



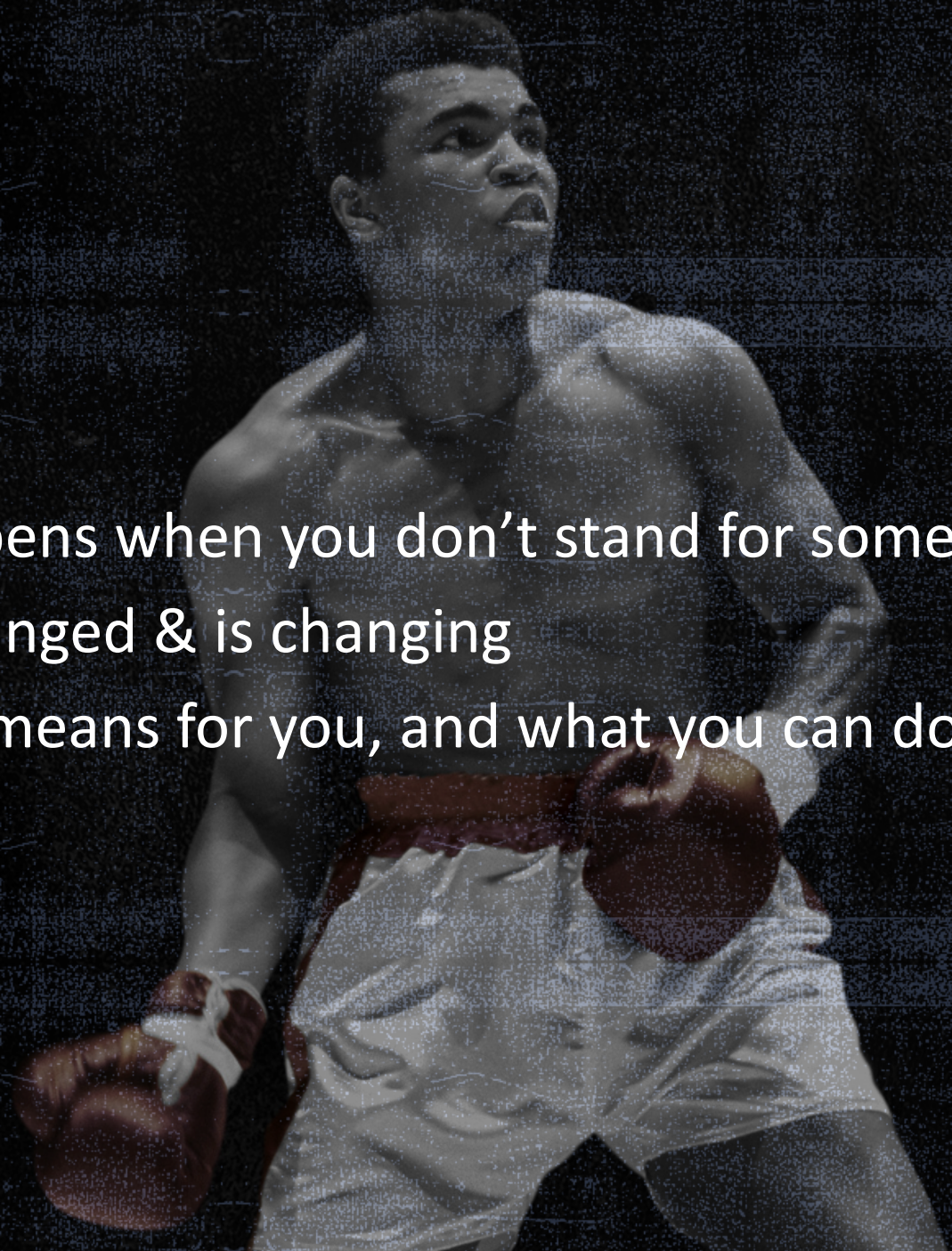
# Building social license & political power for the agriculture industry

Steve Harris: Chairman, The Brand Agency



# Today

1. What happens when you don't stand for something meaningful
2. What's changed & is changing
3. What this means for you, and what you can do











