



Western
ROCK
LOBSTER

CAMPAIGN HIGHLIGHTS

MAY 2021 – JUNE 2022

CAMPAIGN OBJECTIVES

Key campaign objectives:

- ✓ Increased education around Back of Boat, how to purchase, where to collect & how to prepare live lobsters
- ✓ Promote and profile the family run lobster businesses within WA
- ✓ Promote the industry during the low catch period, leading to an extension of the domestic buying season for lobster
- ✓ Promote and drive traffic to back of boat sales
- ✓ Generate a greater understanding and appreciation of this local delicacy, to encourage purchase and build support for the industry

PHASE ONE

AGENDA & EDUCATION

Supporting local businesses & communities

SEARCH HI KELLY TREPKOWSKI LOG OUT

The West Australian

Today's Paper | Place an Ad
Tuesday, 8 June 2021

LISTEN NOW - Eric Edgar Cooke: WA's worst killer, in his own words

Rob Broadfield

Two kinds of lobster rolls with Rob Broadfield

Western Rock Lobster | SUPPORTED
FRI, 29 May 2021 12:00AM | 0 Comments

Valuable and premium West Aussie produce

"Easter's arrived."

The West Australian with Western Rock Lobster

Food partnership: 28 May at 16:05

Lobster rolls with Rob Broadfield

Food of the Week: Lobster rolls with Rob Broadfield's shows us how to treat some of WA's pr...

Rob Broadfield
Food Editor, The West Australian

Today we've all had a special recipe for you.

Like Comment Share

View Mike Trepkowski, Denise Chung and 160 others · 176 comments · 90K views

at the beach

Valuable and premium West Aussie produce

"Easter's arrived."

cooler bags, and boxes, one thing: Western rock

stry is world-renowned.

ID-19 pandemic and ones decimated the

zen or so eager locals k for a fresh catch – is a

the determination of an ned crisis into

GUEST CHEF

LATEST CRAYS

Chef Derek Lau makes a hero of local lobster

SMOKED TOM YUM LOBSTER WITH MANGO SALAD

Rob Broadfield

LA DOLCE ROTTO

Without the sick baby food, the main ingredients also would have made for a champion plate. Capelli d'angelo – the classic combo of crabmeat, sweet hot sauce, tomatoes, chili, garlic – was a stunner and everything you imagine when you think Mediterranean-style dining with the full glare of Botanica's warm before you. The "sauce" was a little stretchy, a minor con, but... Chicken parisi, sorry, cordero di agnello, is a simple crumbed fillet of chicken, perfectly succulent and simply prepared with a scattering of grated pecorino, a chunk of lemon and a drizzle of apple sauce. When good chefs use good produce and dare to go simple, we all win. Italia does indeed make "delicious" paired with its house granofarina, a cracker, lightly pickled slice and slice of raw vegetables. A full selection of four meats is \$29 or you can choose individually. The margarita and prosecco for \$10.50 and great serve for parents, the kids menu makes an effort with meat lamb and potatoes, potato with sausage and tomato ragù and pasta with tomato, basil and parmesan, at \$12.

The wine list is fit for parties with good bubbles, a selection of red and white craves by the glass, whites perfect for summer drinking. You can go large if you like but why would you?

Isola

Thomson Bay, Rottnest Island
isolatrotten.com.au
6102 6399

Thursday-Sunday, 11.30am-10pm

PRICES
Starters/Agnelli, \$14-\$29
Pasta, \$28-\$36
Main, \$27-\$30
Sauté/steak, \$9-\$16

THE BUZZ
The stuff of memories. Golden, hot afternoons. Simple, well cooked dishes. A good wine list. It's all about the Rotto lifestyle with an Italian touch. You won't be disappointed.

14.5/20

The service is on point and fun, led by the responsible front of house boss Marco Franzoni. At last Botto has a restaurant pitched just right for those who don't want to sit at a pub but still want to eat impressively, stylishly and generously on the beach. **Wow!**

Fresh, local lobsters straight from the pristine waters of WA

westernrocklobster.org

The West Australian
Tuesday, 8 June 2021

19 What is Collier's massive Wellington Dam mural called?

25

NEWS 23

rich national park could you be in if you're sitting on Elephant Rocks?

Western Rock Lobster

Western Rock Lobster

www.westernrocklobster.org

AGENDA & EDUCATION HIGHLIGHTS

ONLINE DISPLAY ADS

DISPLAY AD IMPRESSIONS

343K

DISPLAY CLICKS

203

OVERALL CTR

0.06%

Industry standard for display CTR is 0.05%, our line item came in above industry standard at 0.06%
The top performing ad unit was the **mrec**, which came in at a **CTR of 0.41%**. These ad units appeared on editorial content relating to the campaign on thewest.com.au

EDITORIAL INTEGRATION

ARTICLE PAGE VIEWS

10.3K

SOCIAL REACH

82K

SOCIAL ENGAGEMENT RATE

9.68%

COST PER ENGAGEMENT

\$0.67

Editorial article “How WA’s cray industry turned a COVID crisis and trade sanctions into an opportunity” had an average time on page of **6.06 minutes** which highlights how engaged our audience was with the content, as a benchmark our editorial average for time on page is 3 minutes.

TVC AMPLIFICATION ON 7PLUS

VIDEO IMPRESSIONS

182K

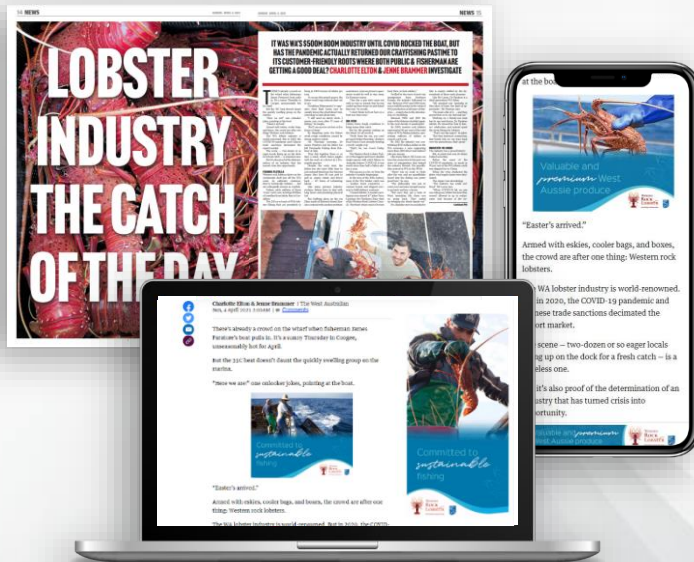
VIDEO CLICKS

9.9K

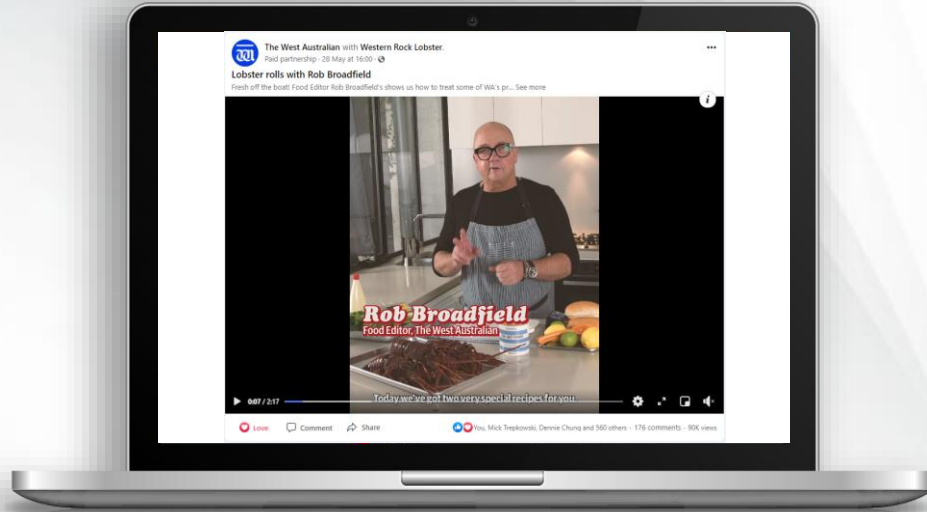
COMPLETION RATE

94 %

Video measurement for success is the completion rate (% of videos watched until the end), industry standard is 70% ours is sitting at **94%** which is well above industry standard.



