



PERFECTING THE MIX: BEST PRACTICE INTEGRATED MEDIA

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Trusted partners





Newcastle, NSW

Heartbeat of Australia

Insights 2022

Evolve Media Summit



ACM

Australia's largest independently
owned media publisher

Keep our **communities strong,**
informed and **connected.**





129 Print Publications

2.8 million

125 Digital Platforms

2.7 million



Source: Roy Morgan Single Source Jan 2020 - Dec 2021 - Monthly Print Audience
Nielsen Digital Media Ratings Monthly Tagged; Mar 2022 - people 2+

HERALD
NEWCASTLE

The Canberra Times

MERCURY
ILLAWARRA

Bendigo Advertiser

The Courier

The Daily Advertiser

ConnectNow
14 Dailies

The **EXAMINER** 

The Border Mail

**Reaching Australia's
largest cities**

Central
Western **Daily**

Liberal
Daily

 *The Advocate*

THE STANDARD

Western Advocate

The Northern Daily
LEADER





SME's

ACM



Sport Enthusiasts

ACMSport



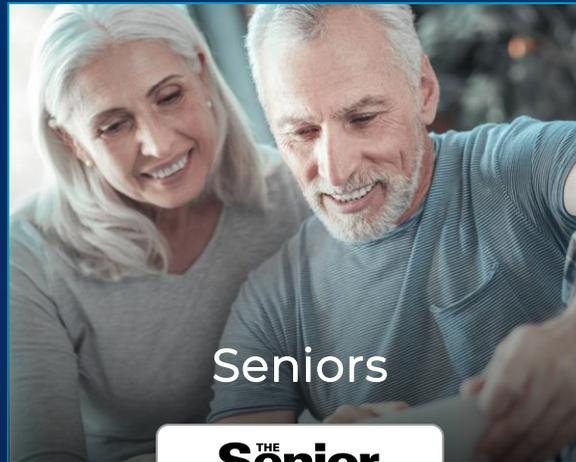
Property seekers

realestate
view
.com.au



Travel intenders

explore



Seniors

THE Senior



Agriculture

ACM
Agriculture



TOYOTA





UNIVERSITY OF
CANBERRA

**NEWS & MEDIA
RESEARCH CENTRE**





Future Sentiment



Life Satisfaction



Issues of Concern



Community Connection



Community Health and Growth



Role of News Media



Future sentiment



Australians are feeling

Happy

Hopeful

Optimistic

Content

Those in metro areas are feeling more pessimistic, stressed and anxious than regional audiences



ACM readers are more happy, content and energised about their future than non readers

Q6. Thinking about the next 12 months, how do you feel about the future? Measured on a scale of 0-10. % who rated 6 or





STRESSED

EXCITED

LONELY

ANXIOUS

**Australia's youngest
aren't feeling great
about their future.**

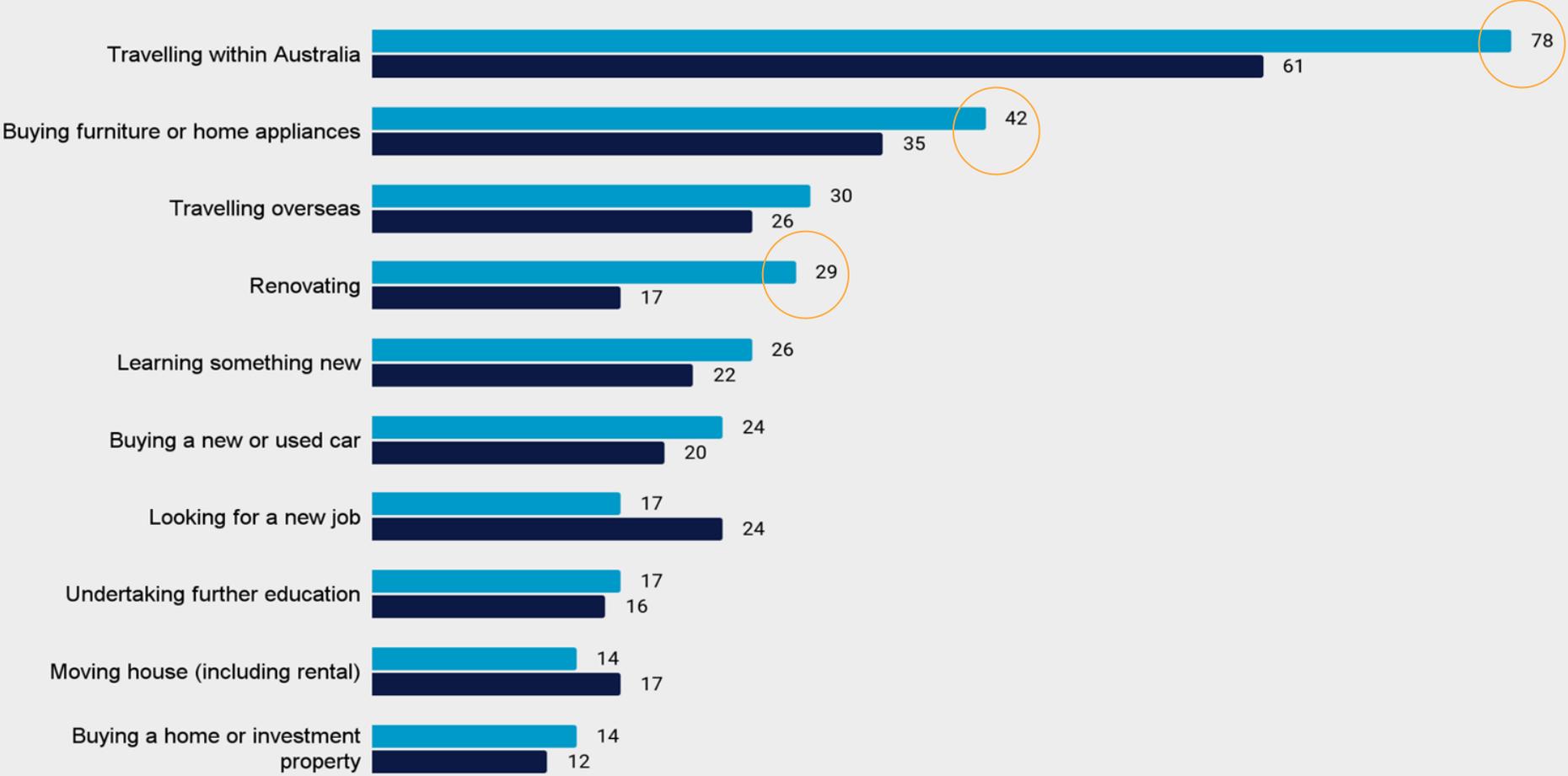
**Over half are
concerned about
their mental health.**



