



AIIA 2019

Australian Institute of International Affairs

Media coverage & communications report

AIIA National Conference 2019

Prepared by – Natasha Eloise



Our Mission

“We want Australians to know, understand, and engage more in international affairs.”

Media & communications goals

01) Secure a total of 60-100 pieces of coverage across online, broadcast and print platforms.

The AIIA's annual National Conference is the biggest event of the year. Members, students, experts and prominent public figures attend the conference from all over Australia. The primary aim from a media perspective was to increase overall publicity by at least 40% from last year's benchmark (35 coverage pieces), and to use published interviews/articles/content to promote before, during and after the conference.

02) Increase overall social media activity and gain at least 50 new total followers from the previous month.

Two to three months prior to the masterclasses and conference, the AIIA national office scheduled and boosted posts, videos, ads and images on Facebook, Twitter, Instagram and LinkedIn with appropriate tags and hashtags (#aiia19). The AIIA also sent multiple electronic direct mail notifications (EDM) to subscribers. On the day of the conference, The AIIA team ensured live streams, images and updates were shared across all social media accounts.

03) Identify strengths and weaknesses of the National Conference for further improvement.

This year, we started a new approach seeking opinions via an online survey which allowed respondents more time to consider their comments in order to gain a combination of qualitative and quantitative feedback.

Media & Digital Platforms

How the world perceives the AIIA

The media-sphere continues to change rapidly as a result of transnational and ubiquitous access to information, particularly when it comes to news.

Now more than ever, the AIIA's identity and activities rely heavily on the ability to build a media and communications strategy that is specific, measurable, achievable, relevant, timely and adaptable to multiple platforms.

Understanding how key audiences, media outlets and sponsors interact with the AIIA requires consistent research and two-way communication, ensuring the question "what's in it for them?", remains at the forefront of relationship building initiatives.

When it comes to media outreach, the main question to ask is; "Why would their target demographic care about this?"

Newsworthiness for print, broadcasting and online platforms, depends on the following key points:

- Impact
- Timeliness
- Currency
- Proximity
- Novelty
- Prominence
- Human Interest
- Conflict





Coverage Report

Goal one ①

Secure a total of 60 to 100 pieces of coverage across online, broadcast and print platforms.

This year's National Conference marks one of the most successful media coverage milestones for the Australian Institute of International Affairs (AIIA) to date.

Approximately 500 articles across several prominent local, national and international online news outlets were published and circulated alongside traditional broadcast coverage on national television and radio.

Key outlets included:

The Australian Financial Review, The Australian, SBS News, ABC News, 7News.com, Herald Sun, The Age, Sydney Morning Herald, Yahoo7 News, The Guardian, The Conversation, Sky News, South China Morning Post and Pacific Island News Association.

As a result, mention of the AIIA and its National Conference reached an accumulated **audience of 377 million**, which converts to an advertising value equivalency (**AVE**) of **\$3.5 million**.

Top 10 News Features

01. Daily Mail Online – *China relationship getting harder: Wong* (58 million audience reach).

02. South China Morning Post – *Australian PM Scott Morrison slammed for 'doing Beijing's work for it' and mishandling China ties* (23 million audience reach).

03. The Conversation - *Define the boundaries in new phase of Australia-China relationship: Wong* (9.2 million audience reach).

04. Sydney Morning Herald – *Wong slams Prime Minister's China strategy* (8.5 million audience reach).

05. SBS News – *'Disturbingly lightweight': Penny Wong takes aim at Scott Morrison's foreign policy agenda* (8.4 million audience reach).

06. This is Money.co.uk – *China relationship getting harder: Wong* (4.6 million audience reach).

07. Seven News.com – *China relationship getting harder: Wong* (3.3 million audience reach).

08. The Age – *Wong slams Prime Minister's China strategy* (3.7 million audience reach).

09. Herald Sun – *Wong to take aim at PM over Liu's China links* (3 million audience reach).

10. The Australian – *Boundaries of engagement with China need defining* (2.8 million audience reach).



Media Materials and Activities

Media release - sent 18/07/19

Key messages: announcement of early bird ticket sales, date, venue, time, panel themes and masterclass sessions. Sent directly to local news desks and targeted journalists via email and uploaded onto the aiaa19.org and internationalaffairs.org.au websites.

