

Rebuild social license of the live export industry

If you could describe ALEC's role what would it be?

government promote live export export industry members behalf **represent**
Livestock Export Industry **industry** policy body lobby direction interests **peak** exporters

Moving forward



82% Website hits are organic- literally typing ALEC into search engine.



Infographics

For facts and key areas of business to promote activities for use on website, podcasts and socials



Suggested campaigns

Cultural awareness | Importance of trade to economy | Farmers livelihoods – 60 or 70% red meat is exported | Industry re-set



Website additions

Updated Q&A | Re-do imaging across the website | gender/cultural diversity | Look at re-branding the logo | Board constitution snapshot

Who is on Facebook in Australia % of the population

According to the [Australian Bureau of Statistics Population Clock](#) there are now approximately 25 million Australians.

Facebook's recent data shows there are now 15 million active Australians on Facebook.

- Therefore approximately 60% of the total Australian population is an active Facebook user. This is a huge number.

- **Facebook Demographics in Australia**

Age Bracket	Number of Users*
• 13 – 17	940,000
18 – 25	3,500,000
25 – 39	6,100,000
40 – 55	4,100,000
55 – 64	1,600,000
65+	1,200,000

- 6 in 10 Australians use Facebook
- 1 in 2 Australians use Facebook on a daily basis

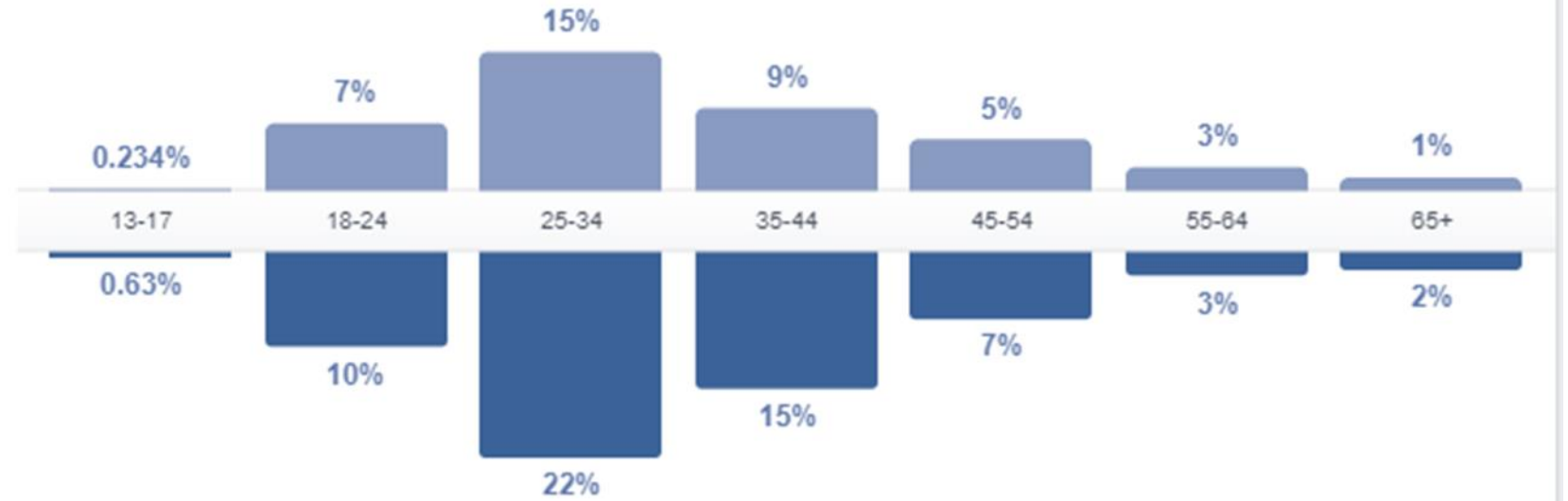
Aggregated demographic data about the people who like your Page based on the age and gender information that they provide in their user profiles. This number is an estimate.

