

THANK A FIRST RESPONDER DAY

brought to you by the team at Paradox

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EXECUTIVE SUMMARY

This report aims to assist Thank a First Responder Day in delivering a successful 2022 campaign which will expand to a nationally recognised movement, engaging with metropolitan and regional audiences to spread the message “that every day should be Thank a First Responder Day”. This approach will focus on targeting residents of metropolitan areas as an untapped audience in previous campaigns, acknowledging the sacrifices of First Responders and their family members.

Insights drawn from primary research made clear that members of the community wanted to give their thanks, but did not have the knowledge or tools to do so. In addition, surveys taken of First Responders and their family members suggested that simple messages, pictures and even video were the most meaningful.

To address this developed insight, Paradox proposes the re-development of the Gratitude Gallery that already exists on the Thank a First Responder Day website. This expansion will address the developed insight and provide the community with an accessible way to give their thanks, highlighting the intimacy of the overall campaign message that **no thanks is too big or too small**. The new Gratitude Gallery initiative and supporting omni-channel media campaign strategy will not only address this insight, but provide an open platform that is accessible all year-round, addressing the organisational goal of making every day Thank a First Responder Day.

Messaging for this campaign will not only focus on the newly developed Gratitude Gallery, but will grow the organisation’s digital footprint, establish a trusted audience of promoters and supporters, ultimately influencing the community to engage with this system. Communications will emphasise the sacrifices that First Responders and their families make for Australian communities.

This campaign is scheduled to commence on Monday the 3rd of January 2022, ending on the 3rd of July 2022, launching Hybrid Event (in person and live streamed) to be hosted on the **8th June 2022** - the official Thank a First Responder Day for 2022. The primary target audience will be metropolitan residents aged between 20 and 49 of all genders, middle and upper-middle class socio-economic backgrounds who are digital natives, who will have the greatest impact with planned media, advocating on a national scale.

On evaluation, Paradox suggests continuing to promote the updated Gratitude Gallery in both traditional and digital media to help **make every day Thank a First Responder Day**.

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1.0 SITUATION ANALYSIS

1.1 COMPANY ANALYSIS

THANK A FIRST RESPONDER DAY

Thank a First Responder Day was created as a collaborative effort between Fortem Australia and emergency services agencies across Australia. It is a day created on the basis of thanking first responders for their dedication to keeping our communities safe. The basic phrase, “Thank you, two small words with such enormous meaning”, forgoes complexity, in favour of simplicity.

The campaign aim for 2021 is to encourage all Australians to say thanks – creating a clear and resounding voice of gratitude for those in the first responder community. The ultimate goal of the campaign is to provide a platform for members of the public to say thank you, with the ability for first responders to read and listen to messages of gratitude.

FORTEM AUSTRALIA

Founded in 2019, Fortem Australia was created in response to many issues facing the first responder community. This includes

- 1 in 3 first responders experience high psychological distress from trauma experienced on the job.
- The first responder community has higher rates of psychological distress, higher rates of diagnosis for mental health conditions, and higher rates of suicidal thinking and planning than the general adult population.
- First responders are more than twice as likely to have suicidal thoughts and to experience high psychological distress.
- The devastating Black Summer Bushfires of 2019/20, not to mention the COVID-19 pandemic compounds people’s trauma exposure.
- Family members of first responders feel it all too through vicarious trauma.

1.2 BACKGROUND

Kicking off in 2020, Thank a First Responder Day began as a purely digital media campaign which was run primarily through social media, supported by Google Ads and YouTube Ads. The debut campaign was highly successful given its unestablished presence, with campaign hashtags trending in the millions.

In 2021, Thank a First Responder Day gained traction outside of the digital space with a mix of social media and in-person events held by members of the community and other organisations (such as the Salvation Army). The day saw greater participation than the original iteration of the campaign, with the community getting involved in a more intimate way. This included schools using the resources available on the Thank a First Responder Day website, and workplaces holding morning teas. The 2021 campaign also had significant endorsement from state governments. Leading up to the day, state governments turned major landmarks teal in a show of support for Thank a First Responder Day. Some notable landmarks included Sydney, Town Hall, Brisbane, Storey Bridge, Victoria Bridge and Gateway Bridge, Melbourne, the Melbourne Star, State Parliament of Victoria and AAMI Stadium Perth and the Sky Ribbon.

1.3 BRAND PERSONALITY

Fortem Australia is an established Australian non-profit supporting the front line through consistent advocacy and communications to the industry and partnered organisations. The ‘Thank A First Responder Day’ campaign speaks to Fortem Australia’s mission through the persona of “mental health by stealth”, removing the corporate brand from messaging as a way to make communities feel a sense of ownership over the day.

1.4 COMMUNICATION ANALYSIS

Fortem Australia have been able to organically grow the social movement #PowerOfThanks, by creating a day that belongs to the community and encouraging public figures to endorse the message. This initiative found success within regional communities, where people are prone to be closer with first responders in their region and are often found to be hands-on, helping the front-line during emergencies. This emotional connection saw a natural growth on social media, driven primarily by community organisations creating and sharing content with the support of free downloadable media resources and templates via the TAFRD website.

TAFRD's social media was utilised as a main vehicle for the campaign, with the aim of encouraging publics to share posts including #ThankAFirstResponderDay and #PowerOfThanks; also, working with community organisations to run their own TAFRD events and aid for grass-roots sporting clubs to better connect with their members. While the hashtags and events trended well across social platforms, the dedicated @TAFRD accounts received minimal attention having a low following and engagement on posted content. This could be due to participants of the cause not tagging the organisation's account and without paid support to boost social tiles and increase reach.

1.0 SITUATION ANALYSIS

1.5 MARKET ANALYSIS

Fortem Australia, as the driving force behind Thank a First Responder Day (TAFRD), has one primary and one secondary competitor within the Australian community sector (non-for-profit sector). A 2010 report estimated the number of organisations within the sector to sit at roughly 600,000 (Philanthropy Australia, 2021)

The primary competitor to TAFRD and Fortem is Alongside; a NFP that provides education and support services for partners and families of Australia's first responders. Alongside focuses on the first-responder industry, and delivering appropriate support services, whereas TAFRD is angled towards building community involvement to show gratitude to first responders, showing a difference in target audiences, objectives, and goals. The organisation does not hold a flagship event like TAFRD, and does not pose a risk to stealing any market share from TAFRD.

The secondary competitor to TAFRD and Fortem is RU OK? Day; a harm prevention charity that encourages people to stay connected, and have conversations to reduce stigma that surrounds mental health. RU OK? Is one of Australia's most widely recognised NFPs, and steers direction on RU OK? Day, a flagship event that symbolises the community-wide need to raise awareness on having important conversations to reduce the stigma that surrounds mental health and harm prevention. The day is celebrated annually on September 9, but does not intrude on TAFRD, given that the day is held 3 months apart. Further, the day does not share a focus on the first responder community.

TECHNOLOGICAL TRENDS

VOICE SEARCH

Many tech experts predict that voice search technology will only continue to grow, with sizable year-on-year growth displaying consumers' reliance on convenience-based behaviour in relation to technology use.

Statistics show that over 57% of Australians use voice search, with the number of voice searches from 2008 to 2017 increasing by a whopping 3400% (Norquay, 2021).

QR CODES

QR codes, or 'Quick Response' codes are becoming an increasingly popular method used to communicate information to large crowds, with the ability to scan and display website URLs, phone numbers, apps and more through their smartphone.

The Deloitte Mobile Consumer Survey 2019 found that approximately 91% of Australians own a smartphone, making Australia one of the highest countries in terms of global smartphone penetration levels. More recently, they have played a key role in helping to trace coronavirus exposure and slow the spread of the virus, rapidly increasing the uptake and adoption of this technology (Kaspersky, 2021).

ARTIFICIAL INTELLIGENCE

AI is poised to be a significant revolutionary element of the forthcoming digital era, with AI utilised within many of the things we use on a day-to-day basis to improve life. The global AI software market, as of 2020, was valued at USD 62.35 billion and is expected to expand at a compound annual growth rate (CAGR) of 40.2% from 2021 to 2028 (Grand Review Research, 2021).

GIVING TRENDS IN AUSTRALIA

The sixth annual Australian Communities 2020 Report (FP Magazine, 2020) gathered significant insight into the way that Australians engaged with, and donated to charitable causes in 2020. The main takeaways from the report are as follows:

- Almost half (46%) of today's givers are need responders (choosing to give when they hear about a need or use rather than proactive donorship). In 2016 that figure was 30%.
- More than two in three Australian givers (67%) are more inclined to support Australian charities with a local/national focus as they believe it is important to look after their own backyard first.

COMMUNICATION TRENDS

VIRTUAL EVENTS

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OMNICHANNEL COMMUNICATION

An omnichannel communicative approach aims to target consumers with key messaging through a variety of channels, with a seamless, integrated experience - regardless of the channel used.

Omnichannel communication is implemented by producing messages and content that is consistent across all channels and platforms - consumers can anticipate and connect to messages by way of association, given that communication will be the same no matter the channel accessed (Mitel, 2021).

NFTs

Non-fungible token's (NFTs) present a new form of content ownership within the digital landscape of today, with everything from photos, videos and audio represented as NFT-worthy. As of July 2021, the NFT market is valued at over \$2.6b dollars, a far-cry from the \$13.7m evaluation less than a year prior (Al Jazeera, 2021).

The intrinsic value given to NFTs can be explained by the internet's fascination with popular culture - some of the most expensive NFTs traded in recent time represent iconic and memorable snapshots of an era in internet history.

1.7 SWOT

STRENGTHS

- Work from a graphic designer at a reduced rate
- Management has participated in brand vision and brand growth
- TAFRD created by Fortem is perceived as being the most recognised out of its competitors
- TAFRD has received positive feedback from their regional target market
- Consumers view TAFRD as good value regardless of costs (donations)
- Regional Australia have a strong awareness of the service
- Minimal competitors

WEAKNESSES

- Budget for TAFRD is considerably low
- Metropolitan areas are harder to reach than the regional market
- People are unaware of this service (particularly globally)
- People don't consider this service first when they are wanting to thank a first responder
- TAFRD is not apart of the fabric of society
- Resource limitations when it comes to the budget. More of a challenge when trying to get a wider audience

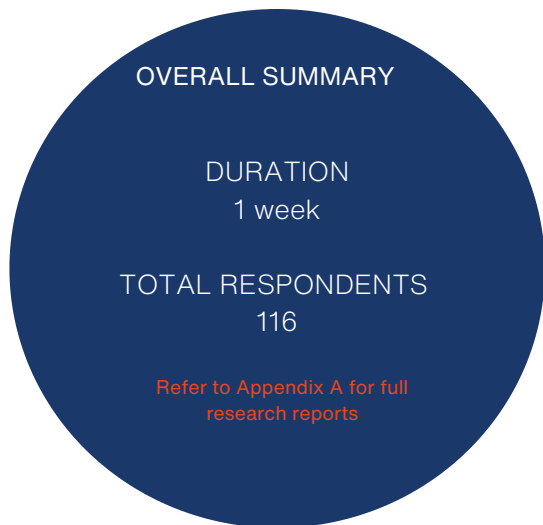
OPPORTUNITIES

- To use trends such as QR codes and virtual events
- Utilise Hybrid Events due to COVID-19 uncertainty
- There aren't many competitors in this area so this gives the opportunity to create something unique and rare
- Build a bigger online social media presence
- Expand on 'gratitude gallery'
- Use personal stories as advertising (appealing to that emotive side of the community).

THREATS

- Increased competition for donation and time (other charities may seem to be "more important" therefore people would prefer to donate their money and time to them)
- Communities refusing to thank responders as that is "their job"
- Consumer uncertainty around Covid-19 - less time/money to spend on supporting charitable causes
- Metro communities unwilling / unable to host or run their own TAFRD community events?

1.0 SITUATION ANALYSIS



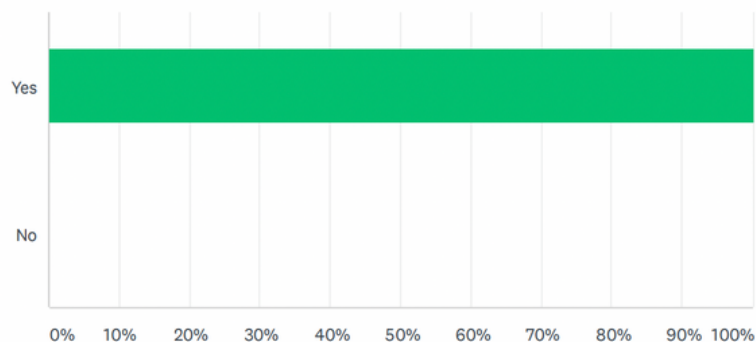
1.0 SITUATION ANALYSIS

1.8 PRIMARY RESEARCH

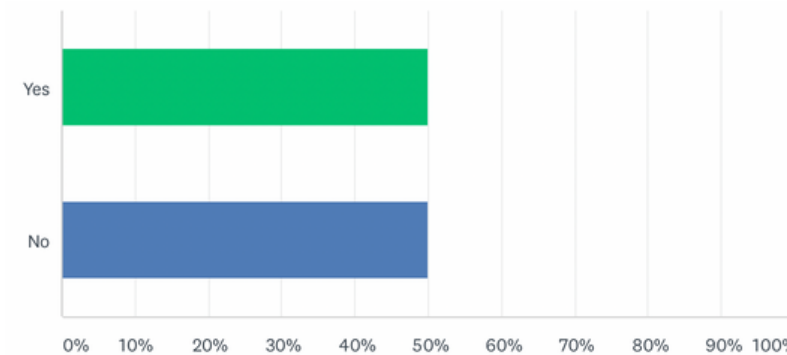
SUMMARY

As part of the primary research conducted for this campaign brief, we identified that we would be best served by conducting three surveys to be run simultaneously. Each survey was designed to gather information from key sections of our audience in a bid to get a well rounded understanding of issues and information as it may relate to Thank a First Responder Day.

DO YOU BELIEVE FIRST RESPONDERS DESERVE THANKS?



DO YOU FEEL CONNECTED TO THE FIRST RESPONDER COMMUNITY?



1.9 INSIGHTS

What would be the most meaningful way the public could say thanks to you and your family?

Writing service feel receive don t Support appreciated Food
 thank saying thank time work letters someone us public
 betterlook

There are two problems from the consumers point of view which could lead to a solution. Some consumers believe that first responders do not need to be given thanks as they are just doing the job that they chose to do. The research conducted also signifies that the community would love to appreciate and give thanks to first responders on a regular basis, however, they are unsure on how to do this. The use of a hybrid event and a series of advertisements will assist in creating a powerful dialogue between the community and first responders .

2.0 TARGET AUDIENCE

2.1 PRIMARY TARGET

The primary target audience for the 2022 TAFRD campaign has been identified as residents within major urban areas (defined by the ABS as areas with over 100,000 residents), aged between 20 and 49, of all genders. These individuals come from middle, and upper-middle class socio-economic backgrounds, and commonly occupy roles within professional and office settings. Some will have families, whilst others may live alone. This target audience is familiar with the digital landscape and consumes digital media through a variety of channels. They may have very weak connections to the first responder community, but may know of first responders through relatives, or friends. They are inclined to support causes that are exposed to them through advertising and news channels, and are seldom pro-active when it comes to seeking charitable causes to support.

This primary audience has been identified as a market gap for TAFRD - regional communities have embraced TAFRD, whereas penetration within metropolitan communities is low. Over 86.1% of Australians live within urban areas, with data from previous TAFRD campaigns identifying a lack of engagement and knowledge of TAFRD within metropolitan communities. This target audience, as large-scale consumers of digital technology and trends, will be well-exposed to the digitally-strong media tactics leveraged by the TAFRD campaign. Densely populated, garnering strong support from metropolitan areas will be crucial to lifting TAFRD as a nationally recognised and celebrated campaign.

2.2 SECONDARY TARGET

The secondary target audience for the 2022 TAFRD campaign has been identified as residents within regional areas (defined by the ABS as areas with under 100,000 residents), aged between 34 and 65, of all genders. These individuals tend to share a higher median age than those living within metropolitan areas, with many residents being of retirement age. A majority of the working population tend to be employed in skilled labour roles. Many are inclined to make financial contributions to charitable causes, or volunteer their time to assist in community-based events (fundraising or otherwise) - community spirit is high, and actively sought out. Some may have a close connection to a first responder, with family members or friends typically employed as a first responder, on a paid or voluntary basis.