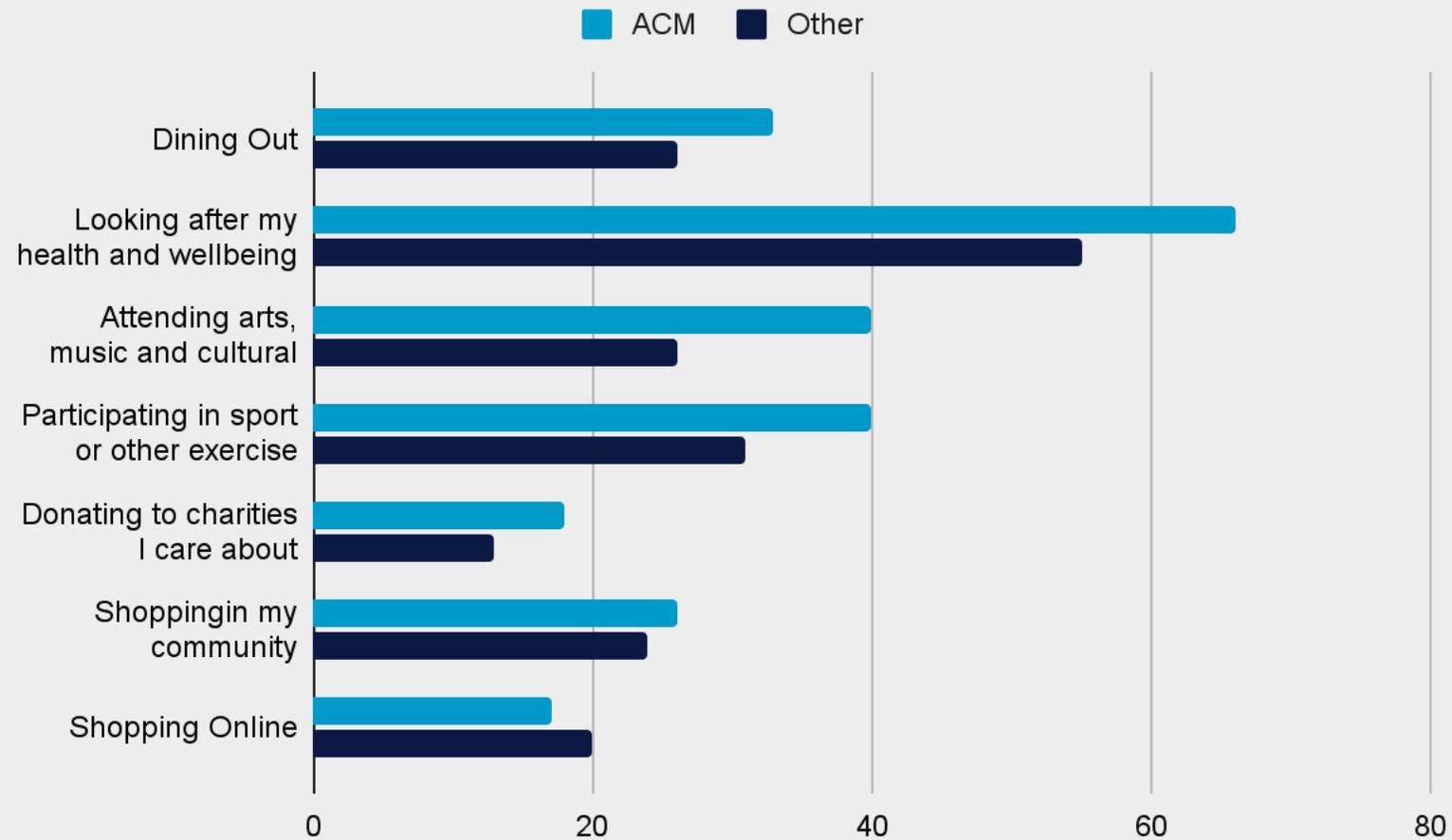
**Future plans
correlate with
how happy and
satisfied we are
with our lives.**



Those in the regions are happier and looking to enhance their lives vs metro who are wanting big life changes



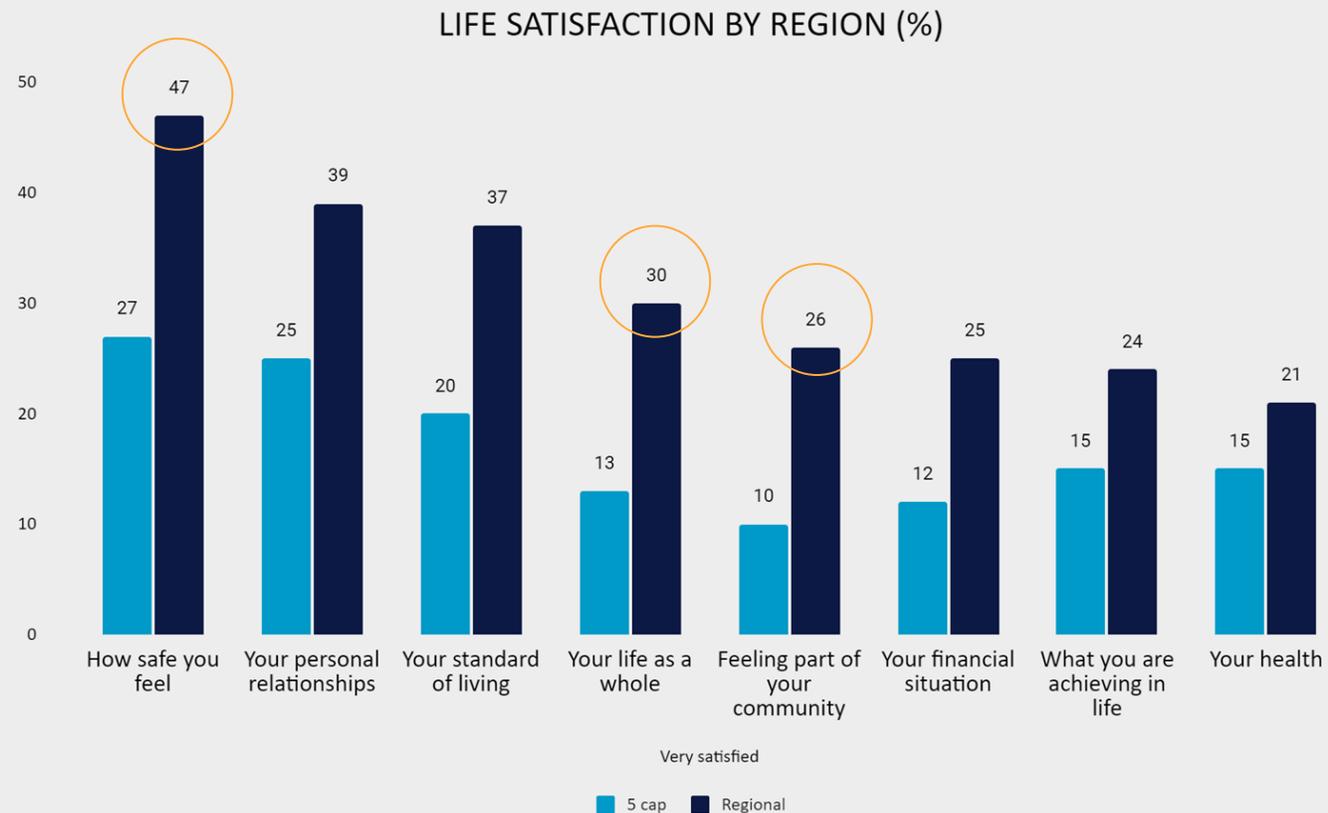
They are also planning on being MORE social, active, healthier and more charitable





Life Satisfaction

People in the regions are more satisfied with their quality of life, sense of community and safety



Metro residents have stronger feelings of dissatisfaction across the board, in particular their financial situation and not feeling part of a community.

