney, New South Wales, Austr...	–	None	1,975	308,459	0.64%
Brisbane, Queensland, Australia	–	None	824	151,617	0.54%
City of Canterbury-Bankstown, N...	–	None	604	90,644	0.67%
City of Blacktown, New South W...	–	None	166	26,272	0.63%
Wollongong City Council, New S...	–	None	75	14,707	0.51%
Central Coast, New South Wales,...	–	None	75	14,070	0.53%
Newcastle, New South Wales, A...	–	None	66	12,224	0.54%
Cumberland Council, New South...	–	None	72	11,479	0.63%
Sunshine Coast, Queensland, Au...	–	None	57	10,189	0.56%
Sutherland Shire, New South Wal...	–	None	58	10,151	0.57%

This is currently your top 10 performing locations based on cities. There have been certain locations within your targeted location radii that have not generated much traction including Kiama, Ballina, Byron Bay. Hence reducing the radius around Wollongong (from 50km to 30km) and Ballina (from 60km to 40km) is recommended to disperse your inventory into locations that will generate a more positive response.

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SEARCH

Impressions

9.3K

Clicks

592

Avg. CPC

\$3.16

Conversions

51.00

Your search campaign recorded **9,300 ads** where your audience searched for either family/country holiday, road trip holiday and celtic country related keywords and/or phrases. Your ads generated **592 clicks** through to your website resulting in a **CTR of 6.36%** which is **well above the average industry benchmark of 4.68%**. Your search campaign results have increased indicating a strong online presence from your audience searching and researching holiday destinations to travel to, since restrictions began easing.

Your campaign is focused on awareness and engagement through clicks, hence it's a reassuring sign that **51 conversions have been generated**, reinforcing the strong engagement from your audience.

Your **average cost per click (CPC)** in November has increased to **\$3.16** which is **slightly above the average industry benchmark at \$2.00**. This is due to the updates of your keywords throughout the month where the campaign has begun to compete with more competitive keywords.

Ad Group	Impressions	Clicks	Click Through Rate
Family/Country Holiday	776	53	6.8%
Road Trip Holiday	2,530	187	7.39%
Celtic	5,999	349	5.82%

CONVERSION BREAKDOWN

Ad Group - Country/Family Holiday	Number of Conversions
Calls From Ads	1
Ad Group - Road Trip Holiday	Number of Conversions
Calls From Ads	14
Ad Group - Celtic	Number of Conversions
Calls From Ads	36



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TOP PERFORMING ADS

Since the start of your campaign, to ensure that these ads receive the most clicks based on what the user has searched, the dynamically generated (DSA) headline and display URL will customise the headline and URL for the viewer depending on what they search. This helps develop a more relevant ad for your audience and increases the chance of the user clicking through to your website.

[Dynamically generated headline]

[Dynamically generated Display URL]

Discover the mysteries of Celtic culture, history & festivities in Glen Innes Highlands. Visit, experience and learn about our Celtic past.

[Dynamically generated headline]

[Dynamically generated Display URL]

Experience Celtic culture, history & festivities in Glen Innes Highlands - Celtic Country. Visit for the day and stay for a holiday.

[Dynamically generated headline]

[Dynamically generated Display URL]

Make Glen Innes your next road trip holiday location. See the Australian Standing Stones. Explore nature's stunning landscapes. Taste gourmet food and local beverages.

Now that the campaign has fully optimised, it is recommended to implement a more precise and responsive ad (RSA) for your audience. This will complement your DSA as these ads will be more specific when a user searches for specific keywords.

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TOP PERFORMING KEYWORDS

Country/Family Holiday - Keywords	Impressions	Clicks
Nsw trips	421	8
Glen Innes Highlands	92	8
New England	10	1
Road trip travel	40	1
Road trip	8	0
Road Trip Holiday - Keywords	Impressions	Clicks
Glen Innes Highlands	657	67
Nsw trips	934	25
Trips in NSW	137	5
New south wales road trip	109	2
Road travel	49	3
Celtic - Keywords	Impressions	Clicks
Glen Innes	5,531	321
Celtic	176	6
Road trip travel	36	1
Family holiday nsw	16	1
getaway	94	0

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YOUTUBE

Impressions

48.2K

Clicks

24

In November, your YouTube campaign served **48,200 video ads** to your target audience with **24 clicks** through to your website. As the videos that are used for this campaign are unskippable, **all ad serves have been played through completion** of the video and therefore your view rate is 100%.

Adgroup	Impressions	Clicks
Adventure	42,200	24
Celtic	5,940	0

These two ad groups have been running since the start of the campaign and there have been the same trends on each group, hence replacing Celtic with a family holiday ad is recommended to increase traction. Or we recommend adding a different adgroup and allowing Celtic to run for another month to see whether the increase on other platforms will affect the traction through YouTube.

TOP PERFORMING LOCATIONS

Based on your impressions, these are your top performing locations that served the most YouTube ads. To drive more traction and traffic to your website, targeting a your strongest audience is recommended - hence, reducing the radii around locations such as Wollongong (50km to 40km), Ballina, Grafton and

Matched location	Bid adj.	Added/	Clicks	↓ Impe.	CTR
Sydney, New South Wales, Austr...	–	None	7	17,821	0.04%
Brisbane, Queensland, Australia	–	None	6	9,047	0.07%
City of Blacktown, New South W...	–	None	0	1,909	0.00%
City of Canterbury-Bankstown, N...	–	None	1	1,356	0.07%
Wollongong City Council, New S...	–	None	0	858	0.00%
Central Coast, New South Wales,...	–	None	1	828	0.12%
Sutherland Shire, New South Wal...	–	None	0	633	0.00%
Cumberland Council, New South...	–	None	2	515	0.39%
Georges River Council, New Sout...	–	None	0	508	0.00%
Inner West Council, New South ...	–	None	0	492	0.00%

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FACEBOOK

Results ▾	Reach ▾	Impressions ▾	Cost per result ▾	
3,460 Link Clicks	238,879	521,274	\$0.54 Per link click	(Existing/Current)
43,956 Post engagements	59,210 People	104,188 Total	\$0.01 Per Post Engagement	(Ran for a few weeks in NOW)

The delivery of your Facebook campaign **served 625,462 ads** to your target audience with **3,553 clicks** to your website. The combined campaigns generated a **CTR of 0.57%** which is currently below the **average industry benchmark of 0.9%**.

Your **CPC** has increased to **\$0.54**, however is still **well below the average industry benchmark at \$0.68**.

