

Meat.
Your Future.



**Community
Engagement Kit**

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Community Engagement

This community engagement kit serves to act as a simple *guide* on several ways by which your plant can be more connected with your employees and local community. It has been written with the assumption that your plant has limited community engagement experience.

Your processing plant may already excel at certain community activities and most likely has specific company protocols to which you should adhere. If this is the case, please feel free to adapt any recommended approaches laid out in the following pages to suit your business.

We do hope that you can take away some useful information from this guide and that it will enable your plant to build ongoing, permanent relationships for the benefit of your entire community.

About Meat. Your Future.

In 2014, a research project for the Australian Meat Processor Corporation (AMPC) explored community perceptions of the red meat processing industry and found that only 31% of respondents were open to working in the sector. As a result, Meat. Your Future. arose as an opportunity to improve those perceptions. The research found that the sector had a low brand awareness, negative perceptions and poor engagement from the community; it needed to attract and retain competent workers in the long term and maintain a social licence to operate.

In conjunction with regional public relation specialists Seftons, the AMPC created the nationwide Meat. Your Future. campaign targeting current workers and industry stakeholders, job seekers and regional communities. It does so through three mini-campaigns:

1. Meat. Your Partners. (The industry campaign: engaging industry stakeholders)
2. Meat. Your Future. (The careers campaign: promoting industry careers)
3. Meat. Your Local Industry. (Promoting the industry in regional areas)

Meat processing is an innovative and respected sector. By supporting and contributing to Meat. Your Future., you're playing a vital role in attracting more, and retaining current, skilled workers whilst continuing to make the industry sustainable. Ultimately, you're helping to shape our shared future.

About Meat. Your Local Industry.

Meat. Your Local Industry. is a component in the Meat. Your Future. campaign, and aims to improve perceptions of the industry in local plant communities. Meat. Your Local Industry. key message is that the industry **has positive impacts on its surrounding communities, providing jobs and economic health.**

Community engagement

What activities are considered 'community engagement'?

Community engagement refers to the process by which businesses build ongoing and permanent relationships with their local communities, with the aim of benefitting that community, and in turn, the business involved. Aspects of this can include corporate social responsibility (CSR), brand-building, sponsorship, events, consultation and collaboration, all of which are activities that can help an organisation become more involved with its local community. Some examples include, but are not limited to:

1. Sponsorships – education (primary, secondary, tertiary) or business awards, sporting teams, donation of machinery/money/time to a local business or cause (e.g.: hospital, community events, training programs).
2. Running an innovation, science, agricultural or environmental competition in the community, engaging both business and local education institutions.
3. Partnerships with local schools offering meat processing-related benefits, for example a virtual lab for students to learn more about meat processing whilst practising science, work experience at the plant or classroom science tours of the plant or having your Human Resources Manager give a short workshop on job hunter and mock interviews with school leavers.
4. Hosting an event – such as an open day, a community exhibition (historical or artistic) or an end of year event such as a concert, fete or other gathering.
5. Speaking opportunities – taking part in careers fairs and presentations at local schools, and engaging with local business communities such as the local chamber of commerce and industry groups.
6. Staff volunteer days in the local community – for example packing food bags for homeless people or a blood donation drive.
7. Supporting events by local charities through promotion – having a team of staff take part in the event or providing a donation of some sort eg: Red Nose Day, Relay for Life, Jeans for Genes day etc. This could also include a collection/drive on behalf of a not-for-profit (e.g.: collection for people or communities affected by natural disasters).
8. Participating in community events – hosting a display booth at the local agricultural show.

Where to start

If you're unsure about where you can find out more about what's on in your local community:

1. Identify your business' key contacts and stakeholders, and observe the local activities that they are involved in.
2. Consult your staff on local clubs or networks they may be involved with.

Deciding what community engagement activity is best

You want to become more engaged with the community, but how do you decide what activity is best for your company?

Questions to ask yourself:

- What do I want to achieve? What is the purpose of what I want to do?
 - Increase my brand awareness or the profile of my business?
 - Educate or inform?
 - Increase professional contacts in the community?
 - Or simply give back to the community?

