



COMMUNICATIONS STRATEGY

October 2023

Created by Beatts Editing



VISION & MISSION

VISION

Our agriculture sector responds positively to climate change.

MISSION

Our mission is to share positive stories about responses to climate change from Western Australian primary industries, share climate change related information and research, and contribute to evidence-based primary industries policy responses to climate change.

We also support the Western Australian agriculture sector becoming carbon neutral by 2030.

COMMUNICATION GUIDELINES

2



**Represent AgZero2030
according to the
AgZero2030 values and
agreed principles.**



**Do not engage in the
climate change debate and
instead present mainstream
scientific evidence.**



**Present a positive context of
climate solutions but be honest
and open about climate change
challenges and risks.**



COMMUNICATION OUTLETS

3

⇒ Website

⇒ Newsletter (Zero News)

⇒ Twitter

⇒ Major Event

⇒ LinkedIn

⇒ Media Engagement

⇒ Instagram

⇒ Word of Mouth



COMMS GOALS

4

- ⇒ Raise awareness about AgZero 2030's mission and objectives.
 - ⇒ Engage and educate the target audience about sustainable agriculture practices.
 - ⇒ Build a strong online presence on Twitter, Instagram, LinkedIn and the website.
 - ⇒ Maintain a regular newsletter to keep stakeholders informed.
 - ⇒ Promote and create anticipation for a major event in March 2024.
 - ⇒ Engage with the media to amplify AgZero 2030's message.
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WEBSITE

5

Month 1-2: October-November 2023

- Revamp the website to make it user-friendly and visually appealing.
 - Separate and update Board, Current Working Group and Founding Committee.
 - Add Newsletters to the Stories section of the website.
- Ensure the website is mobile-responsive.

Month 3-4: December 2023-January 2024

- Update the website with articles, case studies, and success stories related to sustainable agriculture.
 - Initial aim of one story every second month, in the alternative month to Zero News.

Month 5-6: February-March 2024

- Increase posting of articles, case studies and success stories to once per month.
 - Highlight event details and registration options on the website.
 - Share posts and articles previewing topics covered at the major event.
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TWITTER

6

Month 1-2: October-November 2023

- Start posting weekly updates, including news about sustainable agriculture, facts, and infographics.
- Engage with influencers and organisations in the agriculture and sustainability sectors.

Month 3-4: December 2023-January 2024

- Maintain weekly tweets, incorporating holiday-themed content and engagement initiatives (e.g., polls, Q&A sessions).
- Launch a Twitter campaign featuring stories of farmers benefiting from sustainable practices.

Month 5-6: February-March 2024

- Intensify promotion of the major event, including speaker spotlights and countdown posts.



LINKEDIN

7

Month 1-2: October-November 2023

- Connect with professionals and organisations in the agriculture sector.
- Share industry insights, articles, and updates related to sustainable agriculture.
 - Aim for once a month to begin with,

Month 3-4: December 2023-January 2024

- Increase sharing of insights or articles to once per month.
- Share a shortened version of the website article, linking back to the website

Month 5-6: February-March 2024

- Engage with followers and industry professionals to promote the major event.
- Share event updates including speaker spotlights and countdown posts.



INSTAGRAM

8

Month 1-2: October-November 2023

- Follow professionals and organisations in the agriculture sector.
- Begin posting weekly engaging visuals, such as images of sustainable farms, farmers, and behind-the-scenes content.
- Use relevant hashtags to increase visibility.

Month 3-4: December 2023-January 2024

- Share farmer spotlights and short video clips illustrating sustainable farming techniques.

Month 5-6: February-March 2024

- Create a visually appealing countdown to the major event.
 - Share behind-the-scenes preparations and sneak peeks of the major event.
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NEWSLETTER

9

Month 1-2: October-November 2023

- Release the October edition of the newsletter.
- Add a subscriber link going forward.
- Promote Zero News across social media.

Month 3-4: December 2023-January 2024

- Send out the December newsletter, focusing on progress and milestones achieved in the past two months.
- Also use it to announce the major event for 2024.

Month 5-6: February-March 2024

- Send out the February newsletter, including last-minute updates and speaker spotlights.
- Use the Newsletter database to send out invites to the event.



MAJOR EVENT

10

Month 1-2: October-November 2023

- Select a location and begin scouting for potential speakers and sponsors.
- Develop initial event branding and materials.
- Create a save-the-date announcement for the major event in March 2024.

Month 3-4: December 2023-January 2024

- Secure commitments from speakers and sponsors.
- Send out the invite to the event via the newsletter database and an article in the rural press.

Month 5-6: February-March 2024

- Develop a detailed event plan, including a schedule, topics, and marketing materials.
 - Conduct post-event surveys to gather feedback.
 - Share post-event content and thank participants and sponsors through all communication channels.
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MEDIA ENGAGEMENT

11

Month 1-2: October-November 2023

- Create a list of newspapers and journalists who would publish AgZero stories.
- Offer interviews with AgZero 2030 representatives to discuss sustainable agriculture.

Month 3-4: December 2023-January 2024

- Turn the bi-monthly website article into a media statement to be sent to the press.
- Send invitations to media outlets for coverage of the major event.
- Prepare media kits with event information, speaker bios, and visuals.

Month 5-6: February-March 2024

- Send media statements highlighting key speakers for the major event to the press.
 - Send a media statement to the press highlighting the key themes from the day.
 - Monitor media mentions of the event and respond to inquiries promptly.
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ONGOING

12

Website:

- Regularly update the website with fresh content and success stories.
- Ensure SEO optimisation for organic traffic growth.

Twitter, Instagram & LinkedIn:

- Maintain a consistent posting schedule.
- Continuously engage with the audience, respond to comments, and monitor analytics to adjust content strategy.

Newsletter:

- Continue sending out bi-monthly newsletters with updates, success stories, and upcoming events.
- Encourage subscribers to share the newsletter within their networks.

Media Engagement:

- Cultivate relationships with media outlets for ongoing coverage of AgZero 2030's initiatives and achievements.
 - Monitor media mentions and respond to inquiries promptly.
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A photograph of a golden wheat field under a blue sky with scattered clouds. The wheat stalks are in the foreground, some in sharp focus. The sky is a deep blue with soft, white clouds. There are three decorative squares: a solid blue square in the top-left corner, a semi-transparent blue square in the top-right corner, and a semi-transparent purple square in the bottom-left corner.

THANK YOU