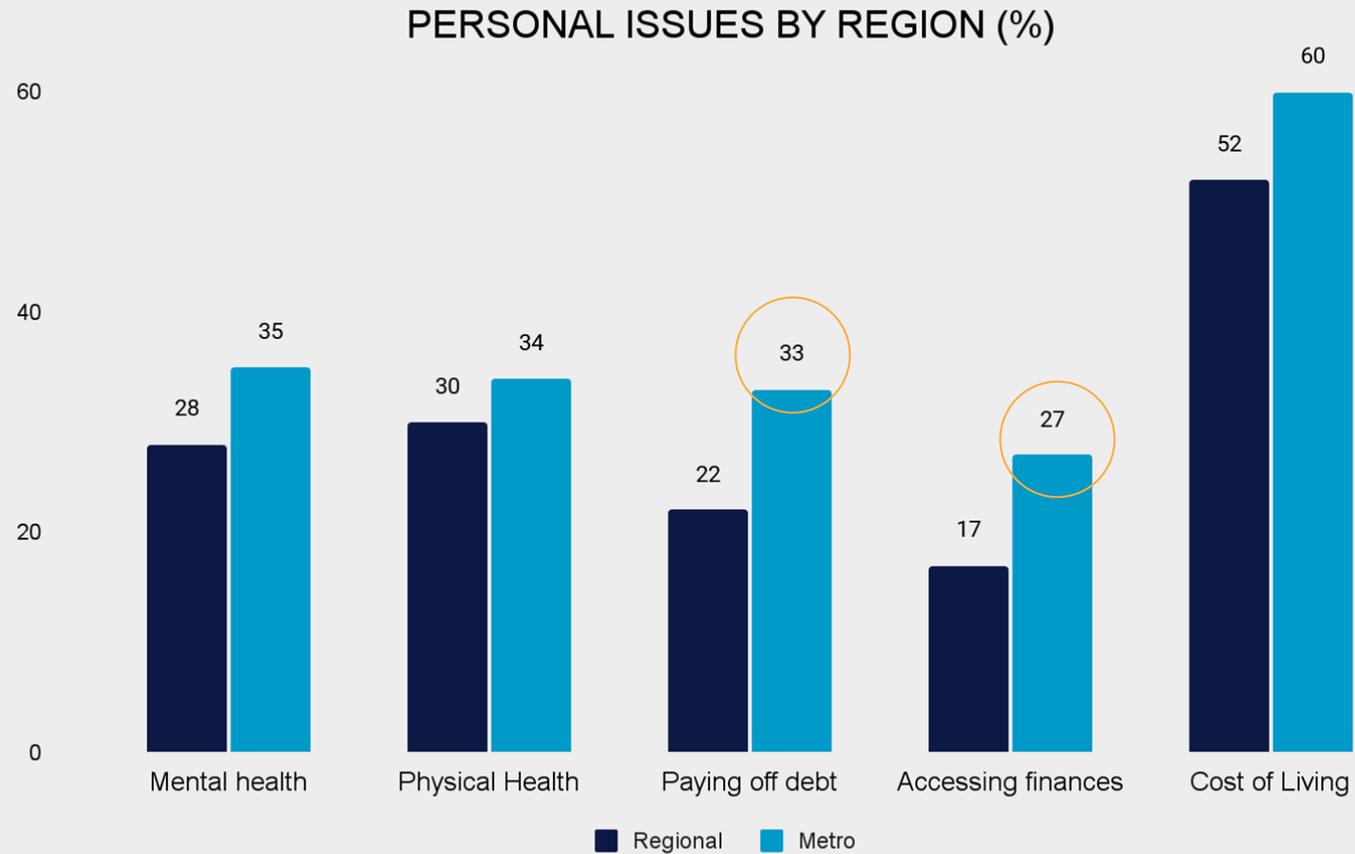
Q5: Thinking about your life and personal circumstances, how satisfied are you with the following? Very satisfied





Personal concerns and issues

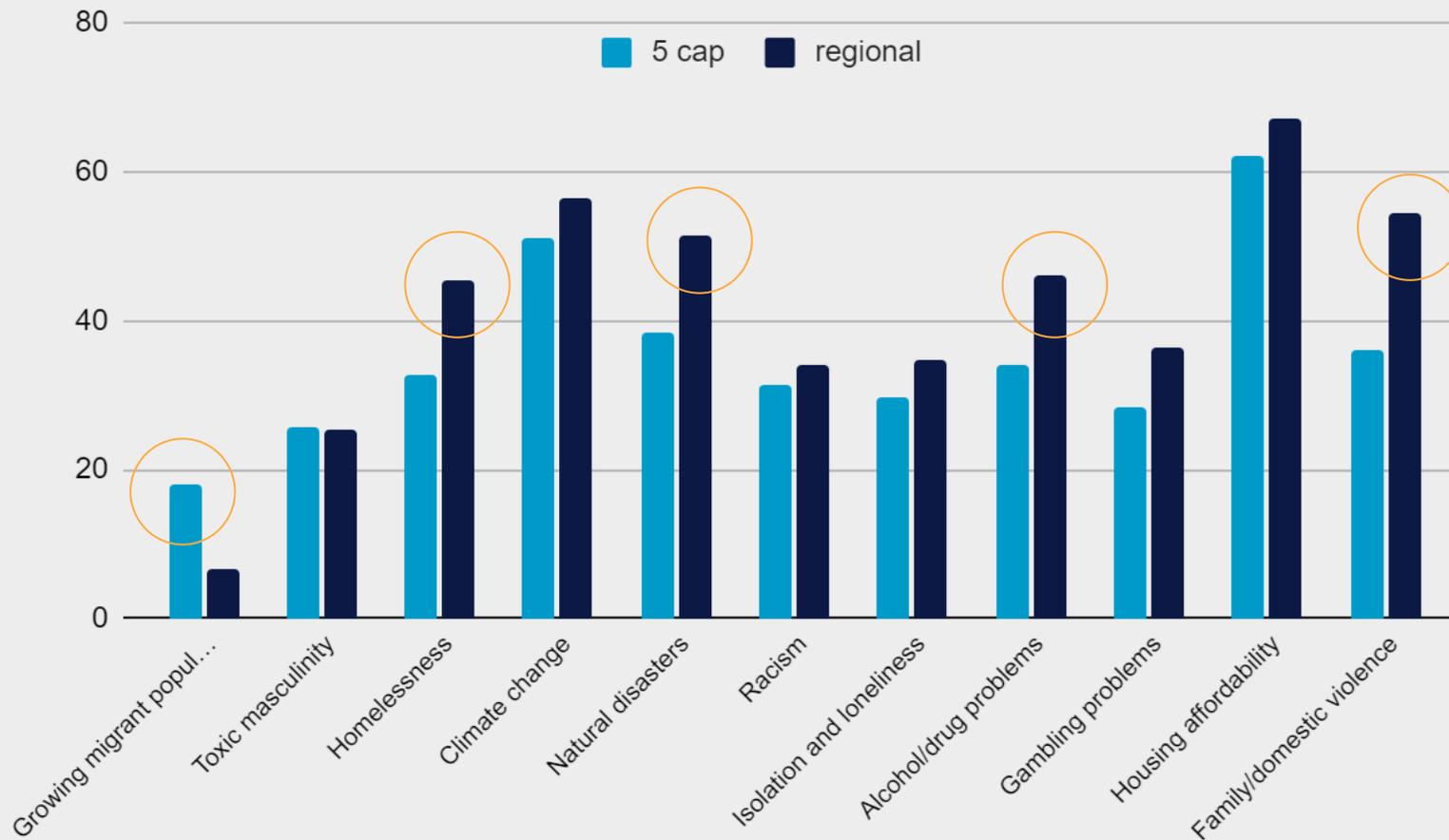
City folk are more concerned about financial issues