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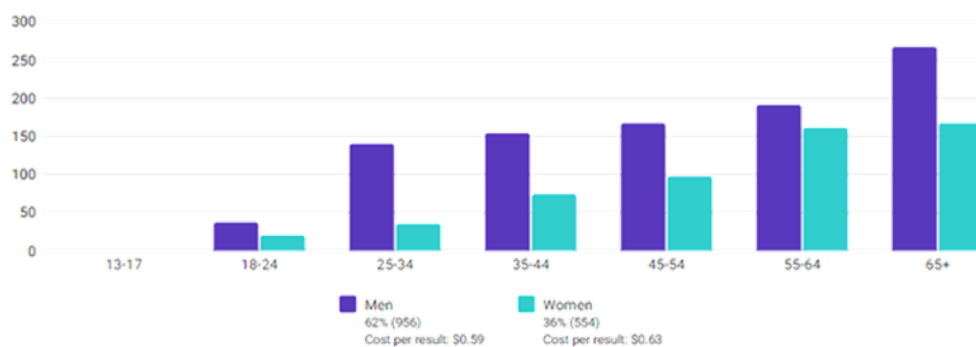
AD GROUP BREAKDOWN

Ad group - Current	Impressions	Clicks	Click Through Rate
Family Holiday	278,129	1,922	0.69%
Young Couples	243,145	1,538	0.63%

Ad group - Duplicate	Impressions	Clicks	Click Through Rate
Family Holiday	70,608	58	0.08%
Young Couples	33,580	35	0.1%

Adventure/Young Couples

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Video Ad	186,141	1,068	0.57%
Young Couple (still)	57,004	470	0.82%

Creative - Duplicate	Impressions	Clicks	Click Through Rate
Video Ad	33,580	35	1.04%

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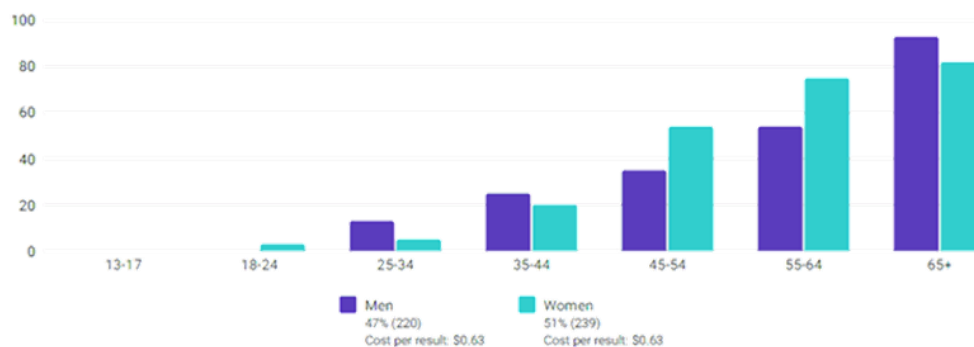
Video Plays:

- At 25% = 15,716
- At 50% = 6,429
- At 75% = 3,690
- At 100% = 2,172

Your creatives have decreased in engagement in the last month which is showing viewer fatigue but also due to external elements including less screen time.

Family Holiday

Age Group Breakdown



Creative Breakdown - Top Performing

Creative	Impressions	Clicks	Click Through Rate
Still Image	145,704	1,828	1.25%
Video Ad	10,933	94	0.86%

Creative - Duplicate	Impressions	Clicks	Click Through Rate
Video Ad	70,608	58	0.08%

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 **Glen Innes Highlands**
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We've got plenty of fun filled adventures the whole family can enjoy. Get back to nature, rewild and make memories [...see more](#)



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...

Video Plays:

- At 25% = 1,342
- At 50% = 614
- At 75% = 401
- At 100% = 280

Your creatives have decreased dramatically in engagement over the last month which is showing viewer fatigue.

Your creatives require an update. Replacing both 30s ads with the 15s and 7s ad is recommended as well as adding an additional still ad will help drive a stronger response from your audience. It would also be worthwhile to run two Celtic ads as your other components have increased traction from this ad group.

Now that the campaign has gathered enough data over the last 3 months, building a look-a-like audience to further your audience is also recommended.

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RECOMMENDATIONS

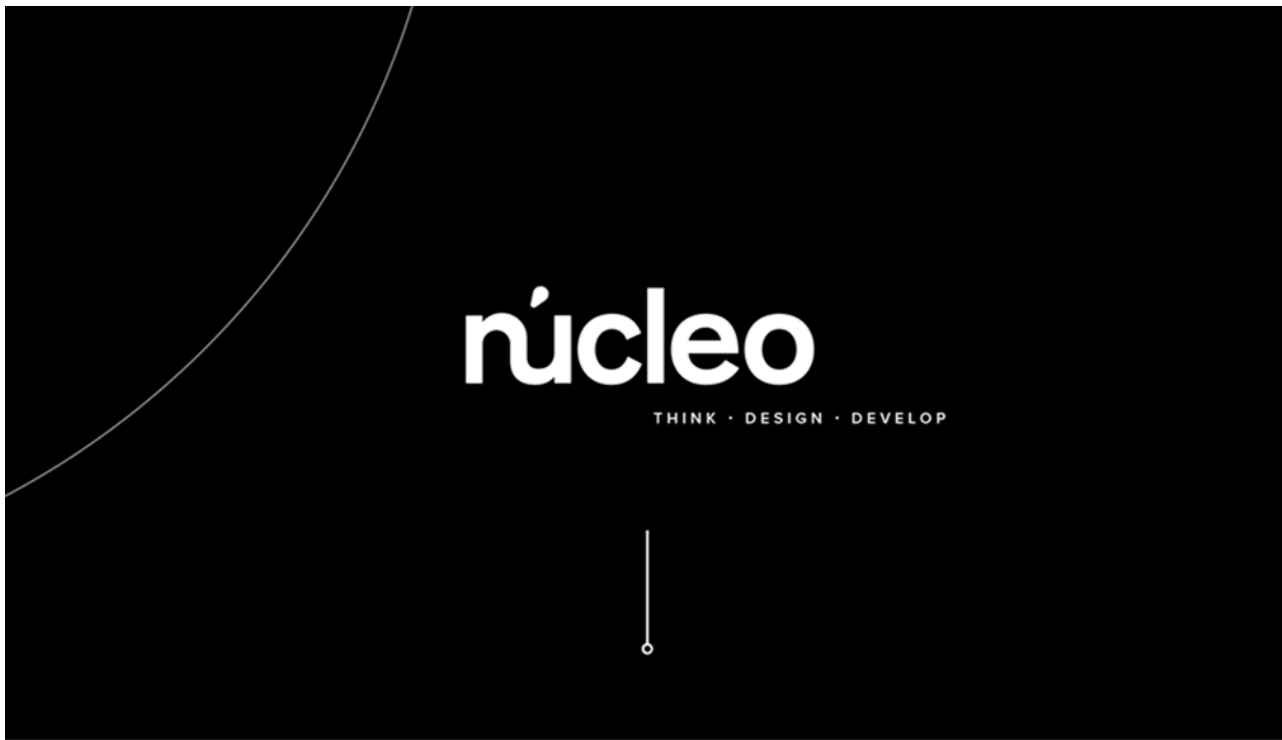
Your campaign in November has shown fatigue in certain areas such as Facebook, therefore a creative update is essential to maintain the engagement presence of your optimised audience.