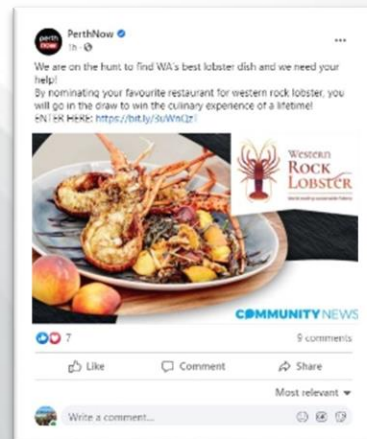
SOCIAL VIDEO



May - June 2021

COMPETITION

**BEST LOBSTER
DISH COMPETITION**



DELIVERED VIDEO VIEWS

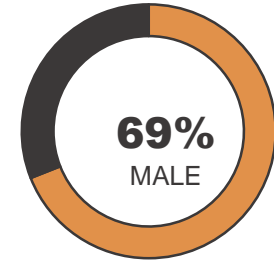
90,953

SOCIAL REACH

128,194

TOTAL ENGAGEMENTS

10,948



**TOP DEMO
M3544**

ENGAGEMENT RATE

8.54%

The social videos performed very well. These videos had above average engagement rates and each one over delivered on the guaranteed views (50,000)

COMPETITION ENTRIES

969

OVERALL PRINT ADS

12

AGENDA & EDUCATION

PRINT REACH AND FREQUENCY

TARGET: ALL PEOPLE 14+ WA || POTENTIAL AUDIENCE: 2,181,000

4 595,000 27.3% 1,557,000 2.6

INSERTIONS

WA MARKET
REACH 000'S

WA MARKET
REACH %

GROSS IMPACTS
(EXPOSURE)

AVERAGE
FREQUENCY

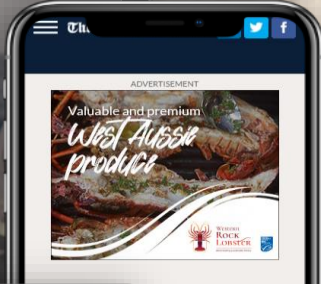
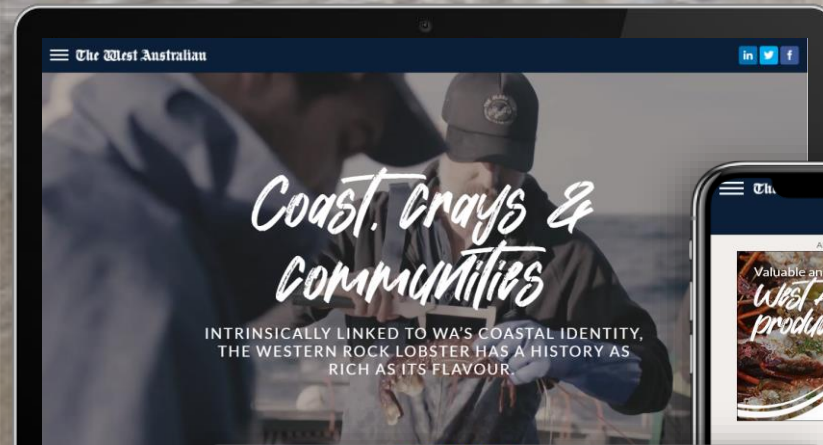
TABLE INTERPRETATION

A total of 2,181,000 people aged 14+ years reside in Western Australia.

This schedule reaches 595,000 people 14+ years or 27.3% of the WA population 14+ years.

On average, each reader was exposed to 2.6 issues, generating a total of 1.56 million exposures or opportunities to see the campaign.

PHASE TWO PIONEERS



SPONSORED BY **Western Rock Lobster**

Lobster Pioneers of Western Australia

MONDAY, JUNE 21, 2021

Editor: Louise Allen
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

Rock lobster communities stretch along the coast

Arbrothos Islands Geraldton

ARROTHOS ISLANDS
June Lobster has been on the list long

MONDAY, SEPTEMBER 8, 2021

Editor: Louise Allen
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

World-class fishery a collective effort

Internationally recognised for its world-class environmental food products, the Western Rock Lobster fishery has been named as one of the world's best fisheries.

Western Rock Lobster
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

MONDAY, AUGUST 2, 2021

Editor: Louise Allen
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

Following in their ancestors' footsteps

Rock-off boat crew from Fremantle the Arbrothos Islands (left) and the Arbrothos Islands (right) with their catch.

Western Rock Lobster
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

MONDAY, JULY 19, 2021

Editor: Louise Allen
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

Fremantle stalwarts

Western Rock Lobster
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

Fed's lobster marina

Western Rock Lobster
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

Blessed is he who fishes

Western Rock Lobster
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

Joe's peasant-style lobster

Western Rock Lobster
Assistant Editor: Andy Smellie
Web Editor: Tanya Chan
Subscriptions: Craig Pyle
Design: Michael Boyd
Advertising: Huq Pitts 9425 5400

In the next instalment of Lobster Pioneers of WA, we look at the fishing community of Cervantes, 200km north of Perth, as well as the industry's environmental initiatives. Out in the August 8 edition of the Sunday Times.

CERVANTES
The Cervantes fishing community has been named as one of the world's best fisheries. The community has a long history of sustainable fishing and has been a pioneer in environmental initiatives.

FREMANTLE
Fremantle's lobster fishery has been named as one of the world's best fisheries. The community has a long history of sustainable fishing and has been a pioneer in environmental initiatives.

ARROTHOS ISLANDS
The Arbrothos Islands fishing community has been named as one of the world's best fisheries. The community has a long history of sustainable fishing and has been a pioneer in environmental initiatives.

2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021

PIONEERS HIGHLIGHTS



DISPLAY
IMPRESSIONS

229K

DISPLAY
CLICKS

249

OVERALL
CTR

0.08%

Industry standard is 0.05%, this came in well above industry standard at 0.08%. The best performing ad unit on PerthNow is the **mrec at 0.14%**, whereas on thewest.com.au it's the billboard at **1.09%**!

VIDEO
IMPRESSIONS

304K

VIDEO
CLICKS

9.3K

COMPLETION
RATE

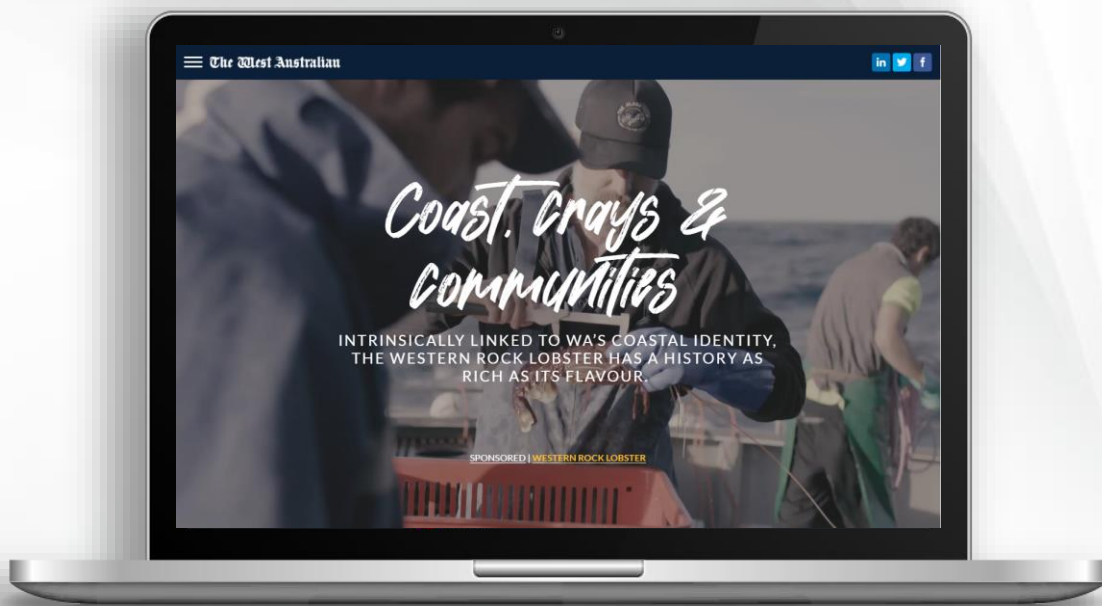
95%

Again our video measurement for success is the completion rate, industry standard is 70% ours is sitting at **95%** which is well above industry standard.

PIONEERS

IMMERSIVE FEATURE

November 24, 2021 – March 8, 2022



TOTAL PAGE VIEWS

21,808

AVERAGE TIME PER VERTICAL

1:16*

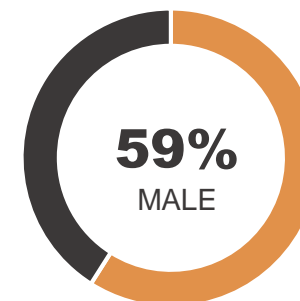
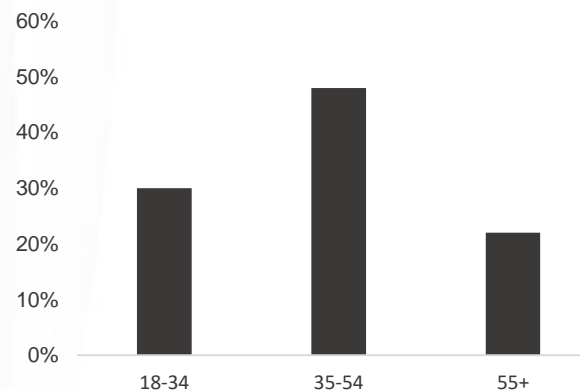
COST PER ENGAGEMENT

\$1.83

SOCIAL REACH

476K

SOCIAL DEMOGRAPHIC BREAKDOWN



HIGHLIGHTS

- The article over-delivered on the page view goal of 21,666, resulting in a cost per engagement of **\$1.83**.
- **84%** were unique page views.
- There was **155** clicks on the surrounding display ads and **291** clicks on the brand summary link driving a high CTR from the article of **2.05%**.

*Time spent per vertical is not reflective of the full amount of time a user spends on the immersive destination in its entirety. Unfortunately, Google Analytics does not allow us to track our audience across multiple verticals, hence, the average time is only reflective of the amount of time a user spends reading a small component of the destination.