Q5. Thinking about your life and personal circumstances, how satisfied are you with the following: Your life as a whole. Measured on a scale of 1-10. % who rated 6 or above. Q11. How concerned are you about the following issues in your personal life? Mental health; physical health; paying off debt; accessing finances; cost of living. Low = % who answered 'not at all concerned' or 'not very concerned'. High = % who answered 'very' or 'extremely concerned'.



Those in the regions are more concerned about issues impacting their communities



Metro are more concerned about growing migrant population

Q10: How concerned are you about the following issues in your community? Very to extremely concerned



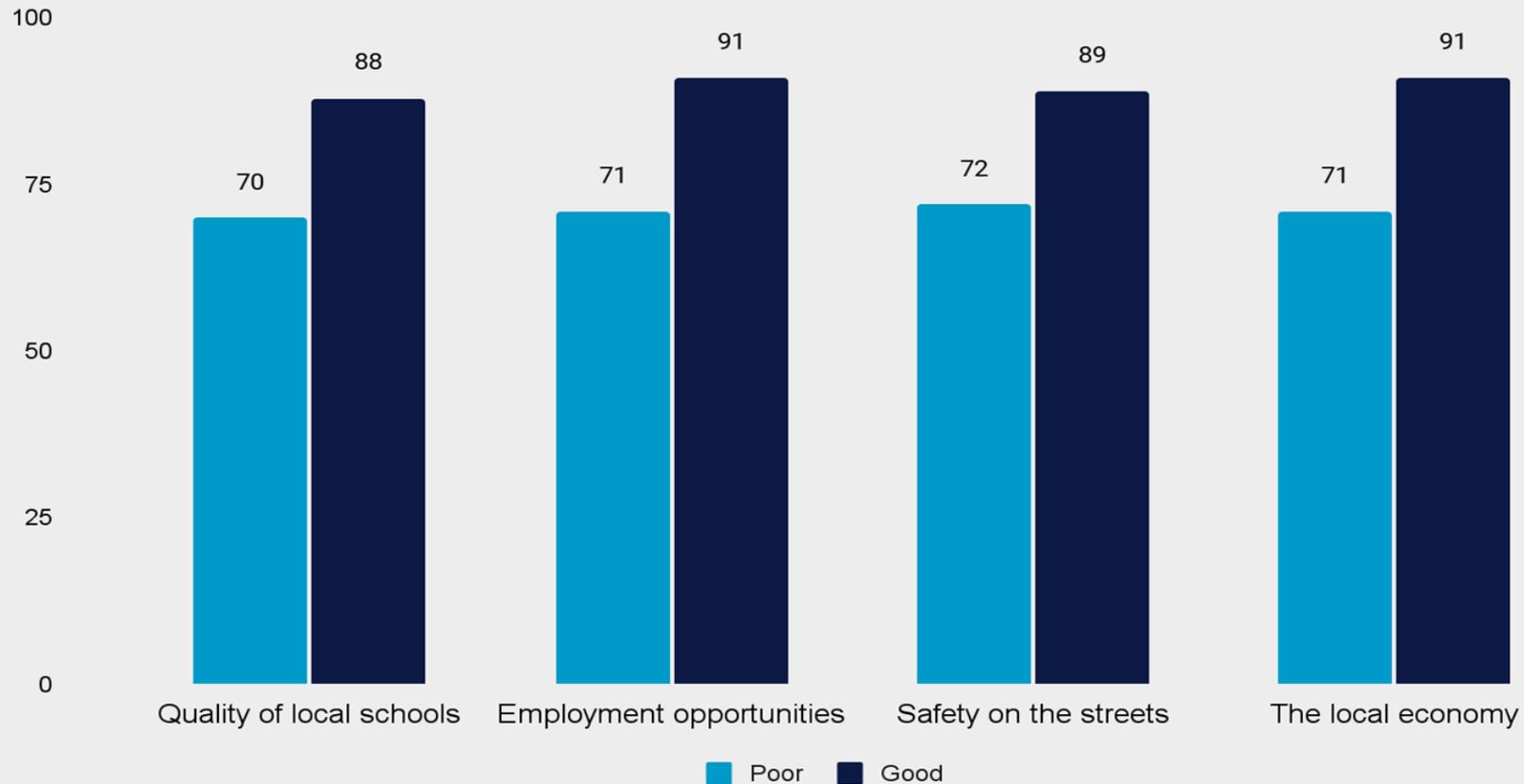


Health of community services

A growing regional population



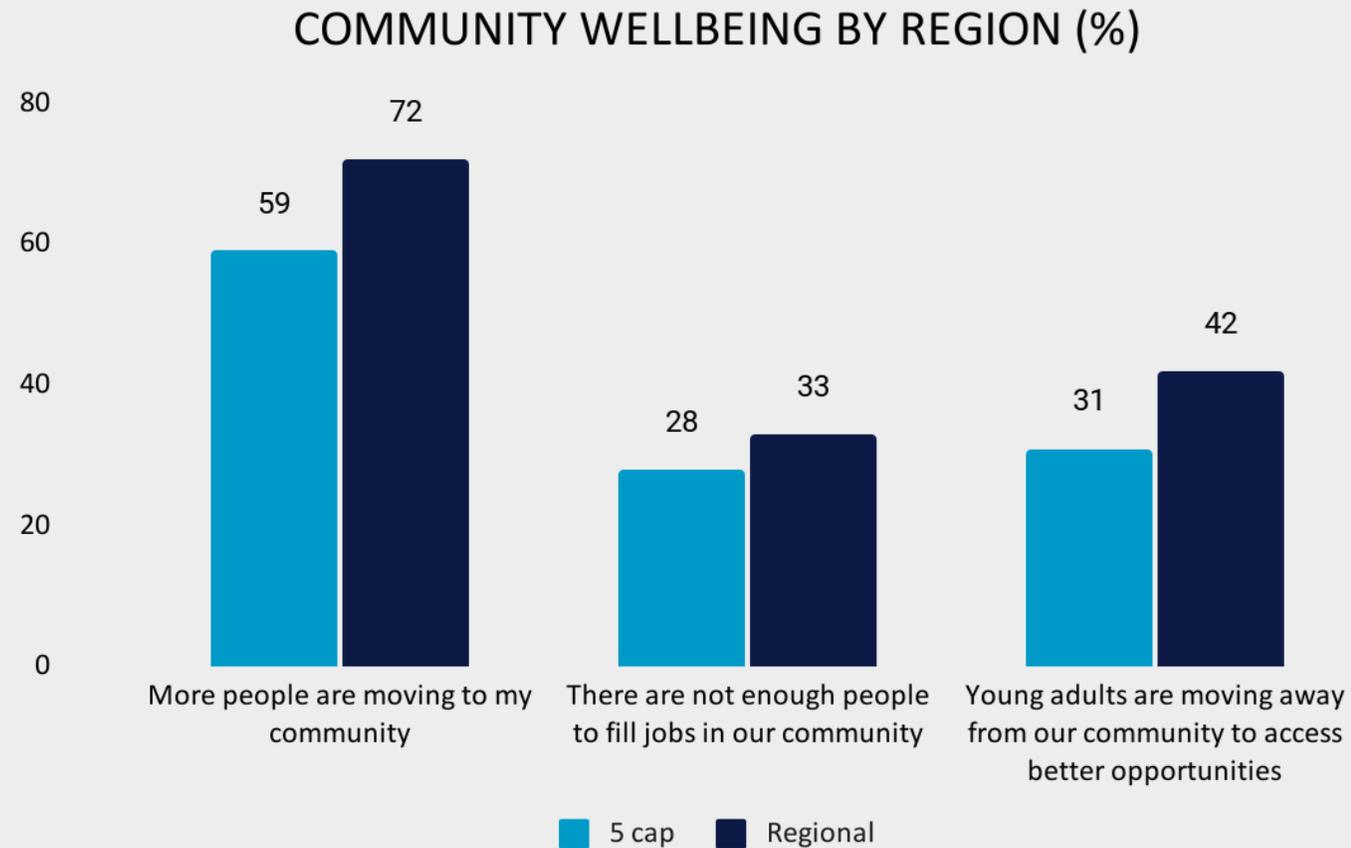
A healthy local economy and employment opportunities have the strongest influence on a person's life satisfaction.