**RUDD'S  
MINING TAX  
COSTS JOBS**



**RUDD'S  
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COSTS JOBS**

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**RUDD'S  
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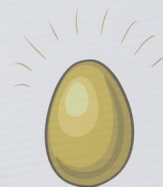
**X**

**ing Strong.**

**#1**



**DON'T KILL  
THE GOLDEN  
GOOSE**







2010

2017





SUPPORT MORTGAGE BROKERS  
**DON'T LET THE DOOR  
SLAM ON COMPETITIVE  
INTEREST RATES.**

PROTECT COMPETITION, SIGN OUR PETITION  
[brokerbehindyou.com.au](https://brokerbehindyou.com.au)







# stermind Tim Gartrell called on t fight over McGowan Government ig changes

st Australian  
9 8:50AM



## crayfish, say





**“As a business owner I need to be flexible; my bank should be too.”**



**We hear you.**

**And we're increasing support for small businesses and farmers.**

Australia is a nation of small business owners. We're improving our commitments to small business customers to help them stay flexible

**“Three days to move money between banks. Really?”**



**We hear you.**

**And we're working on real-time banking.**

A new system is being developed so payments can be processed faster between Australian bank accounts. It's just one of the ways we're making Australian banking better.





There's a new Banking Code.  
It's a rule book for banks.  
With strong protections for you.

- Serious consequences for breaches
- Strong independent enforcement

[ausbanking.org.au/code](https://ausbanking.org.au/code)



Australian Banking  
Association



There's a  
new Banking  
Code











What's changed globally & locally



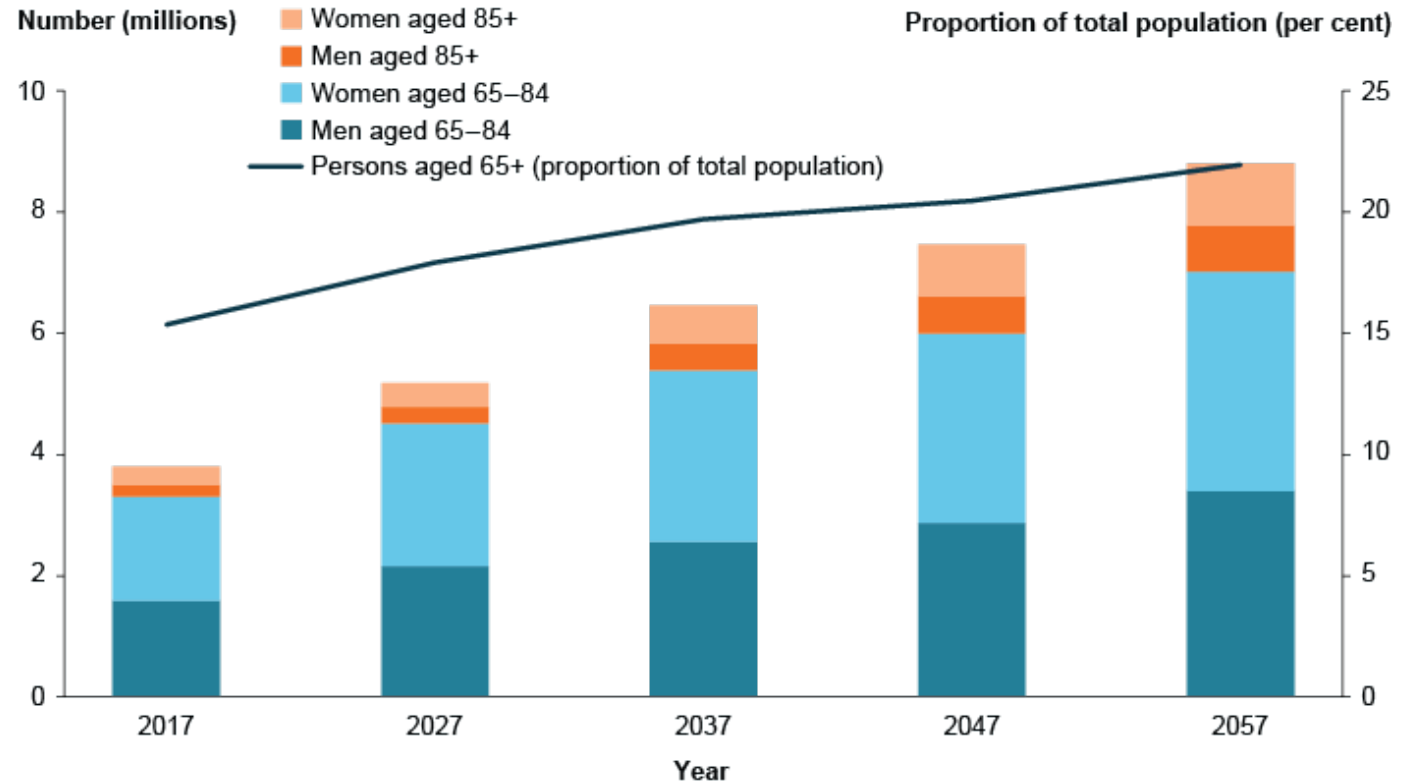
A satellite night-time image of Australia, showing the country's outline against the dark blue of the surrounding oceans. Numerous bright white and yellow lights are scattered across the landmass, representing city lights and urban areas. The lights are more densely packed in the eastern and southern coastal regions.