If you're looking to increase **brand awareness**, then sponsorships, media relations, social media and advertising tend to be best suited to this.

If you wish to **inform and educate**, media relations, social media and partnerships with relevant stakeholders tends to be best suited for this. For example, if you wish to encourage school leavers to work for your plant, you could partner with a local school or TAFE and offer a scholarship. You can then look to promote the scholarship or the winner via social media channels and through media relations.

Speaking engagements and hosting a specific audience of local business leaders in general helps to **increase professional contacts** within the community.

The best ways to **give back to the community** include supporting local charities, hosting an event or sponsoring community events, clubs and initiatives.

Overall an integrated campaign – that is one that includes a mix of activities including social media, marketing (advertising and branding), media relations and/or an event – tends to provide more longevity to your efforts.

Once you generally know what you want to achieve, you can use the provided checklist in this kit to help you plan your approach.

Events

Hosting an event

One method for showcasing your business and the career opportunities for the community is to host an event at your local processing plant. This will enable your business to highlight the interesting elements that create a successful processing plant, whilst representing the broader industry as one making a positive impact on its surrounding communities by providing jobs and economic health.

What is involved?

There are various formats your event could take and it doesn't have to be a costly affair. The aim of the event, such as an Open Day, could be to showcase the behind-the-scenes innovative technologies, jobs and developments that exist in your workplace, whilst helping to improve the wider public's current perceptions of the red meat processing industry.

Examples of an open day could include:

- Hosting a BBQ dinner on the grounds of your plant, after production has ceased for the day. Activities could include presentations about the industry, your business and your operation(s), followed by a light meal.
- Hosting groups of visitors to see operations inside the plant, using viewing platforms on-site and viewing facilities which do not require safety gear or visitors to be suited up.
- Hosting your local business group(s), such as your local chamber of commerce, for a breakfast at your plant and possible presentations from plant or industry representatives.
- Arranging special tours for local school or tertiary institution groups to visit the plant and further understand what is involved in red meat processing. Your HR manager might even like to hold mock job interviews to prepare students for when they become job seekers.

There are many other options your plant can consider. You may wish to add additional activities or scale back on suggestions made within this document.

Please note, any costs associated with the open day will need to be covered at the expense of your plant, unless you can partner with a local business or supplier.

Procedures Checklist

You've decided to host an event at your plant. The steps below should help you start your planning.

Before the event

- Identify the goal for your event; what do you want to achieve? Do you want to boost brand awareness, promote employment at your plant, educate the local community about what you do? Or just make a connection?
- Identify the audience for your event; who do you want to attract?
- Identify the format your event will take. It could involve a plant tour, a presentation (on- or off-site), a breakfast/lunch/dinner. Consider the limitations that may affect how your event unfolds, including budget, health and safety restrictions and capacity limitations.
- Identify a budget to work to. Your event does not have to be an extravagant affair (but it can be!). Determine what expenses you can incur for this event and plan accordingly. These could include marketing, catering, event hire, speaker costs, audio visual hire costs and merchandise to give away.
- Consider what resources will you need in terms of staff availability and their roles as company ambassadors during the event.
- When would be the best time of day/month/week for you to host your event, taking into consideration your needs and the needs of your potential audience?
- Create an action plan – this is a list of all the tasks that need to be completed prior, during and post your event (see [Appendix 1](#) for a template and example).
- Appoint a Project Manager.
- Identify any potential risks to your event. If your event is completely outdoors, do you have a wet weather plan?
- Appoint a key communications and media contact.
- Notify the AMPC of your intention to host an event. They may be able to support it through their social media channels and with some promotional materials.
- Put in an order with the AMPC for resources you'd like to distribute at your event (if applicable). This includes posters, careers kits and pamphlets.
- Determine your marketing needs outside of the AMPC's resources. Do you have resources that could be used for this event? Should you be getting new resources made up? Should you be advertising your event?
- Identify local media you may like to invite. Use the Media Alert template (see [Appendix 2](#)) and Media Release template (see [Appendix 3](#)) to inform this media about your event.
- Use social media to promote your event. The most effective channels for promoting a social event would be Facebook and Twitter. If your event is more VIP-focused, you could include a business announcement on LinkedIn.

