

Communications:

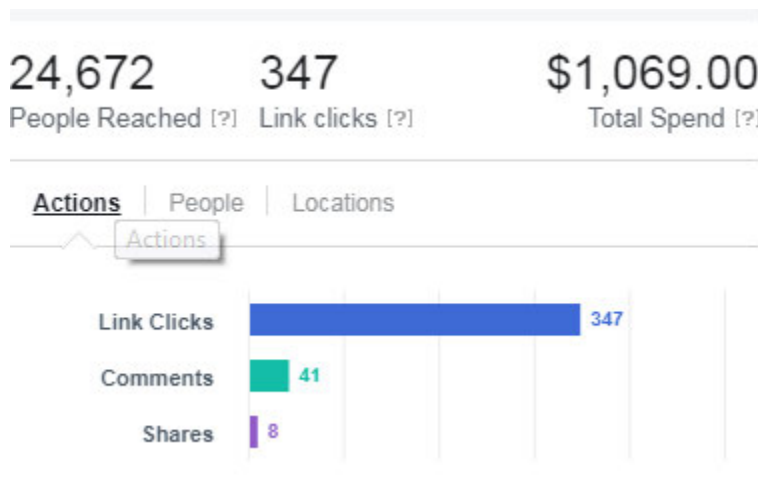
**Advise on targeted social media campaigns on relevant and topical issues for target demographics in the Melbourne Ports electorate.**

- Live sheep exports, Adani mine and Anti-terrorism : Advised that these topics are the most prominent in the electorate currently and that these issues are weighted differently for different demographics in the electorate. Advised on what sections of the electorate the advertisements should be targeted to.

**Examine metrics to evaluate social media campaign effectiveness.**

The aim is to use the Michael Danby Facebook Business page to reach as many constituents in the electorate on issues that are likely to be important to them. To provide those constituents with information on what Mr Danby is doing and how they may like to get involved.

The results of the Live Sheep Exports Ad



**Advise on print media submissions (for local press) in the electorate. Liaise with graphic designers to ensure advertisement creative and copy are most effective.**

- Formulate brief for Anti-Terrorism print ad. Sent to external graphic designer (Barnie Black) and liaise with them on formatting of creative.
- Liaise with external graphic designer ( River To My People) on anti-Coal advertisement creative. Receive and liaise on alterations to this creative.
- Liaise with external graphic designer to submit articles to local newspapers: Southbank Local News

**Conduct meetings with internal and external stakeholders to ascertain and prioritize issues to be addressed in the Melbourne Ports electorate.**

- Meeting held with office staff (Josh Spiegel, Catherine Sanchez) and external graphic designer (River To My People) to determine issues relevant to Melbourne Ports Electorate. Determined that Coal, Live Sheep Exports, Funding for saving Great Barrier Reef, local Pride Centre opening and Women in Sport are issues to be pursued.

**Advise Member on media appearance and topics for discussion. Attend the appearances with Member.**

- Two appearance on Paul Murray Sky TV
- One appearance on David Speers Sky TV programme