Other recommendations include:

- Reducing location radii on Display and YouTube
- Creative update on YouTube
- Adding Responsive Search Ads (RSA) on your search campaign
- Build a look-a-like audience on Facebook

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Digital Marketing Campaign Report

Glen Innes Severn Council

'INVEST' CAMPAIGN

DATE: 05/10/21 - 05/11/21

PREPARED BY: Tanla Nguyen

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CAMPAIGN OVERVIEW

OVERVIEW

In the first month of your 'Invest' campaign, the delivery of your **ads have served 191,459 times** to your target audience **across digital platforms** including Display banners and Facebook ads. Your ads recorded **2,305 clicks** and as it begins to optimise to a more receptive audience, by the end of the third month, your campaign will be fully optimised to serve your ads to the most engaged audiences.

Both campaigns have started promisingly with a strong click through rate (CTR) and low cost per click (CPC), meeting all industry benchmarks reinforcing how positive this campaign is performing in its first month.

In this report, your campaign will be broken down into the different platforms we are using to serve your ads with specific click through rates, industry benchmarks and overall campaign performance.

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THINK • DESIGN • DEVELOP

DISPLAY

Impressions

133K

Clicks

884

CTR

0.66%

The delivery of your display campaign **served 133,000 ads** to your target audience with **884 clicks** through to your website.

This recorded a **click through rate (CTR)** of **0.66%**. The **average industry benchmark** is a CTR between **0.04%-0.1%**, hence your display campaign has started strong as it is significantly well above the industry benchmark. As the campaign progresses and further optimises, although it might mean that your impressions and clicks may decrease as it stabilises, the campaign will be serving the ads to the most accurate audience and your strong CTR will be maintained.

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TOP PERFORMING LOCATIONS

Matched location	Bid adj.	Added/	Clicks	↓ Impr.	CTR
Sydney, New South Wales, Austr...	–	None	306	44,169	0.69%
Brisbane, Queensland, Australia	–	None	169	28,246	0.60%
Gold Coast, Queensland, Australia	–	None	17	3,451	0.49%
City of Blacktown, New South W...	–	None	28	3,399	0.82%
Newcastle, New South Wales, A...	–	None	15	3,232	0.46%
City of Canterbury-Bankstown, N...	–	None	22	3,007	0.73%
Central Coast, New South Wales,...	–	None	16	2,012	0.80%
Wollongong City Council, New S...	–	None	16	1,973	0.81%
Sunshine Coast, Queensland, Au...	–	None	8	1,693	0.47%
Toowoomba, Queensland, Austr...	–	None	12	1,663	0.72%

This is currently your top 10 performing locations based on cities. Once your campaign fully optimises after the third of your campaign, narrowing the locations by reducing the location radius or removing locations is recommended to increase performance and traction.

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FACEBOOK

Results	Reach	Impressions	Cost per result
1,421 Link Clicks	30,616	58,459	\$0.16 Per link click

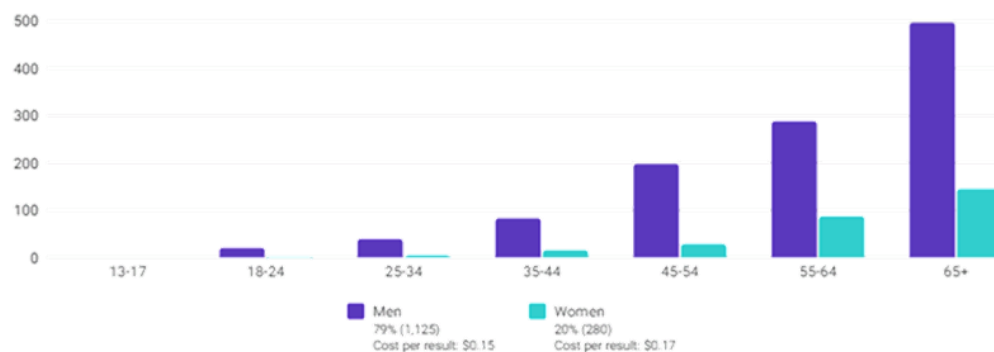
The delivery of your Facebook campaign **served 58,459 ads** to your target audience with **161 clicks** to your website.

This is a **CTR of 2.43%** which is significantly higher than the **average industry benchmark of 0.9%**. This is a very strong performance from your campaign so far and as it optimises, your results may decrease which leads to a lower CTR but the aim will be to continue to meet the industry benchmark.

Your CPC in the first month is sitting at **\$0.16** which is **well below the average industry benchmark at \$0.68**. This allows the campaign to serve more ads with the same budget. It also shows how high quality and relevant your ads are to your audience and Facebook.

CREATIVE BREAKDOWN

Age Group Breakdown




Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Short Video 1	1,514	43	2.84%
Short Video 2	284	8	2.82%
Short Video 3	1,706	37	2.16%
Still 1	13	1	7.69%


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Still 2	17	-	-
Still 3	28	1	3.57%
Still 4	88	3	3.41%
Still 5	37	1	2.7%
Still 6	54,771	1,327	2.42%


Based on your impressions, your top performing ads are video 1, video 3 and still 6 (shown below). It's recommended to run 4 ads in a campaign - the top 2 will run continuously as they draw the most attention from your audience, and the third and fourth will alternate every quarter to maintain relevance and avoid ad fatigue. After the third month of your campaign, a creative review allows us to use your top 4 ads to then begin the rotation of the third and fourth creatives every quarter.


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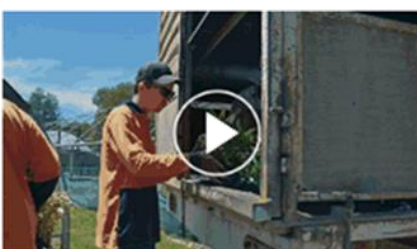
Have you been looking for that place to spread your wings?
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 Find your balance and make your
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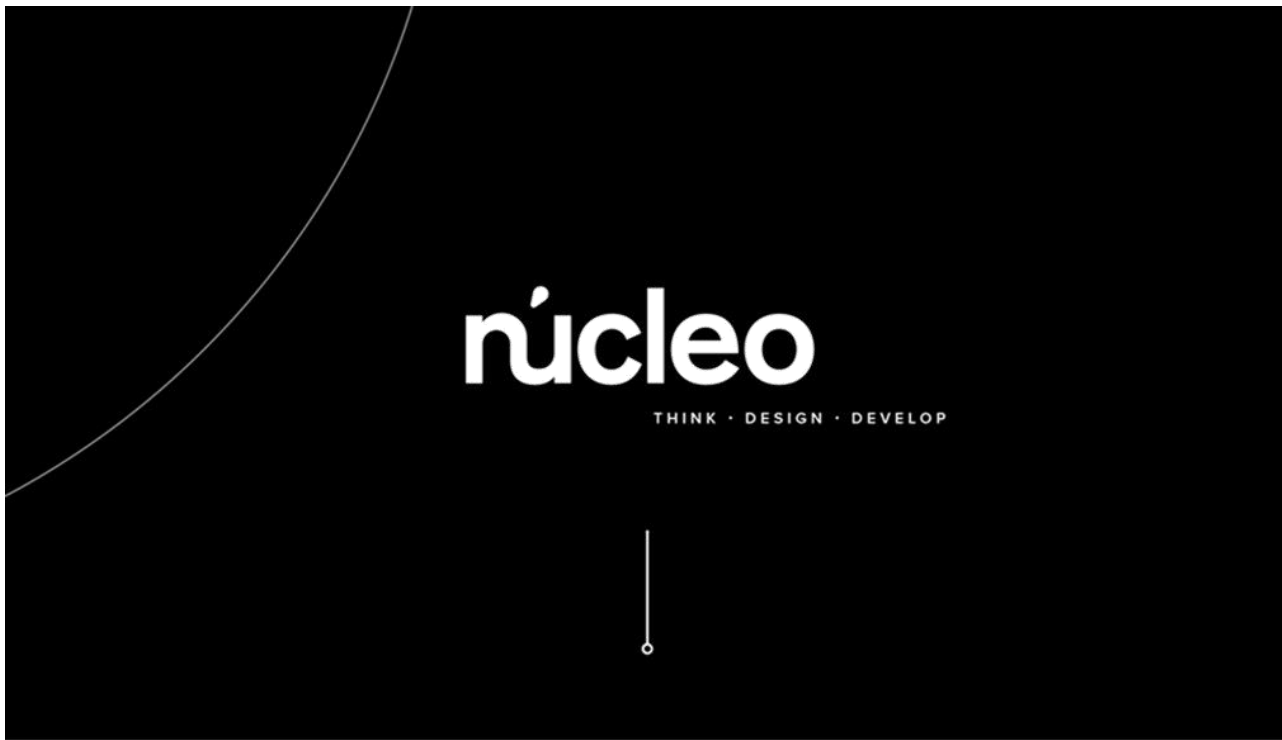
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KEY TAKE OUTS