This secondary target audience will play a major role in forging national recognition and support for TAFRD, given the intimate connections that often exist between regional communities and first responders. Targeting this audience will foster strong momentum to build on for future campaigns, with regional communities positioned as the spiritual drivers of TAFRD, given their strong sense of community, and active, purposeful involvement in supporting first responder communities within their geographical locations.

2.3 HIGH IMPACT STAKEHOLDERS

FIRST RESPONDER FAMILIES

TAFRD is a chance afforded to first responder families to receive acknowledgement and gratitude for their role as the support system of our first responders. First responder families will play a fundamental role in leading TAFRD as active, and vocal participants of the campaign - utilising their networks to host community events, and nurture engagement from friends and relatives.

FIRST RESPONDER AGENCIES

The first responder community is called upon to embrace TAFRD, accept and acknowledge gratitude from the community, and help to drive a strong positive connection between first responders, and the wider communities they represent and serve. Feeding back towards the key programs led by Fortem Australia, TAFRD is also an opportunity to educate and engage with the community on the unique livelihoods shared by first responders, and their families.

2.0 TARGET AUDIENCE

2.4 PERSONAS



Clare (26) represents our primary target

I'm Clare. I'm 26 years old and work full-time at a well-known publishing house as an editor. I studied at the University of Sydney and have a bachelor's degree in Publishing and creative writing. I currently reside in Surry Hills, Sydney by myself in a 1 bedroom apartment as I do not see the need for a bigger apartment/ house while I am single.

When I am not working over-time to get a promotion, you can see me spending the weekends with my friends having breakfast and going to personal training sessions in the park. I love to go to all sorts of events as I like to be culturally aware and I do not like to be "left out." When events are not well-known and established, I tend to ignore them as I like to follow whatever is on trend at the time.

I receive all my news and lifestyle information through social media platforms such as Instagram and Twitter, as well as Google alerts. I love to get involved in events that are advertised on Facebook as they are easy to access and everyone can see where I am going.



Dave (42) represents our secondary target

I'm Dave. I'm 42 and have been married to my wife for 15 years. We have two teenage children that still live at home with us in Wagga Wagga, New South Wales. I've been a hard working diesel mechanic since I was 16 and take pride in knowing I have stayed loyal to the same company for so many years.

On the weekend, I enjoy helping the community wherever I can. You'll see me at the old folks home helping serve the food and having a chat to the oldies as they tend to feel lonely. I love being social with other people in the community as it gives me a sense of belonging that a big city lacks. Living in a rural town makes me spend time with people who are kinder and more genuine.

I get all my news from Channel 7 at 6 o'clock as I believe social media is all fake news. I also get my news from word of mouth as news tends to travel fast in a small town. I own a Facebook account but I only use it to keep an eye on my teenager's activity and to see what people from highschool are up to.

RATIONALE

By using these primary and secondary target audiences, we address concerns identified in previous Thank a First Responder Day campaigns. Previous campaigns have identified that metropolitan residents have not taken to Thank a First Responder Day in the same way as regional residents and by targeting these individuals we aim to address this issue. By selecting regional residents as a secondary target audience we aim to continue to cultivate this group as a loyal consumer base.

3.1 CAMPAIGN AIM

To shift the culture norm from “just an average job” to extraordinary, encouraging publics to create and share their thanks across Australia and solidify TAFRD as a nationally recognised day.

3.2 MARKETING OBJECTIVE

The marketing objective for this campaign is centred around the need for increased participation within the TAFRD campaign from internal and external stakeholders. This participation extends from digital engagement and participation on social media, as well as physical participation within community events.

- Increase participation within TAFRD (digital participation on social channels, digital + physical participation in TAFRD events)

3.3 MEDIA OBJECTIVE

- Increase engagement across social media posts from last campaign by 200% overall; 150% in metropolitan areas, 50% in regional areas
- Increase reach of TAFRD traditional advertising by 100% during the length of the campaign
- Increase frequency of TAFRD TV and Radio advertising during the length of the campaign
- Increase traditional and digital media impressions by 200% over the duration of the campaign.

3.0 AIM & OBJECTIVES

3.4 COMMUNICATIONS OBJECTIVE

We have identified two key elements to be addressed through our communication objectives; a strong and measured approach to building TAFRD as a nationally recognised campaign, and the creation of a solid foundation for future campaigns to draw on increased resources and opportunities.

Within our approach, we hope to achieve the following outcomes throughout this campaign:

- Increase following across social media channels (Facebook, YouTube, Instagram, LinkedIn) by 100% over the course of the campaign
- Connect with 2 major corporate partners
- Advertise through traditional media platforms in at least 10 separate advertising slots
- Increase awareness of TAFRD across regional and metropolitan communities
- Advocate for well-being and mental fitness of first responders and their families
- Encourage the community to practice gratitude to first responders everyday
- Highlight the importance of extending gratitude towards first responder families

BRAND BACKGROUND

Thank a First Responder Day was created as a collaborative effort between Fortem Australia and emergency services agencies across Australia. It was created as an idea to recognise the sacrifices and contributions of first responders, through a national day of gratitude.

THE PROBLEM

Thank a First Responder day has not been embraced as a nationally recognised day of thanking first responders (comparative to RU OK? Day as a flagship day for self-harm reduction), with penetration low within Australia's high density metropolitan areas.

THE INSIGHT

Primary research indicates that the community places value in showing gratitude to first responders, but is unsure how to extend gratitude in meaningful ways.

TIME FRAME

6 months

TONE

Informative but professional

BUDGET

\$20K Media spend
\$73K Google Adwords

MEDIA TACTICS

Facebook, Instagram,
YouTube, LinkedIn.

WHAT DO THEY THINK & FEEL RIGHT NOW?

They recognise the importance of first responders within our communities, but forget/are unsure how to thank first responders for their contributions.

TARGET AUDIENCE

PRIMARY

LIFESTYLE: Health & fitness, socially active
DEMOGRAPHIC: 26, single, city-bound (metropolitan area)
OCCUPATION: Publisher/Editor, tertiary education, creative
CHALLENGES: Unaware of thank a first responder day
MEDIA CONSUMPTION: Gets involved in Facebook events, receives news via social media

SECONDARY

LIFESTYLE: Close community and social network
DEMOGRAPHIC: 42, Married, Father of two, regional location
OCCUPATION: Mechanic by trade, TAFE qualified
CHALLENGES: Has a Facebook account that's rarely used
MEDIA CONSUMPTION: Free-to-air TV for news and word of mouth for social matters

CAMPAIGN METRICS

- Levels of Engagement (Quantitative data through metrics, insights and analytics)
- Public Response and Reaction (Qualitative data through monitoring and listening)
- Consequential Results (Increased corporate partnerships, media opportunities, collaborative opportunities, government interest etc.)

MANDATORIES

TAFRD Colour scheme and logo across all creative collateral.
First responder as the only method of addressing first responders; emergency service workers, frontline workers etc. not synonymous and not to be used.

4.0
CREATIVE BRIEF

WHAT DO WE WANT THEM TO DO?

Encourage them to thank the first responder community on a regular basis by providing resources to efficiently, and effectively say thank you.

CAMPAIGN AIM AND OBJECTIVES

To shift the culture norm from "just an average job" to extraordinary, encouraging publics to create and share their thanks across Australia and solidify TAFRD as a nationally recognised day.

BIG IDEA

"Not your average job"

First responders: for our community, in our community.

GRATITUDE GALLERY - WEBSITE REDEVELOPMENT

The centrepiece of our campaign is the revamped Gratitude Gallery - an online multimedia space that will allow members of the community to say thank you to first responders by uploading their creative media of choice (written or visual). Currently, the existing Gratitude Gallery is a great platform for the public to send a personalised message of appreciation to those that deserve it. The initial intent of the gallery supports findings from our primary research efforts that the impact on receiving these messages is intimate and a boost of morale for first responders, we found the platform is underutilised by the community due to lack of both

awareness and usability. Adopting modern design methodology and user-centred principles, the single WordPress site page will be redeveloped through a highly experienced digital design freelancer tasked with refreshing the user experience (UX) and bringing the inclusion of direct social interaction. With the support of an omni-channel promotional campaign, both regional and metropolitan communities will be better placed and incentivised to support the “power of thanks” movement, driving traffic to all digital media and ultimately encouraging people to participate in the major Thank A First Responder Day event.

[Refer to Appendix B](#)

5.0 CAMPAIGN STRATEGY



THANK A FIRST RESPONDER DAY - HYBRID EVENT

Encapsulating the day, will be the TAFRD hybrid event - a unique chance for community members and first responders to connect through a live event on Thank a First Responder day itself. The event will be physically hosted at the Fortem Australia headquarters, with a huge day of content lined up, including:

- Guest speakers from the first responder community (including family members), touching on intimate stories and experiences
- Live acts/performances
- Interactive events throughout the day including quizzes, and games

As a way of connecting the community, the hybrid event will be streamed on the TAFRD website, and across Facebook. In addition, this will enable community groups to tune into the event at their own discretion, whether it be a workplace hosting a morning tea and tuning in live, schools tuning-in between class time, or first-responders watching along at work; this event will look to cement the day as a valuable opportunity to connect all facets of the community in one place.

[Refer to Appendix C](#)



5.1 CREATIVE CONCEPT

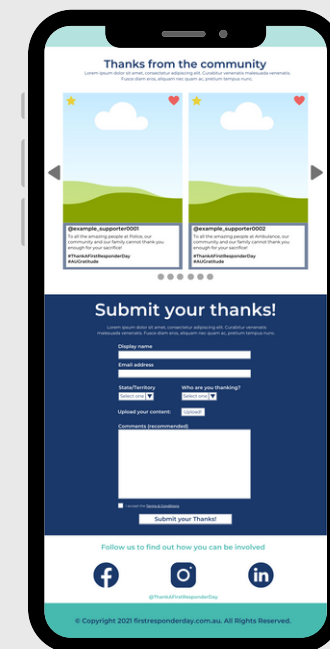
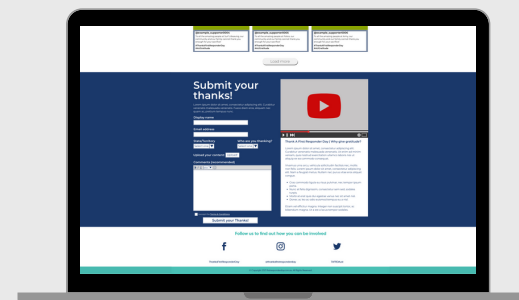
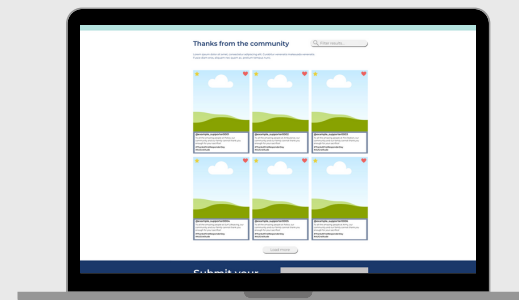
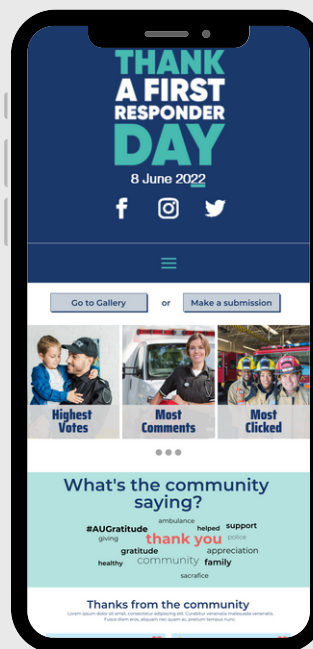
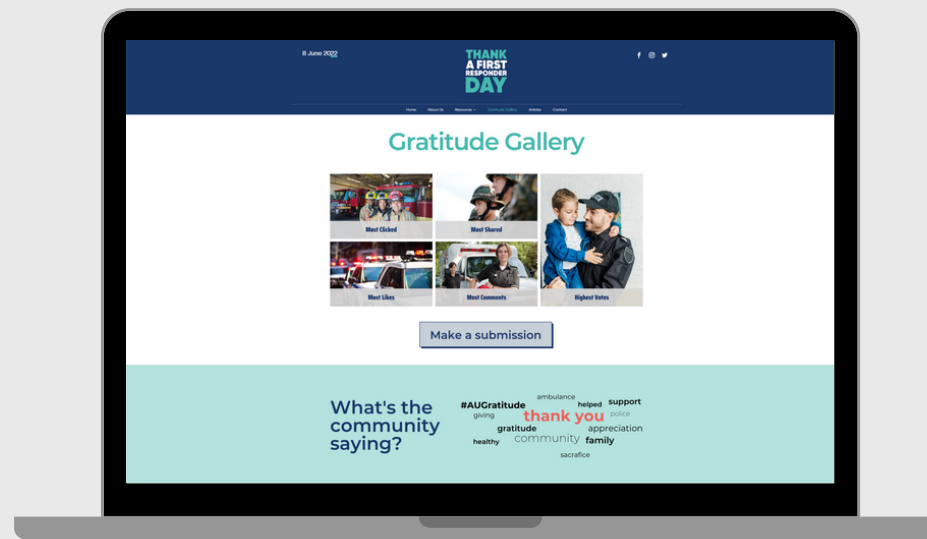
First responders undertake some of the hardest, most dangerous, and most stressful jobs within our society. First responders are the cornerstones of our community; they ensure that our communities are saved during emergencies, and protected from danger. Many may not be aware of the sacrifices that are required of first responders - many miss out on births, birthdays, anniversaries and graduations due to the demanding nature of their work. Subsequently, first responder families are the supportive foundations from which first responders are driven to protect, save, and serve us. They comfort through trauma, support through adversity and can be seen as the first responders for our first responder community.

But, beyond the uniforms and badges, first responders are; husbands and wives, sons and daughters, brothers and sisters, friends and colleagues. First responders are for our community, in our community. You pass them in the supermarket, you see them at the footy. TAFRD is a chance for the community to rally together on a united front, to say thank you to the guardians of our communities - first responders. No thanks is too big or too small.

6.0 CREATIVE EXECUTION

6.1 GRATITUDE GALLERY

Maintaining its current placement on the existing TAFRD website, access to the Gratitude Gallery will be seamless and user friendly via contemporary QR codes and sponsored digital media, directing users through a mobile-friendly access point. From here, they will explore the Highlights Reel showcasing the most engaged and top-rated posts, an intuitive Keyword Cloud expressing a collective appreciation, the core Gallery itself with a search filter (sorting content by date, location, and career-type), and a simple Submission Form where community submissions will further pass through a moderation process – managed by a Fortem Australia volunteer. The site will provide thought-provoking material at the submission section to ensure users are thinking about the broader first responder, but also the devotion and perseverance which first responder families provide to each dedicated professional, in an effort to inspire diversity and inclusion in their submission.



6.0 CREATIVE EXECUTION

6.2 SOCIAL MEDIA

Digital media including images, video adverts, infographics, and Electronic Direct Mail are to be shared across all of TAFRD's social connections and digital channels bearing the campaign's tone and voice. Rather than filling the queue with content for the sake of posting, we are putting emphasis on sharing the right content-type for each social media platform. This strategy will help grow TAFRD's reach, engagement, and following over the 6-month campaign period – and onwards if maintained (Lua, 2019).

Branded promotional material will target communities to participate in an ongoing creative competition through Instagram and the Gratitude Gallery, also to be involved in the hybrid event on 8th June 2022, either in-person with family and/or friends, or virtually.

Instagram's focus will be to build on the account's aesthetic quality of visual content and publish unique stories direct from the community. The subject matter will come from a tailored user-generated content (UGC) competition, behind-the-scenes photography of video shoots and events, and text-based tiles.

UGC will be retrieved by communities posting their artwork using the branded hashtag #AUGratitude and will then be shared directly to the revamped Gratitude Gallery on the TAFRD website. Authors of the original content will go into the draw for the chance to WIN a prize incentive valued at \$1,000. This prize has confirmed endorsement and sponsorship from the team at ClassBento! ClassBento was approached as they are an Australian-owned company that empowers local artists and small businesses to improve community mental well-being by offering access to unique workshop experiences (ClassBento, 2021). The stronger submissions will then be approached by a Fortem Australia representative requesting consent for their artwork to feature on TAFRD's own IG profile.