Women

40%
Your Fans

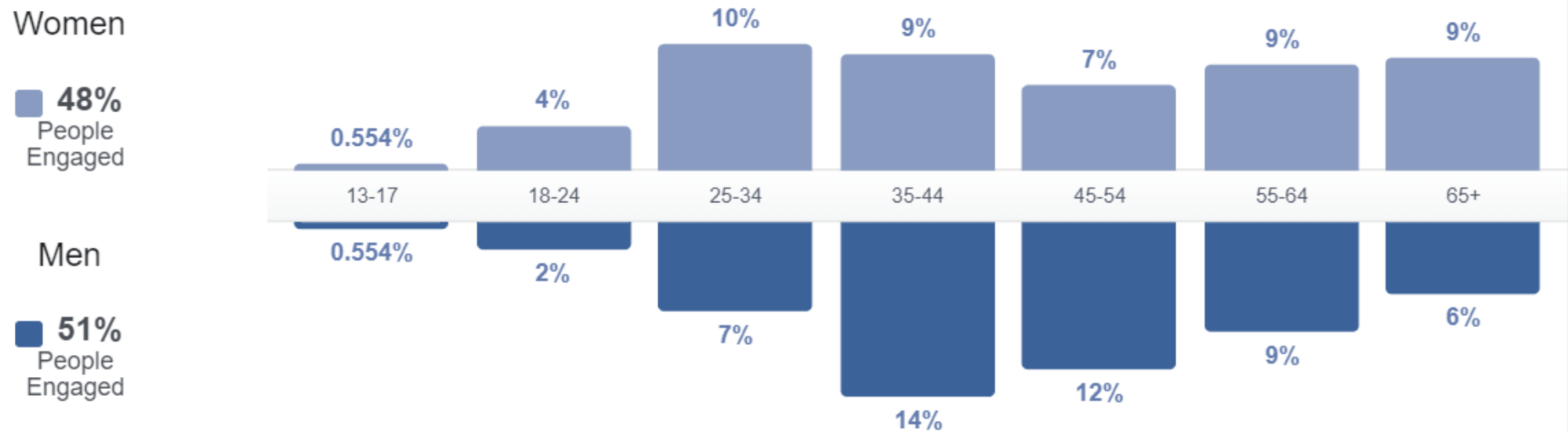
Men

59%
Your Fans



Majority Males who like the ALEC Page age group 25-34

The number of people talking about the Page by user age and gender. This number is an estimate.



Majority Male user age is 35-44 as opposed to Page Likes age group 25-34 | General public & industry engaging

Meltwater

Media

Monitoring



Stock Journal (5 other sources) • AUS • Oct 25 • 3:50 pm



99.86 per cent success rate for latest live ex voyage

Results from live exports to the Middle East continue to improve after the AI Messilah arrived in the Persian Gulf recently with a 99.86...

September after the extended three-month moratorium on live **sheep exports** ended, took 54,390 **sheep** and 467 cattle to Kuwait, the United Ara...

Reach 7k

Tag • Translate • Share



Farm On Line (Licensed by Copyright Agency) (1 other source) • AUS • Oct 25 • 10:49 am



Independent observer shift rewards good performers: live exporters

THE shift to having independent observers (IOs) only on higher-risk animal voyages was a positive move that would...

to understand and determine the risk and management of **livestock export** voyages. "Live **exporters** have always been accepting of IOs but we

Reach 22k

Tag • Translate • Share

Social Listening



What is Social Listening



The monitoring of your brand's social media channels for feedback and direct mentions of your brand or discussions regarding specific keywords, topics or incidents.



Followed by an analysis to gain insights and act on those opportunities.

Social sentiment and reach



ABC News • Carmen Brown , Matt Brann
AU | Oct 22 • 1:16 PM

Live export independent observers only required where 'most needed' after policy change

ABC Rural: Lydia Burton The Federal Government has changed its policy on having independent observers on all live export ships, moving to.....

