



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 - 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.



3469

**Newsletter
Subscribers**

1268

**Instagram
followers**

1203

**Twitter
Followers**

1111

**LINKEDIN
FOLLOWERS**

5,035

**FACEBOOK
FOLLOWERS**

Capability Statement

Our mission is to actively engage with and advocate for Western Australian rural, regional and remote women to strengthen their economic and social security, inspire leadership and inform the gender equality policy with government, private sector, civil society and the media.

RRR women are the key to accessing and unlocking regional WA communities. They are the voice for change.

The RRR Network over its 25 year history has specialised in strategically curating a public narrative that resonates with WA 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.

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 committed to empowering RRR WA women.





Our Audience

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

Our online Network are women in the following age ranges:

5% 18-25 | 15% 25-35 | 30% 35-44
25% 45-54 | 20% 55-65+

Our Online Reach

- Monthly Facebook reach 17,430+
- Weekly Facebook reach 6,579+
- Monthly Instagram reach 2000+
- Weekly LinkedIn impressions 4.8K+
- Fortnightly Email distribution 3.5k

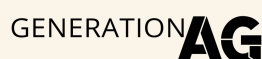
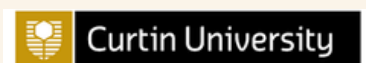
Our Valued Partners



Department of
Primary Industries and
Regional Development



Government of Western Australia
Department of Communities



Access the Network

Looking to align with the RRR Network? The RRR Network is a platform available to RRR women, various groups, companies, small business and more to promote their project, services or initiatives. The RRR Network has 6 platforms - Twitter, LinkedIn, Instagram, Newsletter, Facebook and the RRR Network Website.

A few things....Access to the RRR Network is at the discretion of RRR Network management. Prior to publishing you will be required to approve the post and all published material needs to take into careful consideration the RRR Network Brand Guide.

FACEBOOK POST \$150+GST

LINKEDIN POST \$150+GST

The RRR Marketing team will create a post for your chosen platform/s from the information provided about your event/initiative or service. *Instagram and Twitter can be added for an extra \$50, Content will be adapted for Social Networks accordingly.

NEWSLETTER FEATURE \$250+GST

Do you have an event or initiative that you wish to promote to a diverse regional audience? The RRR Network Newsletter is subscribed by 3500 - local and state governments, private sector, agriculture industry, small business, innovators, RRR women and more making it an ideal platform for sharing information. Content for your feature can either be created by the RRR Network marketing team or we include your existing content.

BLOG POST + NEWSLETTER FEATURE \$450+GST

Would you like a profile on you or someone from your business? This is a great way to raise your profile and support network building. The RRR Network marketing team will interview and write a blog post for it to feature on the RRR Network website. The profile story will then be included in the Newsletter. You will need to supply an image.

LARGE PROGRAM/EVENT PROMOTIONS \$850+GST

Do you have a large event/program in the regions coming up? The RRR Network can market your program 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. 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



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