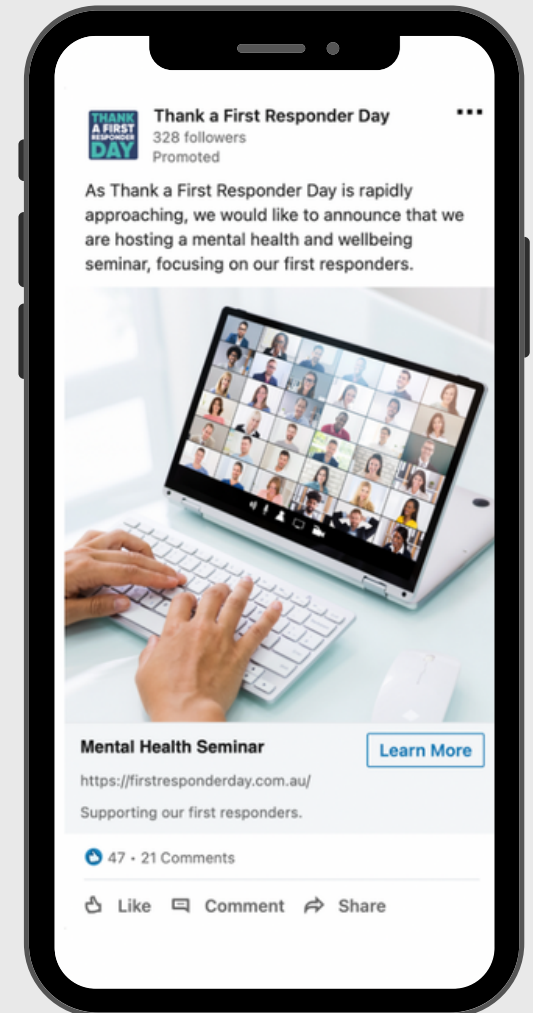
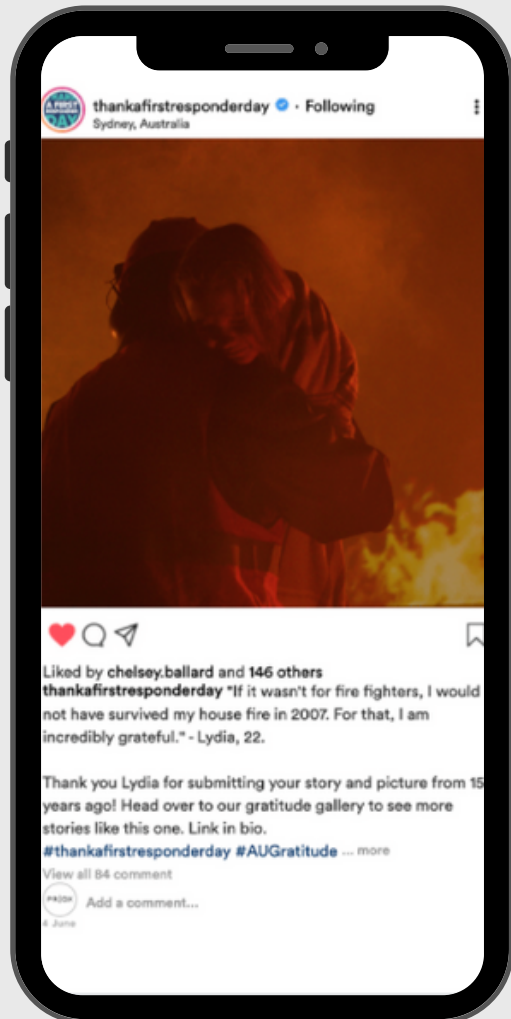
The secondary content-types will be behind-the-scenes photography of activity within the first-responder community, on-set from the shoot for video ads, and the setting up of community events and the main Hybrid Event. Lastly, text-based tiles will be shared using industry quotes and statistics to educate the audience on the 'why' of this campaign.

Facebook content will be focused on engagement only. This strategy will build the foundations of an active audience that over time positions TAFRD as a trusted source for entertaining, educational and curated content. Promotional content will be gradually phased in over time once a level of trust has been established with the audience.

LinkedIn will mainly focus on creating and sharing professional content relevant to corporate users and broader metropolitan communities. Content will be focused on sharing whitepapers, industry studies, and news relevant to both the first-responder industry and the target audience interests. Industry-specific training opportunities, workshops, and webinars related to improving the mental health and wellbeing of the first-responder community that are delivered by Fortem Australia are recommended to also be shared. The account should also have close affiliation with partnered organisations to share useful content with TAFRD's following.

6.2.1 MOCK-UPS

6.0 CREATIVE EXECUTION



6.0 CREATIVE EXECUTION

YouTube content will feature professionally captured video advertisements. Following the production of the video shoot, the advert is targeted for working professionals in metropolitan communities to remove the stigma of first responders having just 'an average job'. The campaign aims at educating the audience that their contribution to Australian communities is far more than extraordinary. The campaign placement will build awareness for the cause and provide a CTA for viewers to take part in recognising the industry professionals and find their way of saying thanks.

YOUTUBE VIDEO STORYBOARD



ACTION:
Middle aged man is putting his fire fighter outfit on.

SOUND EFFECTS:
Sound of gloves sliding onto hands.



ACTION:
Fire fighter walking

SOUND EFFECTS:
Footsteps on a pavement.



ACTION:
Fire fighter walks and gets into fire truck.

SOUND EFFECTS:
Fire truck door opening and closing.



ACTION:
House is going up into flames.

SOUND EFFECTS:
Fire burning and parts of house structure falling.



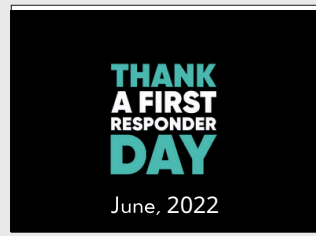
ACTION:
Fire fighter puts water on large fire.

SOUND EFFECTS:
Water coming out of a hose and fire fighters yelling.



ACTION:
Fire fighter trying to regain breath through oxygen mask

SOUND EFFECTS:
N/A



ACTION:
TAFRD logo fades onto screen followed by the date of the Hybrid Event

SOUND EFFECTS:
N/A

6.0 CREATIVE EXECUTION

6.3 DIGITAL

Google Adwords will aim to reach a broader audience on Google's search engine results page. Using keywords relating to known non-profit and charity movements, mental health and wellbeing, first responders and their individual career-types, and creative media, the GA campaign will position direct links to the TAFRD website and Gratitude Gallery. Top 10 suggested keywords:

"gratitude gallery", "first responder", "firefighter", "police", "SES", "paramedic", "ambulance", "emergency services", "mental health", "non-profit organisation".

Using both Fortem Australia's database, and each partnered organisation's membership contacts, **Electronic Direct Mailouts (EDMs)** will be used to encourage other organisations to host their own Thank A First Responder Day 'mini-events'. Content will provide updates of successes along the way, giving each party the tools to host their own 'mini-event' anytime during the month of June 2022. Each partner will be advised to use the existing digital toolkits found on the TAFRD website to display posters and use templates for all social media content they wish to create and publish on their own platforms.



7.0 MEDIA TACTICS

7.1 DIGITAL TACTICS

FACEBOOK

Generally speaking, the most popular posts across Facebook are either entertaining or educational. Creatively designed content in these two categories will be published and kept to 1-2 max posts-per-day, allowing the Facebook algorithm to focus on delivering top content to our audience. The third content type will be high-quality curated content from third-party sources; content the target audience finds important and useful, and repositioning in a way that serves the campaign's aim. (Buffer, 2019)

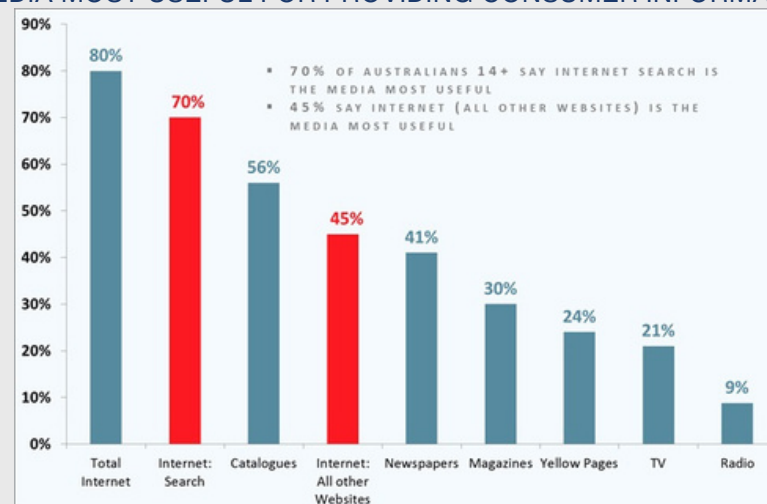
Australian Facebook users are some of the most active advert clickers in the world, an average of 22 adverts clicked per month vs the global average of 12. When the page following has organically grown, and with 18-44y/o's making up most of Australia's Facebook users, a large component of the social media spend will be utilised boosting the best-performing content and branded content encouraging traffic towards the Gratitude Gallery and the Hybrid event. (Genroe, 2021)

LINKEDIN

To support the growth of our Instagram UGC strategy, branded promotional tiles will be posted via sponsored 'dark' posts to appear only in the feed of users listed in creative disciplines (e.g. graphic design, marketing, communications, and digital) and encouraging them to create and submit to the Instagram competition.

Most Australian LinkedIn users on average access the platform less than 3 times per week, so regular activity is crucial to ensure our voice is reaching the audience. (Genroe, 2021)

MEDIA MOST USEFUL FOR PROVIDING CONSUMER INFORMATION



Roy Morgan, (2017); "Digital media lead, but catalogues remain key channel to reach consumers"

INSTAGRAM

The UGC competition creates a platform for users to easily submit their content for the Gratitude Gallery, while giving TAFRD a unique voice, showcasing unique stories of the community and organically growing the account's engagement and following (Buffer, 2018). The result of this strategy will give the campaign a distinctive edge and point of difference against competitors – like the Retailer's Association hosting their own similar campaign later in the year. Instagram stories and boosted tiles will be used to advertise the initiative and every few posts will include a CTA encouraging users to share their story, keeping the campaign alive throughout the 6-months.

91% of users in Australia say they use IG to follow an interest and 89% said they've taken action in the moment such as following a brand or visiting a website (Social Media Perth, 2021). Key observations of Australian Instagram users also find people aged 25 to 34 are the largest user group, creating an opportunity to connect directly to our target demographic in metropolitan and regional communities. (Pokrop, 2021)

YOUTUBE ADS

Sponsored video adverts will roll out as a “product and brand awareness” campaign using Google Ads for YouTube video. The ad will appear before and during content, on the YouTube homepage, and relevant channel pages (Zote, 2020). They will be guided towards professional and social content using the target audience demographics and relevant keywords, high frequency to ensure the campaign reach and brand awareness goals are sustained.

GOOGLE ADWORDS

Google’s commitment to supporting non-profit and charity initiatives is delivered by offering USD10,000 per month to be used exclusively for Google AdWords campaigns. Making best use of this grant, a GA campaign will be generated under the “brand awareness” framework to increase reach and clickthrough rates to the organisation’s website and socials.

7.0 MEDIA TACTICS

DATABASE EDMs

EDMs will be distributed to partner organisations, including the families of first responders to create awareness of the campaign. Communications will be scheduled in the first week of every month, starting from campaign launch day, and will encourage each partner to endorse the movement, educating their own membership base and networks on the cause.

7.2 IMPLEMENTATION SCHEDULE

| | | January | February | March | April | May | June |
|--------------------------------|----------------------------|--------------|---------------|---------------|--------------|--------------|---------------|
| <i>Weeks commencing Monday</i> | | 3/01 - 24-01 | 31/01 - 21/02 | 28/02 - 28-03 | 4/04 - 25/04 | 2/05 - 23/05 | 30/05 - 27/06 |
| SOCIAL | Facebook | ■ | ■ | ■ | ■ | ■ | ■ |
| | Instagram | | ■ | ■ | ■ | ■ | ■ |
| | Youtube | | | ■ | ■ | ■ | ■ |
| | Linkedin | | | ■ | ■ | ■ | ■ |
| GOOGLE | Adwords | ■ | ■ | ■ | ■ | ■ | ■ |
| EVENTS | Hybrid Event (8 June) | | | | | | ■ |
| | External Partners (flyers) | | | | | | ■ |

8.0 BUDGET

| ITEM | UNIT OF SPEND | OVERALL SPEND |
|---|---|---------------|
| HARD COPY CONTENT | | |
| QR CODE POSTCARDS | \$145/1000 POSTCARDS | \$290.00 |
| DEVELOPMENT OF GRATITUDE GALLERY | | |
| TECH DEVELOPMENT Refer Appendix D | SINGLE WORDPRESS PAGE | \$2,500.00 |
| CREATIVE CONTENT | | |
| VIDEO CREATION FOR USE ON SOCIAL MEDIA | HALF DAY SHOOT WITH EDITING INCLUDED | \$3,000.00 |
| DIGITAL MEDIA | | |
| FACEBOOK | COST PER CLICK/ \$0.92 AUD | \$2,505.00 |
| INSTAGRAM | COST PER CLICK/ \$1.30 AUD | \$2,000.00 |
| LINKEDIN | COST PER DECISION MAKER CLICK/ \$8.79 AUD | \$1,285.00 |
| YOUTUBE | COST PER CLICK/ \$0.70 AUD | \$3,100.00 |
| SIMULTANEOUS EVENT | | |
| PHYSICAL MAIN EVENT | OVERALL POSSIBLE SPEND | \$3,000.00 |
| PRIZES FOR ENGAGEMENT COMPETITION | SPEND EXCLUDING DONATED ITEMS | \$500.00 |
| TOTAL COST | | |
| TOTAL COST | | \$18,180.00 |
| CONTINGENCY | 10% | \$1,818.00 |
| TOTAL | | \$19,998.00 |
| GOOGLE ADWORDS | PER MONTH POSSIBLE SPEND - TOTAL CAMPAIGN LIFETIME SPEND = \$78,000 | \$13,000.00 |

9.0 CAMPAIGN EVALUATION

| OBJECTIVE | TACTIC | EVALUATION METHOD | METHOD RATIONALE |
|---|--|--|--|
| Increase following across social media channels by 100% over the course of the campaign. | Facebook, Instagram, LinkedIn and YouTube content delivery | Tracking of follower growth across TAFRD social media accounts throughout the entirety of the campaign run | Will reflect market share, and set targets for potential conversions in future TAFRD campaigns |
| Increase engagement across social media posts from last campaign by 200% overall (150% in metropolitan areas and 50% in regional areas) | Content delivery via: <ul style="list-style-type: none"> • Facebook • Instagram • LinkedIn • YouTube | <ul style="list-style-type: none"> • Post engagement across social media channels • Use of campaign hashtags across social media • Conversion rate from social media posts (clicks to the TAFRD website/Gratitude Gallery) | <ul style="list-style-type: none"> • Provide insights into content gaps/improvements • Provide a tangible idea of the number of digital participants within TAFRD • Will gauge conversion rates of active participants from social media content to the Gratitude Gallery |
| Receive 5,000 submissions to the Gratitude Gallery by TAFRD | <ul style="list-style-type: none"> • Gratitude Gallery • Physical/digital QR code • Live TAFRD website • TAFRD Instagram competition | <ul style="list-style-type: none"> • The number of graditudes received through the Gratitude Gallery • The number of QR code scans to the Gratitude Gallery • Average position and impressions of the TAFRD website across major search engines • Traffic received to the TAFRD website, and the Gratitude Gallery (viewers) | <ul style="list-style-type: none"> • Will show the impact of the QR code in converting traffic to Gratitude submissions, will inform on the effectiveness of delivering campaign objectives • Will display SEO-quality of the TAFRD website, track interest levels of community into TAFRD • Will show raw numbers into traffic, Gallery engagement |

9.0 CAMPAIGN EVALUATION

| OBJECTIVE | TACTIC | EVALUATION METHOD | METHOD RATIONALE |
|--|--|---|--|
| <p>Reach recognition through traditional media platforms in at least 10 separate traditional media slots</p> | <ul style="list-style-type: none"> • Morning television news segments covering TAFRD • Digital news articles (metro and regional) covering TAFRD • Radio recognition of TAFRD (metro and regional) across radio bulletins | <ul style="list-style-type: none"> • Monitoring across traditional media outlets (news articles, TV morning news segments etc.), scanning for positive earned media • Viewer/audience figures on traditional media channels (prime time news) • Measuring the number of news segments/news articles created mentioning TAFRD | <p>All prescribed methods will show overall campaign reach, gauge campaign reception/success, show mainstream uptake of TAFRD</p> |
| <p>See a measurable increase in engagement/activity on the actual day of TAFRD</p> | <ul style="list-style-type: none"> • Hybrid TAFRD event • Social media content generation • Gratitude Gallery | <ul style="list-style-type: none"> • Hashtag use of the TAFRD live event hashtag, overall viewer numbers through Facebook streaming/ TAFRD website streaming • Post engagement on TAFRD • Submissions received to the Gratitude Gallery on TAFRD | <p>All prescribed methods will show effectiveness of campaign advertising/marketing in maximising success/awareness/participation on the actual day of TAFRD</p> |

10.0 RECOMMENDATIONS

STRATEGIC PARTNERS

As a way to expand the potential opportunities for future iterations of TAFRD, we would encourage reaching out to large organisations to potentially foster corporate sponsorships. This would allow TAFRD to become a larger-scale event moving forward, with a significantly increased ability to deliver the message of TAFRD on a wider scale.