Live export independent observers only required where 'most needed' after policy change



Live export independent observers

13.3M Reach

[Social Echo](#)

Neutral

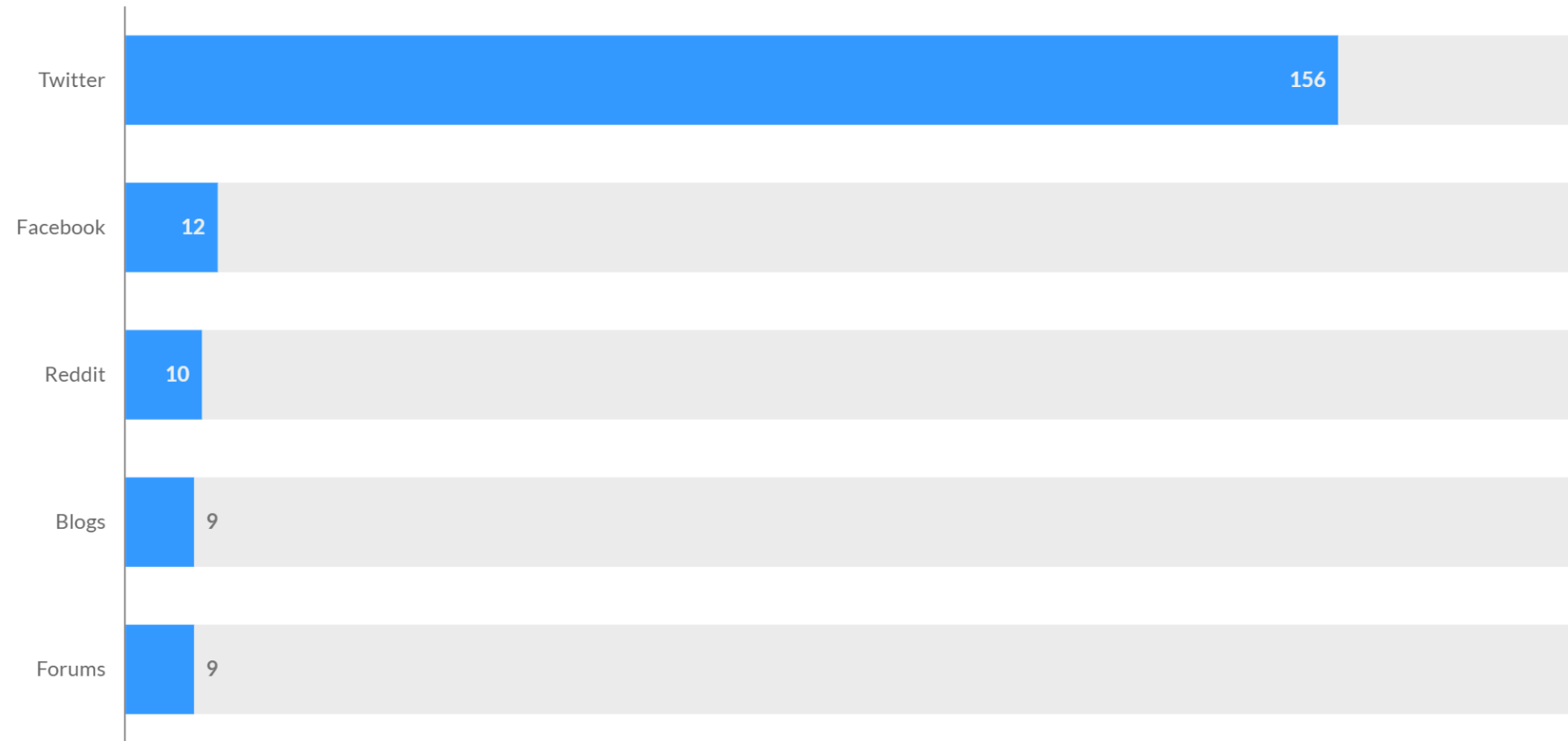


88



1900

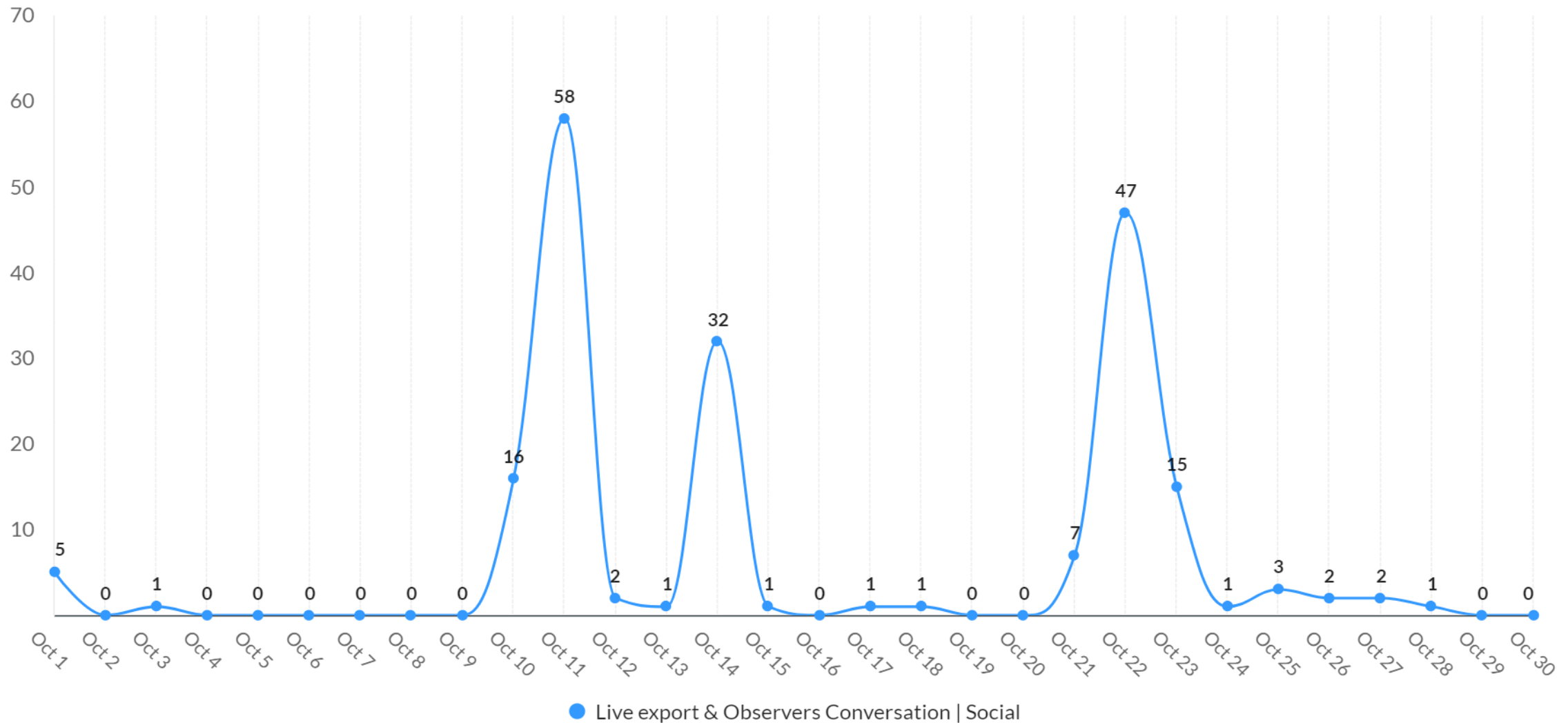
Top Social Channels



Oct 1, 2019 - Oct 30, 2019

The Top Sources widget provides insight into how coverage is broken down by media outlet.

Social Media Exposure



Oct 1, 2019 - Oct 30, 2019

The Media Exposure widget provides insight into how media coverage is trending over time.