The event

- Determine areas that are on- and off-limits for your event, and mark them clearly.
- Document the event; take photos. These can be used for future plant marketing and can be sent to the media for post-event coverage. The photos that appeal most to the media have people in them. Make sure you take the names of people in the photos, so that you can contact them after the event should you wish to use their images for something.
- Ask attendees to fill out the survey (see **Appendix 4**) so that you can gauge feedback from your attendees on possible ways the industry and your business can improve on new initiatives. You can benchmark against these results each time you hold an event or want to plan another activity.

After the event

- Follow up with the media in attendance; ask them if they require any further information or images.
- Retweet or share a link from social media channels of posts from your event attendees.
- If you have invited a small group of VIPs to your event, send them a thank you email or letter to acknowledge their attendance.

Resources for your event

The AMPC have a variety of free resources that can be ordered and utilised at your event.

These include:

- Meat. Your Future. Careers Kits
- Case study videos of people in the industry talking about their job
- Posters demonstrating the pathways into meat processing, the many careers available within the industry and an overview of a career within meat processing.

To make use of these resources, please contact admin@ampc.com.au to place an order, or visit <http://www.ampc.com.au/resources/careers> to download copies from the web site.

Sponsorship

Sponsorship is a great way to engage with particular audiences in your local community, by participating in a current activity.

The key to sponsorship is to create a genuine link between your business and the activity that is being sponsored. For example, a red meat processing plant may look silly sponsoring an event where a vegan chef does a cooking demonstration. The more closely the two link, the more successful the sponsorship can be.

Some tips for what to look out for when looking to sponsor an event or activity:

1. Make sure the sponsorship audience matches that of your business (or your goal audience).
2. Make sure the partnership represents the values that your business holds.
3. Make sure you like how the event or opportunity you are sponsoring runs. If it's not run well, this may reflect on your business.
4. Make sure you know what you're receiving in return for your investment, and whether it is worth the investment.
5. Make sure your business adds something meaningful to the opportunity you're sponsoring, this will help audiences understand the link.
6. Determine if there are other sponsors, and whether they complement your business.

Traditional Media

Working with the media

If your processing plant does not already have a relationship with your local media, a first step you should take is to identify the newspapers, magazines, radio and television stations in your area.

Media Pitch and Media Releases

Common ways in which journalists tend to receive information is often via an email 'pitch', a media/press release or a phone call (which is normally followed up by an email).

Media pitches are short emails including a summary of what your story is about. If possible, it should also inform the journalist about other items available – such as photos or spokespeople available for interviews. The media need images and spokespeople to make their stories more interesting.

Media releases are documents written as a story and containing all relevant information including images, quotes and contact details. These are sent to the media to notify them of a story opportunity, and can be used word-for-word, or reworked. Please note, a media release should not be more than two pages long.

Images

Where possible, think about what the media could photograph or film to illustrate your story and arrange something creative and interesting for them. A good image makes it much more likely a story will appear in the media. If you're sending your image to a print newspaper, please make sure the image is of a high resolution so that the print quality stands out.

Spokespeople

Try to have someone available to speak with the journalist about your processing plant or their experience with your plant. Identify some spokespeople within your plant who are confident with your business' goals, and can talk to them.

Media material templates

Electronic templates have been provided in **Appendix 3** and are designed to make it as simple as possible for you to communicate with both your local community and media. The media release template has room for you to add in customised information about your plant and your event. This will help make the material personal and relevant to your local community.

Please ensure you fill in all the required information on each document before using it.

At the top of each document there are some instructions written in italics. Please ensure you delete the instructions at the top of each page before sending any of the letters or media releases in this kit. It is a good idea to have someone else check and proof all media releases and pitches before distributing! It is also advised you save your media release as a PDF prior to sending it out so that your company letterhead can't be used for other activities by a third party.