Your 'INVEST' campaign is off to a promising start with significantly strong CTR's and CPC's on both digital platforms. Although this means that your results may decrease overtime as it optimises, the main goal is to meet the industry benchmark and grow your traffic and engagement. Hence this will be monitored over the next two months as your campaign continues to fully optimise.

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Digital Marketing Campaign Report

Glen Innes Severn Council

‘LIVE’ CAMPAIGN

DATE: 03/10/21 - 03/11/21

PREPARED BY: Tanla Nguyen

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CAMPAIGN OVERVIEW

OVERVIEW

In the first month of your campaign, the delivery of your **ads have served 289,241 times** to your target audience **across digital platforms** including Display banners and Facebook ads. Your ads recorded **1,151 clicks** which has slightly decreased, however it shows your campaign beginning to stabilise as it optimises and serves your ads to those who will be interested and respond positively.

Both campaigns are receiving a positive response from your audience, however your Facebook campaign will require some changes once it fully optimises. The campaign is currently running all the ads that were used earlier this year and there is not as much engagement from certain creatives than others as you will see from page 5.

In this report, your campaign will be broken down into the different platforms we are using to serve your ads with specific click through rates, industry benchmarks and overall campaign performance.

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DISPLAY

Impressions

141K

Clicks

990

CTR

0.70%

The delivery of your display campaign **served 141,000 ads** to your target audience with **900 clicks** through to your website.

This recorded a **click through rate (CTR)** of **0.7%**. Also your CTR has slightly decreased compared to last month, the **average industry benchmark in travel and tourism** is a CTR between **0.04%-0.1%**, hence your display campaign has remained performing strong as it is well within the industry benchmark. As the campaign progresses and further optimises, serving the ads to the most accurate audience will increase the impressions and clicks, which will then increase your CTR.

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TOP PERFORMING LOCATIONS

Matched location	Bid adj.	Added/	Clicks	↓ Impr.	CTR
Sydney, New South Wales, Austr...	—	None	297	43,831	0.68%
Brisbane, Queensland, Australia	—	None	207	28,413	0.73%
Gold Coast, Queensland, Australia	—	None	27	3,831	0.70%
City of Canterbury-Bankstown, N...	—	None	28	3,461	0.81%
City of Blacktown, New South W...	—	None	23	3,397	0.68%
Central Coast, New South Wales,...	—	None	16	2,914	0.55%
Wollongong City Council, New S...	—	None	17	2,474	0.69%
Sunshine Coast, Queensland, Au...	—	None	24	2,423	0.99%
Wollongong, New South Wales, ...	—	None	9	2,269	0.40%
Toowoomba, Queensland, Austr...	—	None	12	1,857	0.65%

This is currently your top 10 performing locations based on cities. Narrowing the locations by reducing the location radius or removing locations will be recommended next month to increase performance and traction on stronger performing locations.

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FACEBOOK

Results ↓	Reach	Impressions	Cost per result	Link clicks
66,806 Post engagements	110,588	168,299	\$0.01 Per Post Engagement	147

The delivery of your Facebook campaign has increased, **serving 168,299 ads** to your target audience with **147 clicks** to your website.

This is a **CTR of 0.08%** which is currently below the **average industry benchmark of 0.9%**. The campaign is still in its learning stage and therefore as it continues to optimise and serve your audience, your results will increase overtime as further optimisations and changes are made.

Your **CPC** is still sitting at **\$0.01** which is **well below the average industry benchmark at \$0.68**. This allows the campaign to serve more ads with the same budget. It also shows high quality and relevant ads to your audience and Facebook as there has been no change.

AD GROUP BREAKDOWN

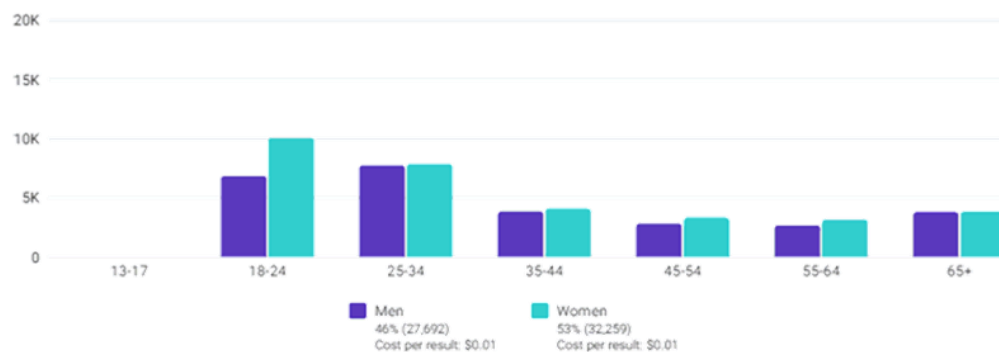
Ad Group	Impressions	Clicks	Click Through Rate
Parents - Environment/outdoor living	153,326	134	0.08%
Parents - Professional Interests	2,834	4	0.14%
Parents - Who are frequent travellers & commuters	410	7	1.71%
Exclude Parents - Environment/outdoor living	11,739	9	0.07%

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Parents - Environment/outdoor living

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	128,022	128	0.09%
World Heritage National Parks	15,457	4	0.02%
4 Seasons	7,143	-	-
Old World Charm	2,612	-	-
Cost of Living Is Low	82	-	-
Blueberry Gin	-	-	-
Clear Blue Skies	-	-	-

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Video Plays:

- At 25% = 13,890
- At 50% = 6,584
- At 75% = 3,732
- At 100% = 2,340

In any campaign or adgroup, Facebook will optimise and use the majority of your spend on your top 2 ads - hence why your video ad and 'World Heritage National Park' ad are serving and generating the most responses.