Total Social Mentions

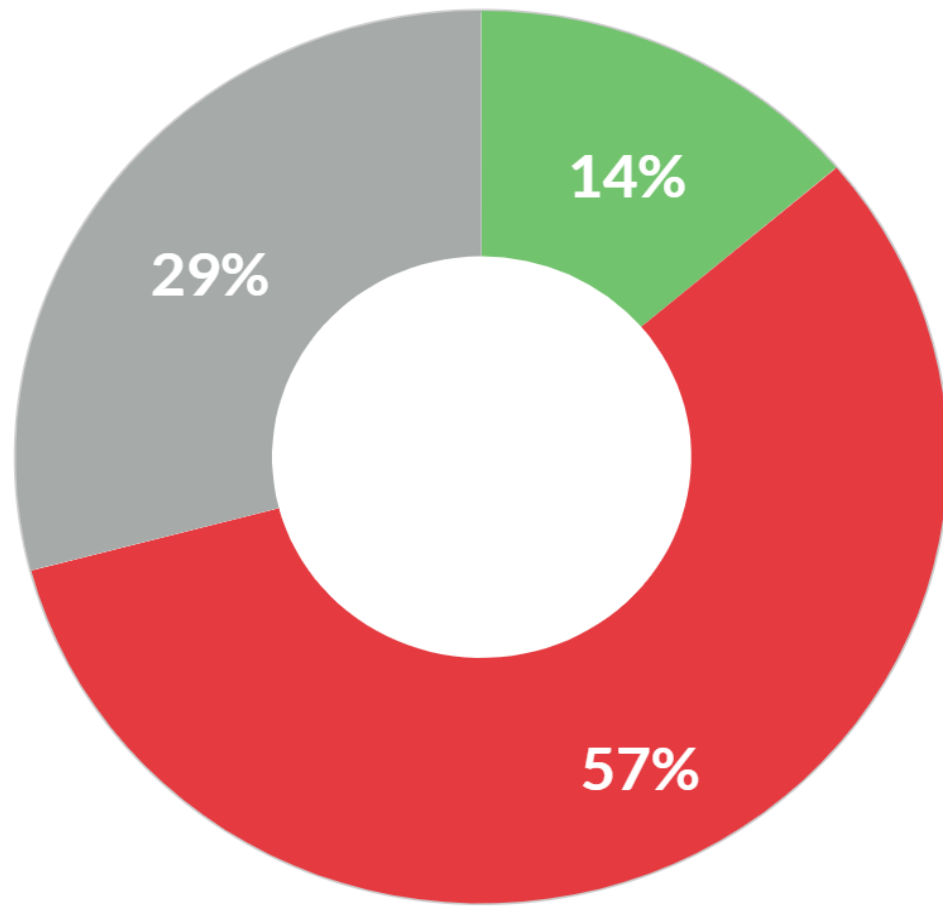
Compared to last period

196
▲ 139%

Oct 1, 2019 - Oct 30, 2019

The Total Media Exposure widget provides insight into overall media coverage in a given time period.

Social Sentiment Breakdown



● Positive	27
● Negative	112
● Neutral	57

Oct 1, 2019 - Oct 30, 2019

The Sentiment widget provides insight into how media coverage is broken down by positive and negative sentiment over time.

OUR PRIORITIES



OUR PEOPLE



OUR CONSUMERS,
CUSTOMERS AND
COMMUNITY



OUR LIVESTOCK



OUR ENVIROMENT



OUR MARKETS



OUR SYSTEMS

An aerial photograph of a port area, showing a large ship docked at a pier and a crane. The water is dark, and the sky is overcast. The image is used as a background for a text overlay.

"We're in a competitive environment where 100 other countries export live, but we are doing it by leading on quality, integrity and animal welfare."

HON SIMON CREAN, CHAIR,
AUSTRALIAN LIVESTOCK EXPORTERS COUNCIL

REDMEAT2030.COM.AU