If you have any questions or need any assistance, please contact admin@ampc.com.au.

Deadlines and contacts

Each media outlet will have their own set deadlines – be it weekly or daily. If you're wishing to contact a **major media outlet with daily deadlines**, most editorial meetings are held very early in the morning, so it is advisable you time your pitch around this time (between 6am and 7am).

If you're dealing with a **radio station** or **television program**, it is usually best to send material via email to the program or segment producer. **Print** or **online** journalists tend to have more specific areas of reporting, so it is best to check if the publication/outlet has a specialist writer in the topic of your pitch (such as a business or agriculture). To determine this, you can run a simple Google search on your topic to see which news stories appear and if a certain journalist is accredited to many of them.

Journalists receive a lot of information so it is a good idea to call before you send any information. Do bear in mind they do receive many similar calls during the day – which can be quite frustrating for them at times. If you're successful in speaking to a journalist, don't just jump straight into your pitch, do ask him/her if you have called them at a good time (and not on their deadline or in the middle of a press conference). If possible, check you have the right contact details and let them know that information about your event is coming. This will also give you an opportunity to hopefully develop a relationship with the media contact or for them to refer you to a better suited media colleague.

Disclaimer

If you have identified an opportunity in which you would like to publicise your company's association with an event, please be mindful of sensitivities of trying to promote your company off the back of a disaster or event which has resulted in the death of another. For example, if you have several employees who are SES members and have helped to search for bodies after a major flood, if you wish to acknowledge their effort, do so within a company newsletter or a simple "thank you for your efforts" post on social media. It isn't recommended you try to pitch a profile story to a journalist instead.

Social Media

Social media is a fantastic tool that can complement your media relations campaign by amplifying your message. For the red meat processing industry, we suggest that the most relevant channels are Facebook and Twitter. LinkedIn is another great channel, which focuses on business.

You can use social media to engage with stakeholders, inform and share your news/details on your event. Your posts don't need to be complicated. Posts can range from being a simple fact, a question, an image with a short status update, a video, information or reposting/sharing someone else's post.

Facebook

Facebook is primarily used to connect family, friends and colleagues, by allowing a user to create a profile, upload comments, photos and videos, and send messages. Facebook also allows the creation of business pages, allowing users to follow their favourite brands and products, and interact with them. The network also provides for those businesses to advertise to their potential customers using sponsored posts.

Facebook is a great tool for promoting your business by sharing positive media coverage, uploading photos and videos from everyday goings on and events, sharing news, profiling people within your business, supporting local causes and creating event pages for your events (and inviting people to them).

You should be posting on Facebook more than once each week (twice ideally), as the more content you post, the more your audience can engage with it. Use hashtags (ie. #MeatYourFuture) to enable participation in the conversation, and therefore tracking of the campaign.

Twitter

Twitter is a free microblogging service that allows registered members to broadcast short posts of less than 140 characters called 'tweets'. Twitter members can broadcast tweets and follow other users' tweets. Twitter is the place to find out what's happening in the world right at this moment. Whether it's news, politics, sport, music, celebrity or brands, Twitter allows users to join the conversation and share their (short) thoughts.

Twitter is best used for broadcasting short and sharp messages, or redirecting users to information located elsewhere online (ie. media articles, websites etc.). There is no limit to how many times you should post on Twitter, as messages are so instantaneous that they are quickly lost in the newsfeed of a viewer. Like Facebook, you should use hashtags (ie. #MeatYourFuture) to enable participation in the conversation, and therefore tracking of the campaign.

LinkedIn

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

LinkedIn can be used to promote certain events aimed at a business audience, or your business and industry, including news. It can also be used for recruitment (through job advertisements) and networking.

YouTube

YouTube allows users to watch and share videos or upload their own videos, including everything from advertisements and music, through to 'how tos' and reviews on the latest brands and products.

Youtube is a great platform on which to host videos, which can then be linked to via other social media channels.