PIONEERS IN PRINT

REACH & FREQUENCY

TARGET: ALL PEOPLE 14+ WA || POTENTIAL AUDIENCE: 2,181,000

4 **595,000** **27.3%** **1,557,000** **2.6**

INSERTIONS

WA MARKET
REACH 000'S

WA MARKET
REACH %

GROSS IMPACTS
(EXPOSURE)

AVERAGE
FREQUENCY

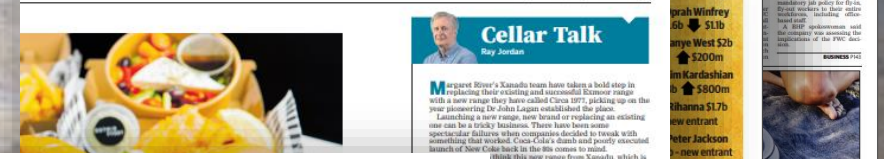
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PHASE THREE SALES ACTIVATION



RECIPE OF THE WEEK

Chickpea and mince curry

A FLAVOURFUL AND FRAGRANT CURRY FOR A QUICK AND EASY MEAL

SERVES 4
2 tbs olive oil
2 onions, chopped
2cm piece ginger, peeled, grated
1 garlic clove, crushed
1 tsp cumin seeds
2 tbs korma curry paste
500g beef mince
400g can chickpeas, drained, rinsed
1/2 cup sugar
400g can chickpeas, drained, rinsed
1 cup frozen peas, thawed
2 tbs lemon juice
coriander leaves, steamed rice, pappadums, to serve

In a large heavy-based saucepan, heat oil on high. Sauté onions, ginger, garlic and cook 2-3 minutes until onion is tender. Stir in paste. Cook, stirring, 1 minute until fragrant. Add mince and cook a further 5-6 minutes breaking up lumps. Stir in tomatoes and sugar. Bring to boil. Reduce heat to medium. Simmer, covered, 10 minutes. Stir chickpeas, peas and lemon juice through. Simmer a further 1-2 minutes. Sprinkle coriander leaves over and serve with rice and pappadums.

Why Enter?

Your amazing photo will be showcased in our 2022 calendar

PLUS \$150 DINING VOUCHER!

For details on the competition scan the QR code or visit www.westernrocklobster.org

Competition closes on Sun 28/11/2021 at 5pm AEST

The West Australian
perthnow

BE GOOD EAT LOBSTER ON FRIDAY

MEY DANIEL CHANG | LOG OUT

Packed with seasonal produce and delicious flavours, Scott Bridger's poached lobster salad is perfect for a Good Friday family meal

Ben O'Shea
Turn in, we are live!

BE GOOD EAT LOBSTER ON FRIDAY

The average price for regular unleaded was 168 cents a litre and had fallen 12 cents since over the past 15 days.

Sydney's wholesale price was currently 146.9 cents a litre.

know which option fits your needs?

The West Australian

Today's Paper | Perth, WA
Monday, 18 January 2022

EXCLUSIVE
New airline Bonza set to reinvent Australian aviation industry

Geoffrey Thomas | The West Australian
Mon, 11 October 2021 3:00PM | [Comments](#)

Expected prices to fall to a litre.

Gas prices across regional areas slowly by less than one cent.

0% p.a. interest purchases

WIN YOUR PHOTO A PLACE IN THE 2022 WESTERN ROCK LOBSTER CALENDAR

under threat

under both the Work Health and Safety Act and enterprise agreements. The WA Government would not allow the WA Government's requirement for police officers to be vaccinated against COVID-19 has been challenged in court by the WA Police Association.

Western Rock Lobster is a highly valued and iconic Australian seafood product. The industry is currently facing a number of challenges, including a decline in the number of fishers, a shortage of fish, and a lack of investment in the industry. The industry is also facing a number of environmental challenges, including climate change, ocean acidification, and overfishing.

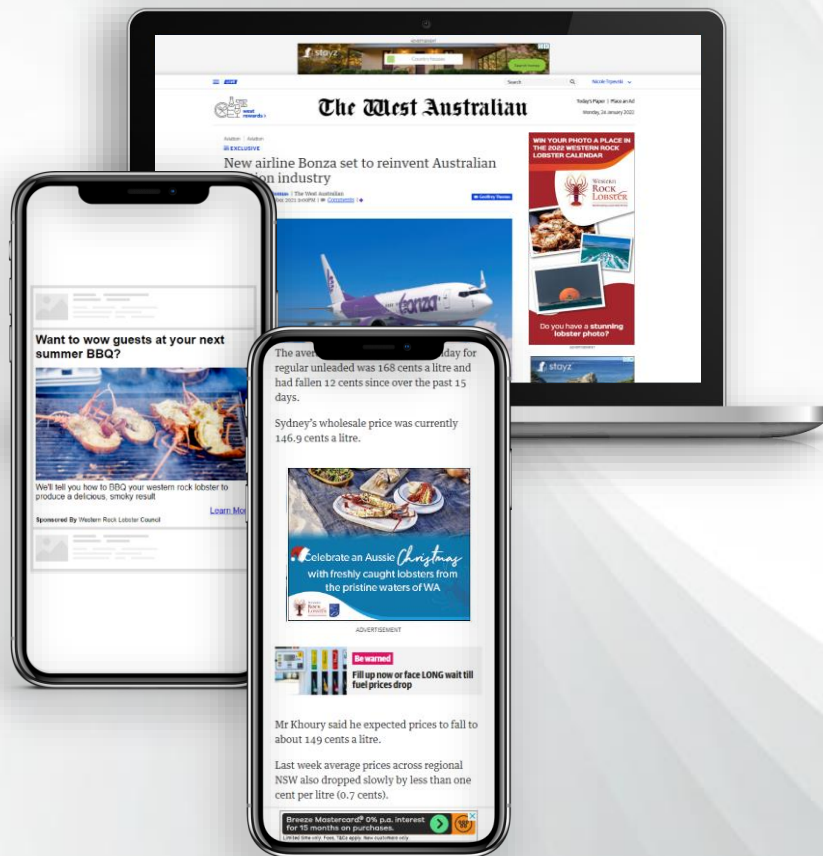
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Western Rock Lobster

Find out more about Back to the Sea and how to buy Western Rock Lobster directly from the fishers.

er lobsters.
love lobsters
edge.
cover
can with a knife.
Place shaved
to the bowl with
salt and pepper
the best-looking

ACTIVATION HIGHLIGHTS



TARGETED
DISPLAY IMPS

579K

DISPLAY
CLICKS

436

OVERALL
CTR

0.08%

Industry standard for display CTR is 0.05%, our line item came in above industry standard at **0.08%** proving it is a solid component of the media strategy.

RIPPLE
IMPRESSIONS

3.2M

RIPPLE
CLICKS

2.6K

OVERALL
CTR

0.08%

OVERALL
ECPC

\$1.91

Ripple is sold on a CPC (cost per click) and is a guaranteed traffic driver. It delivered over 2,619 clicks directly Western Rock Lobster cooking methods site, **952** more than was booked with an additional value of **\$2,856**.

HOMEPAGE
TAKEOVER IMPS

3.92M

BANNER
CLICKS

1004

OVERALL
CTR

0.03%

Even though the CTR is lower than industry standard, our homepage takeovers are a key for impact and awareness. The PerthNow takeovers have a significant number of ad placements which bring down the ad placement to clicks ratio resulting in a lower CTR.

ACTIVATION HIGHLIGHTS

54 QR code scans!

2,142 QR code scans!

2 NEWS

NSW Treasurer backs away from GST fight

Successor distances himself from Perrotot anger

EXCLUSIVE LANAUI SCARR
FEDERAL POLITICAL EDITOR

The man replacing GST skeptic Dominic Perrotot as NSW Treasurer, Matt Keam, has indicated he is not an ally for a fight over the tax distribution as his new leader.

Just days after Mr Perrotot used his first press conference after being sworn in as NSW Premier to declare that would be a "big debate" over WA's favourite GST deal, Mr Keam appears not so enthusiastic.

Speaking to the media, he said while he believed NSW should get its fair share of GST, he would not say if his State's current allocation under changes made in 2018 did not constitute a fair share for NSW.

However, he did rebuff Mark McGowan's contention that the NSW Government was a poor recipient message.

"I will always fight for the families and businesses of NSW," Mr Keam said in a series of detailed questions about the revised GST distribution deal changed and led to be a priority task as Mr Perrotot departed.

"NSW is the economic engine room of the nation and I want to ensure that everyone in our State is able to share in its prosperity and get their fair share of the GST."

It is understood privately Mr Keam believes the newly formed Perrotot Government should be more focused on other issues such as the State's COVID economic recovery and climate change.

Before being appointed as Treasurer, Mr Keam was the energy and environment minister.

His words are in contrast to Mr Perrotot's declaration this week that "Minister Keam will be just as passionate as about this issue because there is a lot at stake".

Mr Keam's earlier interview also comes a day after Premier Mark McGowan waded a spear at a press conference and joked that he would take the weapons to meetings.

With Mr Perrotot, Mr McGowan displaced the space, which was part of a welcome to country as he arrived at the official opening of BHP's South Flank iron mine on Thursday.

"I will be bringing this to every premier and it'll be bringing to meetings with the NSW Premier as well," he said.

It is a key point, close to his back as well.

"In serious, anyone wants take me on?" Don Perrotot, where's Don Perrotot when I need him?

After the release of the WA State Budget, Mr Perrotot labelled Mr McGowan the "Cottontail of Australian politics" due to WA's mounting \$16.6 billion surplus.

Under the GST changes, introduced in 2018 by then Federal treasurer Scott Morrison, the State will get less than 75c in the dollar — rising to 76c in 2024 — in GST receipts. Since the allocation was changed, WA would have received \$6.1 billion in tax payments by the end of this financial year.

Mr Morrison and Federal Opposition Leader Anthony Albanese have both declared there will be no changes to the GST deal.

The Prime Minister will today declare that West Australians can trust him to keep the GST allocation in place when he speaks to the WA State Liberal Conference via a video message.

"I just didn't come to WA and agree with you, more importantly I mentioned the argument on the east coast of Australia, made the case, and as PM I received it, I delivered the deal as it legislated," he said.

"Now, there are some who might seek to have that challenged, I'm not one of them."