Q5.Thinking about your life and personal circumstances, how satisfied are you with the following: Your life as a whole. Measured on a scale of 1-10. % who rated 6 or above. Q11. Q9: How would you rate the following in your community at the moment? 'Poor' = % who rated as 'poor' and 'very poor'. 'Good' = % who rated as 'good' and 'very good'



There is a sense that regional communities are growing





60%

of Australians who don't currently live in a regional area have considered moving to one

17%

rise in number of people moving to regional Australia Mar 22 quarter



Millennials and Gen-Xers driving growth in regional areas from capital cities



Regional Property is booming

Unprecedented growth



Rentvesting



Destinations pubs



'Home' Accommodation



The regions offer great opportunity but pressure will increase as population grows and evolves

13%

Poor access to
childcare
services

22%

Poor access to
healthcare
services

25%

Poor quality
internet/mobile
connectivity

53%

Poor access to
affordable
housing

Important growth is supported by long-term planning

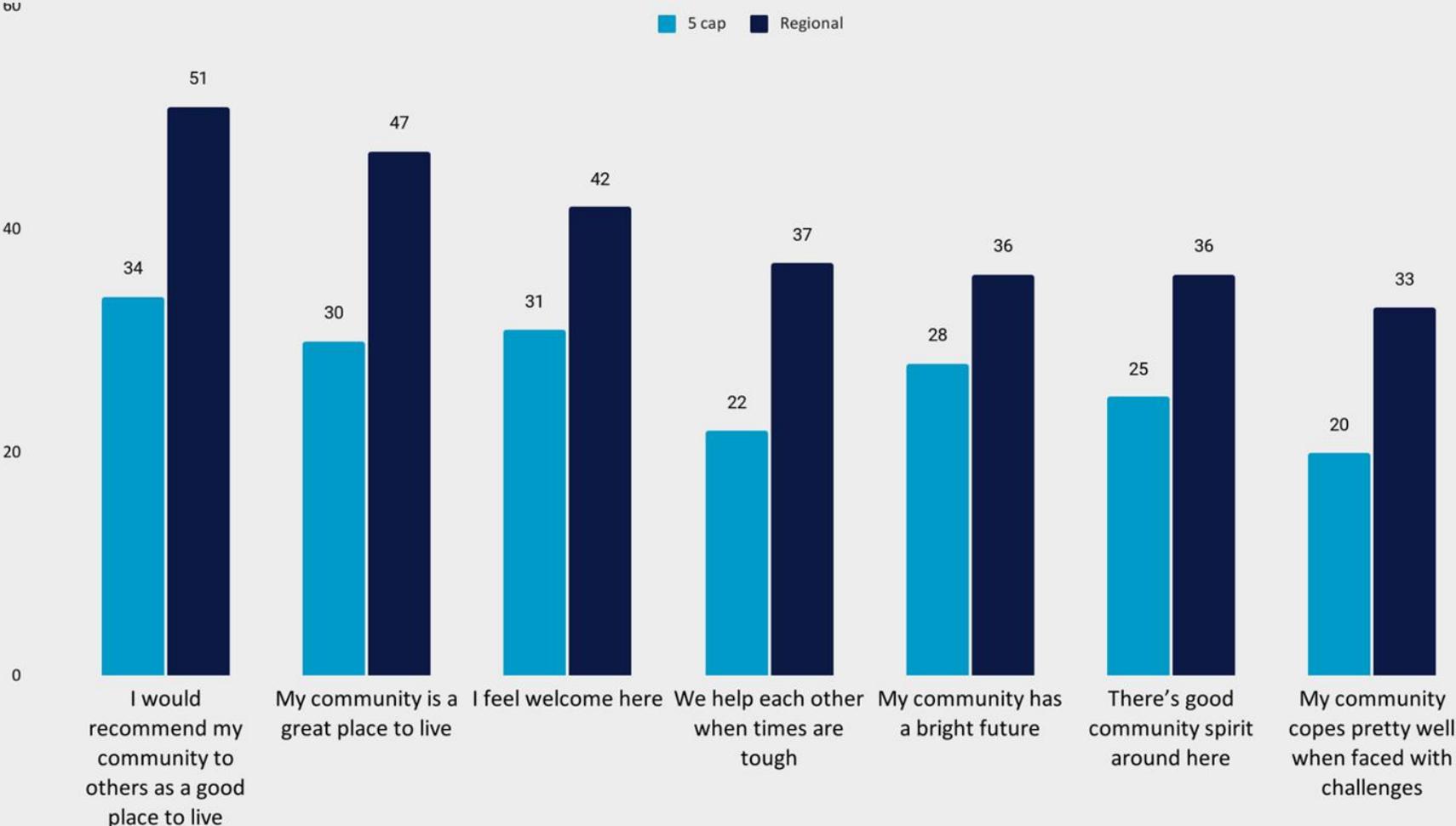
Q9: How would you rate the following in your community at the moment?