Suggested businesses to engage with initially include both KPMG and Bunnings. KPMG's corporate social responsibility framework specifically mentions mental health as a key tenet and as such would align well with Thank a First Responder Day's concept of mental health through stealth (KPMG, 2016). In addition, as KPMG is a large multinational organisation with additional corporate partners, they present an opportunity for both significant financial investment, and the development of future corporate partnerships.

Bunnings is the largest supplier of hardware within Australia, with a significant focus on community. Bunnings presents a significant opportunity to place the TAFRD brand within a well known and loved national brand. In addition, Bunnings has a substantial connection with the First Responder community and continues to provide support to the First Responder community. For example, in addition to fundraising, Bunnings offered staff connected with the response to bushfires, including members of the CFA, CFS, RFS, SES and defence force reserves unlimited paid leave in order to assist in the response (Bunnings, 2020). Bunnings is an ideal partner for TAFRD, with substantial links to the first responder community, and larger community as a whole.

TV AND RADIO

While there are existing relationships between Grant Broadcasters, Southern Cross Austereo and Thank a First Responder Day, the budget provided does not allow for a campaign to be run through TV and Radio.

With an increased budget (with spend for traditional advertising included), we recommend investing in a campaign with both Grant Broadcasters and Southern Cross Austereo in order to reinvigorate existing relationships with these key organisations, whilst boosting TAFRD to a large-volume audience.

NEWSPAPER

A newspaper campaign incorporating the same QR code to be used for the postcards would see the revamped Gratitude Gallery exposed to a significantly larger audience.

A suggested plan would be to advertise for 1 week in The Australian. The Australian is ranked as the 3rd most read newspaper nationally with 5.2 million readers as well as a significant regional readership (Roy Morgan, 2021). The cost associated with this is \$4000 for a Monday through Friday run with a reasonable sized advertisement for 5 days (not including weekends) in the lead up to the event. This figure entails the minimum suggested spend for a newspaper campaign (NewsCorp Australia, 2020).

TURNING LANDMARKS TEAL (TO CONTINUE)

We recommend that the previously utilised tactic of 'Turning Landmarks Teal' be utilised again. The partnerships developed previously through this tactic (with local governments/bodies) should assist in running this tactic again.

Further incorporations could include hosting takeover events (live streamed to the public) at some of Australia's 'Big Things' (the Big Banana etc.), to generate hype and media attention around TAFRD.

GRATITUDE GALLERY

The newly-developed Gratitude Gallery addresses the consumer problem identified through our primary research; that consumers require a means to say thank you to first responders. However, the Gratitude Gallery has potential to be further improved, providing increased accessibility, user-friendly features, and stability to maximise the potential of this space.

Additional development suggestions include a landing page that houses access to stories from First Responders and their families, as well as the new Gratitude Gallery itself. This landing page could see integration into the QR code, as a way for community members to easily navigate across the TAFRD site. The estimated cost associated with the additional development is between \$3000 and \$5000.

Regardless of any additional development, we would recommend that both FORTEM and Thank a First Responder Day promote the Gallery going forward from the day. This updated space not only reiterates the ease of saying thanks, but also highlights the importance of making everyday, Thank a First Responder Day.

TAFRD DIGITAL TOOLKITS (TO CONTINUE)

Continuing on from the idea of providing the community with tangible ways of saying thanks, updated digital content toolkits would prove a valuable asset, should they still be implemented for the campaign. We recommend that the kits be refreshed for the new campaign, with a heavier focus on visuals, rather than text.

Rather than one large toolkit, three toolkits should be available for download, those being:

- An activity toolkit specifically designed for schools
- A social media toolkit, with ideas on how to say thank you across social media
- A collateral toolkit, with templates available for download and use within a number of different contexts

Splitting the toolkits into three smaller, more focused kits will allow for information to be concise, and each toolkit to serve a specific purpose that will allow for the public to engage without the hassle of too much information being communicated in one go.

MERCHANDISE

In a bid to increase visibility and awareness around TAFRD, boost support from the local community, and raise funds towards Fortem's key programs, merchandise is a key recommendation for future iterations of this campaign.

Merchandise would focus on smaller, more intricate items that are cheap and non-intrusive. Such items could include TAFRD-branded keyrings, lanyards, stationary, wristbands, t-shirts, caps and mugs. Each of these options would be cost-efficient, and could be produced in bulk. There are opportunities to incorporate this into an online store, or be utilised within physical activations (details provided below).

PHYSICAL STALLS (ACTIVATIONS)

A potential incorporation into the hybrid event, and certainly once physical community events resume in the future, TAFRD-themed physical stalls and activations may increase outreach through the community, and increase visibility around TAFRD within the community, at a grassroots level. Physical activations could be featured at school fetes, university open days, community celebration days, sporting events etc.

There are further opportunities to incorporate the above merchandise recommendation into these physical stalls.

10.0
RECOMMENDATIONS

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Appendix A - Primary Research

Q1 What First Responder organisation are you a part of?

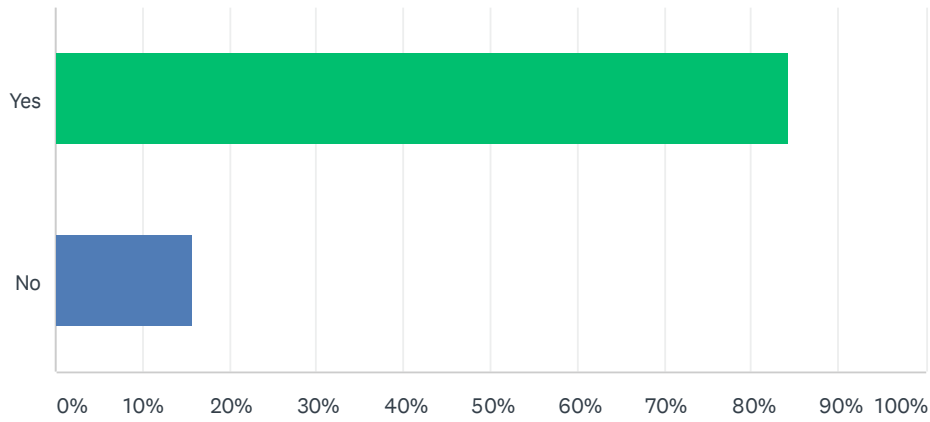
Answered: 51 Skipped: 0

| # | RESPONSES | DATE |
|----|------------------------|--------------------|
| 1 | ACT ambulance service | 9/2/2021 1:07 PM |
| 2 | ACT Ambulance Service | 9/2/2021 10:10 AM |
| 3 | actas | 9/1/2021 1:47 PM |
| 4 | Ambulance | 8/31/2021 11:46 AM |
| 5 | ACTAS, ACTRFS, NSWRFSS | 8/31/2021 11:38 AM |
| 6 | ACT Ambulance Service | 8/31/2021 9:38 AM |
| 7 | ACT Ambulance Service | 8/31/2021 9:23 AM |
| 8 | ACT ambulance service | 8/31/2021 8:17 AM |
| 9 | ACT Ambulance Service | 8/31/2021 12:31 AM |
| 10 | ACTAS | 8/30/2021 10:09 PM |
| 11 | ACT Ambulance Service | 8/30/2021 9:27 PM |
| 12 | ACT Ambulance Service | 8/30/2021 7:48 PM |
| 13 | ACT Ambulance | 8/30/2021 7:45 PM |
| 14 | ACTAS | 8/30/2021 6:32 PM |
| 15 | ACT Ambulance | 8/30/2021 6:31 PM |
| 16 | Act ambulance | 8/30/2021 6:30 PM |
| 17 | ACTAS | 8/30/2021 6:14 PM |
| 18 | Ambulance | 8/30/2021 6:07 PM |
| 19 | Ambulance | 8/30/2021 6:04 PM |
| 20 | ACT Ambulance Service | 8/30/2021 5:51 PM |
| 21 | Act ambulance | 8/30/2021 5:34 PM |
| 22 | ACTAS | 8/30/2021 5:33 PM |
| 23 | ACTAS | 8/30/2021 5:25 PM |
| 24 | ACTAS | 8/30/2021 5:24 PM |
| 25 | ACT Ambulance | 8/30/2021 5:22 PM |
| 26 | ACTAS | 8/30/2021 5:17 PM |
| 27 | Ambulance | 8/30/2021 5:05 PM |
| 28 | Ambulance | 8/30/2021 5:00 PM |
| 29 | ACTAS | 8/30/2021 4:58 PM |
| 30 | Ambulance | 8/30/2021 4:58 PM |
| 31 | Rfs | 8/24/2021 9:14 PM |
| 32 | rfs | 8/24/2021 8:36 PM |
| 33 | Nswrfs | 8/24/2021 8:00 PM |

| | | |
|----|-----------------------------|--------------------|
| 34 | RFS SES | 8/24/2021 7:56 PM |
| 35 | NSW Ambulance | 8/23/2021 9:42 AM |
| 36 | Ambulance Victoria | 8/23/2021 9:07 AM |
| 37 | RFS and SES | 8/22/2021 8:16 PM |
| 38 | Victoria Police | 8/22/2021 5:18 PM |
| 39 | Fire rescue Victoria | 8/22/2021 5:07 PM |
| 40 | FRNSW | 8/22/2021 4:13 PM |
| 41 | FRNSW | 8/22/2021 4:03 PM |
| 42 | FRNSW | 8/22/2021 4:01 PM |
| 43 | FRNSW | 8/22/2021 2:37 PM |
| 44 | Fire | 8/22/2021 2:29 PM |
| 45 | Fire Rescue New South Wales | 8/22/2021 2:13 PM |
| 46 | POLICE | 8/22/2021 1:55 PM |
| 47 | Nsw police | 8/22/2021 1:52 PM |
| 48 | Police | 8/22/2021 1:44 PM |
| 49 | NSW Ambulance | 8/22/2021 12:19 PM |
| 50 | Ambulance | 8/22/2021 11:54 AM |
| 51 | Surf lifesaving saving | 8/22/2021 11:13 AM |

Q2 Do you feel connected to the First Responder community

Answered: 51 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 84.31% 43 |
| No | 15.69% 8 |
| TOTAL | 51 |

Q3 How does receiving thanks make you feel?

Answered: 50 Skipped: 1

| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | Appreciated | 9/2/2021 1:07 PM |
| 2 | Appreciated - in a largely thankless job | 9/2/2021 10:10 AM |
| 3 | ok but not what we sign up for | 9/1/2021 1:47 PM |
| 4 | Positive | 8/31/2021 11:46 AM |
| 5 | Good, normally | 8/31/2021 11:38 AM |
| 6 | Validated | 8/31/2021 9:38 AM |
| 7 | Positive. Especially when it is personalised and targeted. | 8/31/2021 9:23 AM |
| 8 | Appreciated | 8/31/2021 8:17 AM |
| 9 | It makes me feel like I exist - to my organisation, managers, and the community. It makes me feel like I'm a little bit valued, and like the effort I put into being the best paramedic I can be has been noticed. | 8/31/2021 12:31 AM |
| 10 | Grateful | 8/30/2021 10:09 PM |
| 11 | Positive, appreciated | 8/30/2021 9:27 PM |
| 12 | Validated and valued | 8/30/2021 7:48 PM |
| 13 | Unnecessary - do the job as i love to help community | 8/30/2021 7:45 PM |
| 14 | Appreciated | 8/30/2021 6:32 PM |
| 15 | Appreciated and valued | 8/30/2021 6:31 PM |
| 16 | Appreciated | 8/30/2021 6:30 PM |
| 17 | Appreciated | 8/30/2021 6:14 PM |
| 18 | Normally uncomfortable, appreciated during the pandemic | 8/30/2021 6:07 PM |
| 19 | Embarrassed. It is not why I signed up to do the job but I understand why people say thanks | 8/30/2021 6:04 PM |
| 20 | If it is for a specific event or job I went to, then it is super lovely and very encouraging. In general I don't find the 'thank you for your service' very impactful, as I just see it as doing my job - not something that I need a personal thank you for. | 8/30/2021 5:51 PM |
| 21 | Respected and appreciated | 8/30/2021 5:34 PM |
| 22 | Embarrassing- it just a job | 8/30/2021 5:33 PM |
| 23 | Strange sometimes but it is good overall. It is not something that I would ever ask for, but it can be nice when it happens | 8/30/2021 5:25 PM |
| 24 | Appreciated | 8/30/2021 5:24 PM |
| 25 | Appreciated and valued | 8/30/2021 5:22 PM |
| 26 | Appreciated | 8/30/2021 5:05 PM |
| 27 | Privileged and valued | 8/30/2021 5:00 PM |
| 28 | Happy | 8/30/2021 4:58 PM |
| 29 | Gives job satisfaction | 8/30/2021 4:58 PM |
| 30 | Proud but embarrassed | 8/24/2021 9:14 PM |

| | | |
|----|---|--------------------|
| 31 | good | 8/24/2021 8:36 PM |
| 32 | Okay I guess dont do it for the thanks do it to help my community out | 8/24/2021 8:00 PM |
| 33 | Great | 8/24/2021 7:56 PM |
| 34 | Appreciated | 8/23/2021 9:42 AM |
| 35 | Grateful, appreciated, humbled | 8/23/2021 9:07 AM |
| 36 | Good, being thanked for the hard work we put into the services we love is encouraging and humbly. Sometimes, depending on the situation, it can also be uncomfortable though. We are simply doing what we love, and wouldn't have it any other way. | 8/22/2021 8:16 PM |
| 37 | Proud | 8/22/2021 5:18 PM |
| 38 | Amazing but not the reason I do it | 8/22/2021 5:07 PM |
| 39 | Appreciated | 8/22/2021 4:13 PM |
| 40 | Empowered, however I don't do my job for praise | 8/22/2021 4:03 PM |
| 41 | Embarrassing | 8/22/2021 4:01 PM |
| 42 | Ok, though I feel great just to help | 8/22/2021 2:37 PM |
| 43 | Recognised | 8/22/2021 2:29 PM |
| 44 | Proud | 8/22/2021 2:13 PM |
| 45 | Good. Depends what its for and who it's from. It's nice to hear it from the general public as most of the time I feel like the general public we deal with hates us. | 8/22/2021 1:55 PM |
| 46 | Appreciated for doing what we do | 8/22/2021 1:52 PM |
| 47 | Depends why the thanks are being given and who it is from. If the thanks is from a politician or senior management we know it's for their benefit more than ours. It's usually a mix of awkward and appreciation when it's genuine and from the public. | 8/22/2021 1:44 PM |
| 48 | Difficult, I find it hard when people want to stop and thank you. Just want to get on and do my job | 8/22/2021 12:19 PM |
| 49 | Ok, it's just doing my job. | 8/22/2021 11:54 AM |
| 50 | Happy that I could help them and make their day better | 8/22/2021 11:13 AM |

Q4 What would be the most meaningful way the public could say thanks to you and your family?