Blind Date FIND OUT IF COUPLE'S NIGHT WAS A HIT OR A MISS

PLUS

TRAVEL

PLUS

Kings of Kakadu

PLUS

NEW Homes

WIN YOUR PHOTO A PLACE IN THE 2022 WESTERN ROCK LOBSTER CALENDAR

Have you got a stunning photo of the western rock lobster fishery?

See us on the lookout for photos that capture the beauty and diversity of the fishery - and your favourite lobster dish - to help us pick the best of your favourite images of our fishers sailing their catch from the back of their boats to the local community, anything that tells the story of our industry.

For details on the competition scan the QR code or visit www.westernrocklobster.org

Competition closes at 5pm AEST, December 31st 2022.

Why Enter? Your amazing photo will be showcased in our 2022 calendar **PLUS** you win a **\$150 DINING VOUCHER!**

www.westernrocklobster.org

Photo competition

2 NEWS

Tears for Bouncy castle ban as Morrison

LAUREN FERRELL

Jeremy Morrison has broken down while paying tribute to the five children killed in a bouncy castle accident in Tasmania.

Prime Minister Scott Morrison comforted his wife while the wept as the couple led flowers outside Hillcrest Primary School in Devonport on Saturday.

The Mortons lost a heartbreaking case with their husband died "The loss of these five beautiful children who are no longer with us" is a tragedy.

"The hearts break for the families and the community left behind. Thinking of you all."

Earlier in the day, Mr Morrison pledged \$500,000 to provide mental health support for Tasmanians affected by the tragedy.

It came on the same day as the state announced a temporary ban on jumping castles and inflatable Zorb balls, with some children being sent home on Thursday.

The school was celebrating the first day of the 2021 school year with a "Big Day Out" celebration when four children were killed.

The children were hospitalized in a critical condition. Another recovering at home after being discharged.

\$250,000 would be available for the bereaved community across 18 months.

These children remain in hospital as a critical condition. Another recovering at home after being discharged.

PERTH WEATHER

TODAY 13-26	WINDY	9	2	1	5	4
THURSDAY 13-32	WINDY	7	6	7	9	5
FRIDAY 13-32	WINDY	9	4	6	9	3
SATURDAY 13-30	WINDY	3	2	9	6	7
SUNDAY 13-29	WINDY	1	4	7	4	2
MONDAY 13-29	WINDY	6	3	2	9	2

su | do | ku

6	7	8	9
3	9	5	9
9	7	6	7
5	3	2	6
7	3	2	6
2	8	2	4
6	1	1	5

TimesPool WIN \$135,000

There was no winner of TimesPool on Saturday 18 Dec. The latest draw was \$ 4.4, 6, 8 and the seventh ball was 8. Due to public holidays, entries for the next draw must be by 11pm on Friday, January 14, 2022. Prizes and full details at oddsandfavorites.com.au.

Celebrate an Aussie Christmas with freshly caught lobsters from the pristine waters off the coast of Western Australia

Find out more about Back of Boat sales and how to order directly from the fishers

www.westernrocklobster.org

ACTIVATION IN PRINT

REACH AND FREQUENCY

TARGET: ALL PEOPLE 14+ WA || POTENTIAL AUDIENCE: 2,187,000

19 1,088,000 49.8% 7,883,000 7.2

INSERTIONS

WA MARKET
REACH 000'S

WA MARKET
REACH %

GROSS IMPACTS
(EXPOSURE)

AVERAGE
FREQUENCY

TABLE INTERPRETATION

A total of 2,187,000 people aged 14+ years reside in Western Australia.

This schedule reaches 1,088,000 people 14+ years or 50% of the WA population 14+ years.

On average, each reader was exposed to 7.2 issues, generating a total of 7.88 million exposures or opportunities to see the campaign.

VALUE & INVESTMENT

Items	Total Value	Client Investment	Campaign Discount
Phase One : Agenda & Education	\$112,068	\$55,500	50.47%
Phase Two : Pioneers	\$246,709	\$157,000	36.30%
Phase Three: Sales Activation	\$344,874	\$164,000	52.44%
WA Day Promotions 2022	\$54,273	\$28,550	47.39%
Best Lobster Restaurant Competition 2022	\$37,630	\$5,000	86.71%
Editorial Support	Money Can't Buy		
	795,554	410,050	48.45%

WA DAY CAMPAIGN & BEST LOBSTER DISH COMPETITION

FY 2021

WA DAY PROMOTIONS	Total Value	Client Investment	Campaign Discount
The West Australian <ul style="list-style-type: none"> • 2 x Quarter page • 3 x Half page 	\$44,953	\$23,750	47.16%
Perth Now Local <ul style="list-style-type: none"> • 8 x Half pages 	\$22,326	\$4,800	78.50%
BEST LOBSTER DISH COMPETITION			
<ul style="list-style-type: none"> • 5x3 promo ad in all community newspapers • Promotion card on Community news site • Facebook Post: 2 x Channel 7, thewest & PerthNow 	\$23000	\$0	100%
Editorial to promote competition launch and results in all community newspapers	Money Can't Buy		
	\$90,279	\$28,550	68%

Competition Entries : 969

Number of nominated restaurants: 112

WA DAY CAMPAIGN & BEST LOBSTER RESTAURANT COMPETITION

FY 2022



WA DAY PROMOTIONS	Total Value	Client Investment	Campaign Discount
The West Australian • 2 x Quarter page • 3 x Half page	\$44,953	\$23,750	47.16%
Perth Now Local • 8 x Half pages	\$22,326	\$4,800	78.5%
BEST LOBSTER RESTAURANT COMPETITON			
• Ripple Performance (Competition)	\$5000	\$5000	0%
The West Australian (Best Restaurant Competition ads) • 3 x Quarter page	\$14,630	\$0	100%
6 x Promotional Cards: thewest & PerthNow	\$15000	\$0	100%
2 x Facebook & 2 x Instagram Posts	\$3000	\$0	100%
Editorial to promote competition launch and results in The West Australian (Today section)	Money Can't Buy		
	104,909	33,550	68%

Competition Entries : 912

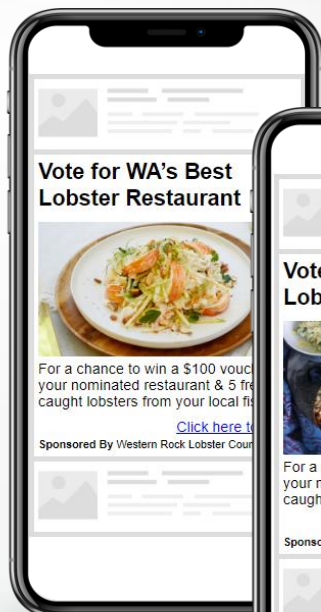
Number of nominated restaurants: 120

RIPPLE NATIVE

WA'S BEST LOBSTER RESTAURANT COMP

19th May 2022 – 2nd June 2022

Ad 1



0.14% CTR

\$1.32 ECPC

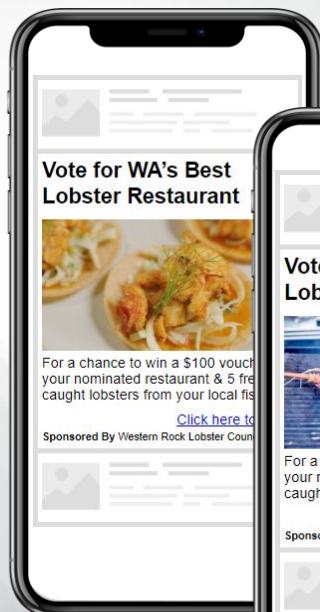
Ad 2



0.14% CTR

\$1.44 ECPC

Ad 3



0.12% CTR

\$1.36 ECPC

Ad 4



0.13% CTR

\$1.25 ECPC

CLICKS

3,678

CLICK
THROUGH RATE

0.14%

EFFECTIVE COST
PER CLICK

\$1.36

IMPRESSIONS

2.69M

HIGHLIGHTS

The campaign delivered a final ECPC of \$1.36, which is 55% lower than the \$3.00 CPC Goal.

We delivered 3,678 clicks, 2,012 more than booked and the equivalent additional value of \$6,036.

The best performing creative was Ad 4 delivering a an ECPC of \$1.25.

FY 2022 LEARNINGS

Lobster is great content, it looks great creatively and it really resonates with our audience.

We understand that this was a brand-new venture for WRLC and many things were being done for the first time. For us too there were elements of this campaign we were doing for the first time with a mutual benefit of learning for not just our partnership but the aquaculture industry widely.

As expected in year one of a new partnership there were going to be challenges and learnings. We offered complementary production as added value. Experienced on both sides, some of the processes took longer than expected and put pressure on the workflow. Going forward we will provide detailed information on the processes, with the artwork and production caveats written into the agreement. Clearer more specific briefs at the start will smoothen this.

This campaign has been a proud delivery for us. We have relished the experience and the opportunity to bring so many parts of SWM together in partnership with WRLC to promote lobster as WA's favourite seafood, while building support for an industry that is an important backbone of the State and audience we represent.