Media invitations - sent 1/10/19

Key messages: announcement of keynote speakers and distinguished experts, date, venue and panel themes. Sent to local and national media from TV, radio, print and online publications.

Targeted personalised email pitches - sent 8/10/19

Key messages: interviews available with Senator the Hon Penny Wong and final list of speakers for each panel. Sent to over 80 local and national journalists.

Media alert - sent 14/10/19

On the morning of the National Conference, the AIIA worked together with the parliamentary press staff to send out a final media alert to all local news desks, chiefs of staff, producers, editors, journalists and reporters. Representatives from the *Financial Review*, *Sky News*, *ABC News*, *ABC Radio National*, *SBS News*, *The Guardian*, *The West Australian*, *Inside Canberra*, *Channel 9*, and *Channel 7* attended.





Social media activity and engagement



@ANUBellSchool

"A pleasure again to sponsor this great #international affairs conference #aiaa19 & support some of our amazing Bell students to attend @ourANU @ANUasiapacific @ANU_APCD @ANU_SDSC @AIANational"

Social Media Highlights

Goal two 2

Increase overall social media activity and gain at least 50 new total followers from the previous month.

October 2019 social media analytics summary

The AIIA National Office Facebook page gained

- 90 new followers
- 56 new page likes
- 128,000 organic* audience reach

The AIIA National Office Twitter page gained

- 62 new followers
- 871 profile visits
- 103 mentions
- 40,000 impressions

The AIIA Australian Outlook Twitter page gained

- 17 new followers
- 325 profile visits
- 34 mentions
- 211,000 impressions

The AIIA National Office LinkedIn page gained

- 128 new followers
- 402 page visits

The AIIA National Office Instagram page gained

- 28 profile visits
- 2,000 audience reach

Total new followers = 297

* Organic = unpaid advertising / posting

Australian Institute of International Affairs - National Office
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Thank you to all our participants over the past two days who took part in our main 19 Masterclasses and National Conference! We hope to see you again next year! Stay tuned for more information and images on our website: www.internationalaffairs.org.au

Performance for your post
1,779 People Reached
34 Reactions, comments & shares

27	16	11
Like	On Post	On Shares
1	1	0
Love	On Post	On Shares
3	1	2
Comments	On Post	On Shares
3	3	0
Shares	On Post	On Shares
254	Post Clicks	
119	5	130
Photo Views	Link clicks	Other Clicks

NEGATIVE FEEDBACK

- Hide post
- Report as spam
- Hide all posts
- Unlike Page

Reported stats may be delayed from what appears on posts

Oct 2019 - 30 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 4,645 impressions
Last few days to get your tickets at aia19.orgf pic.twitter.com/LuRt3ovd8I

Top mention earned 50 engagements
Bates Gill @batesgill1 · Oct 14
Looking forward to speaking at @AIIANational meeting in Canberra today. Will discuss "Is there a new Cold War" between US and China? Short answer? In many ways, yes. @SSC_MQ @ausoutlook

Top media Tweet earned 4,077 impressions
Last few weeks to secure your seat! aia19.orgf pic.twitter.com/2qMSzouaSG

Top Follower followed by 76.1K people
Blogs of War @BlogsOfWar · FOLLOWING YOU
John W. Little: conflict, tech, intelligence. Host of the @CovertContact national security podcast. @IFTF Fellow.

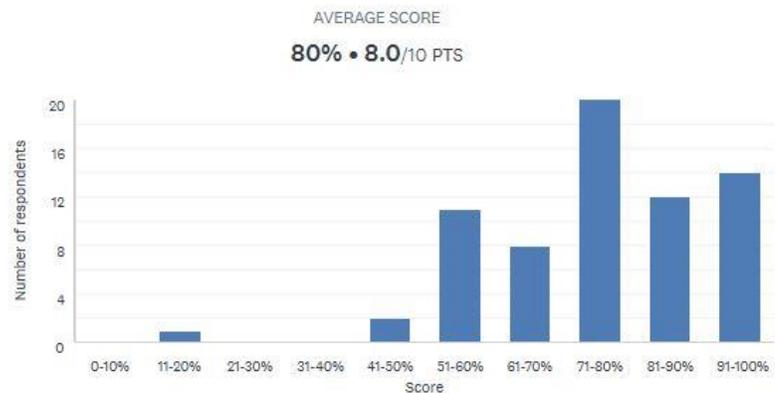
Goal three 3

Identify strengths and weaknesses of the National Conference for further improvement.

