



# RED MEAT UPDATES

## TASMANIA

*"Great update and overview, perfect for every producer"*

- 2018 RMU attendee

## Red Meat Updates 2018

*Another sell out event!*

*"Very informative and an excellent forum for networking"*

- 2018 RMU attendee

### Online Impact

For the period between 1st of March 2018 to 14th of August 2018

#### Facebook

Red Meat Updates—Tasmania

- 441 total page likes
- 33,611 people saw posts
- 18,203 total people reached
- 1,505 people engaged in posts (post clicks, reactions, comments & shares)

#### Twitter

@RedMeatUpdates

- 31,800 impressions
- 866 followers
- 1,475 page visits

#### RMU Website

[www.redmeatupdates.com](http://www.redmeatupdates.com)

- 1,458 site visitors making up 4,110 page views
- Most visitors were from Australia (3,670 page views) but others came from all over the world
- Most visitors were directed to the website from search engines (955), followed by RMU social media channels (182) and MLA (31)

### What did people say about Red Meat Updates 2018?

*"Truly worth taking the time to attend!"*

*"Exceptional information and access to cutting edge ideas"*

*"Another wonderful, informative day"*

*"Fabulous networking and learning experience"*

### As a result of attending Red Meat Updates

- 57% (83) intend to follow up a MLA tool or resource
- 52% (75) intend to participate in a training activity to upskill
- 34% (45) intend to make a practice change to their business

Common practice changes specified were succession planning and improving pasture

**97% of surveyed attendees would recommend Red Meat Updates to other red meat producers**

### Who attended RMU 2018?

- 348 attendees
- 59% (206) red meat producers
- 27% (92) sponsors
- 14% (50) other red meat industry professionals

### What did attendees think?

- The average score for the relevance and quality of the content was **9/10**
- The average score for the program format was **9/10**
- The top 3 presentations were on **the family business story** (Jill Rigney), **the Virtual Farm Tour** (Scott Colvin) & **Micron vs meat** (Chris Headlam).

### Raising awareness

The average score for increasing awareness of:

- MLA tools and resources was **8/10**
- MLA research projects and programs was **8/10**
- training opportunities to build knowledge and skills was **8/10**