FORWARD PLANS

- ✓ FY23 expenditure \$500k to repeat Reader comp and WA's Best Lobster Restaurant comp
- ✓ To make a real go of Make WA Day Cray Day spend \$200k+
 - This will include ambassador talent eg. Mark LaCras/'LaCray'!
 - Editorial support in first 5 pages – example headline “WA ‘Crazy’ for WA Day”
 - Arrange an introduction to Celebrate WA team to discuss a stand at WA Day Festival
 - Have CH7 news cross from Freo or Hillary's promoting buying freshly caught WA rock lobster right off the back of the boat, cooking demonstrations and everything people need to cook up a cray for WA Cray Day
- ✓ Send editor or journalist of the Geraldton Guardian for the Abrolhos long table lunch and follow up article
- ✓ Continue Guest Chefs and Recipes
- ✓ Telethon pop-up 'fresh lobster tastings'

THANK YOU



Western
**ROCK
LOBSTER**



APPENDIX



Western
ROCK
LOBSTER

PHASE ONE

BACK OF BOAT EDUCATION & LIVE LOBSTER PREP

MAY - AUGUST // 2021

PHASE 1 DELIVERY

DISPLAY
IMPRESSIONS

343K

DISPLAY
CLICKS

203

OVERALL
CTR

0.06%

ARTICLE
PAGE VIEWS

10.3K

SOCIAL
REACH

82K

SOCIAL
ENGAGEMENT RATE

9.68%

COST PER
ENGAGEMENT

\$0.67

VIDEO
IMPRESSIONS

182K

VIDEO
CLICKS

9.9K

OVERALL
CTR

0.05%

COMPETITION
ENTRIES

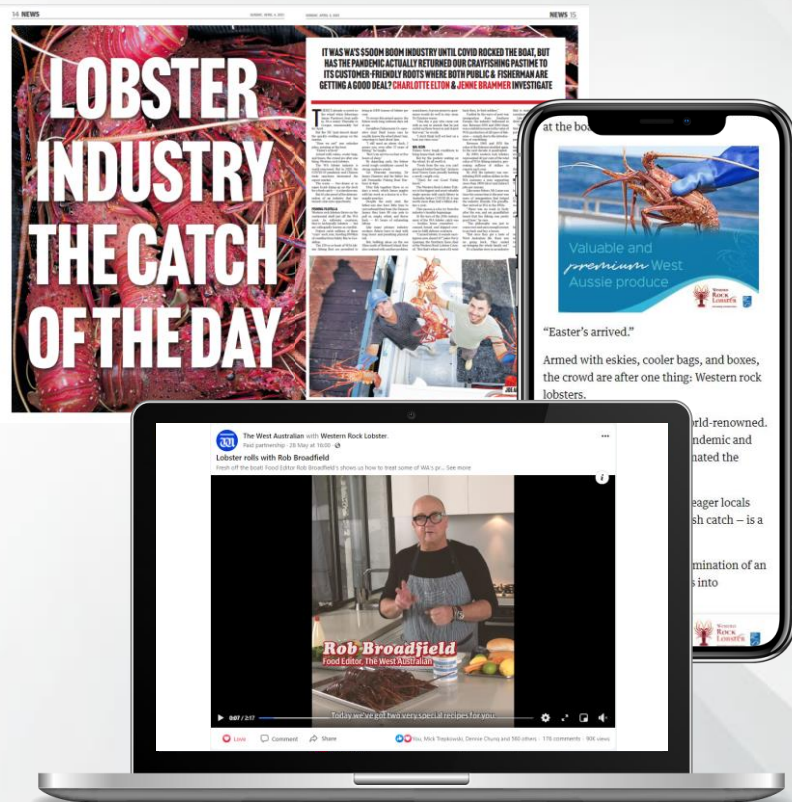
969

OVERALL
PRINT ADS

12

PRINT MARKET
REACH

41%



EDITORIAL INTEGRATION

26th May 2021 – 7th July 2021

TOTAL PAGE
VIEWS

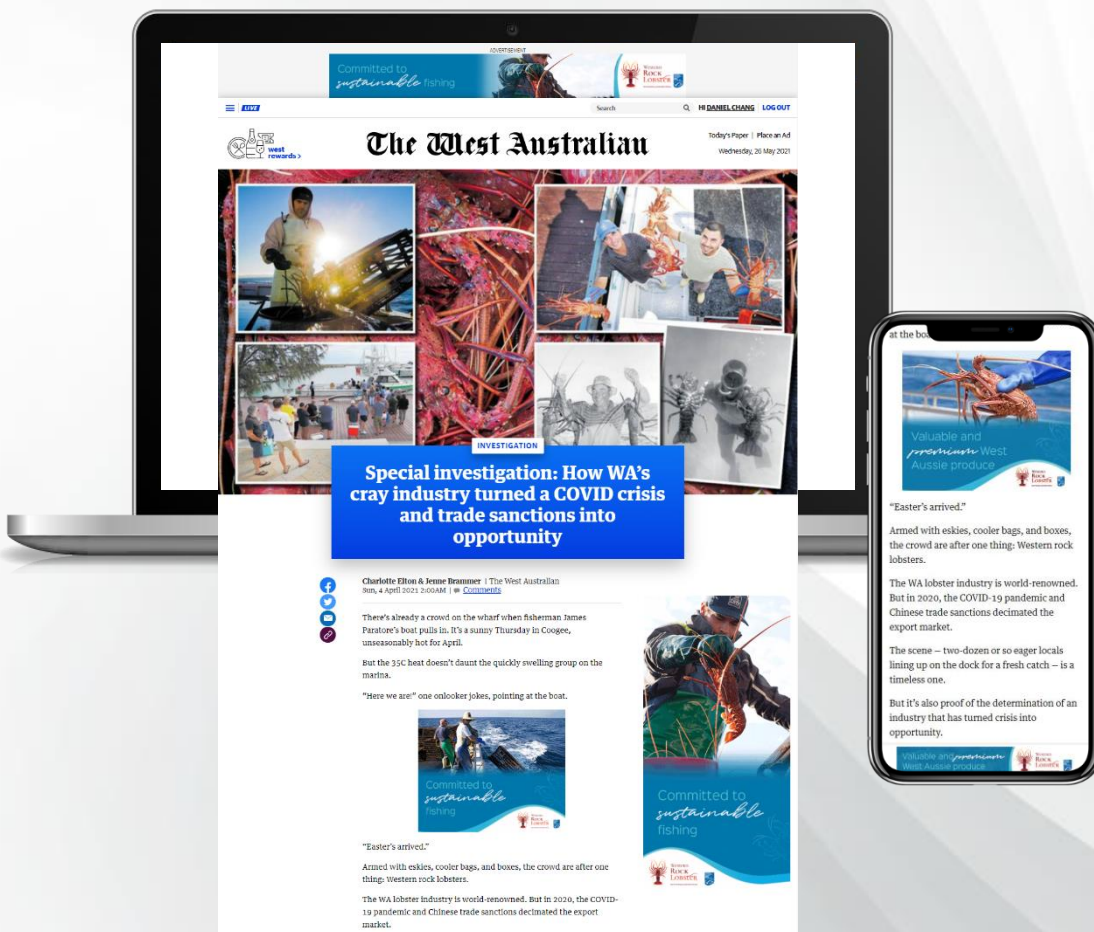
8,934

AVERAGE TIME
ON PAGE

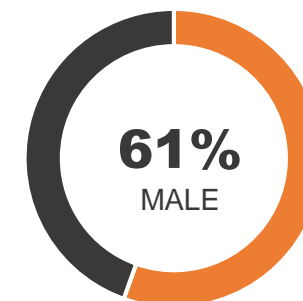
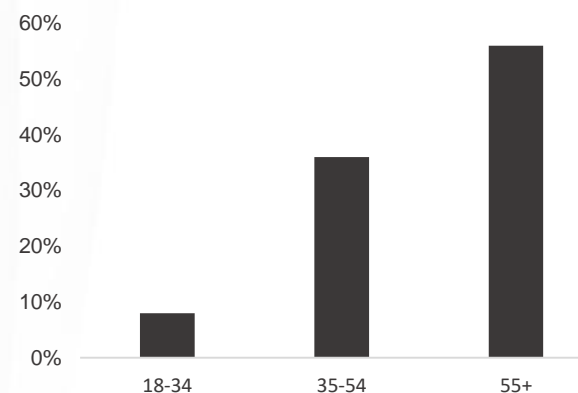
6:06

COST PER
ENGAGEMENT

\$0.67



SOCIAL DEMOGRAPHIC BREAKDOWN



HIGHLIGHTS

The article achieved **over double** the page view goal of **4,000**, reducing the cost per engagement to **\$0.67** from \$1.50 CPE.

97% were unique page views

The article drove an overall CTR of **1.73%**

SOCIAL ENGAGEMENT



7,237

LINK CLICKS

537

REACTIONS

146

COMMENTS

39

SHARES

HIGHLIGHTS

The engagement rate on this post was **9.68%** which is above average.