>Urbanisation of power  
>2/3 of Aussies live in cities,  
increased urban political power



Ageing  
population,  
increasing costs,  
challenges to the  
tax base

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% population over 65 years will double





Negative narrative;  
no plan or control



# Declining power of traditional news media

**Latest news**

has laid out details of an economic plan  
them

**Economic Plan**

But as the economy continues to struggle, a depression is feared. The government has a plan to stimulate the economy, but it is not clear if it will work. The plan is to increase government spending and cut taxes. This will help to create jobs and stimulate growth. However, it will also increase the government's debt. The government is hoping that the plan will help to get the economy back on track.





7 out of 8 West Australians didn't  
read the newspaper this morning

Source: Roy Morgan, 332,000 readers of 2.6M population

Readership of The West Australian Monday-Friday physical newspaper has fallen from 21% of all adults in 2014 to 17% in 2019

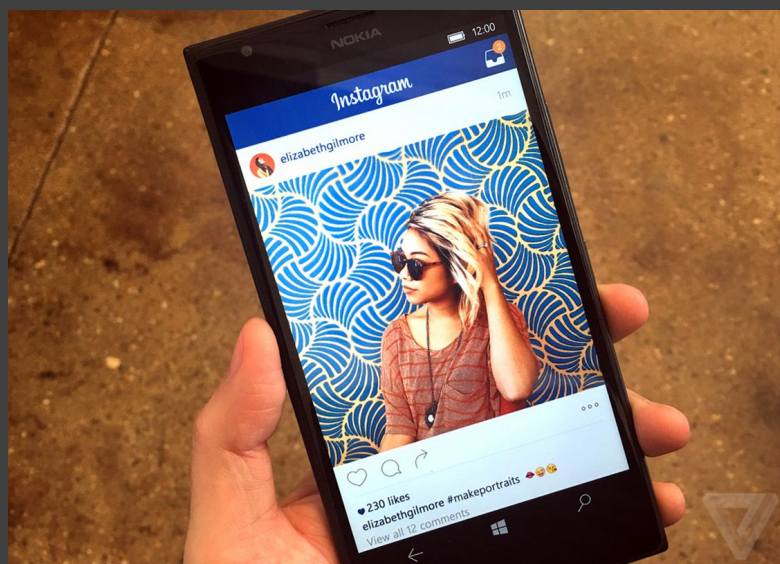




7 out of 10 West Australians  
people didn't watch  
*any* TV news yesterday

Source: OzTam, 32.19% did watch news 18/7/19



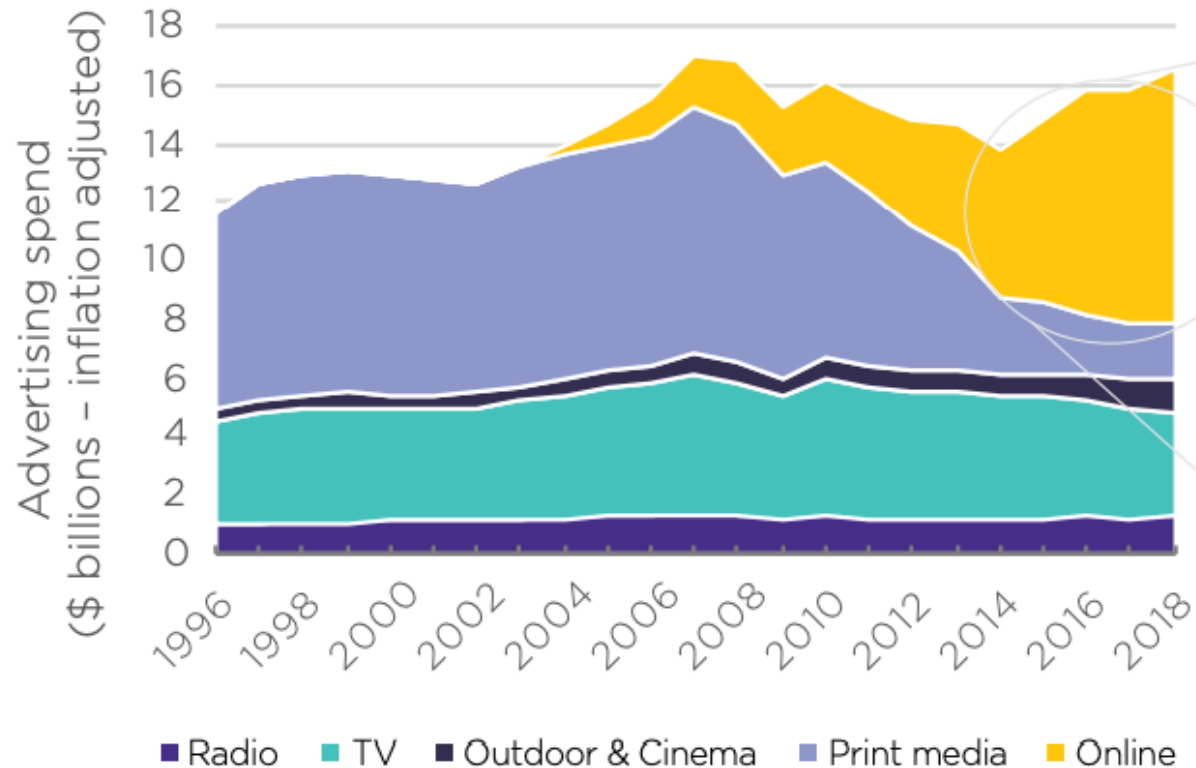


2 out of 3  
Australians  
spend > half  
an hour a day  
on Facebook

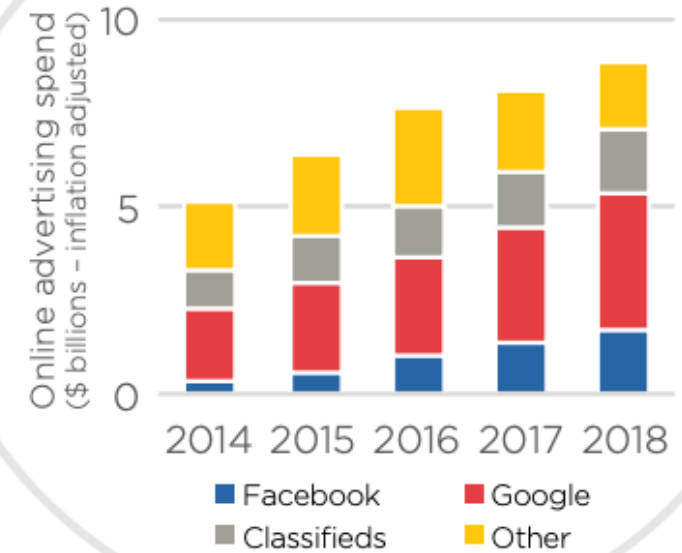
Source: ACCC 2019



## Half of all ad spend is digital



## 71% digital ad revenue to Facebook/Google



Source: ACCC estimates of spend relating to Australian customers based on CEASA data and information provided by market participants. Amounts are shown in 2018 Australian dollars<sup>7</sup>