Answered: 50 Skipped: 1

| # | RESPONSES | DATE |
|----|--|--------------------|
| 1 | Letters | 9/2/2021 1:07 PM |
| 2 | Taking the time to write a thank you note is always nice | 9/2/2021 10:10 AM |
| 3 | i dont think its needed | 9/1/2021 1:47 PM |
| 4 | Get vaccinated | 8/31/2021 11:46 AM |
| 5 | activites / opportunities for family and I to spend time together | 8/31/2021 11:38 AM |
| 6 | Writing notes to the service as a whole and dropping them off at stations and saying thank you to us when they see us in public | 8/31/2021 9:38 AM |
| 7 | It is always nice to receive personal thanks from individual patients | 8/31/2021 9:23 AM |
| 8 | Vouchers | 8/31/2021 8:17 AM |
| 9 | Expressing their thanks to me in a way I can retain to look back on when I feel non-existent, non-valued and like I don't matter or make a difference - a card, a letter. Even when someone holds my hand and looks at me with meaning and says thank you. | 8/31/2021 12:31 AM |
| 10 | Pay it forward | 8/30/2021 10:09 PM |
| 11 | A card, a box of chocolates, smile | 8/30/2021 9:27 PM |
| 12 | Face to face - connection and maintaining the human element on both side. Clinician, responder and patient. | 8/30/2021 7:48 PM |
| 13 | Further support behind all emergency services | 8/30/2021 7:45 PM |
| 14 | Understanding the work we do and appreciating our time and effort. Standing up for violence and poor behavior towards first responders | 8/30/2021 6:32 PM |
| 15 | Small discounts at big outlets, 2-4-1 coffee | 8/30/2021 6:31 PM |
| 16 | Food/snacks/ hot meals/ sandwiches while on shift | 8/30/2021 6:30 PM |
| 17 | Using the ambulance service appropriately | 8/30/2021 6:14 PM |
| 18 | Respect public health directions, written thank you letters, small gestures of kindness (discount on a coffee) | 8/30/2021 6:07 PM |
| 19 | I don't know | 8/30/2021 6:04 PM |
| 20 | Receiving care packs to the station is nice - with snacks and hot drink stuff etc | 8/30/2021 5:51 PM |
| 21 | To abide by public health orders, stay at home and don't look for loop holes in the restrictions. | 8/30/2021 5:34 PM |
| 22 | Just to do the right thing and look out for each other | 8/30/2021 5:33 PM |
| 23 | As a Paramedic we definitely are overshadowed by the fire dept. There seems to be very little public recognition at times compared to that lot. Not sure how though. Feels strange telling someone how they should thank me | 8/30/2021 5:25 PM |
| 24 | Reserving ambulances for emergencies | 8/30/2021 5:24 PM |
| 25 | Adequate staffing, appropriate PPE including fit tested masks. Proper pay increases that are more inline with the constantly rising cost of living and housing in Canberra. | 8/30/2021 5:22 PM |
| 26 | Ambos love food | 8/30/2021 5:17 PM |

First Responders

SurveyMonkey

| | | |
|----|---|--------------------|
| 27 | I always feel appreciated when receiving letters of thanks when the public feel like we have helped. I don't expect anything though so anything is appreciated | 8/30/2021 5:05 PM |
| 28 | Petition government with us for more funding and better resourcing to do our job | 8/30/2021 5:00 PM |
| 29 | Staying home | 8/30/2021 4:58 PM |
| 30 | Food, Payrise, Donations to improve the services we offer | 8/30/2021 4:58 PM |
| 31 | Acknowledging the time that we spend away from our families | 8/24/2021 9:14 PM |
| 32 | Most of the time we know the community appreciate what we do | 8/24/2021 8:00 PM |
| 33 | Emergency services picnic Carnaval | 8/24/2021 7:56 PM |
| 34 | A very simple thank you | 8/23/2021 9:42 AM |
| 35 | Writing letters to the branch that we can all read and put up on the wall | 8/23/2021 9:07 AM |
| 36 | Perhaps a form of meaningful memorial, recognising the effort and sacrifice that often goes into our work? | 8/22/2021 8:16 PM |
| 37 | Simple thank you and follow the rules. | 8/22/2021 5:18 PM |
| 38 | Pay it forward to someone who needs it | 8/22/2021 5:07 PM |
| 39 | Just that they acknowledge the work we do | 8/22/2021 4:13 PM |
| 40 | Support us when we are involved in industrial disputes for pay increases. | 8/22/2021 4:03 PM |
| 41 | Appropriate funding | 8/22/2021 4:01 PM |
| 42 | Pay no tax | 8/22/2021 2:37 PM |
| 43 | Not sure | 8/22/2021 2:29 PM |
| 44 | When they wave at us when we drive past. Which they do | 8/22/2021 2:13 PM |
| 45 | Not complain about issues that are not police problems. Take responsibility for actions and not blame others, including police, for wrongdoing. The best thank you is a few kind words from time to time. | 8/22/2021 1:55 PM |
| 46 | Letters to the command or to the officers involved | 8/22/2021 1:52 PM |
| 47 | Make the government ensure conditions and pay is commensurate to what it should be instead. | 8/22/2021 1:44 PM |
| 48 | Maintain good health, be kind to each other. Only call for ambulance in an emergency | 8/22/2021 12:19 PM |
| 49 | Support for better remuneration & conditions. | 8/22/2021 11:54 AM |
| 50 | Appreciate your help at the time and say thank you | 8/22/2021 11:13 AM |

Q5 What is your most meaningful memory of receiving thanks?

Answered: 48 Skipped: 3

| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | Hearing it from patients directly | 9/2/2021 1:07 PM |
| 2 | acknowledgement | 9/2/2021 10:10 AM |
| 3 | getting thanks from a Cardiac Arrest survivor | 9/1/2021 1:47 PM |
| 4 | Emails from patients | 8/31/2021 11:46 AM |
| 5 | Free entry to the zoo!! | 8/31/2021 11:38 AM |
| 6 | Receiving a letter of thanks from a patients husband | 8/31/2021 9:38 AM |
| 7 | Patient Thankyou letters | 8/31/2021 8:17 AM |
| 8 | Being hugged by the family member of a patient I have saved, both of us with tears in our eyes. Also, I still carry one particular letter of thanks with me in my wallet. | 8/31/2021 12:31 AM |
| 9 | Seeing a family father returned to his family | 8/30/2021 10:09 PM |
| 10 | A card, an accidental meeting in public with a thank you | 8/30/2021 9:27 PM |
| 11 | Able to spend time with the family of a man who we resuscitated following a cardiac arrest. The service put on a morning tea and we got to really get to know them all and the family we had been able to keep together. | 8/30/2021 7:48 PM |
| 12 | A personal phone call from a family member of a critically ill patient | 8/30/2021 7:45 PM |
| 13 | Compliment | 8/30/2021 6:32 PM |
| 14 | A picture that one of my younger patients drew for my partner and myself | 8/30/2021 6:31 PM |
| 15 | Thank you emails | 8/30/2021 6:30 PM |
| 16 | Receiving a compliment from a family that expressed how grateful they were for not only our ambulance treatment but also the small additional "nice to do things" e.g. waiting on scene for a family member to arrive, locking up the house, helping pack a bag | 8/30/2021 6:14 PM |
| 17 | Written letters from patients | 8/30/2021 6:07 PM |
| 18 | Someone saying thanks to me on the street | 8/30/2021 6:04 PM |
| 19 | A patient sent in a handwritten letter addressed to me by name | 8/30/2021 5:51 PM |
| 20 | A letter | 8/30/2021 5:34 PM |
| 21 | Thank you letter was fine | 8/30/2021 5:33 PM |
| 22 | Getting a handshake from someone who we stopped from dying after a car crash | 8/30/2021 5:25 PM |
| 23 | A pateint's husband sending a handwritten letter of thanks to the crew | 8/30/2021 5:24 PM |
| 24 | Last year there was a first responder day where a number of businesses offered discounts to say thank you | 8/30/2021 5:22 PM |
| 25 | Food | 8/30/2021 5:17 PM |
| 26 | A handwritten letter from a family whit a drawing from the child we helped. | 8/30/2021 5:05 PM |
| 27 | Vic mandatory sentencing back by community | 8/30/2021 5:00 PM |
| 28 | A child of a patient drew me a picture that said thanks for looking after my mum | 8/30/2021 4:58 PM |
| 29 | Having a coffee purchased after a long night | 8/30/2021 4:58 PM |

First Responders

SurveyMonkey

| | | |
|----|---|--------------------|
| 30 | Fresh homemade cookies while out fighting a fire | 8/24/2021 9:14 PM |
| 31 | The local daycare children baked us cupcakes and drew us pictures which we have put up on our wall in the station | 8/24/2021 8:00 PM |
| 32 | Just a Thankyou is all you need | 8/24/2021 7:56 PM |
| 33 | A letter of appreciation | 8/23/2021 9:42 AM |
| 34 | A patient sent the branch and letter and some choccies, it was really well received. | 8/23/2021 9:07 AM |
| 35 | Talking to and receiving thanks from community members who have been directly affected by disaster. | 8/22/2021 8:16 PM |
| 36 | There isn't one, they all mean something | 8/22/2021 5:07 PM |
| 37 | A hug | 8/22/2021 4:13 PM |
| 38 | A poster from my sons preschool | 8/22/2021 4:03 PM |
| 39 | I don't have any. | 8/22/2021 4:01 PM |
| 40 | Christchurch earthquake, humanitarian medal and function | 8/22/2021 2:37 PM |
| 41 | Received a hug | 8/22/2021 2:29 PM |
| 42 | When kids come to the station with pictures they draw. | 8/22/2021 2:13 PM |
| 43 | A thank you card that was hand written for a job that was emotional. | 8/22/2021 1:55 PM |
| 44 | I received alcohol and cash for a fatal collision I did when I worked in a small country town called Adelong NSW. I was then able to pay it forward by donating the cash to a local charity and I had the local newspaper involved. I didn't expect thanks but it was not to receive support from a grieving family | 8/22/2021 1:52 PM |
| 45 | A lady sent me an email months after assisting her at the death of her child who hung himself. | 8/22/2021 1:44 PM |
| 46 | A letter from wife who's husband passed away on remote property, she was in Sydney. | 8/22/2021 12:19 PM |
| 47 | Family member thanking me for being with their son when he died | 8/22/2021 11:54 AM |
| 48 | Helping someone at the beach | 8/22/2021 11:13 AM |

Q6 If you would be happy for us to reach out to discuss further, please provide your name and contact details.

Answered: 23 Skipped: 28

| # | RESPONSES | DATE |
|----|--|--------------------|
| 1 | Alison - icpfrog@gmail.com | 9/2/2021 10:10 AM |
| 2 | Michael, 0403421325, michael.mcclean@act.gov.au | 8/31/2021 11:38 AM |
| 3 | Jennifer Pedvin - Intensive Care Paramedic, ACT Ambulance Service - jennifer.pedvin@act.gov.au | 8/31/2021 12:31 AM |
| 4 | Mark Molloy - 0490056572 | 8/30/2021 7:48 PM |
| 5 | Nicholas Paton 0477113804 | 8/30/2021 6:30 PM |
| 6 | Alyce 0407263175 | 8/30/2021 6:14 PM |
| 7 | No thanks, but I'd also like to add that I feel the term 'first responder' is very American and when I joined 25years ago we were just an 'Emergency Service' I don't like the adoption of a culture that puts people in a pedestal above others | 8/30/2021 5:33 PM |
| 8 | Tom - 0459452904 | 8/30/2021 5:00 PM |
| 9 | Leah Reid - 0401497191 | 8/30/2021 4:58 PM |
| 10 | N/A | 8/30/2021 4:58 PM |
| 11 | All good thanks | 8/24/2021 7:56 PM |
| 12 | No thanks. | 8/23/2021 9:07 AM |
| 13 | Katie 0435142420 | 8/22/2021 8:16 PM |
| 14 | Gee 0413777240 | 8/22/2021 5:18 PM |
| 15 | Bryon 0429145315 | 8/22/2021 5:07 PM |
| 16 | Rod Dever. 0413 833049 | 8/22/2021 4:01 PM |
| 17 | David Coughtrie 0414742976 | 8/22/2021 2:13 PM |
| 18 | Luke Burman, lburman31@gmail.com | 8/22/2021 1:55 PM |
| 19 | No thanks | 8/22/2021 1:52 PM |
| 20 | Yes | 8/22/2021 1:44 PM |
| 21 | Darren - iamparamedic@gmail.com | 8/22/2021 12:19 PM |
| 22 | No comfortable in speaking more. | 8/22/2021 11:54 AM |
| 23 | Rhianna Burke 0408417028 | 8/22/2021 11:13 AM |

Q1 How has your family member's time as a First Responder impacted you?

Answered: 8 Skipped: 0

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | I see her under tremendous stress and it distresses me to see it | 9/2/2021 10:25 AM |
| 2 | Nervous about partners personal safety, | 8/30/2021 8:11 PM |
| 3 | Don't see much of my husband when he does extra shifts because no one can cover them | 8/30/2021 7:31 PM |
| 4 | Her shift work keeps our schedules from aligning at times | 8/30/2021 6:06 PM |
| 5 | Quite drastically, changed our lives forever | 8/24/2021 7:39 PM |
| 6 | Minimum they work like everyone else. | 8/22/2021 3:15 PM |
| 7 | I am a police officer and my father was and my brother is | 8/22/2021 1:54 PM |
| 8 | I was a child. I didn't understand a lot but now I worry for my father and any long-term effects he doesn't speak about. | 8/22/2021 12:51 PM |

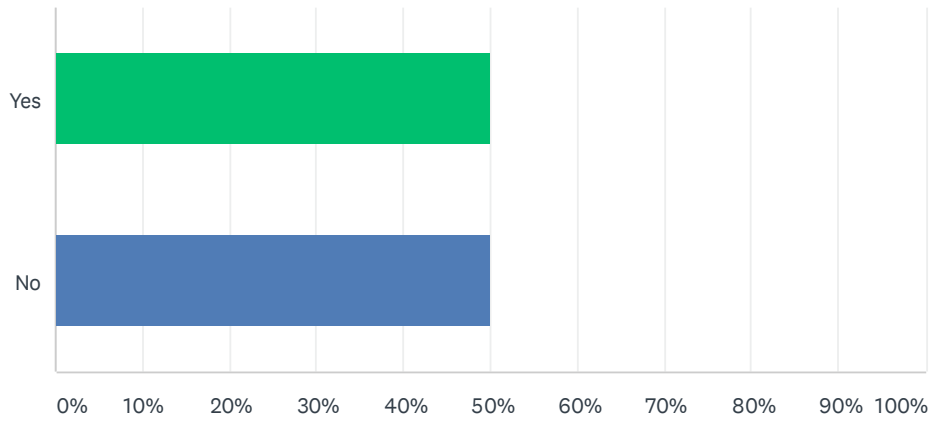
Q2 In your opinion what would be the most meaningful way we could thank your family member for their work?

Answered: 8 Skipped: 0

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | I really don't know - recognise the stress that she is under each day. Recognise what a fantastic Paramedic she is and how importantly she takes her career. | 9/2/2021 10:25 AM |
| 2 | Recognition for work done and time spent dedicated | 8/30/2021 8:11 PM |
| 3 | Show appreciation in how much work and time they have given up from being with their family's to be at work | 8/30/2021 7:31 PM |
| 4 | Give them specific praise by name, and a little gift | 8/30/2021 6:06 PM |
| 5 | To appreciate them but also their families | 8/24/2021 7:39 PM |
| 6 | Recognition through the department | 8/22/2021 3:15 PM |
| 7 | Just letting them know that they are appreciated and by regularly checking they ok | 8/22/2021 1:54 PM |
| 8 | A letter of thanks or a ceremony. | 8/22/2021 12:51 PM |

Q3 Do you feel connected to the First Responder community?

Answered: 8 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 50.00% 4 |
| No | 50.00% 4 |
| TOTAL | 8 |

Q4 If so, what is your favourite memory?

