

## Case Study

### #Pick Paradise Workforce Social Media Attraction Campaign 2022 – 2023

**Overview:** This case study delves into the strategic #Pick Paradise social media attraction campaign orchestrated by the Queensland Agriculture Workforce Network (QAWN) in response to the pressing labour challenges induced by the COVID-19 pandemic. By outlining the campaign's inception, challenges, solutions, results, and key insights, we can unveil a comprehensive understanding of its impact.

**Background:** The COVID-19 pandemic created unparalleled disruptions in the labour market, necessitating a re-evaluation of traditional approaches to attract a seasonal workforce to North Queensland's agriculture sector. In September 2022, QAWN launched the #Pick Paradise social media attraction campaign, strategically tailored to allure and retain a workforce for the agriculture and aquaculture industries. A pivotal element of the campaign was the emphasis on North Queensland's picturesque allure and the promise of an unparalleled work-life balance. This allure was intricately interwoven with meticulous data analysis to inform hyper-targeted demographic and geographic social media posts.

**Challenge/Goal:** The campaign encountered several formidable challenges, including:

- Limited initial engagement from producers to utilize the online platform for job advertisements.
- Producers' lack of understanding regarding the potency of corporate branding and social media for workforce attraction.
- An absence of strategic workforce planning among producers to proactively allure a workforce ahead of the immediate seasonal demands.

The overarching goal was to address these challenges and engineer a campaign that resonated with potential workers, fostering a symbiotic relationship between workforce needs and job availability.

### Solutions:

1. **Holistic Campaign Platform:** The cornerstone of the campaign was the #Pick Paradise website, encompassing a comprehensive jobs noticeboard, a dedicated landing page for producers to post job advertisements, immersive information about the region's liveability, accommodation alternatives, and pivotal links to QITE Harvest Trail and #Pick Qld.
2. **Strategic Social Media Outreach:** Bespoke social media pages and profiles were established to meticulously target specific demographics within Australia. This approach effectively illuminated the kaleidoscope of occupations within the sector.

3. **Media Amplification:** A multi-pronged media strategy was executed, featuring an official community launch, strategic media releases, captivating FM Radio advertisements, potent social media campaigns, a compelling ABC News feature, and personalized one-on-one support for producers to seamlessly integrate the online jobs noticeboard into their workflow.
4. **Content Direction:** The campaign strategically spotlighted Working Holiday Makers (WHMs) who seamlessly melded into the seasonal workforce tapestry. This was artfully harmonized with spotlight features on local mango, barramundi, and prawn producers, in perfect alignment with the region's seasonal requirements.
5. **Data-Driven Approach:** The campaign meticulously synchronized with the region's seasonal workforce needs, a symphony of timing precisely orchestrated by data derived from industry insights. This encompassed precision data on harvest timelines, commodity prioritization, labour-intensive task requirements, influx of WHMs, and their countries of origin.

### Results and Key Learnings:

- The #Pick Paradise campaign advertised 60 roles across 48 employers within the initial three months, displaying swift impact.
- The campaign achieved a remarkable milestone by reaching over 220,000 potential workers midway through its course, a testament to its captivating appeal.
- At the campaign's culmination, its ripple effect resonated with over 390,000 potential workers, a resounding success in attracting attention to North Queensland's labour opportunities.
- Notable social media engagement reached a total audience of 463,121 on Instagram and Facebook, further substantiating the campaign's reach.
- Key learnings highlighted the potency of engaging carousel images, the jobs noticeboard's role as a direct conduit between job seekers and employers, and the resonating impact of emphasizing the region's liveability.
- The campaign's invaluable takeaway underscores the necessity for in-depth market research to ascertain potential workers' motivations and a continued investment in nurturing producers' understanding of corporate branding and strategic workforce planning.

### Social Media Images



## Branding and Style Guide



**Conclusion:** In summation, the #Pick Paradise social media attraction campaign ingeniously harnessed the power of strategic social media outreach, a robust campaign platform, and meticulous data analysis to skilfully address labour shortages in North Queensland's agriculture sector. Despite the challenges faced, the campaign succeeded in effectively engaging and informing a substantial pool of potential workers, casting the spotlight on the region's alluring landscape and rewarding job opportunities. The pivotal learnings garnered from this campaign serve as a beacon guiding future attraction and retention endeavours within the industry.

### About QAWN

The Queensland Agriculture Workforce Network (QAWN) is funded by the Department of Agriculture and Fisheries and supports Queensland agribusiness to attract, train and retain workers. QAWN is a free service available to Queensland agribusinesses regardless of commodity or organisational membership.

### About BGGGA

Bowen Gumlu Growers Association (BGGGA) represents the interests of horticultural growers, producers and associated agribusinesses in North Queensland. The association's key activities include member services, advocacy, workforce and industry development and the delivery of projects focused on improving on-farm practices, commercial outcomes for farming businesses and the prosperity of our regional community.