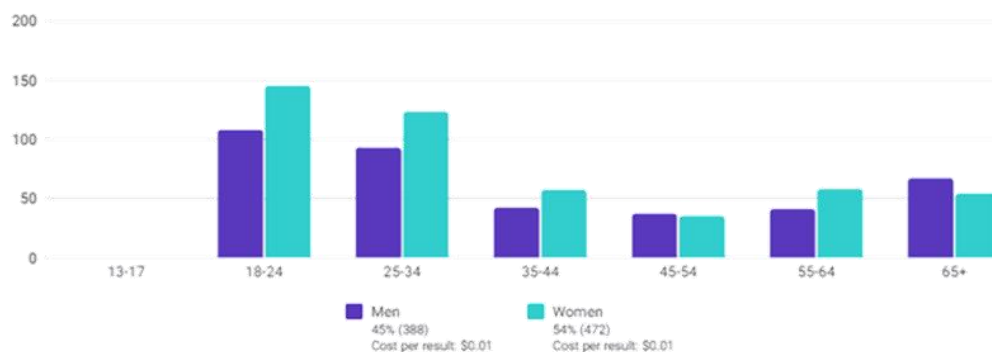
It is recommended to reduce the amount of ads you have to just 4 so more inventory is spent on less ads to create a

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stronger campaign. The top 2 performing ads will be recommended to remain running and the third and fourth ads will be rotated or revamped if there isn't a strong traction.

Parents - Professional Interests

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	1,955	3	0.15%
World Heritage National Parks	648	-	-
4 Seasons	215	-	-
Old World Charm	16	-	-
Cost of Living Is Low	-	-	-
Blueberry Gin	-	-	-
Clear Blue Skies	-	-	-

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Video Plays:

- At 25% = 223
- At 50% = 103
- At 75% = 59
- At 100% = 36

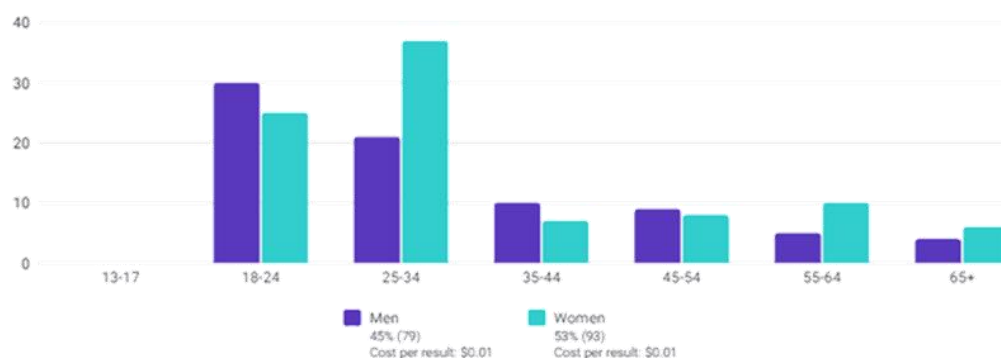
In any campaign or adgroup, Facebook will optimise and use the majority of your spend on your top 2 ads - hence why your video ad and 'World Heritage National Park' ad are serving and generating the most responses.

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It is recommended to reduce the amount of ads you have to just 4 so more inventory is spent on less ads to create a stronger campaign. The top 2 performing ads will be recommended to remain running and the third and fourth ads will be rotated or revamped if there isn't a strong traction.

Parents - Who are frequent travellers & commuters

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	346	-	-
World Heritage National Parks	52	-	-
4 Seasons	12	-	-
Old World Charm	-	-	-
Cost of Living Is Low	-	-	-
Blueberry Gin	-	-	-
Clear Blue Skies	-	-	-

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Video Plays:

- At 25% = 44
- At 50% = 21
- At 75% = 11
- At 100% = 10

In any campaign or adgroup, Facebook will optimise and use the majority of your spend on your top 2 ads - hence why your video

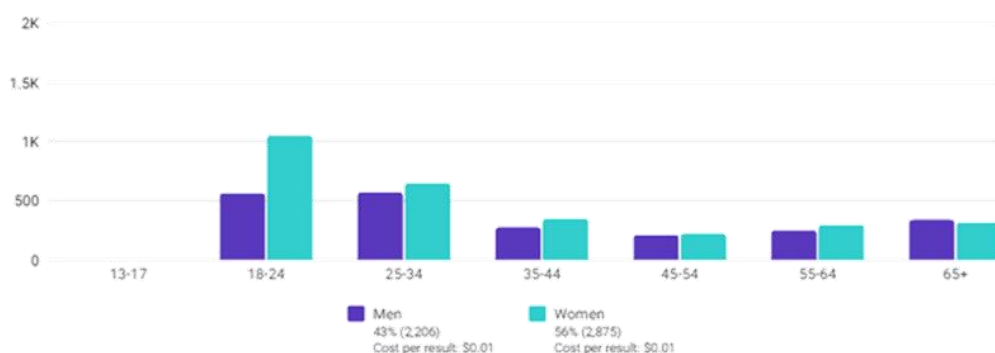
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ad and 'World Heritage National Park' ad are serving and generating the most responses.

It is recommended to reduce the amount of ads you have to just 4 so more inventory is spent on less ads to create a stronger campaign - especially when there are multiple ad sets running. The top 2 performing ads will be recommended to remain running and the third and fourth ads will be rotated or revamped if there isn't a strong traction.

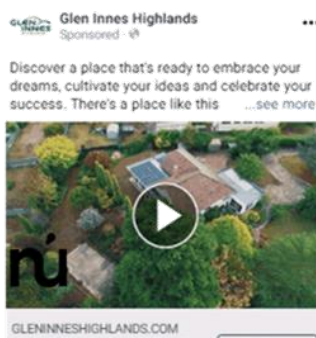
Exclude Parents - Environment/outdoor living

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Full Video	10,802	7	0.06%
World Heritage National Parks	3	-	-
4 Seasons	921	2	-
Old World Charm	13	-	-
Cost of Living Is Low	-	-	-
Blueberry Gin	-	-	-
Clear Blue Skies	-	-	-



... Video Plays:

- At 25% = 1,352
- At 50% = 604
- At 75% = 333
- At 100% = 212

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In any campaign or adgroup, Facebook will optimise and use the majority of your spend on your top 2 ads - hence why your video ad and 'World Heritage National Park' ad are serving and generating the most responses.

It is recommended to reduce the amount of ads you have to just 4 so more inventory is spent on less ads to create a stronger campaign - especially when there are multiple ad sets running. The top 2 performing ads will be recommended to remain running and the third and fourth ads will be rotated or revamped if there isn't a strong traction.