Other Channels

Pinterest, Instagram and Snapchat are not traditionally recommended as corporate social media channels unless you're promoting a certain lifestyle/look/culture. This isn't applicable in red meat processing.

CONNECT WITH US

 @AustralianMeatProcessorCorporation

 Australian Meat Processor Corporation

 @AusRedMeat #meatyourfuture #meatyourpartners #meatyourcareer #meatyourindustry

 www.linkedin.com/company/australian-meat-processor-corporation

Appendix 2: Media Alert Template

Media Notification/Invitation: *complete the details and send this notification via email to the local media in your area one week prior to your event. This is a media notification about your event / activity and is designed to alert them to put the date and time in their diary.*

[INSERT RELEASE TITLE]

What: [Insert details including activity and date]

Where: [Insert location]

When: [Insert date/day] at [insert time]

Why: [Insert relevant statistics about the type of event and what the purpose will be. You can also include quotes from spokespeople]

Ends

[Add any suggestions for interesting photograph opportunities or interviews here. e.g. Plant Manager [insert name] at [insert plant] will be available on the day for media interviews and photo opportunities.]

For further information please contact [insert your communications contact name and contact details].

Appendix 3: Media Release Template

Media Release

[Insert date]

[Insert release title]

Explanation	Sample Text
<p>Paragraph One: The introduction explaining the who, what, where, when and why of the news story.</p>	<p>The Meat Processors have announced today that they will be hosting an Open Day on Saturday, 22 March at their processing plant in Tamworth, to allow the public to visit and ask questions about the red meat processing industry.</p>
<p>Paragraph Two: Further expands what the story is.</p>	<p>The plant Open Day will be open to members of the public from 10am and will include tours of the plant from an internal viewing platform, a presentation from Plant Manager Mark Smith about the industry's impact on the Tamworth community, and a BBQ lunch in the sun.</p>
<p>Paragraph Three: Include a quote from a company spokesperson providing insights or a supporting comment about your news story.</p>	<p>"We are looking forward to meeting members of the local community, and talking to them about the things that matter to them," said Mr Smith. "As we're a major local employer, everyone in our business loves Tamworth, and this event is an opportunity for us to give back to the community that supports us."</p>
<p>Paragraph Four onwards: Provide further information about the industry, event or opportunity. You could also include more quotes by a third party.</p>	<p>Employing around 34,000 people, red meat processing is the second largest employer by sector in the country, and the nation's largest food product manufacturing industry.</p> <p>"There's more to meat processing than working in the boning room," says the Meat Processors employee Laura Jensen, "there's the information technology systems, the science, animal welfare, human resources; it is all a part of a larger, successful industry. We're excited for visitors to come to the Open Day and see another side to the work we do."</p> <p>The Meat Processors will also be taking donations on the day for Light Up Your Day, a local charity that supports disadvantaged families in the area.</p> <p>"We've worked closely with the Meat Processors for a number of years now," said charity President Lisa Rowe, "their passion for young people is clear, and we thank them, as always, for their generosity. We're looking forward to a great day out."</p>
<p>Paragraph Five: Final information including directions to further information and contact details</p>	<p>For more information on the Meat Processors' open day, visit www.themeatprocessors.com.au or visit their Facebook page.</p> <p>For more information on Light Up Your Day, visit www.lightupyourday.com.au.</p> <p>Ends</p> <p>Contact: [Insert media contact details here]</p>

Appendix 4: Survey

Thank you for joining us today and for agreeing to participate in this short survey.

Your feedback will help us to evaluate what you thought of today's event and if there is anything you may have learnt about the red meat processing industry. We also welcome feedback on what you think can be done differently.

Regards,

The team at [Insert name of processing plant contact]

1. What activities did you enjoy most about today?

2. Would you recommend to your friends or family a career in meat processing? Yes/No.

Why? Why not?

3. Considering what you saw today, is there anything we can do differently to inform you about red meat processing and the opportunities within the industry?