Feedback Survey Summary

Overall quality:

- 75% of respondents thought the quality of the conference was excellent or very good
- 73.5% of respondents thought the quality of the speakers was excellent or very good
- 64% of respondents thought the length of the conference was about right



Suggestions for next year

Themes:

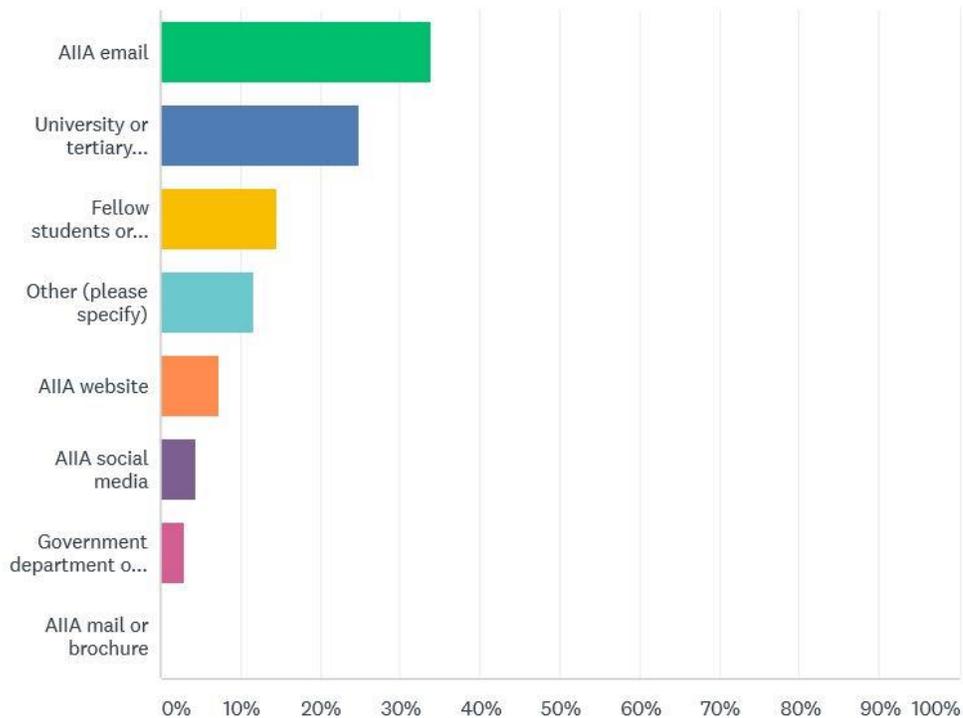
- Climate change with more focus on solutions
- Australia's foreign policy in Africa and the Middle East
- Artificial Intelligence
- Australia/China role in the Indo-Pacific
- 2020 US election

General:

- More networking opportunities and a second day including workshops
- A venue that doesn't require big screens, e.g. a university lecture theatre/auditorium where everyone can view the speakers
- Have a panel conversation of university students about their concerns regarding the future of Australia's foreign policy and how they would engage with these concerns

Top three trends on how attendees heard about the National Conference:

- 33% - AIIA electronic direct mail (EDM)
- 25% - university or tertiary institution
- 14.7% - fellow colleagues or students



Survey: <https://www.surveymonkey.com/r/C6ND9FQ>





Australian Institute of International Affairs Media coverage & communications report

The AIA is pleased to report that all primary media and communications goals were met for this year's National Conference. Based on the results and feedback, the AIA National Office is looking forward to expanding and developing its strategies even further in preparation for the 2020 National Conference.

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