Answered: 7 Skipped: 1

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | I dropped her off at a station to do some paperwork and one of her colleagues gave her a huge hug having not seen her for some time. I was so proud to see that my daughter was respected and missed. | 9/2/2021 10:25 AM |
| 2 | Work functions to watch the staff reflect and the tight knit family meaning amongst all. The closeness | 8/30/2021 8:11 PM |
| 3 | Don't have any connection to responder community and haven't been given any connection at all. | 8/30/2021 7:31 PM |
| 4 | Dinners with her colleagues | 8/30/2021 6:06 PM |
| 5 | Growing up around the first responder community, it was like one big family | 8/24/2021 7:39 PM |
| 6 | Don't really have any | 8/22/2021 1:54 PM |
| 7 | It was a family but we left a long time ago. My favourite memory from that time is the Police Family Christmas parties. | 8/22/2021 12:51 PM |

Q5 As a family member of a First Responder you go through a lot... what would be the best way for us to thank you?

Answered: 8 Skipped: 0

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | To do something nice with my daughter in recognition of her service - a voucher for something we could do together - coffee and cake at a nice cafe, go to a movie? | 9/2/2021 10:25 AM |
| 2 | Recognition of partner , open line portal for family members to have access too | 8/30/2021 8:11 PM |
| 3 | Show appreciation towards family members and recognition because they are having their husbands or wives have time away from their families in the jobs they do and extra work that they do also is impacted on family members also | 8/30/2021 7:31 PM |
| 4 | An occasional appreciation mail, or something for both her and I to do together, acknowledging the impact on both of us would be lovely, but not expected | 8/30/2021 6:06 PM |
| 5 | To acknowledge and appreciate the hardship the family faces | 8/24/2021 7:39 PM |
| 6 | family picnic days | 8/22/2021 3:15 PM |
| 7 | Just listening to problems and recognising when they need space and time out | 8/22/2021 1:54 PM |
| 8 | For me, it wasn't too significant but for those impacted today, I think if you thanked the family when you thanked the first responder is sufficient. I don't think the responders or family want or expect much glory. | 8/22/2021 12:51 PM |

Q6 Do you have any positive stories to share in relation to your First Responder family member and their time as a First Responder?

Answered: 8 Skipped: 0

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | My daughter has many many stories that she tells me from time to time - she loves what she does and it shows in some of the ways her patients respond. I love the story where she helped a lady and while waiting at hospital on the stretcher, and before she had time to step back, the older Greek lady had grabbed her with two hands by her head and pulled her in for a huge thank you bear hug into her enormous breasts! | 9/2/2021 10:25 AM |
| 2 | Proud of the work they do | 8/30/2021 8:11 PM |
| 3 | My husband does an amazing job at what he does he goes above and beyond to help others in need of help | 8/30/2021 7:31 PM |
| 4 | She's a weapon and I've never met anyone more cut out for her work than her. | 8/30/2021 6:06 PM |
| 5 | They are my idol and I grew up idolising them, they taught me to be the person I am today | 8/24/2021 7:39 PM |
| 6 | no | 8/22/2021 3:15 PM |
| 7 | No | 8/22/2021 1:54 PM |
| 8 | My Dad was so well respected in our town for his role as a policeman. People would come to the house when he was off duty and ask for assistance. | 8/22/2021 12:51 PM |

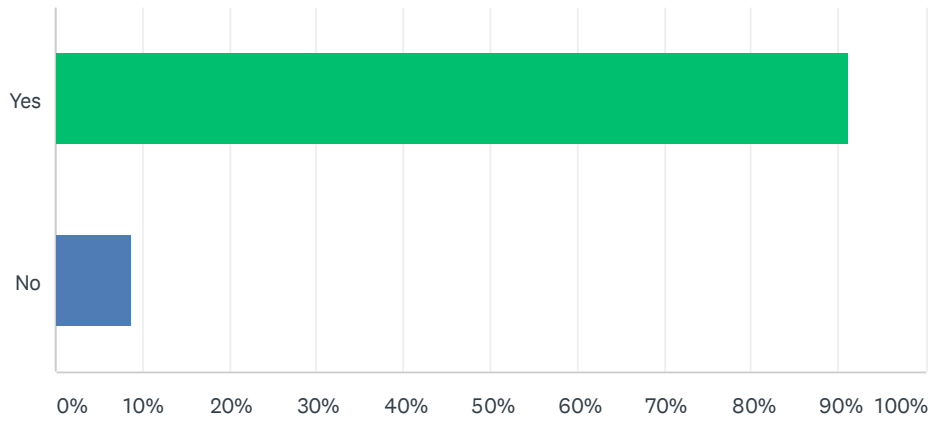
Q7 If you're happy for us to reach out to discuss further please provide your name and email address.

Answered: 4 Skipped: 4

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | Diana - dianahaberecht@gmail.com | 9/2/2021 10:25 AM |
| 2 | Amy wiggins - amybutterfield26@yahoo.com.au | 8/30/2021 7:31 PM |
| 3 | No thanks | 8/22/2021 1:54 PM |
| 4 | Sharon Burke shazzaburke66@bigpond.com | 8/22/2021 12:51 PM |

Q1 Have you ever had an experience with First Responders?

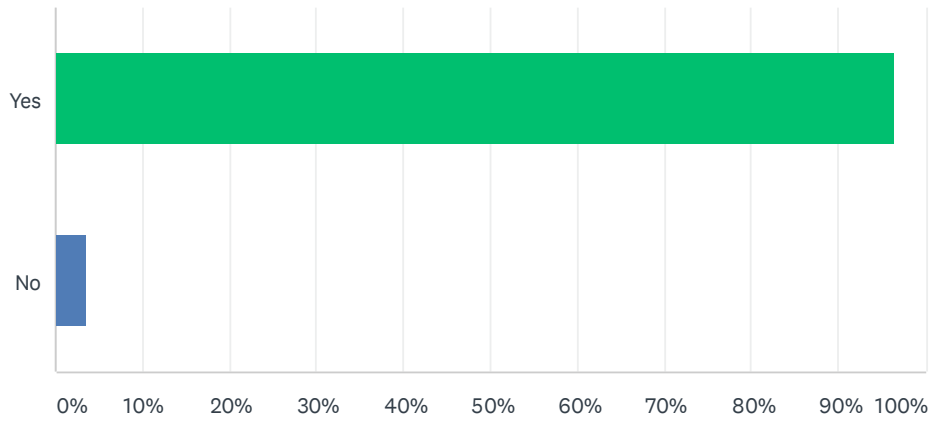
Answered: 57 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 91.23% 52 |
| No | 8.77% 5 |
| TOTAL | 57 |

Q2 Was the experience positive?

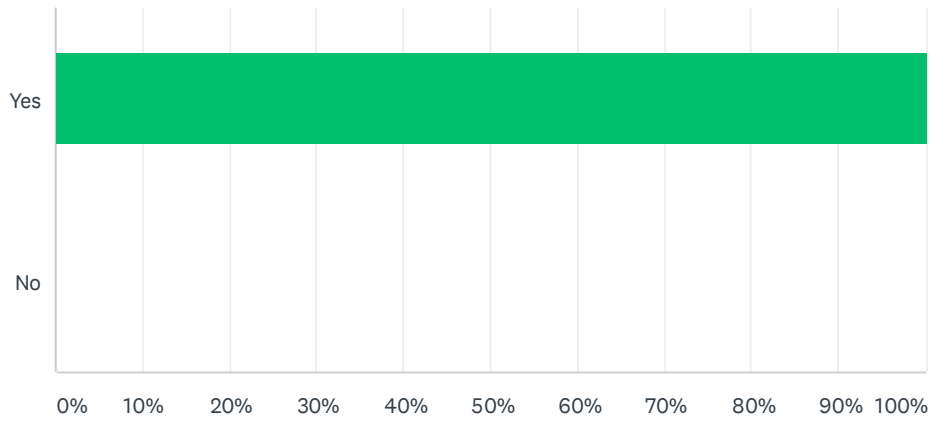
Answered: 55 Skipped: 2



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 96.36% 53 |
| No | 3.64% 2 |
| TOTAL | 55 |

Q3 Do you believe First Responders deserve thanks?

Answered: 57 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 100.00% | 57 |
| No | 0.00% | 0 |
| TOTAL | | 57 |

Q4 Why or Why not?

Answered: 54 Skipped: 3

| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | Because they have to deal with a lot of crap and are real life heroes | 8/28/2021 12:17 PM |
| 2 | They do an extremely critical role in service to our community, keeping us safe. Put simply, our first line of defence. | 8/28/2021 10:17 AM |
| 3 | Some first responders go above and beyond the nature of the roles and responsibilities. They survive the public and often sacrifice more time and energy for the benefit of other people. | 8/27/2021 12:07 PM |
| 4 | Their job is a positive thing for community. They deserve thanks but on level with what others receive | 8/27/2021 9:26 AM |
| 5 | Underpaid and do a great job | 8/26/2021 8:17 PM |
| 6 | They do an amazing job putting their own lives at risk to assist the public | 8/26/2021 6:13 PM |
| 7 | They often have to do outstanding work in very difficult situations. | 8/26/2021 5:48 PM |
| 8 | Because they have to work in risky environments and deal compassionately with people who are often highly emotional. | 8/26/2021 5:44 PM |
| 9 | Because they do great work under difficult circumstances | 8/26/2021 5:35 PM |
| 10 | They should be thanked for the amazing work they do. First responders do not always know the full extent of the situation they are attending. They respond to look after the safety of others and are often put at risk themselves. | 8/26/2021 5:34 PM |
| 11 | Having to deal with the unexpected and maybe take action or call for help from others | 8/26/2021 5:31 PM |
| 12 | Volunteers supporting the community | 8/26/2021 5:29 PM |
| 13 | Many first responder positions have to regularly put themselves in dangerous and/or stressful situations. To willingly expose yourself to these types of conditions to protect the safety of others, regardless of outcome, is commendable. | 8/26/2021 5:12 PM |
| 14 | They are the front line protectors of society | 8/26/2021 4:57 PM |
| 15 | Hard workers | 8/26/2021 4:53 PM |
| 16 | Because they save lives. They see some horrific things as well and generally go un-thanked | 8/26/2021 4:49 PM |
| 17 | They are usually highly trained and calm | 8/26/2021 4:46 PM |
| 18 | Because they do the hard jobs that others don't necessarily want to do and are essential to our life and our city | 8/26/2021 4:46 PM |
| 19 | They're saving people's lives | 8/26/2021 4:43 PM |
| 20 | They are so professional | 8/26/2021 4:39 PM |
| 21 | They have some of the hardest jobs both mentally and physically and put themselves at risk for others | 8/26/2021 4:37 PM |
| 22 | They frequently go above and beyond what is expected of them in their role. They are often abused by their patients and work long hours and shift work. | 8/26/2021 4:35 PM |
| 23 | In emergency situations, their time is priceless. Health, wellbeing, LIFE - its all too precious and first responders can only help. | 8/25/2021 5:59 PM |
| 24 | Because they have stressful careers and are depended upon by the whole community. | 8/24/2021 8:27 PM |
| 25 | Because they do a lot for the community. Always put others first | 8/24/2021 8:19 PM |

| | | |
|----|---|--------------------|
| 26 | They are extremely hard working, and often face backlash from the community- however they do the right thing by the community | 8/24/2021 8:12 PM |
| 27 | they put their lives on the line to help other people in need | 8/24/2021 8:08 PM |
| 28 | They do great work. Especially at the moment | 8/24/2021 7:40 PM |
| 29 | They save lives | 8/24/2021 7:36 PM |
| 30 | They go into situations of potential high risk without much regard for themselves both physically and mentally to assist others in need | 8/24/2021 12:14 PM |
| 31 | They work in a very high risk high stress job | 8/24/2021 11:09 AM |
| 32 | Not so much thanks but appreciation. Most are selfless and and generally put often put others welfare in front of their own. | 8/23/2021 8:35 AM |
| 33 | They decided to pursue a career which means putting themselves in harms way to saving people's lives and dealing with people in their worst moments | 8/22/2021 10:42 PM |
| 34 | selfless and put themselves 1st | 8/22/2021 6:13 PM |
| 35 | That do amazing things for the community | 8/22/2021 4:41 PM |
| 36 | They give so much to the community to protect us | 8/22/2021 4:30 PM |
| 37 | They unfortunately don't get the recognition they deserve. They deal with a variety of personalities. They see some pretty hard stuff too | 8/22/2021 4:23 PM |
| 38 | For big jobs yes but not for their everyday jod | 8/22/2021 4:08 PM |
| 39 | They are always on the front line, they do so much to keep us safe, or help us that they deserve all the respect and thanks! | 8/22/2021 3:02 PM |
| 40 | They put themselves on the line to serve and protect when most wouldn't | 8/22/2021 3:00 PM |
| 41 | Do an amazing job - their own time - volunteer | 8/22/2021 1:37 PM |
| 42 | They're job is to save lives that alone deserves thanks | 8/22/2021 1:33 PM |
| 43 | They do their life's best for your life | 8/22/2021 1:09 PM |
| 44 | They save lives, property and protect us every day and some of them are volunteering! | 8/22/2021 12:36 PM |
| 45 | They often do a lot of unnoticed work and work that often goes outside their role description | 8/22/2021 12:19 PM |
| 46 | People in these jobs are going beyond their job description! | 8/22/2021 11:55 AM |
| 47 | They will always be necessary and essential | 8/22/2021 11:53 AM |
| 48 | There the pillar of society | 8/22/2021 11:44 AM |
| 49 | They put themselves in harms way and compromise their own safety for the greater public. That action alone deserves thanks, not to mention the help they provide. | 8/22/2021 11:44 AM |
| 50 | They put their live on the line to help us | 8/22/2021 11:32 AM |
| 51 | Why? Because of the fearless work they put in day in day out | 8/22/2021 11:24 AM |
| 52 | Because they put in the hard yards where many wouldn't wanting no thanks in return | 8/22/2021 11:21 AM |
| 53 | Yes due to the service the provide and expertise | 8/22/2021 11:19 AM |
| 54 | They put their life before others in 99.9% of situations and always want to assist those in need | 8/22/2021 11:18 AM |

Q5 What would a First Responder need to do for you to give thanks?

