

Oyster Implementation Group – Influencer Strategy

Target Audiences & Key Messages:

- **External Audience:**
 1. Finance Industry: specifically Agribusiness lenders in the Banking industry
 - Message: the oyster industry is a safe and sound investment
 2. Politicians and Bureaucrats:
 - Message: the short term lease issue is limiting the growth of the oyster industry and sustainability of rural communities
- **Internal Audience:**
 - Oyster farmers:
 - Message: what is required to prepare a strong business case, the type and volume of information and the level of business professionalism required to access finance.

| Tool | Tasks | Issues/Considerations |
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| Famils (Familiarisations) Or Site Visits | IDEA: Invite key agribusiness lenders and influencers to visit oyster farms so they develop a physical/mental picture of what an oyster farm is and how it works. Site visits may also provide networking opportunities. | |
| | A. Identify/promote key messages: financial, environmental and social. | Who will coordinate and promote the famil to ensure good/valuable attendance and outcomes? |
| | B. Identify key outcomes for each famil. What are you trying to change or influence with each event? Do they differ with each event or target group? | |
| | C. Develop information kits to hand out to famil participants. | What do these look like? Folders, calico bags etc. How are they branded? What do the kits contain? Who will collate? |

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| | D. Identify local 'talent', best speakers and businesses who can best showcase the industry. | |
| | E. Develop famil/site visit itinerary which may include boat trips out on the water to visit leases, walk through sheds, understand grading, taste testing, networking opportunities with interested oyster farmers and, potentially dine. | How will these familis be funded? Who pays? Can travel, accommodation and other costs be covered via partnerships with local providers? Grant funding available? |
| | F. Develop partnerships with other primary industry groups where appropriate or to share costs. | |
| | G. Develop list of target agribusiness lenders and approach them to assess level of interest and appropriate timing of visits. | How will this be done? Survey local oyster farmers for contacts? |
| | H. Develop list of key bureaucrats, politicians and other influencers and approach them to assess level of interest and appropriate timing of visits. | |
| | I. Develop calendar of visits that best fits oyster farmers workload, seasonality etc. | Will this be required annually? Is there high staff turnover of key influencers in agri-finance roles? |
| Video | IDEA: develop a short, two minute video that showcases the oyster industry, focussing on business excellence, economic impact and capturing the beauty of the environment. | Does something like this already exist that can be repurposed? Or adapted for this target audience? |
| | A. Develop video brief including key messages. | Who will coordinate the project? |
| | B. Source suitable videographers and seek quotes | How will this be funded? Who pays? Grant funding available? |

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| | C. Coordinate video schedule and project management | |
| | D. Launch the video with some promotion at a target event. | |
| | E. Distribute widely and link to select websites | |
| | F. Distribute to industry leaders and presenters and showcase video at relevant conferences including on loop in conference assembly areas etc. | |
| | G. Upload to You Tube, relevant social media locations ie diverse Facebook pages. | |
| Frequently Asked Questions (FAQ) Document | IDEA: a short information document that educates interested audience and explains the basics of the oyster industry. The information will focus on the economic impact of the industry | |
| | A. Original FAQ developed in April 2018 | |
| | B. Print FAQ for direct mail to target influencers and for distribution at target events | How will this be funded? Who pays? Grant funding available? What are the best ways to store and distribute the hardcopy document? |
| | C. Upload FAQ as a PDF to all relevant websites eg. Ocean Watch, NSW Farmers, NSW Fisheries and social media | |

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| | D. Review FAQ on an annual basis to ensure information is relevant and current, especially finance data. | Who will do this and ensure only current versions are available to the public and target audiences? |
| Business Case Template | IDEA: develop a business case template that captures all the information required to present to a bank when seeking finance. The document will focus the oyster farmer and ensure they understand the types and quantity of information required when seeking to borrow funds, their business profile, and provide a realistic view of their ability to repay. | |
| | A. Original Business Template developed in April 2018 | |
| | B. Promote the template and distribute widely throughout the oyster industry, industry associations and peak bodies | Best way to distribute? |
| | C. Upload to relevant websites. | |
| | D. Measure the take-up of the template and success rate of its use. | Is this possible? Would it be useful to understand the impact? |
| | E. Review the template on an annual basis to ensure format is relevant and useful to access finance. | Who will do this and ensure only current versions are available to industry members? |
| Presentations | IDEA: develop a set of speaking notes and supporting images that becomes the basis for a standard/template presentation, accessible to everyone. The banking sector would be targeted, especially State-based agribusiness lenders meetings as well as regional events | |
| | A. Original PowerPoint Template developed in April 2018 | |

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| | B. Develop a database of key agribusiness contacts, find out about any regional meetings and request a speaking spot. | |
| | C. Develop a calendar of key agribusiness events and schedule participation | <p>Who will do this? Who is best placed to speak on the industry's behalf?</p> <p>Can you influence where these meetings are held? Can they be encouraged to have their regular meetings in oyster-producing regions?</p> |