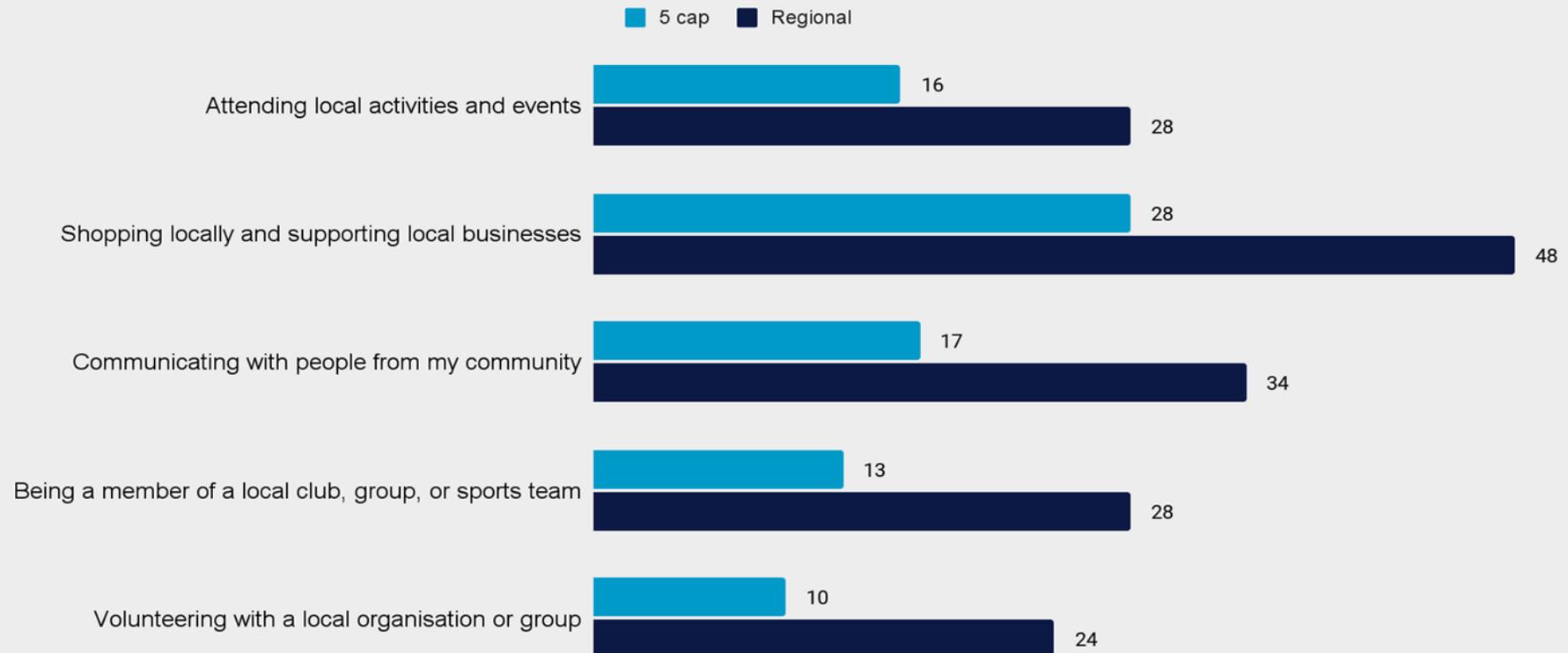


Community Connection

Those in the regions are far more passionate about their community



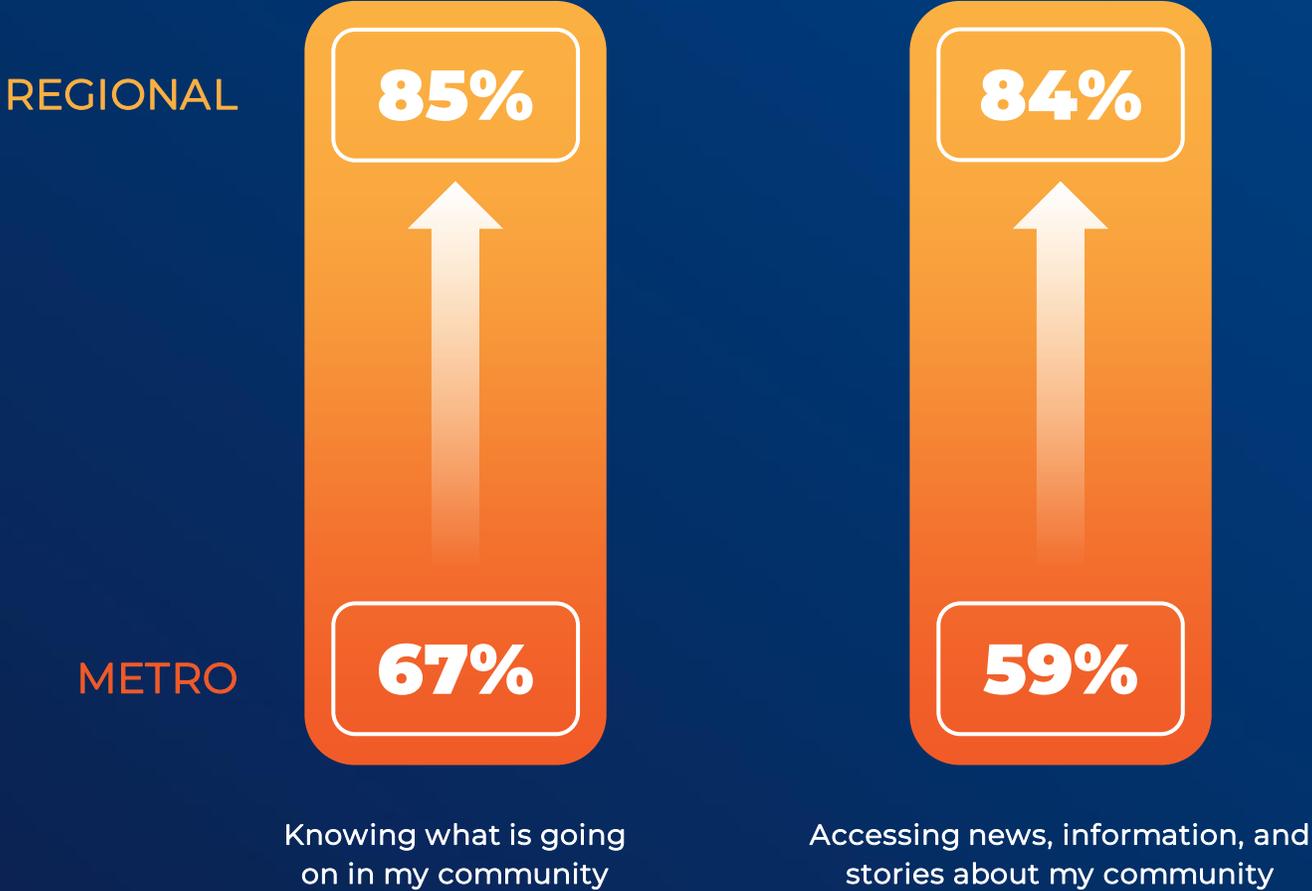
They also get more involved in their community as it helps them feel connected