Decline of Regional Media/  
Nationalisation of media to  
Sydney/Melbourne centric

- 2010-2017 MEAA reports 3,000 journalism jobs lost
- Largest regional paper in AU, Newcastle Herald, went from 100 editorial jobs to 24
- Not economically viable to cover regional news





## Decline of WA based reporting & journalism

### **The West/The Sunday Times:**

2014 - 328

2019 - 159

Reduction of 169 or 50%

### **Community Newspapers**

2013 - 71

2019 - 26

Reduction of 45 or 74%

Source: MEAA



# Budget 2018: ABC funding frozen in \$84 million to bottom line

Updated 8 May 2018, 7:28pm

The Government has announced it will freeze the ABC's annual funding indexation from July 2019, costing the organisation \$84 million.

ABC Managing Director Michelle Guthrie said freezing the indexation amounted to cutting the broadcaster.

She said the \$84 million cut would be compounded by a decision to cut \$43 million in funding for news and current affairs.

Ms Guthrie said the organisation has faced \$254 million in cuts since 2014.

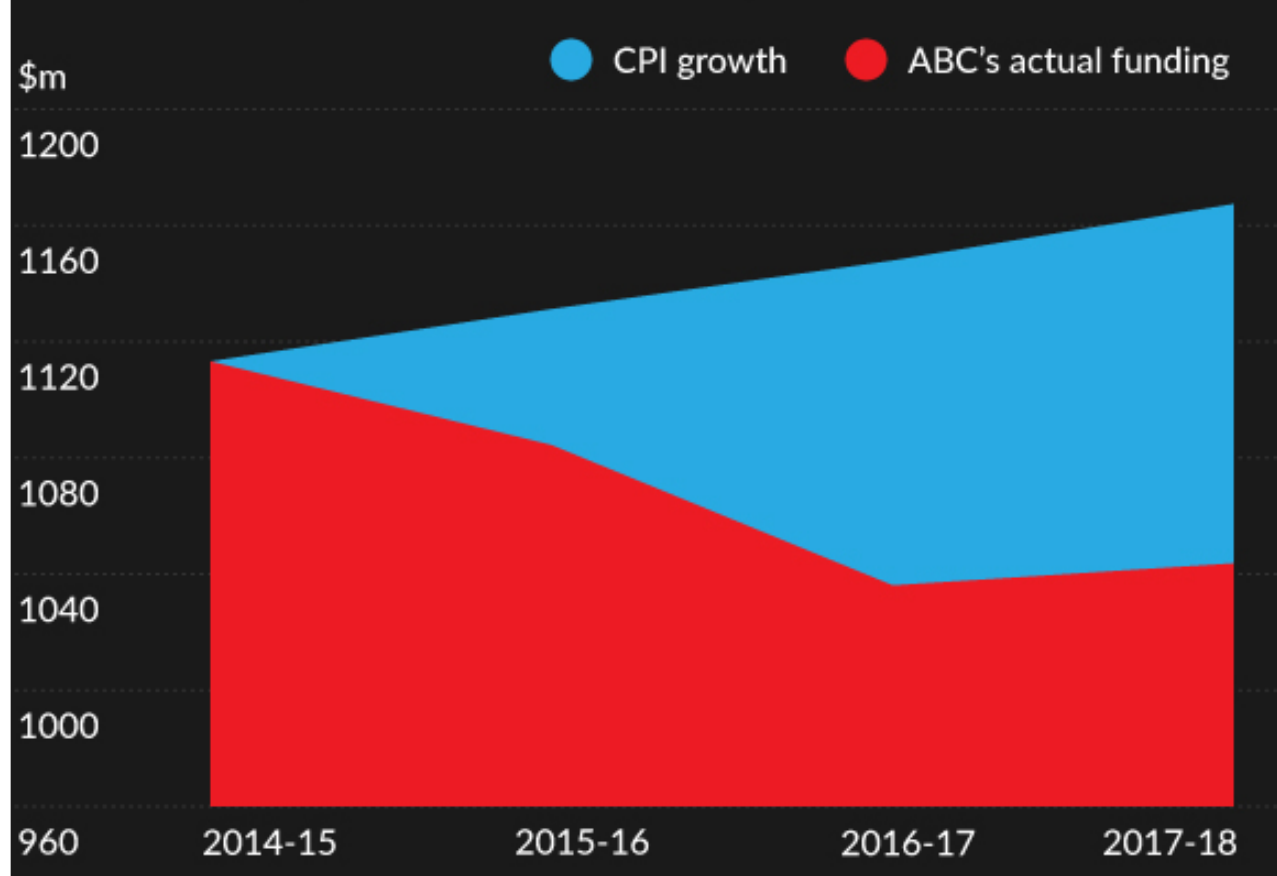


**Gaven Morris**   
@gavmorris

Let's be clear .. ABC indexation freeze is direct cuts to @abcnews funding a over \$120 million disinvestment in p broadcasting [about.abc.net.au/pres](http://about.abc.net.au/pres)



ABC indexation freeze



## Political & Financial pressures on the ABC





# Regional Politicians- Freak Show Positioning

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Campaigning has changed, there are new heavyweight champions