Answered: 55 Skipped: 2

| # | RESPONSES | DATE |
|----|--|--------------------|
| 1 | Their job, they're saving lives | 8/28/2021 12:17 PM |
| 2 | Do their role and be a role model in our community. Irrespective of beliefs, race or religion, they need to be a shining example to following the rules that are applied to everyone in our community. For example, it was disheartening to hear that there are still medical staff who are not vaccinated. Doctors attending a wedding/engagement party when there is no gathering allowed. | 8/28/2021 10:17 AM |
| 3 | Their job to a high standard | 8/27/2021 12:07 PM |
| 4 | Their job | 8/27/2021 9:26 AM |
| 5 | Continue working | 8/26/2021 8:17 PM |
| 6 | Turn up when needed | 8/26/2021 6:13 PM |
| 7 | Provide assistance. | 8/26/2021 5:48 PM |
| 8 | Deal competently and with empathy in relation to the situation at hand | 8/26/2021 5:44 PM |
| 9 | Help someone in need | 8/26/2021 5:35 PM |
| 10 | Just turn up at an emergency situation and manage the situation as best they can. | 8/26/2021 5:34 PM |
| 11 | Depends on the circumstance. People are pretty generous and don't always need or want to be thanked. | 8/26/2021 5:31 PM |
| 12 | Provide assistance to me or my family | 8/26/2021 5:29 PM |
| 13 | Operate to the best of their ability, in the circumstances they find themselves in. | 8/26/2021 5:12 PM |
| 14 | Assist a member of the community effectively | 8/26/2021 4:57 PM |
| 15 | Show compassion and dedication | 8/26/2021 4:53 PM |
| 16 | Just do their job well | 8/26/2021 4:49 PM |
| 17 | Be consistent | 8/26/2021 4:46 PM |
| 18 | They have already done enough, I'm happy to thank them. But as I personal thanks, help me in a significant way. | 8/26/2021 4:46 PM |
| 19 | Literally the bare minimum | 8/26/2021 4:43 PM |
| 20 | Just being there when asked is enough . They give reassurance when required | 8/26/2021 4:39 PM |
| 21 | Honestly, just doing the job they do. I could never do it. I'm glad to see that this pandemic has made people appreciate them more | 8/26/2021 4:37 PM |
| 22 | Respond to a situation that involved myself or family. | 8/26/2021 4:35 PM |
| 23 | Do what they can to better our communities and the safety of our people. | 8/25/2021 5:59 PM |
| 24 | Show up to their job. | 8/24/2021 8:27 PM |
| 25 | Nothing | 8/24/2021 8:19 PM |
| 26 | Their job, while remaining kind and considerate | 8/24/2021 8:12 PM |
| 27 | nothing at all, they're heroes for just wanting to do what they do | 8/24/2021 8:08 PM |
| 28 | Show up and do there job. | 8/24/2021 7:40 PM |

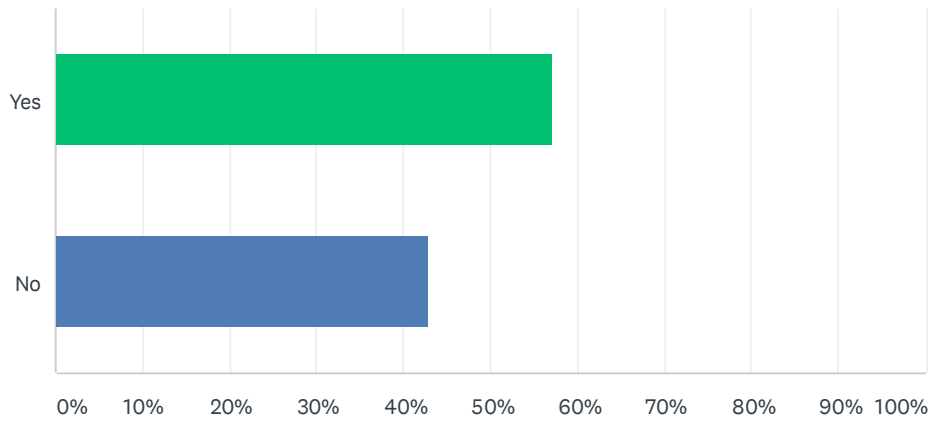
First Responder - General Questions

SurveyMonkey

| | | |
|----|---|--------------------|
| 29 | Show up when needed. Their job! | 8/24/2021 7:36 PM |
| 30 | just do their job - we are thankful each and everytime we come into contact with first respnders | 8/24/2021 12:14 PM |
| 31 | Repsond | 8/24/2021 11:09 AM |
| 32 | Perform their role with compassion and professionalism. | 8/23/2021 8:35 AM |
| 33 | Continue to do their jobs for the right reasons, not doing it for the title and the money but for the community | 8/22/2021 10:42 PM |
| 34 | be there | 8/22/2021 6:13 PM |
| 35 | Just keep doing what they do every day | 8/22/2021 4:41 PM |
| 36 | Do their job | 8/22/2021 4:30 PM |
| 37 | Show up in my hour of need | 8/22/2021 4:23 PM |
| 38 | Bush fire or earthquake. Something of that magnitude | 8/22/2021 4:08 PM |
| 39 | Be a positive and supportive member of the community. | 8/22/2021 3:40 PM |
| 40 | Doing their job. | 8/22/2021 3:02 PM |
| 41 | Be there in any time of need | 8/22/2021 3:00 PM |
| 42 | Nothing | 8/22/2021 1:37 PM |
| 43 | it's already earned | 8/22/2021 1:33 PM |
| 44 | Nothing, they already have my respect for their job | 8/22/2021 1:09 PM |
| 45 | Turn up to an emergency | 8/22/2021 12:36 PM |
| 46 | Show passion for their job and the readiness and professionalism for the situation | 8/22/2021 12:19 PM |
| 47 | Be present | 8/22/2021 11:55 AM |
| 48 | Do their job | 8/22/2021 11:53 AM |
| 49 | Just become a first responder | 8/22/2021 11:44 AM |
| 50 | Just be one! | 8/22/2021 11:44 AM |
| 51 | Anything, help, save me, be there. Everything they do no matter how big or small deserves thanks | 8/22/2021 11:32 AM |
| 52 | Just doing there job with care for what they do | 8/22/2021 11:24 AM |
| 53 | Nothing at all | 8/22/2021 11:21 AM |
| 54 | Time and dedication | 8/22/2021 11:19 AM |
| 55 | Treat me with respect even if my request is non life threatening | 8/22/2021 11:18 AM |

Q6 Have you had a positive experience with a First Responder that left a lasting impression?

Answered: 56 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 57.14% | 32 |
| No | 42.86% | 24 |
| TOTAL | | 56 |

Q7 Could you tell us your story?

Answered: 40 Skipped: 17

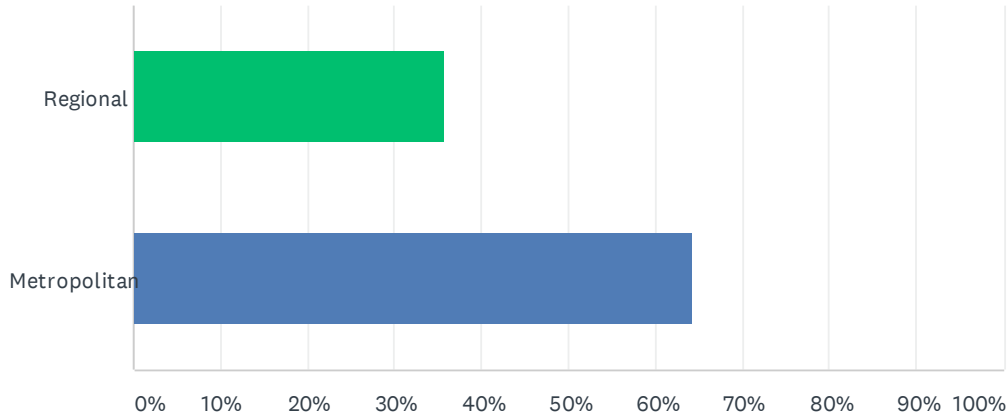
| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | During bushfire season, had some subordinate soldiers beat civilian responders to scene of trauma, pulled a man out of a river and provide CPR for 6hrs to aid the man who couldn't breathe on his own. This saved the man's life. | 8/27/2021 12:07 PM |
| 2 | No | 8/27/2021 9:26 AM |
| 3 | N/A | 8/26/2021 8:17 PM |
| 4 | I am a survivor of a very violent domestic violence situation and the police were very caring and understanding. Went out of their way to ensure the safety of not just myself but my kids as well. Always | 8/26/2021 6:13 PM |
| 5 | My elderly mother had fallen in the garden and broken her leg. The ambulance officers who attended were very professional in assessing her needs and treated her compassionately and with care. | 8/26/2021 5:44 PM |
| 6 | Volunteers fighting fires for days on end | 8/26/2021 5:35 PM |
| 7 | A first responder assisted my elderly mum when she had some mobility issues. A friendly, patient first responder who just assisted my mum in such a pleasant manner and made my Mum feel special. | 8/26/2021 5:34 PM |
| 8 | Car accident where I was able to help the first responder and the injured person survived | 8/26/2021 5:31 PM |
| 9 | Ambulance paramedics attending to my Mum in the middle of the night. Apart from providing medical assistance they showed care and compassion while maintaining a level of dignity for mum | 8/26/2021 5:29 PM |
| 10 | N/A | 8/26/2021 4:57 PM |
| 11 | An ambulance officer was really kind and compassionate with my grandfather | 8/26/2021 4:53 PM |
| 12 | When I was 8 I was hit by car. I had life threatening injuries, I was panicking, my mum was even worse and was a huge mess. They kept me alive long enough so that I could be airlifted to Sydney for an emergency operations. During this whole time they looked after my mum and comforted her best they could. | 8/26/2021 4:49 PM |
| 13 | We set up an emergency evacuation centre in 20 minutes during Jan 2019 fires near Canberra. Instructions were clear and all teams knew what to do and what was expected if them. | 8/26/2021 4:46 PM |
| 14 | I have had positive experiences but none that have left a lasting impression | 8/26/2021 4:46 PM |
| 15 | Gave Mr Sir a ring for work as he was on his way to fight fires during the big fire season and I was like wow ok we don't need to do this now and he was like nah it's all good and we had a wonderful conversation and he was very confident that we would not die and I was like wow so brave | 8/26/2021 4:43 PM |
| 16 | My husband collapsed with cryptosporidium and they came to my aid reassuring me that he was ok | 8/26/2021 4:39 PM |
| 17 | The experience as a whole is not positive however my experience with the police who were on site first was. It was a domestic violence situation that escalated to physical violence and gun threats resulting in the police being called. They kept us safe and calm despite the horrific situation that had unfolded. | 8/26/2021 4:37 PM |
| 18 | NA | 8/26/2021 4:35 PM |
| 19 | Late at night, out in the city a close friend had accidentally taken what he thought was ecstasy, but clearly wasn't, and overdosed on what turned out to be a high dose of ketamine. I was there to make sure they didn't choke or hurt themselves while they were severely | 8/25/2021 5:59 PM |

intoxicated. A police officer closeby immediately called an ambulance and they arrived within minutes to take them straight through emergency and in a safe environment until their levels normalised. Without their quick thinking and collaboration, my friend may not still be here today.

| | | |
|----|---|--------------------|
| 20 | my mum had a bad car accident when i was 10 and they saved her life | 8/24/2021 8:08 PM |
| 21 | I have had anaphylactic reactions twice in my life. The ambulance got me to a hospital but the paramedics kept me calm and made me feel safe, as well as keeping me alive. | 8/24/2021 7:36 PM |
| 22 | Having had contact with first reasoners several times the times that leave the lasting memories are the ones where they treated our kids with respect, explained to them what was going on regardless of being able to understand and for ensuring we as parents are ok in what are our most venerable times. The respect and thoughtful comments are what make the experiences 'easier' and assist in reducing the ongoing effects of the issue at hand. | 8/24/2021 12:14 PM |
| 23 | My son had a hyperglycaemic episode a d went into DKA, he was extremely ill. Paramedics were friendly and open, reduced guilt of having called the ambulance | 8/24/2021 11:09 AM |
| 24 | Yes. In short it involved a fire front going over our our fire truck. | 8/23/2021 8:35 AM |
| 25 | They've saved my brothers life on multiple occasions | 8/22/2021 10:42 PM |
| 26 | being part of a surf patrol performing a rescue .. | 8/22/2021 6:13 PM |
| 27 | Not really | 8/22/2021 4:41 PM |
| 28 | Experienced domestic violence and the police team I have worked with have been nothing but compassionate and wonderful | 8/22/2021 4:30 PM |
| 29 | Just being there was enough | 8/22/2021 4:23 PM |
| 30 | No | 8/22/2021 4:08 PM |
| 31 | It was very amazing, they were kind and helpful they didn't judge | 8/22/2021 3:02 PM |
| 32 | No | 8/22/2021 12:36 PM |
| 33 | N/a | 8/22/2021 12:19 PM |
| 34 | A friend I hadn't seen for a long time was a paramedic that treated me | 8/22/2021 11:53 AM |
| 35 | Lifesaver | 8/22/2021 11:44 AM |
| 36 | NA | 8/22/2021 11:44 AM |
| 37 | No story | 8/22/2021 11:32 AM |
| 38 | Don't have one to share | 8/22/2021 11:24 AM |
| 39 | Haven't had a experience with any | 8/22/2021 11:19 AM |
| 40 | When I was at rugby someone broke their leg and it had broken the skin, the first responder was a police officer on my team and the way she took control and handled the situation with such calmness and positivity. It made me want to do better | 8/22/2021 11:18 AM |

Q8 Are you from a regional or metropolitan area?

Answered: 56 Skipped: 1



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Regional | 35.71% 20 |
| Metropolitan | 64.29% 36 |
| TOTAL | 56 |

Q9 Please provide your name and email address if you would be comfortable with us contacting you to discuss further.

Answered: 30 Skipped: 27

| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | Joyce Brown (joyce.brown@live.com.au) | 8/28/2021 10:17 AM |
| 2 | Natasha Cutler and x.tashaa@hotmail.com | 8/26/2021 8:17 PM |
| 3 | Rosalie... ropilkin@ozemail.com.au | 8/26/2021 5:44 PM |
| 4 | Phil2dom@gmail.com | 8/26/2021 5:35 PM |
| 5 | Kaye Hogan barton@netspeed.com.au | 8/26/2021 5:31 PM |
| 6 | Hayden Lenord - hayden.lenord@yahoo.com | 8/26/2021 4:57 PM |
| 7 | Marc | 8/26/2021 4:53 PM |
| 8 | Sean T | 8/26/2021 4:49 PM |
| 9 | h.domaschencz@gmail.com | 8/26/2021 4:46 PM |
| 10 | Annabelle Fife annabelle.fife@contentgroup.com.au | 8/26/2021 4:46 PM |
| 11 | I'mogen imogensmith02@gmail.com | 8/26/2021 4:43 PM |
| 12 | Sharonbuckland1@gmail.com | 8/26/2021 4:39 PM |
| 13 | Sarah McLaughlin, James Buckland has my details | 8/26/2021 4:37 PM |
| 14 | rebeccaanne1990@gmail.com | 8/26/2021 4:35 PM |
| 15 | Anon | 8/25/2021 5:59 PM |
| 16 | shelley worthy, shelleyworthy@hotmail.com | 8/24/2021 8:08 PM |
| 17 | Fiona Logan Fiona.aue@gmail.com | 8/24/2021 7:36 PM |
| 18 | Liz Kobold- Grame lkoboldgrame@gmail.com | 8/24/2021 11:09 AM |
| 19 | chrisharris1173@gmail.com | 8/23/2021 8:35 AM |
| 20 | lynneburke67@gmail.com | 8/22/2021 6:13 PM |
| 21 | No | 8/22/2021 4:08 PM |
| 22 | Samantha Burke sburke697@gmail.com | 8/22/2021 3:40 PM |
| 23 | Nicole Baillie Nicole.p.baillie@hotmail.com | 8/22/2021 3:02 PM |
| 24 | David Guyder david.guyder.mufc@gmail.com | 8/22/2021 1:33 PM |
| 25 | Nat | 8/22/2021 11:53 AM |
| 26 | Russ Duckett | 8/22/2021 11:44 AM |
| 27 | NA | 8/22/2021 11:44 AM |
| 28 | Katharine Howell katlee2375@hotmail.com | 8/22/2021 11:32 AM |
| 29 | Matt | 8/22/2021 11:24 AM |
| 30 | Kirra.burke@gmail.com | 8/22/2021 11:19 AM |

Appendix B - Wire Frames

DESKTOP



Gratitude Gallery



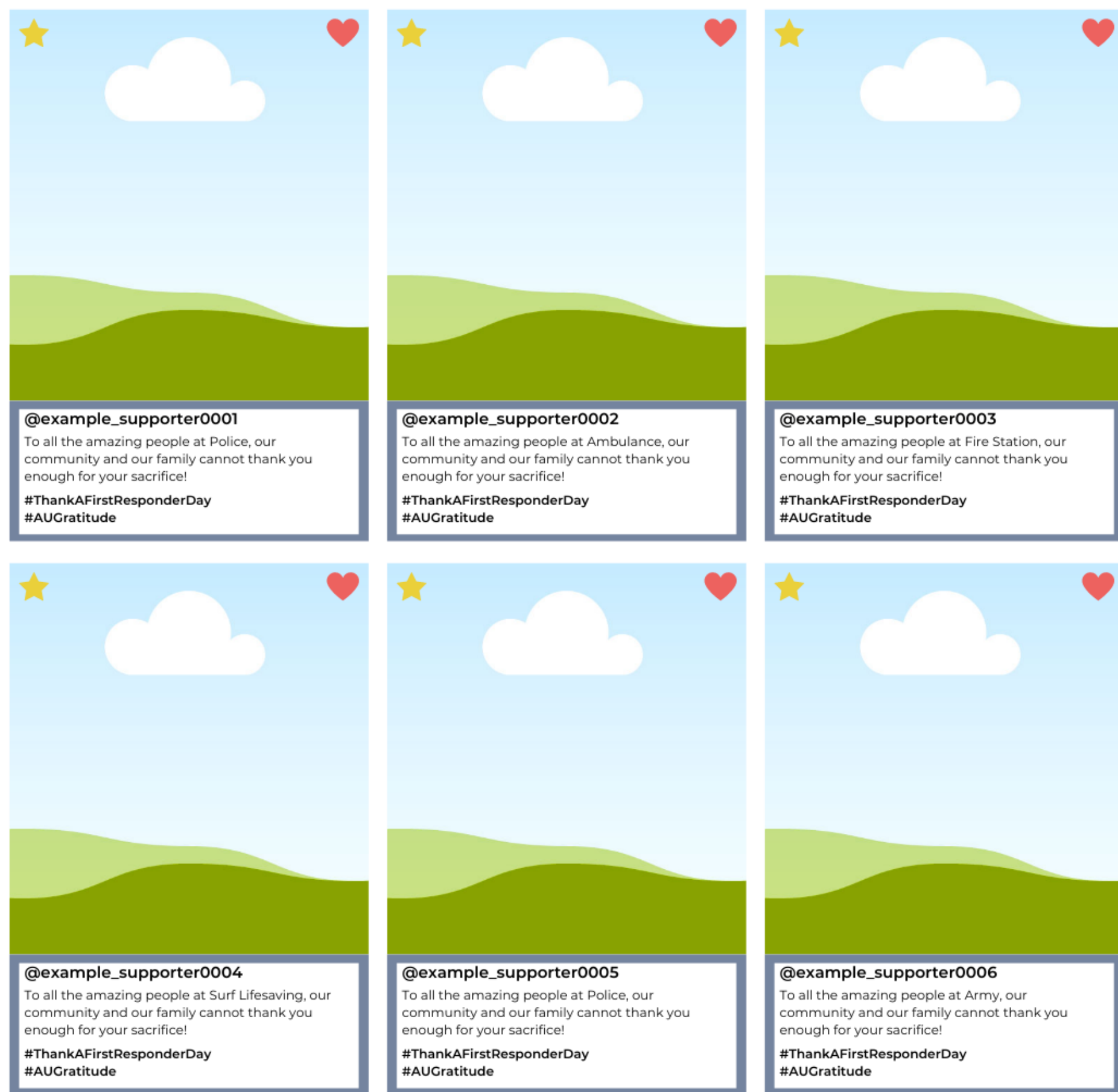
Make a submission

What's the community saying?