61% of the social audience was male

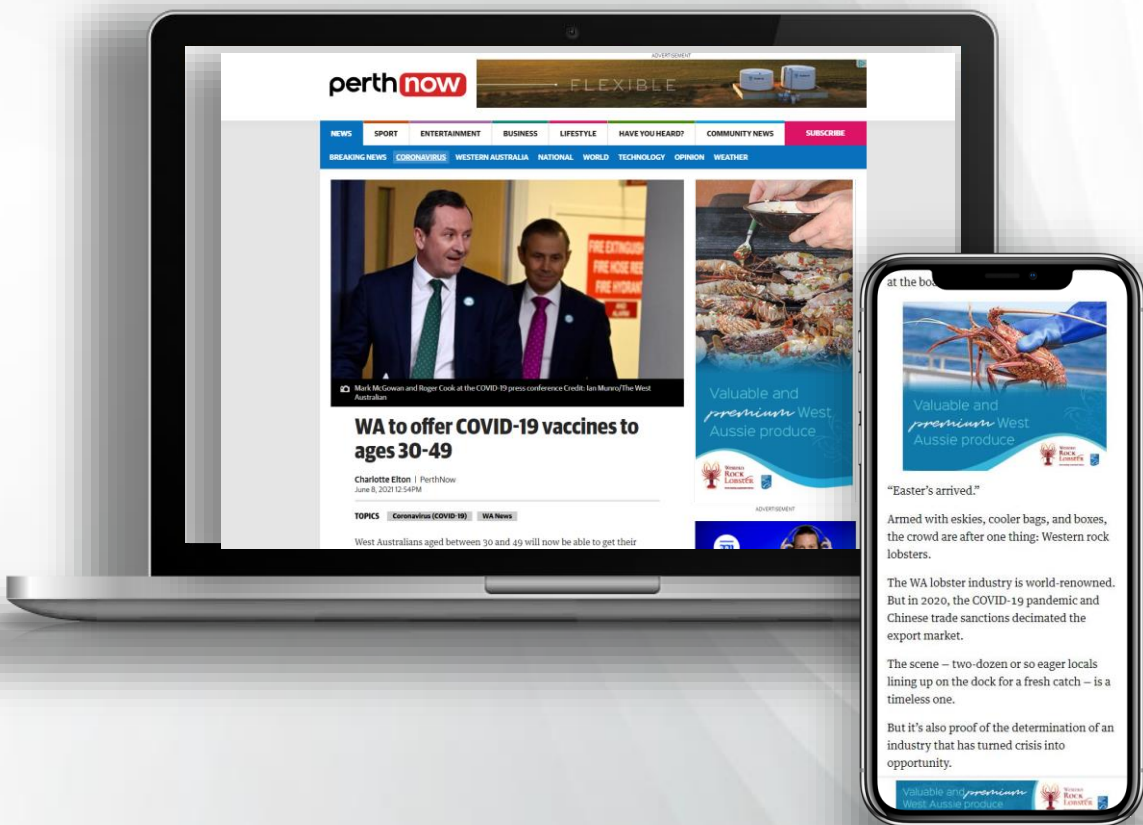
The social campaign delivered **218K impressions** across Facebook & Instagram generated **81%** of the total page views

SOCIAL REACH

82,215

TARGETED DISPLAY

26th May 2021 – 7th July 2021



IMPRESSIONS

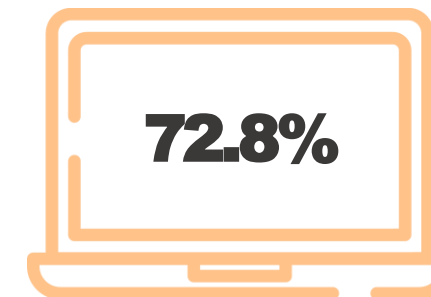
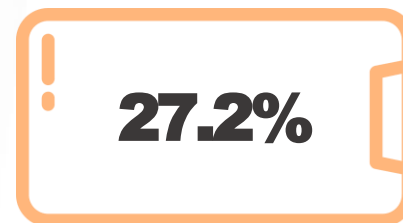
343,382

CLICKS

203

CTR

0.06%



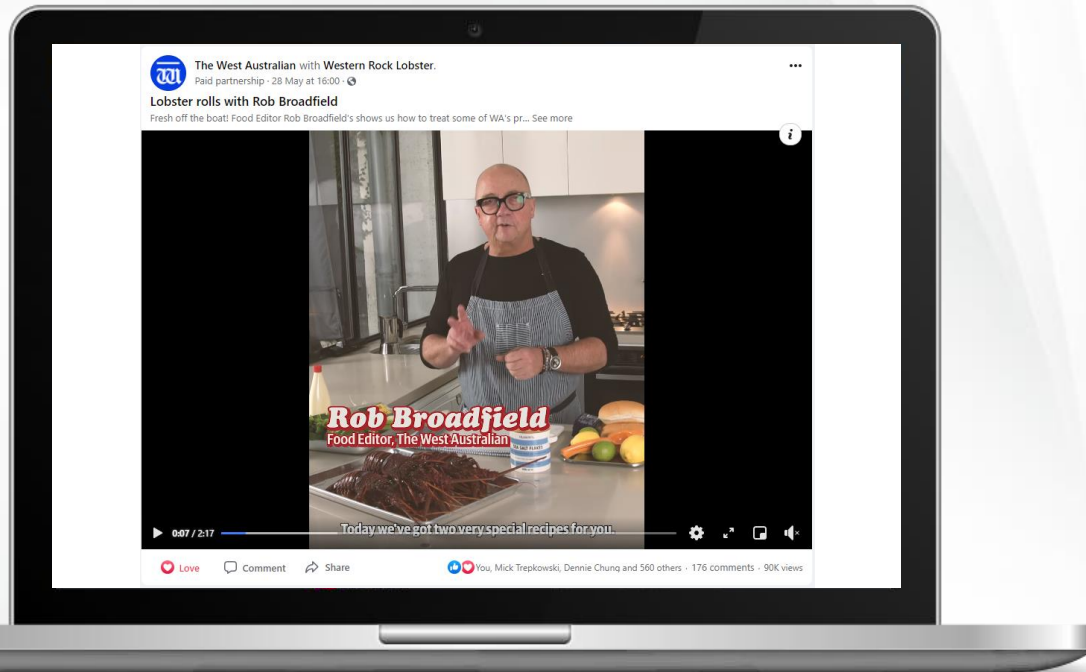
HIGHLIGHTS

The best performing ad unit is V1 MREC with 90 clicks resulting in a click through rate of **0.19%**

Our current average/benchmark for display campaigns is **0.05%**

SOCIAL VIDEO

28th May 2021 – 4th June 2021

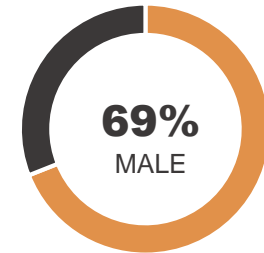


DELIVERED VIDEO VIEWS

90,953

TOP DEMOGRAPHIC

M 35-44



SOCIAL REACH

128,194

TOTAL ENGAGEMENTS

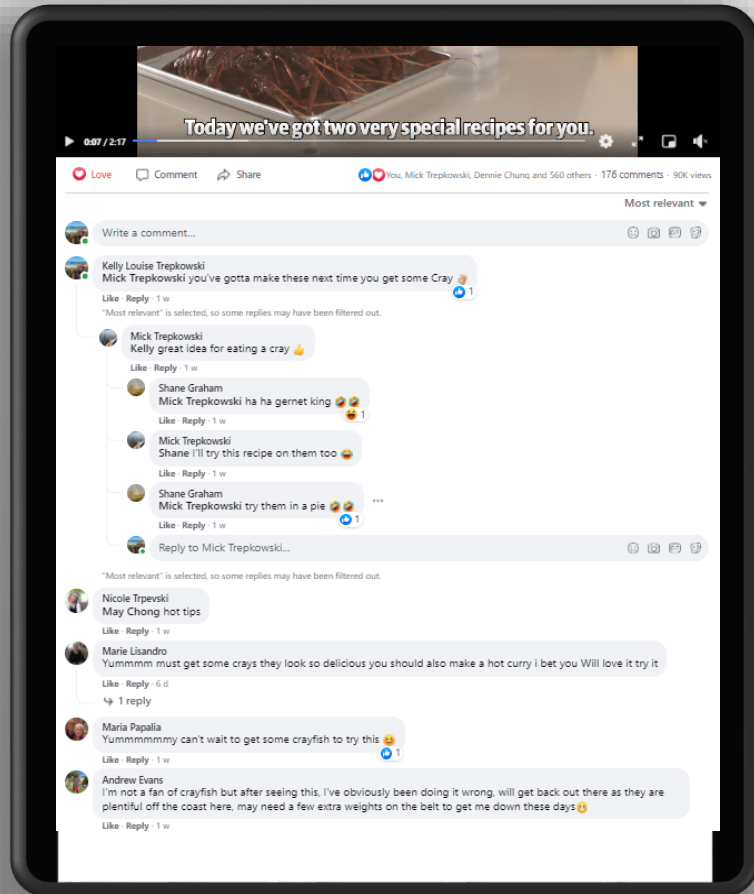
10,948

ENGAGEMENT RATE

8.54%

This social videos performed very well it achieved above average engagement rates and over delivered on the guaranteed views (50,000)

SOCIAL VIDEO SENTIMENT



TOTAL ENGAGEMENTS

10,948

CLICKS

9.9K

COMMENTS

233

REACTIONS

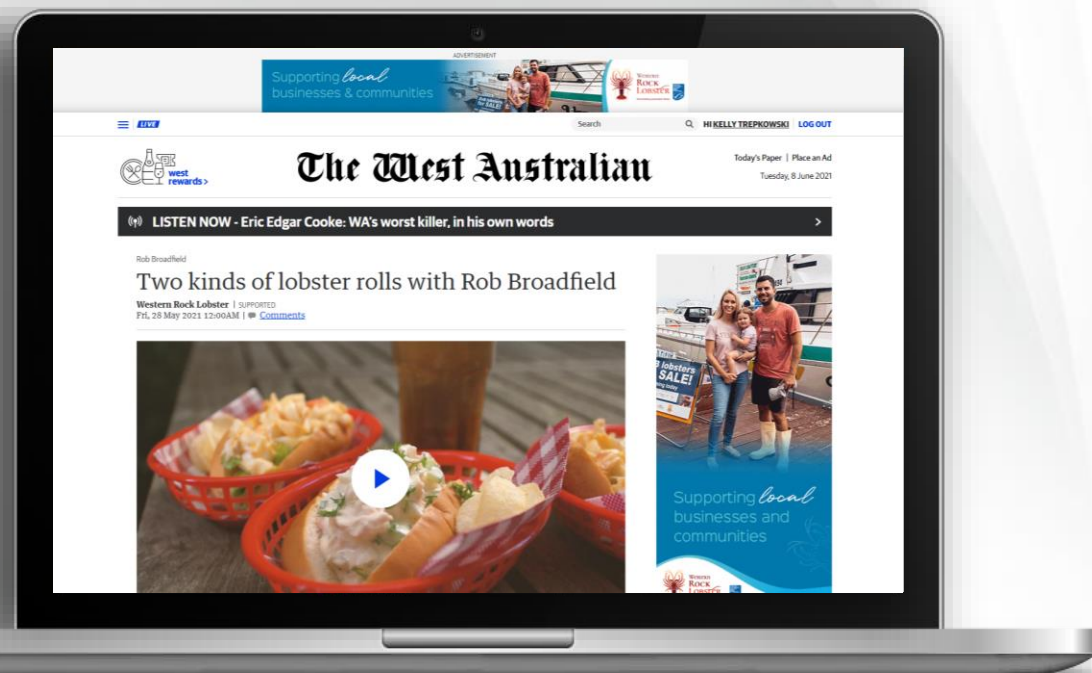
698

SHARES

159

ARTICLE INSIGHTS

28th May 2021 – 7th July 2021



TOTAL PAGE VIEWS

1,468

AVERAGE TIME ON PAGE

2:25

HIGHLIGHTS

The article page was a bonus add-on for the social video campaign and has delivered a total 1,468 page views

