



RRR NETWORK

# *RRR Network of WA*

## **SERVICES GUIDE**

# RRR Network

## RRR WOMEN ARE THE CHANGE WE NEED

The RRR Network is the peak women’s body in Western Australia (WA) representing and engaging with rural regional and remote (RRR) women.

Over its 25-year history, the RRR Network has established a large and diverse network following. A strong reputation and trust with local and state government, the education and private sector, and other industries.



### The RRR Network -

- Specialises in rural regional and remote gender equity and equality.
- Inspires leadership and empowerment of WA RRR women.
- Identified the value of RRR women in their communities; that is, RRR women are the change we need to drive a better future for our regions, and for women.
- Can leverage off key relationships that span Australia’s largest state at any given time to accelerate key learnings and advocacy initiatives among women.



**3000**

NEWSLETTER  
SUBSCRIBERS

**1144**

INSTAGRAM  
FOLLOWERS

**1127**

TWITTER  
FOLLOWERS

**829**

LINKEDIN  
FOLLOWERS

**4401**

FACEBOOK  
FOLLOWERS

# Capability Statement

Our mission is to actively engage with Western Australian RRR women to support and contribute to their economic and social wellbeing, inspire leadership, and instil belief that they can deliver meaningful change in their communities.

WA RRR women are the key to accessing and unlocking regional communities. They are the voice for change. However, RRR women are a diverse audience, spanning the nation's largest state making for complex stakeholder engagement.

The RRR Network over its 25 year history has specialised in strategically curating a public narrative that resonates to a marginalised audience - RRR women, whilst delivering benefit.

The sum of the RRR Network - RRR women, corporate partners, followers, and leaders makes for an invaluable asset. The RRR Network continues to drive targeted outcomes for external service delivery providers and projects across WA 's regions.

The RRR Network partners with Local and State Government and other organisations to facilitate regional community engagement guaranteeing meaningful introductions and engagements across WA, in person and online.

RRR Network continues to grow. In 2020, the RRR Network membership increased by 50%.

The RRR Network strategic plan will see the organisation have an increased physical presence across WA's regions.

Align your brand with an organisation that is on the up.



RRR NETWORK



## Our Audience

The RRR Network Women from Western Australia are from the Great Southern, Goldfields, South West, Wheatbelt, Northern Wheatbelt, Gascoyne, Murchinson, Kimberley, Pilbara and everywhere in between.

Our online network is women across the following age ranges:  
5% 18-25 | 15% 25-35 | 30% 35-44 | 25% 45-54 | 20% 55-65+

## Our Reach

- MONTHLY FACEBOOK REACH 17,430+
- WEEKLY FACEBOOK REACH 6,579+
- MONTHLY INSTAGRAM REACH 2000+
- WEEKLY LINKEDIN IMPRESSIONS 4.8K+
- FORTNIGHTLY EMAIL DISTRIBUTION 3K / FORTNIGHT

## Newsletter Naming Rights

**6 MONTHS \$6K OR 12 MONTHS \$13K**

We curate a newsletter that is sent to an audience of 3000 each fortnight. Exclusive Newsletter Naming Rights is available for corporates for 6 or 12 month contracts.

Become the RRR Network's Major Corporate Sponsor and be front of mind to a diverse and influential audience of West Australians once a fortnight.

Make your enquiry to [ceo@rrrnetwork.com.au](mailto:ceo@rrrnetwork.com.au).

The RRR Network of WA is committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion.

- Our people are our most valuable asset
- We embrace and encourage the sum of our Network
- Engage with the RRR Network of WA



RRR NETWORK

# Access the network

Access is at the sole discretion of RRR Network management and will only be considered once an online submission has been made via [rrrnetwork.com.au](http://rrrnetwork.com.au).

## FACEBOOK POST \$150+GST

The RRR Marketing Specialist would create a personalised post of which we take the information about your event or service and curate copy for our RRR Audience as well as developing a piece of content that will align with the RRR Branding and network.

*\*Instagram and Twitter can be added for an extra \$50, Content will be adapted for Social Networks accordingly.*

## LINKEDIN POST \$150+GST

The RRR Marketing Specialist would create a personalised post of which we take the information about your event or service and curate copy for our RRR Audience as well as developing a piece of content that will align with the RRR Branding and network.

## NEWSLETTER FEATURE \$250+GST

The RRR Marketing Specialist would create a personalised piece of content of which we take the information about your event or service and curate copy for our RRR Newsletter Audience as well as developing a piece of content that will align with the RRR Branding and network.

*\*Instagram and Twitter can be added for an extra \$50, Content will be adapted for Social Networks accordingly.*

## BLOG POST + NEWSLETTER FEATURE \$450+GST

The RRR Marketing Specialist would create a personalised piece of content of which would include an interview with a relevant party in relation to your service or event. RRR would be responsible for curating the Blog post and Newsletter copy for our RRR Newsletter Audience as well as developing a piece of content that will align with the RRR Branding and network.

# Utilise our expertise

## PERSONALISED MARKETING COLLATERAL REVIEW -

The RRR Network specialises in both verbal and visual gender equality representation including diversity and inclusion. In addition, the RRR Network adopts acceptable and inclusive language whilst delivering a tone that resonates with its targeted audience. The RRR Network is able provide critical feedback on the social and political landscapes that can either accelerate or inhibit a project or message. The RRR Network are WA's RRR gender equality specialists.

## PROGRAM/RESEARCH PROMOTIONS \$850+GST

Have an event/program in the regions? Need survey responses? The RRR Network comprises of motivated, talented and engaged women who are willing to share their opinions to support programs and research that directly aim to benefit regional Western Australia. The RRR Network will market your programs and research across all of its platforms, multiple times over a four week period.

The RRR Network will create a suite of personalised posts (referencing your existing collateral) for your program, event or service for our RRR Audience as well as developing a piece of content that will align with the RRR Branding and Network.

This package also offers two online meetings with RRR management 1) Introduce, workshop and plan out activity schedule and 2) Evaluate and review.

*The RRR Network cannot guarantee engagement outcomes and is not liable for any losses incurred as a result of utilising the RRR Network's services.*

## CONNECT

@RRRNETWORK

#RRRNETWORK

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