Q8: How important are the following in helping you feel connected to your community? % who selected 'very important'.



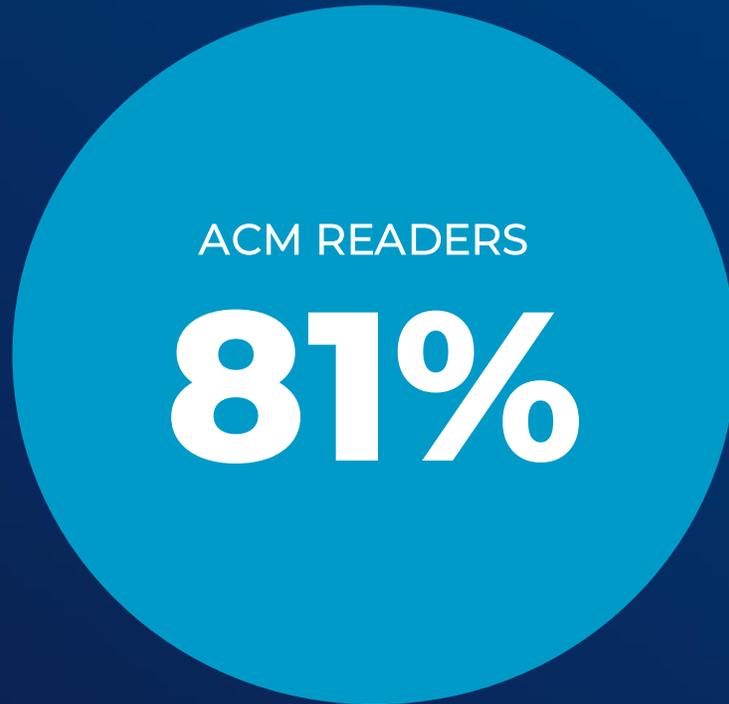
Staying informed with local news and stories is the most influential factor in feeling connected to their community.



Q8: How important are the following in helping you feel connected to your community? % who selected 'very important'.



ACM readers feel far more connected to their communities



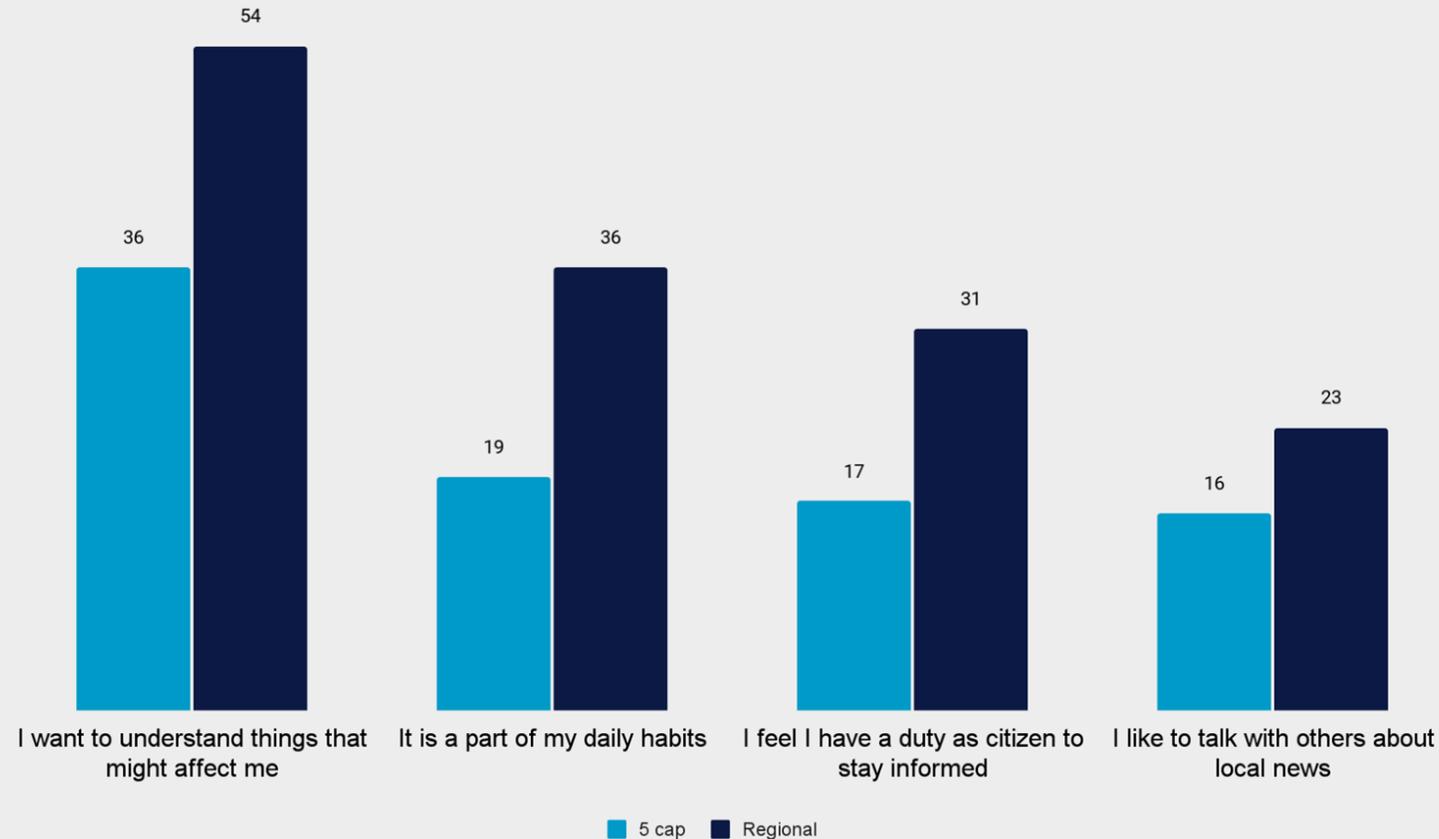
Q5: Thinking about your life and personal circumstances, how satisfied are you with the following?