There were **13** clicks on the surrounding display ads, driving a high CTR of **0.26%**

7PLUS CAMPAIGN

26th June 2021 – 6th August 2021

IMPRESSIONS

91,109

COMPLETION RATE

94.43%

CLICK THROUGH RATE

0.02%

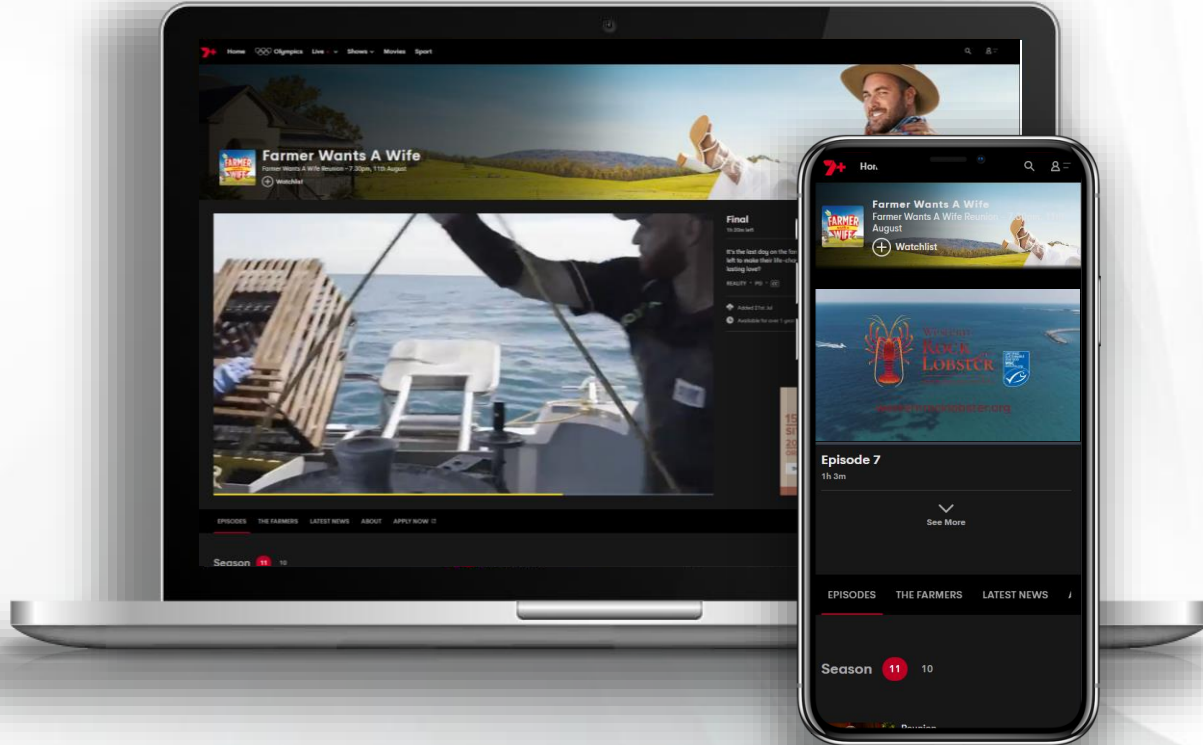
COST PER COMPLETED VIEW

\$0.06

HIGHLIGHTS

There were a total of **19** clicks on the 7plus pre roll

There were a total **86,050** completed views, driving a completion rate of 94%.



PERTH NOW COMPETITION

COMPETITION ENTRIES

969

PROMOTIONAL ACTIVITY

Main competition promotion tile on Community News

Facebook post on Channel 7, The West & PerthNow Facebook Pages

First post: 18th May

Second post: 20th May (channel 7 only)

Press adverts in ALL Community Newspapers W/C 17th May

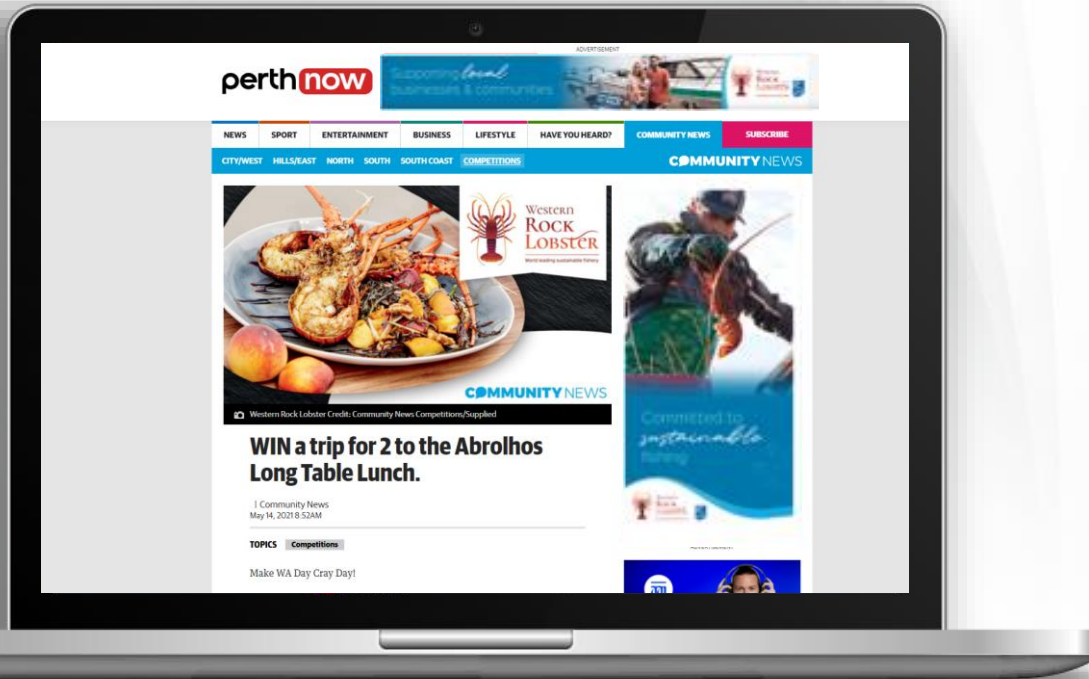
Editorial to promote the competition in ALL Community Newspapers W/C 24th May

Follow up press advert in the below papers W/C 24th May

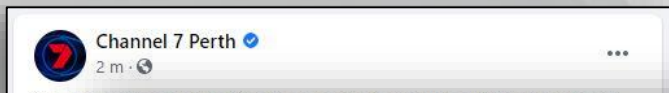
Stirling Times

Southern Gazette

Eastern Reporter



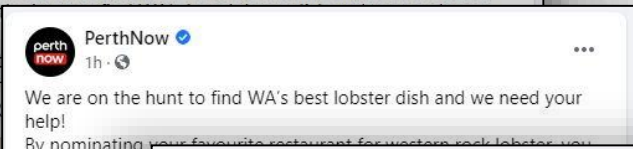
PERTH NOW COMPETITION



We are on the hunt for help!
By nominating your favourite restaurant for western rock lobster, you will go in the draw to win the culinary experience of a lifetime!
ENTER HERE: <https://bit.ly/3uWnQzT>



PERTH NOW
WIN a trip
A chance to



PERTH NOW
WIN a trip
A chance to

7
Like
Write a comment

The West Australian
1h · 🌐

We are on the hunt to find WA's best lobster dish and we need your help!
By nominating your favourite restaurant for western rock lobster, you will go in the draw to win the culinary experience of a lifetime!
ENTER HERE: <https://bit.ly/3uWnQzT>




COMMUNITY NEWS

Like Comment Share



Crazy for cray

Keren Bellos

When it came to best-loved dishes, most punters wanted to sink their claws into the lobster mornay at The Cray, which owners Tejas and Mayur Patel opened in 2003.

Tejas said they entered the hospitality industry intent on offering a quality offering at a good price.

"We wanted to take pride in serving the finest local seafood coupled with a memorable dining experience which provides value for money.

In all, 110 eateries were nominated.

made fresh in house daily.

North-siders will be happy to hear the Patels are launching a second restaurant, due to open in Innaloo at the end of July.

The 'Make WA Day Cray Day' competition winner is Michael Giles-Duffy, of Halls Head, who got two tickets to the Abrolhos Long Table Lunch at the Shore Leave festival in Geraldton, including boat transfers and two nights' accommodation, along with 10 live lobsters, all courtesy of the Western Rock Lobster Council.