A black and white photograph of a boxing match. Two boxers are in the ring; one is in a defensive stance while the other is attacking. The background shows a crowd of spectators behind the ring ropes. The text "Five actions to drive a stronger industry" is overlaid in the center of the image.

Five actions to drive a  
stronger industry





**\$60b**

Value of production



**\$49b**

Value of exports



**3%**

Share of  
GDP



**278,000**

People employed  
in agriculture



**85,000**

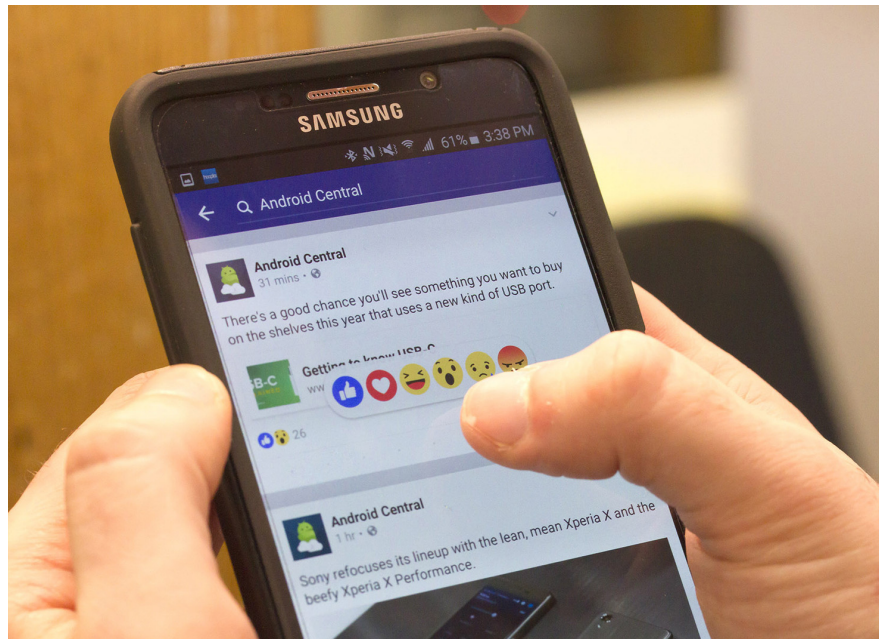
Farming enterprises



# 1. Know your narrative, rational & emotional

Economy, Jobs, Environment, Future, Culture





2. Humility be damned,  
sell your story


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3. Get behind your ABC – and push for regional strength



A large, diverse crowd of people is gathered for a Pride event. Many individuals are holding up white signs with the words "LOVE IS LOVE" in bold, colorful letters. The signs feature a rainbow background with a heart. Some people are wearing rainbow scarves or clothing. In the center, a sign reads "Albus Dumbledore SUPPORTS GAY MARRIAGE". In the bottom left, a sign says "Home bel". In the bottom right, a sign says "YOU CAN'T HATE WHAT YOU LOVE!". The crowd is dense and fills the frame, with people of various ages and ethnicities visible. The overall atmosphere is one of celebration and solidarity.

4. Engage Politically;  
early & often





# 5. Drive strong & vibrant industry representation





Questions?