Role of local news

Local News plays a functional role in regional Australia, it's habitual and a social currency.

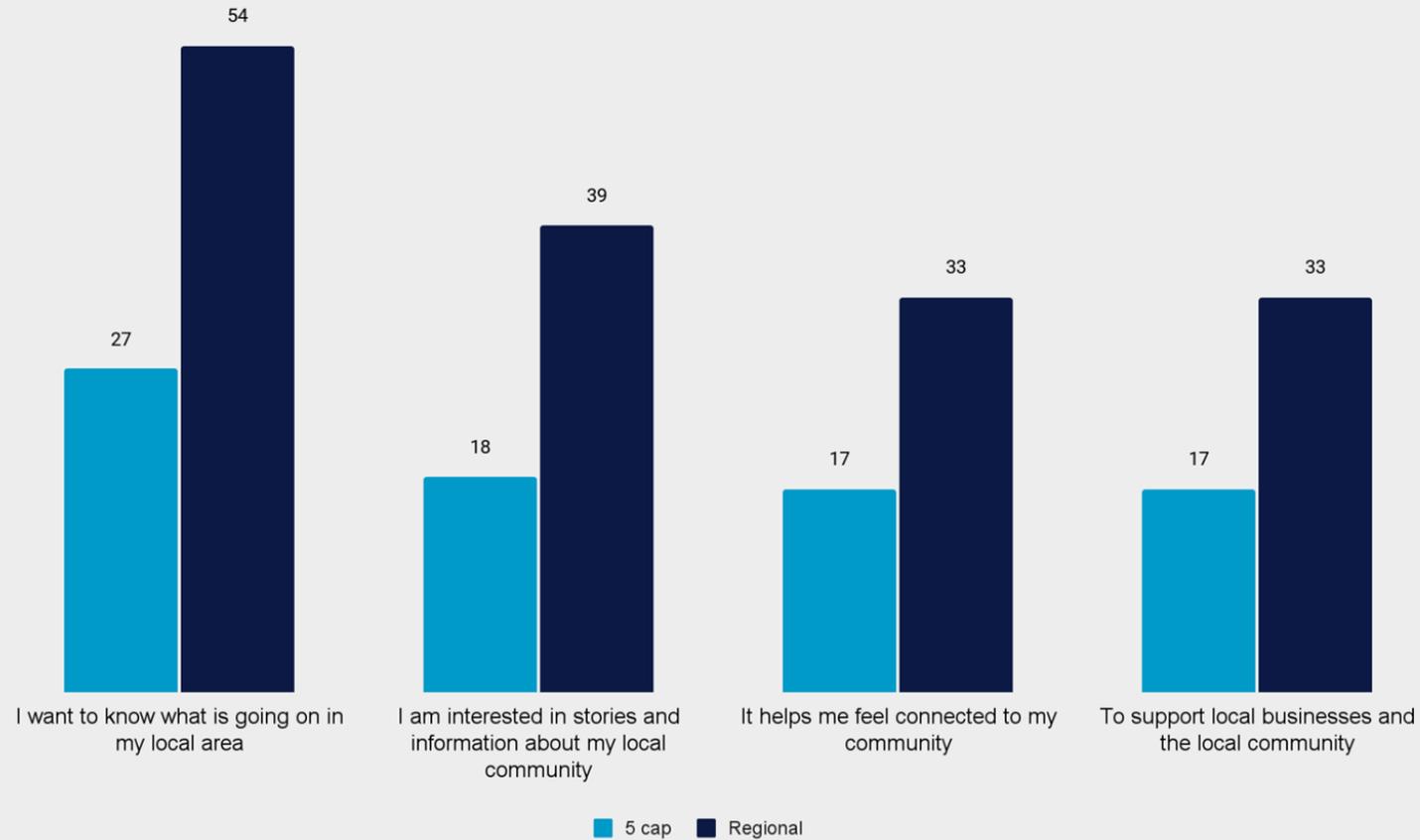


Local News demands high attention and is a lean in environment

Q14: To what extent do you agree or disagree with each of the following reasons for accessing local news and information? Strongly Agree



It also play a humanistic role. Creating a sense of belonging to where you live



Local News engages

Q14: To what extent do you agree or disagree with each of the following reasons for accessing **local** news and information? Strongly Agree



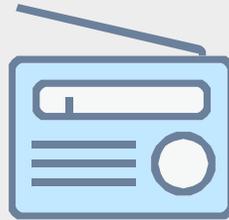


Trust and high quality, reputable journalism are crucial

Regional/Local News mastheads are the most trusted source of news across Australia



60%



51%



46%



43%



24%



21%



13%

52% of Australians distrust social media

Q17: How much do you trust news found on the following media? Measured on a scale of 1 'don't trust at all' to 5 'trust a lot'. 'Trust' includes those who rated as 4 or 5.



Regional/Local mastheads are the main source of news in regional markets

REGIONAL

39%



18%



15%



12%



8%



METRO

21%

14%

20%

17%

6%

Those that consume printed newspapers have the highest community wellbeing index 4.16 (social 3.84)





ACM readers are more satisfied with their news, and believe paying for news is an investment in their community



trusted voice



78%

LIKE TO READ STORIES
ABOUT HOW BUSINESSES
CONTRIBUTE TO LOCAL
COMMUNITIES

74%

WANT ADVERTISING TO BE
LOCALISED TO WHERE
THEY LIVE

Story
CENTRAL

ACM

Why **Local Mastheads are important on a media plan**

Advertising in their mastheads shows you support their community

Connect with audiences in an environment that facilitates connection

ACM can help brands activate at a grassroots level

Stand out in an environment that demands high attention

Leverage most trusted news source & ACM's trust credentials

Story Central can share your brand story



CHI SQUARED

Brand Studies

Brand Health, Competitive Analysis, Sentiment / Satisfaction, Market Segmentation

Retention & Loyalty Studies / Association Research

Member engagement & value proposition, Retention & Loyalty studies, Lapsed member research

Strategic Studies

Market assessments, Program Evaluation, Feasibility Studies, Needs Assessments, Public Consultations

Advertising & Communications

Concept development & testing, Ad tracking and Reputation measurement



Thank you