4. Are you:

	16-24	<input type="radio"/>	
	25-34	<input type="radio"/>	
	35-44	<input type="radio"/>	
	45-54	<input type="radio"/>	
	Over 55	<input type="radio"/>	
	Prefer not to say	<input type="radio"/>	

5. Are you:

	Male	<input type="radio"/>
	Female	<input type="radio"/>

6. Are you currently?

Working in full time employment	<input type="radio"/>	
Working in part time employment	<input type="radio"/>	
Working casually	<input type="radio"/>	
Home duties	<input type="radio"/>	
Semi-retired/retired	<input type="radio"/>	
Unemployed looking for work	<input type="radio"/>	
Unemployed not currently looking for work	<input type="radio"/>	
Student	<input type="radio"/>	
Don't know/unsure/refused	<input type="radio"/>	

7. Have you ever, or are you currently working in the red meat processing industry? *Please choose one only*

Yes	<input type="radio"/>	
No	<input type="radio"/>	
Don't know / unsure	<input type="radio"/>	

8. After today, how would you describe your knowledge of the work and jobs that are available in the red meat processing industry? *Please choose one circle only*

Very knowledgeable	<input type="radio"/>	
Knowledgeable	<input type="radio"/>	
Maybe / maybe not	<input type="radio"/>	
Unknowledgeable	<input type="radio"/>	
Very unknowledgeable	<input type="radio"/>	
Not sure	<input type="radio"/>	

9. How strongly do you agree or disagree with the following statements about the red meat processing industry? *Please choose one circle on each row*

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not sure
A	Red meat processing is a great industry to work in	<input type="radio"/>					
B	Red meat processing is a male dominated industry	<input type="radio"/>					
C	Red meat processing is in decline	<input type="radio"/>					
D	Red meat processing can't offer secure long term employment	<input type="radio"/>					
E	Red meat processing is mostly manual labour	<input type="radio"/>					
F	Red meat processing is up and down (factories close and then reopen all the time)	<input type="radio"/>					
G	Red meat processing pays less than other sectors	<input type="radio"/>					
H	Skills developed in a red meat processing environment can be taken anywhere	<input type="radio"/>					
I	Red meat processing attracts lots of migrant workers	<input type="radio"/>					
J	Basic pay rates in the red meat processing sector are less than in other sectors	<input type="radio"/>					

10. How strongly do you agree or disagree with the following statements made about work in the red meat processing sector. *Please choose one circle on each row*

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not sure
A	It's very hard physical work	<input type="radio"/>					
B	It's very repetitive work	<input type="radio"/>					
C	There are mainly unskilled jobs	<input type="radio"/>					
D	There are few opportunities to develop skills	<input type="radio"/>					
E	It's a job of last resort	<input type="radio"/>					
F	It's a job you can't talk about at a dinner party	<input type="radio"/>					
G	It's a job you take if you're struggling to get a qualification	<input type="radio"/>					
H	It's not a job I ever personally planned to do	<input type="radio"/>					
I	I don't know what kind of jobs there are	<input type="radio"/>					
J	I don't think I could have anything to do with killing animals	<input type="radio"/>					
K	It's an industry with a great future	<input type="radio"/>					
L	It's an industry set to take off from a technology perspective	<input type="radio"/>					
M	It's a great exporting industry for Australia	<input type="radio"/>					

11. How strongly do you agree or disagree with the following statements about reasons why **you or your child would work** in the red meat processing industry? *Please choose one circle on each row*

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not sure
A	The work is in rural areas and I want to work there	<input type="radio"/>					
B	The work is structured	<input type="radio"/>					
C	The work is physically demanding	<input type="radio"/>					
D	I want to work at a place that has secure long term employment	<input type="radio"/>					
E	The work is healthy	<input type="radio"/>					
F	The work involves early starts	<input type="radio"/>					
G	The work attracts people I like working with	<input type="radio"/>					
H	The pay is good	<input type="radio"/>					
I	The benefits/conditions are good	<input type="radio"/>					
J	Lots of people make a career there	<input type="radio"/>					
k	You can get great training and development	<input type="radio"/>					

Thank you very much for your time today.