#AUGratitude ambulance helped support giving thank you police gratitude community appreciation family healthy community family sacrifice

Thanks from the community

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis malesuada venenatis. Fusce diam eros, aliquam nec quam ac, pretium tempus nunc.

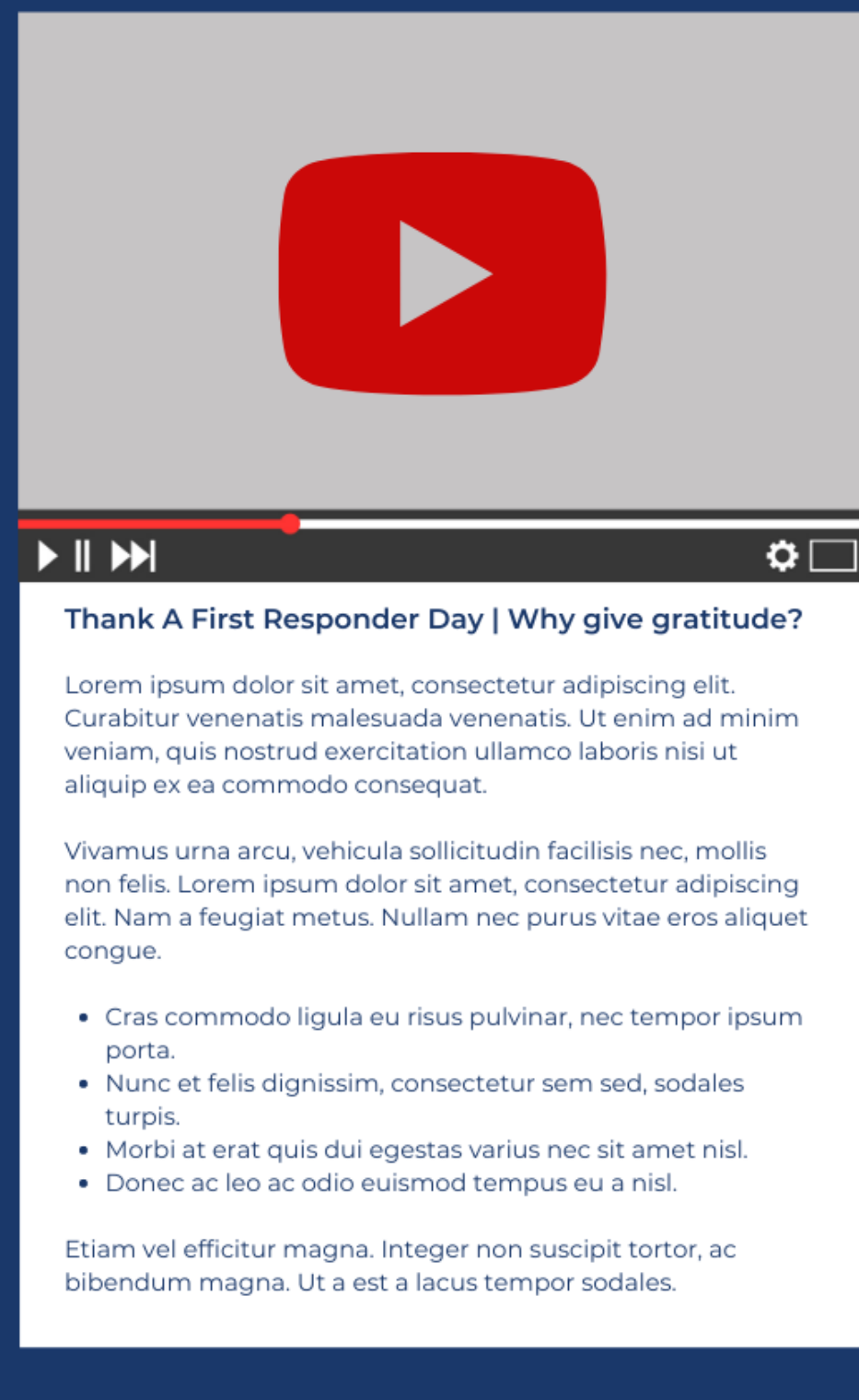


Load more

Submit your thanks!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis malesuada venenatis. Fusce diam eros, aliquam nec quam ac, pretium tempus nunc.

Form fields for: Display name, Email address, State/Territory, Who are you thanking?, Upload your content, and Comments (recommended).



Submit your Thanks!

Follow us to find out how you can be involved



ThankFirstResponderDay @thankfirstresponderday TAFRDust

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MOBILE



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or

Make a submission

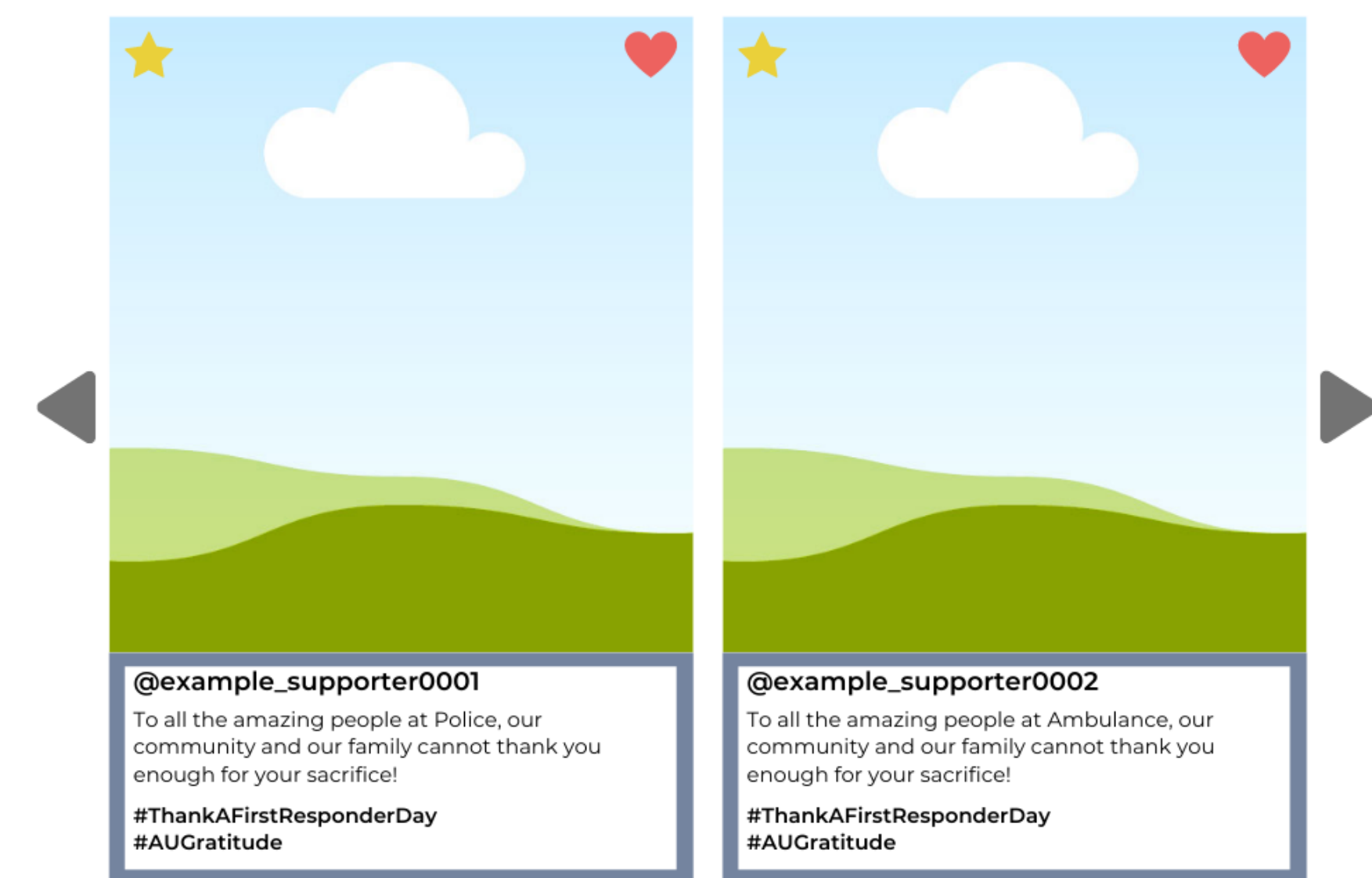


What's the community saying?

#AUGratitude ambulance helped support giving thank you police gratitude community appreciation family healthy community family sacrifice

Thanks from the community

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis malesuada venenatis. Fusce diam eros, aliquam nec quam ac, pretium tempus nunc.



Submit your thanks!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis malesuada venenatis. Fusce diam eros, aliquam nec quam ac, pretium tempus nunc.

Form fields for: Display name, Email address, State/Territory, Who are you thanking?, Upload your content, and Comments (recommended).

I accept the Terms & Conditions

Submit your Thanks!

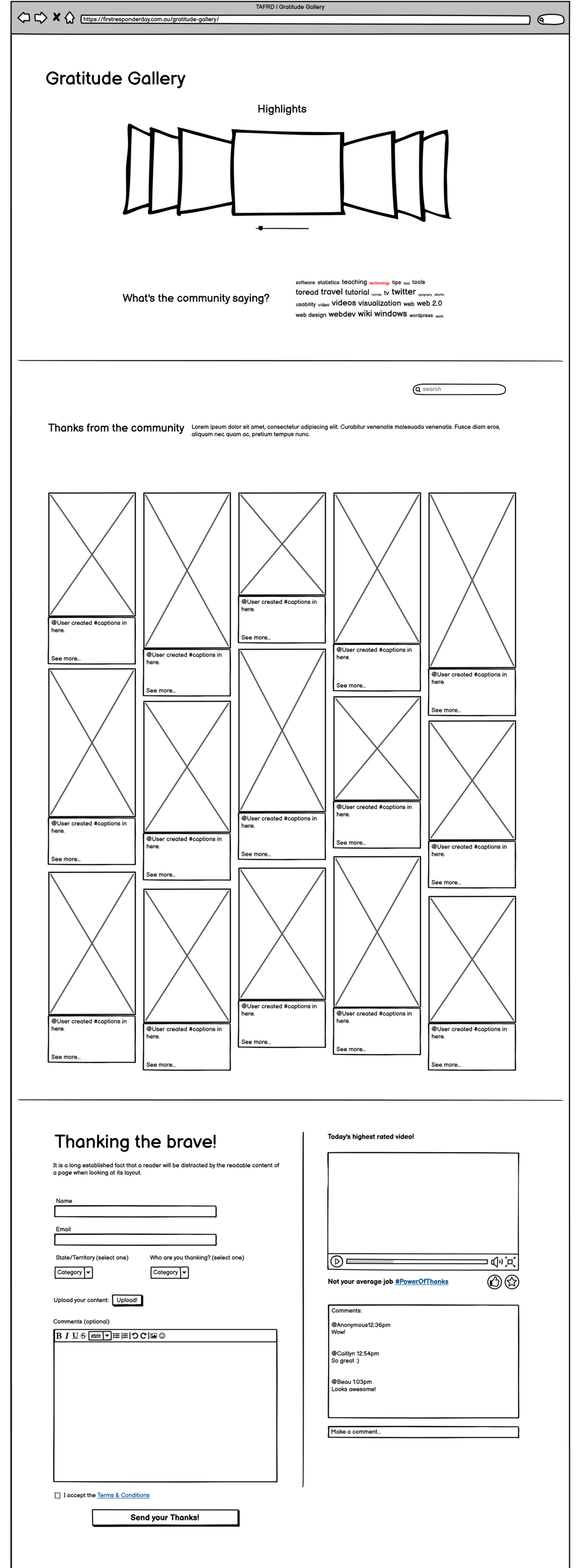
Follow us to find out how you can be involved



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CONCEPT



Appendix C - Run Sheet

Run Sheet – Thank A First Responder Day

Hybrid Event

Location – Primary - ESA Headquarters – Fairburn ACT

Back up – Fortem Headquarters – Kingston ACT

- 8:00am – registered food trucks and rides arrive at ESA Headquarters to set up, including Fortem run Sausage sizzle. Potential additional guests include Ned & Josh from 104.7 Canberra (a subsidiary of Southern Cross Ausstereo)
- 9:00am – Guests begin to arrive – Including VIPs (e.g. Fortem CEO John Bale, ESA Canberra Commissioner Ms Georgina Whelan, Mr Anthony Draheim Chief Officer of ACT SES and Ngunnawal elder Aunty Agnes Shea)
- 9:40am – Live stream begins
- 9:45am – Welcome to Country provided by Aunty Agnes Shea – streamed online and in person.
- 10:00am – Introduction provided by local MC Cameron Sullings
- 10:15am – Speeches by VIPS Georgina Whelan and John Bale
- 10:30am – Performance provide by ACT Police band
- 11:00am – Interview with members of First Responder community who consented as part of Primary Research
- 11:45am – Stand up comedy set provided by local Canberra comedian Taylor Coughtrie-Neal

- 12:30pm – Winner of Engagement competition announced by John Bale – CEO Fortem Australia, including a thank you for coming to all guests
- 12:45pm – Additional set by ACT Police Band
- 1:15pm – Livestream ends.
- 2:00pm – event ends
- 3:30pm – All Vendors depart site after packing up.

Appendix D - Quote

Quote

To: PARADOX Pty Ltd

Date: 6 October 2021

Project Title: Gratitude Gallery - Thank A First Responder Day

Project Number: #99231

Rebuild of the 'gratitude gallery' (<https://firstresponderday.com.au/gratitude-gallery/>) on the existing Thank A First Responder Day website.

Includes:

- existing site analysis and engineering plan
- gratitude gallery build based informed by the client supplied wireframe with highlights reel, full gallery, submission form.
- submissions are moderated by the client and then published to the gallery.
- responsive and scalable design for all devices
- build performance optimisation
- development and client testing
- deployment to existing website

Price based on build costs only and deployment to the existing website.

Price estimate: \$2,500.00

Terms

* Project will commence on payment of the deposit of \$1,000.00

* Website will be launched on receipt of final payment or at a specified date thereafter

* Price estimates cover the website build and deployment costs only. Additional costs (such as domain names, SSL certificates or stock photography) will added to the total cost of the project.

I accept this quote and I agree with the Terms stated.

Name..... Position.....

Signed..... Date.....

Quote is valid for 60 days. Should a project extend beyond 30 days, progressive invoices may be issued at the end of each month or at an appropriate project milestone. Should couriers be required, these costs will be added to your invoice.