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Item 7.8

Annexure B

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KEY TAKEOUTS/ RECOMMENDATIONS

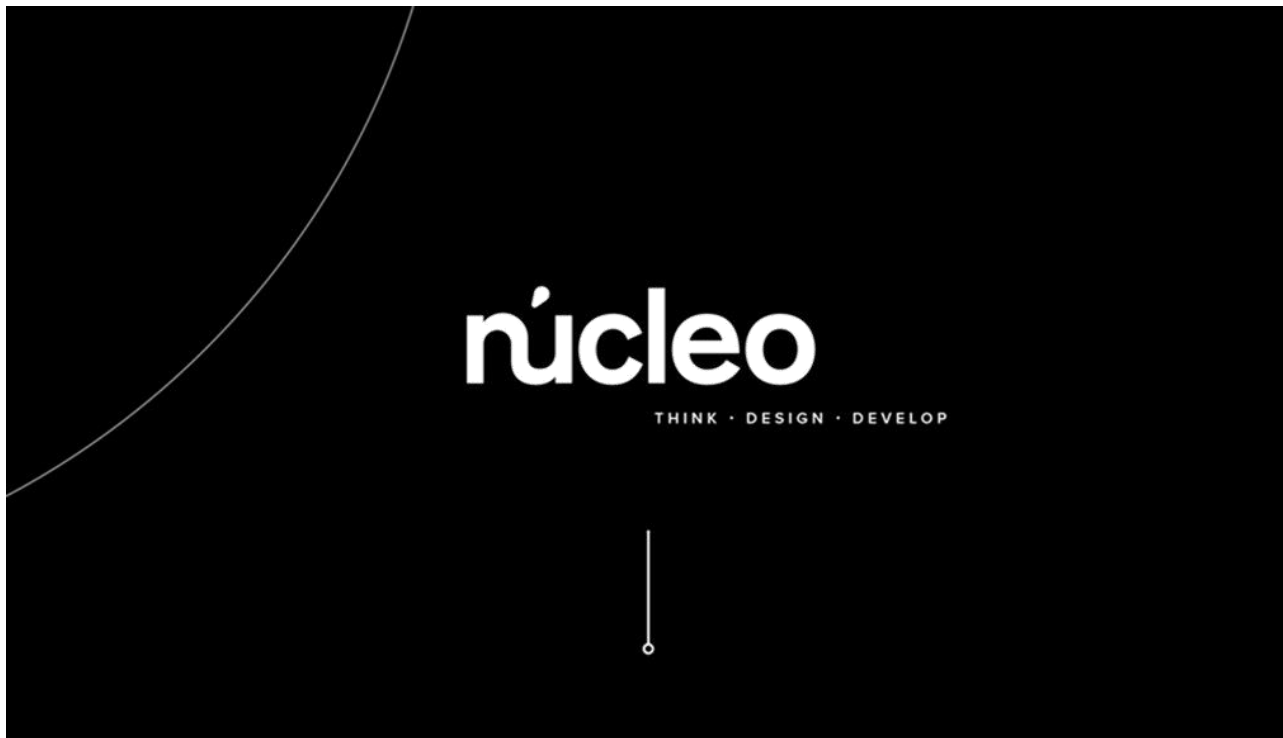
In the second month of your campaign, there has been a shift in which ads are performing best.

From your Facebook ads, overall your impressions have increased with a decrease in traction. Further details show that there are two ad sets that are performing best - Parents (Environment/outdoor living etc) and Exclude parents (Environment/outdoor living). The other ad sets are also directed at parents, therefore moving forward, ideally after the third month of the campaign, it is recommended to shift all parent ad sets into one so that more inventory is being served on less ad sets to drive further engagement.

Furthermore, it will be recommended to also reduce the amount of ads served on each ad set. The optimum ads are 4 as your top two ads will have the most media spend decided by Facebook based on the engagement rate and its relevance. Your top two ads will remain constant, whereas your third and fourth ad will be somewhat like an A/B test to see how well it performs and if it doesn't, continual updates will be implemented to avoid ad fatigue from your target audience.

From your display ads, the location targeting will be the main focus to narrow the most receptive and attentive audience to continuously grow the campaign's traction.

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Digital Marketing Campaign Report

Glen Innes Severn Council

‘VISIT’ CAMPAIGN

DATE: 03/10/21 - 03/11/21

PREPARED BY: Tanla Nguyen

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CAMPAIGN OVERVIEW

OVERVIEW

In the second month of your campaign, the delivery of your **ads have served 1,758,750 times** to your target audience **across digital platforms** including Display banners, Google search ads, Youtube video ads and Facebook ads. Your ads recorded **2,183 clicks** which has increased the metrics of your 'Visit' campaign. Although your campaign is still currently in its learning stage, it has already started to show through optimisations that your ads are being served to a more receptive audience with more impressions and clicks generated.

By the end of the third month, your campaign will be fully optimised to serve your ads to the most engaged audiences and will allow the opportunity to make further necessary changes to your campaign.

In this report, your campaign will be broken down into the different platforms we are using to serve your ads with specific click through rates and industry benchmarks.

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DISPLAY

Impressions

1.59M

Clicks

1.15K

CTR

0.07%

The delivery of your display campaign **served 1,590,000 ads** to your target audience with **1,150 clicks** through to your website.

This recorded a **click through rate (CTR)** of **0.07%**. Although your clicks have slightly decreased, the **average industry benchmark in travel and tourism** is a CTR between **0.04%-0.1%**, therefore your display campaign is remaining strong, being well within the industry benchmark. Your campaign is currently optimising hence why there has been a slight decrease in clicks. Once it's established that certain users aren't as engaged, the ads will no longer be served to them which will allow more inventory to serve to potential visitors.

Ad Group	Impressions	Clicks	Click Through Rate
Family/Country Holiday	852,000	604	0.07%
Road Trip Holiday	724,000	513	0.07%
Celtic	18,400	32	0.17%

This table shows the results of each ad group in this campaign. From the data, it is evident that there is a lot more traction from 'Family/Country Holiday' and 'Road Trip Holiday' with increased impressions and clicks for both ad groups.

'Celtic' has served less ads compared to last month, however the response has been very strong with an increased CTR of 0.17%, well above the average industry benchmark. This adgroup has been optimised to increase its relevance and metrics, however if this continues to decrease it will be recommended to review this to best execute your ads and media spend.

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TOP PERFORMING LOCATIONS

Matched location	Clicks	↓ Imps.	CTR
Sydney, New South Wales, ...	483	723,720	0.07%
Brisbane, Queensland, Au...	239	314,432	0.08%
City of Blacktown, New So...	32	35,833	0.09%
City of Canterbury-Bankst...	26	32,994	0.08%
Central Coast, New South ...	24	26,072	0.09%
Newcastle, New South Wa...	18	25,753	0.07%
Wollongong City Council, ...	17	17,439	0.10%
Sunshine Coast, Queensla...	13	17,010	0.08%
Sutherland Shire, New So...	8	13,554	0.06%
Gold Coast, Queensland, ...	15	10,958	0.14%

This is currently your top 10 performing locations based on cities. Once your campaign fully optimises after the third of your campaign, narrowing the locations by reducing the location radius or removing locations is recommended to increase performance and traction.

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SEARCH

Impressions

3.21K

Clicks

416

Avg. CPC

\$1.24

Conversions

12.00

Your search campaign recorded **3,210 ads** where your audience searched for either family/country holiday, road trip holiday and celtic country related keywords and/or phrases. Your ads generated **416 clicks** through to your website resulting in a **CTR of 13%** which is **well above the average industry benchmark of 4.68%**. Your search campaign results have increased indicating a strong online presence from your audience searching and researching holiday destinations to travel to, since restrictions began easing.

Your campaign is focused on awareness and engagement through clicks, hence it's a reassuring sign that **12 conversions have been generated**, reinforcing the strong engagement from your audience.

Your **average cost per click (CPC)** in October has significantly decreased to **\$1.24 which is well below the average industry benchmark at \$2.00** which is a positive indication that Google sees the quality and relevancy of your ads served to your target audience.

Ad Group	Impressions	Clicks	Click Through Rate
Family/Country Holiday	1,990	287	14.4%
Road Trip Holiday	671	77	11.5%
Celtic	547	52	9.5%

CONVERSION BREAKDOWN

Ad Group - Country/Family Holiday	Number of Conversions
Calls From Ads	9
Ad Group - Road Trip Holiday	Number of Conversions
Calls From Ads	2
Ad Group - Celtic	Number of Conversions
Calls From Ads	1



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TOP PERFORMING ADS

To ensure that these ads receive the most clicks based on what the user has searched, the dynamically generated headline and display URL will customise the headline and URL for the viewer depending on what they search. This helps develop a more relevant ad for your audience and increases the chance of the user clicking through to your website.

[Dynamically generated headline]

[Dynamically generated Display URL]

We've got plenty of fun filled adventures the whole family can enjoy. Get back to nature, rewind and make memories exploring Glen Innes Highlands.

[Dynamically generated headline]

[Dynamically generated Display URL]

Discover the mysteries of Celtic culture, history & festivities in Glen Innes Highlands. Visit, experience and learn about our Celtic past.

[Dynamically generated headline]

[Dynamically generated Display URL]

Get back to nature, fossick, fish or explore beautiful natural landscapes. Then relax by the campfire or in the comfort of one of our Farm Stays.

[Dynamically generated headline]

[Dynamically generated Display URL]

Experience Celtic culture, history & festivities in Glen Innes Highlands - Celtic Country. Visit for the day and stay for a holiday.

[Dynamically generated headline]

[Dynamically generated Display URL]

Are you seeking adventure or want to relax and unwind on your next road trip holiday? Visit Glen Innes Highlands. Enjoy fossicking, hiking, gourmet local food and more.

[Dynamically generated headline]

[Dynamically generated Display URL]

Make Glen Innes your next road trip holiday location. See the Australian Standing Stones. Explore nature's stunning landscapes. Taste gourmet food and local beverages.

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TOP PERFORMING KEYWORDS

The top keywords below are what your users have been searching for to be served your ads and click on them.

Country/Family Holiday - Keywords	Impressions	Clicks
Tenterfield caravan park	152	49
Glen Innes caravan park	117	18
Poplar caravan park Glen Innes	82	29
Poplar caravan park	45	8
Fossickers caravan park	43	7
Road Trip Holiday - Keywords	Impressions	Clicks
Glen Innes area	133	0
Glen Innes Highlands	94	30
Glen Innes Accommodation	47	5
Accommodation Glen Innes	21	2
Glen Innes information centre	61	0
Celtic - Keywords	Impressions	Clicks
Glen Innes Accommodation	62	4
Glen Innes motel	56	6
Glen Innes lodge motel	25	1
Motor lodge Glen Innes	22	8
Accommodation Glen Innes	20	0

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YOUTUBE

Impressions

52.8K

Clicks

44

In October, your YouTube campaign served **52,800 video ads** to your target audience with **44 clicks** through to your website. As the videos that are used for this campaign are unskippable, **all ad serves have been played through completion** of the video and therefore your view rate is 100%.

Adgroup	Impressions	Clicks
Adventure	45,600	44
Celtic	7,190	0

TOP PERFORMING LOCATIONS

Matched location	Bid adj.	Added/	Clicks	↓ Impr.	CTR
Sydney, New South Wales, Austr...	–	None	26	22,206	0.12%
Brisbane, Queensland, Australia	–	None	2	7,465	0.03%
City of Blacktown, New South W...	–	None	1	2,281	0.04%
City of Canterbury-Bankstown, N...	–	None	3	1,633	0.18%
Central Coast, New South Wales,...	–	None	1	1,024	0.10%

Based on your impressions, these are your top 5 performing locations that served the most YouTube ads. This is still the learning stage of the campaign, therefore once it fully optimises, narrowing down your target audience will increase the impressions from your top performing locations to gain more traction and engagement from your most receptive audience.

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FACEBOOK

Results ▾	Reach ▾	Impressions ▾	Cost per result ▾
5,188 Link Clicks	311,464	829,538	\$0.37 Per link click

The delivery of your Facebook campaign **served 829,538 ads** to your target audience with a significant increase of **5,188 clicks** to your website.

This is a **CTR of 0.63%** which is currently below the **average Industry benchmark of 0.9%**. This is still the beginning of the campaign and therefore as it starts to optimise and serve to the most receptive audience, your results are predicted to increase and meet the industry benchmark by the end of the third month of the campaign.

Your CPC has reduced to **\$0.37** which is **well below the average Industry benchmark at \$0.68**. This allows the campaign to serve more ads with the same budget.

Although your campaign is still optimising, there have been improvements with your CPC and CTR which is a positive sign that your engagement is growing.

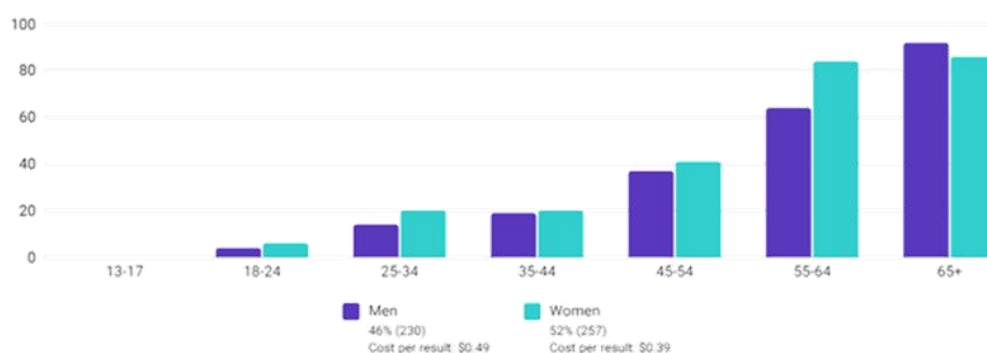
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AD GROUP BREAKDOWN

Ad group	Impressions	Clicks	Click Through Rate
Family Holiday	490,744	3,048	0.62%
Young Couples	338,799	2,140	0.63%

Adventure/Young Couples

Age Group Breakdown



Creative Breakdown

Creative	Impressions	Clicks	Click Through Rate
Video Ad	282,181	1,644	0.58%
Young Couple (still)	56,618	496	0.88%

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Plan your next adventure in nature's playground. Where adventure opportunities are endless. [...see more](#)

GLENINNESHIGHLANDS.COM
Chase Adventure | Glen Innes Highlands [LEARN MORE](#)

- ... Video Plays:
- At 25% = 25,584
 - At 50% = 10,178
 - At 75% = 6,041
 - At 100% = 3,475

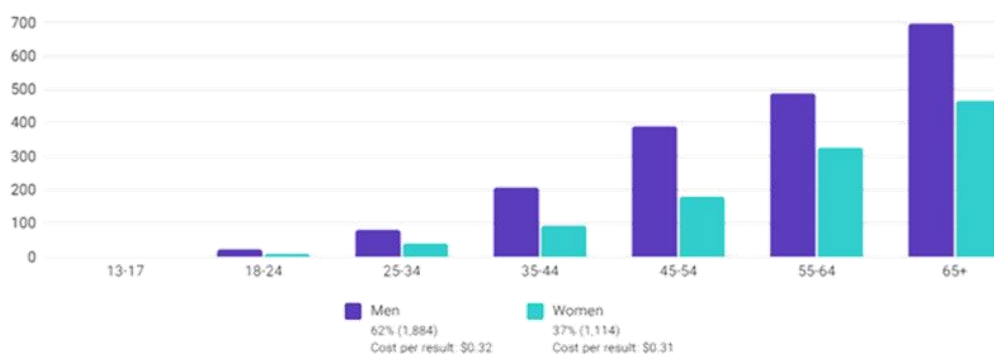
The creative breakdown shows that there is more engagement through your video ad and comparing this data to the first month, your 100% played views have increased which is a promising indication that there has been more interest from your growing audience.

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Family Holiday

Age Group Breakdown



Creative Breakdown - Top Performing

Creative	Impressions	Clicks	Click Through Rate
Still Image	425,366	2,787	0.66%
Video Ad	65,378	261	0.4%

Glen Innes Highlands
Sponsored -

We've got plenty of fun filled adventures the whole family can enjoy. Get back to nature, rewild and make memories [...see more](#)



GLENINNESHIGHLANDS.COM
Chase Adventure | Glen Innes Highlands

[LEARN MORE](#)

...

Video Plays:

- At 25% = 26,821
- At 50% = 11,629
- At 75% = 6,791
- At 100% = 3,965

From your creative breakdown, this adgroup shows that your still image is performing stronger than your video with more engagement. However

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KEY TAKEOUTS

Your campaign in October has shown growth and improvements with an increased impression, CTR and lower CPC.

There have also been changes to your best performing ads in different ad groups. This reinforces the optimisations have begun to serve to your more receptive audience to generate a stronger CTR.

Although your Facebook CTR has not met the average industry benchmark, the impressions are increasing significantly and as the campaign progresses, an increase in traction and engagement from a more receptive audience is expected.

After this next month, a creative review and revamp is recommended to avoid ad fatigue so certain ads that have not performed as well will be suggested to be changed.

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NEHC Activity FY 21/22 Monthly Meetings - First Wed each month 11am	2021						2022						KEY
	July	August	September	October	November	December	January	February	March	April	May	June	
NEHC Website - Tenterfield Shire Council/GISC													
Website Launch - 24 June 2021 - Website launch Media Release													
Website Optimisation - Page Tagging													
Website Optimisation - ATDW Individual Listings													
Website Optimisation - ATDW Filtering													
Website Optimisation - SEO & Metadata descriptions													
DNSW Recognition of NEHC													
Update of town locations to include correct suburbs													
ATDW to create NEHC Area													
Update DNSW website to recognise NEHC Area													
Clubs & Cars - Glen Innes Severn Council													
Digital Just Cars 80,000 impressions/month	1	1	1										
Just Cars 1 x Editorial	1												
Practical Motoring 80,000 impressions/month		1	1	1									
Practical Motoring 1 x Editorial													
E-News Practical Motoring			1	1									
Practical Motoring Social	1		1	1									
Just Cars Facebook		1	1	1									
Caravan & RV - Inverell Shire Council													
Print - Camper issue 165 - 8 page feature			1										
Print - Camper issue 164 - 8 page feature				1									
EDM - Camper Trailer Australia (20k subscribers)				1									
Australian Traveller Australia Now Campaign GISC/ARC													
Print - Full page native													
Digital - native feature on content hub (3,000 views)													
Digital - Display Banners australiantraveller.com (min 25,000 impressions)													
Digital - 1 x accommodation page CTA (AT website)													
Digital - 1 x accommodation page CTA (AT EDM to 85k subscribers)													
Digital - 1 x accommodation page CTA (AT Facebook)													
TMCF Event Official Guide - GISC/ARC													
Print - Full Page Ad - NEHC Brand Campaign													
NEHC Soundtrail Products (x 4) - Walcha Council													
Production of 4 new NP Soundtrails													
Soundtrail Experience Launch (Website content/Media Release/Social)													
Develop and print 4 Soundtrail Signs (NEHC Co-Branded with Councils)													
Adapt design for flyers/signs for VICs													
NEHC Brand Campaign - Glen Innes Severn Council													
Digital July Burst (Youtube, Insta, Facebook & Display)													
Digital Nov Burst (Youtube, Insta, Facebook & Display)													
Digital March Burst (Youtube, Insta, Facebook & Display)													
NEHC Soundtrails Campaign - Glen Innes Severn Council													
Digital Nov Burst (Youtube, Insta, Facebook & Display)													
Digital March Burst (Youtube, Insta, Facebook & Display)													
Develop Cycling Content													
Product Audit Spreadsheet Created for team to complete https://docs.google.com/spreadsheets/d/1nfb6gc5o9t25Tt5-EsRJQgZQoYieSbMNd57ZwVpAx2g/edit#gid=0													
Group to complete audit for their area													
Discuss and agree next steps													
NEHC Brand & Strategy Document Develop one clear NEHC document that consolidates: What is NEHC Brand Story NEHC Positioning and Framework Brand Guidelines (Font, logo, creative examples) 'Get a natural high' Campaign Styleguide													
Discuss and agree next steps													
DNSW Content Library NEHC													
Need to request permission to utilise images from latest DNSW shoot for promotion across NEHC Social Media/Print/Website and save into team dropbox under DNSW https://content.destinationnsw.com.au/													
Social Media (Facebook & Instagram)													
EJ Freelance - Maintain audience engagement and grow followers through Facebook and Instagram					10	9	8	8	8	8	8	8	8
All NEHC Team - Ad Hoc posts on upcoming events/ new experiences	3	4	4	9	2	0							