METRO PRINT REACH & FREQUENCY

TARGET: ALL PEOPLE 14+ WA || POTENTIAL AUDIENCE: 1,963,000

12 805,000 41.0% 2,382,000 3.0

INSERTIONS

WA MARKET
REACH 000'S

WA MARKET
REACH %

GROSS IMPACTS
(EXPOSURE)

AVERAGE
FREQUENCY

TABLE INTERPRETATION

The schedule reaches 805,000 people, or 41% of the WA population.

On average, each reader was exposed 3 issues, generating a total of 2.4 million exposures or opportunities to see the campaign.

PRINT TEARSHEETS

2 NEWS

WHEEL SLAP IN FACE

Manager's cruel game to decide if subcontractors paid on time

EXCLUSIVE JOHN MACDONALD: A Perth manager has been accused of using a crude 'wheel of fortune' to decide if subcontractors were paid on time. The controversial decision, the wheel, gathered so much attention that it was used by the manager in front of subcontractors as a small game to force them to accept their unpaid bills for the work. The wheel, which was used by the manager in front of subcontractors, had 'YES' and 'NO' sections. The wheel was used to decide if subcontractors were paid on time. The manager, who is now being sued, used the wheel to decide if subcontractors were paid on time. The wheel was used to decide if subcontractors were paid on time. The manager, who is now being sued, used the wheel to decide if subcontractors were paid on time.

INSIDE PINDAN COLLAPSE
SIBREY/PAGES/MAH

...the industry-wide...
...the industry-wide...
...the industry-wide...

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Celebrate WA Day with family, friends and delicious western rock lobster.

Our iconic lobster makes any occasion special. This WA Day serve freshly caught crays from the pristine, crystal clear waters off the coast of Western Australia.

www.westernrocklobster.org

NEWS 23

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NEWS 25

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The West Australian - Saturday

The West Australian - WA Day Wrap

PRINT TEARSHEETS

2 NEWS June 3, 2021

NEWS	70-79
MUSIC	P02-24
PETS	P21
BOOKS	P76
HOME	P76
RESIDENTIAL	P27-28
TRADES DIRECTORY	P74-83
MICROWAVE	P94
SPORT	P95

INSIDE

Warm welcome for centenarian

Amara Kwanan
Matt Zb
Carly Pines
Anyone Wants to Celebrate?
Alison Middleton
 9237 10000
 Email: south@communitynews.com.au

REPORTS:
 Ben Smith 9237 1436
 (Coordiner, East Fremantle)
 Alan Proctor 9237 8534
 (Melville, Fremantle)
PHOTOGRAPHERS:
 David Bayle, Andrew Ritchie
ADVERTISING MANAGER:
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CONTACT CENTRE/TRADES:
 Rick Edwards 1800 811 855
DISTRIBUTION:
 1800 811 855
 Published by Community Newspaper Group
 50 Hester Road, Osborne Park WA 6202.
 Printed by Colourpress
 14 Hester Road, Osborne Park WA 6202.

LOCAL NEWS NOW

GERMAN FILM FESTIVAL 2021
 WINNER! 1 of 15 double passes to the German Film Festival

www.perthnow.com.au/community-news/competitions

4 NEWS June 3, 2021

Town aims for a raise

Jon Bassett

CLAREMONT councillors say they are voting on a sample with a proposed raise to increase after voters subject council from charges last year.

The town revealed its April 'surprise' mid-year surplus of \$1.2 million.

Council chief executive Lisa Ledger said the 2021-22 budget was a result of being 'forced on being prudent' in the past three years.

Cr Ursula Haynes praised the town for its fiscal management during a pandemic.

Other amenities proposed in the \$10 apartment complex include a childcare centre, medical centre, cafe or restaurant, offices, gym and tavern.

A development WA report recommends the Scarborough Land Redevelopment commission approve the proposal at its meeting on June 8.

The supermarket giant expected its 4m opening surplus to keep the charges to taxpayers down, and \$4.6m for construction including rebuilding McKenna Parade and Claremont Museum.

The proposal, which also includes a new 'surprise' mid-year surplus of \$1.2 million, was a result of being 'forced on being prudent' in the past three years.

Cr Ursula Haynes praised the town for its fiscal management during a pandemic.

White Sands all set

Adam Proctor

THE City of Melville has begun introducing more Aboriginal place names for local sites among its reconciliation targets for the next year.

The City announced last Friday it would amend its Strategic Reconciliation Action Plan (RAP) for another 12 months, vowing to 'continue to take action to deliver on our commitment to reconciliation'.

An internal cultural learning strategy will be developed for staff and the City has also promised it will be 'working to see more locations with Aboriginal place names'.

City chief executive Margaret Pridmore said specific locations for dual names had not yet been identified.

She said in early conversations with the Community Arts Network of WA and Mudgee Consulting about developing a partnership to work alongside the community and inform future opportunities for dual names.

Mr Pridmore said he said the City of Melville was the first local government in WA to adopt a

exchange of community benefits. The report said the development proposed benefits for the area as the plan included a landscaped pedestrian promenade, public car parking facility and a full size supermarket.

The Metropolitan Redevelopment Authority board will determine the proposal based on the commission's recommendation.

Other amenities proposed in the \$10 apartment complex include a childcare centre, medical centre, cafe or restaurant, offices, gym and tavern.

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The supermarket giant

NEWS 7 June 3, 2021

City considers dual naming

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The supermarket giant

Hammer attack

THREE women have been arrested over an alleged double homicide in Perth where two people were attacked with a hammer. The two female victims, aged 18 and 19, were taken to hospital after the April 20 attack and required double stiches.

He said the women punched the victims, who were known to them, while a man struck them with the hammer.

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The supermarket giant

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The supermarket giant

Our flexibility will make you smile

smile

OPEN FOR NORMAL BUSINESS

NOW AVAILABLE AFTER HOURS & SATURDAYS!

BOOK ONLINE AT WWW.TLC-DENTAL.COM.AU

TLC DENTAL

Hatherley Medical Centre

is excited to announce that Dr Kim Kwa is joining our team of highly experienced GPs. Dr Kwa is well known to the local community having worked as a GP in Learning for the past 9 years.

She enjoys the diversity of general practice and is interested in all aspects of family medicine including disease prevention, chronic disease management, women's health and children's health.

Please call **9310 4400** to make an appointment

New Patients Welcome
 Children Under 16 Bulk Billed
 Discounted Fees for Pensioners & HCC Holders

Suite 1/52 Hatherley Parade
Winthrop 6150
 Open Monday - Friday 8.00am - 7.00pm & Saturday 9.00am - 11.30am
1/52 Hatherley Parade Winthrop
www.hatherleymedical.com.au | 9310 4400

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WESTERN ROCK LOBSTER
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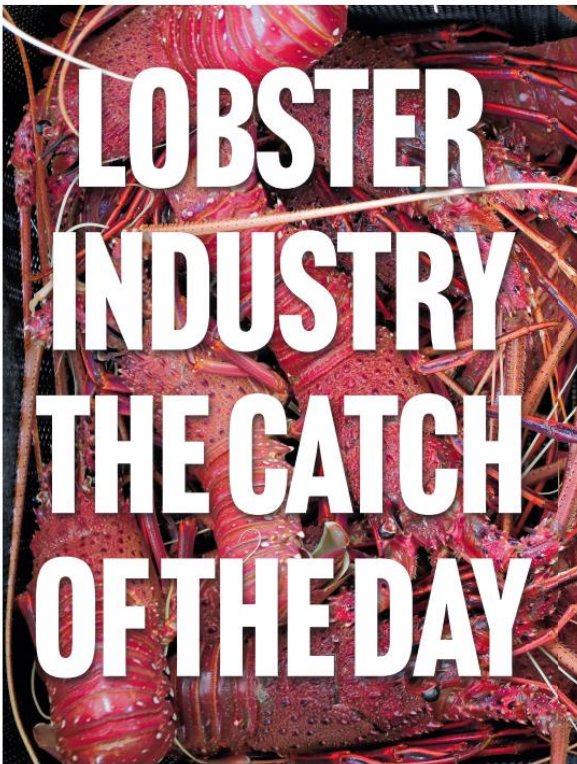
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WESTERN ROCK LOBSTER
 World leading sustainable fishery

PRINT TEARSHEETS



LOBSTER INDUSTRY THE CATCH OF THE DAY

IT WAS WA'S \$500M BOOM INDUSTRY UNTIL COVID ROCKED THE BOAT, BUT HAS THE PANDEMIC ACTUALLY RETURNED OUR CRAWFISHING PASTIME TO ITS CUSTOMER-FRIENDLY ROOTS WHERE BOTH PUBLIC & FISHERMAN ARE GETTING A GOOD DEAL? CHARLOTTE ELTON & JENNE BRAMMER INVESTIGATE

THE \$500 million industry of lobster in Western Australia has been a major force in the state's economy for decades. It was a major employer in coastal towns, a major contributor to the state's GDP, and a major part of the state's identity. But the industry has been hit hard by the COVID-19 pandemic, with many fishermen losing their livelihoods and the industry's revenue plummeting. However, there is a glimmer of hope as the industry begins to recover, with some fishermen reporting that they are seeing a return to customer-friendly roots where both public and fisherman are getting a good deal.

FROM FURTHER Western rock lobster has been a major force in the state's economy for decades. It was a major employer in coastal towns, a major contributor to the state's GDP, and a major part of the state's identity. But the industry has been hit hard by the COVID-19 pandemic, with many fishermen losing their livelihoods and the industry's revenue plummeting. However, there is a glimmer of hope as the industry begins to recover, with some fishermen reporting that they are seeing a return to customer-friendly roots where both public and fisherman are getting a good deal.



JOE AND JAMES PARATORE

back then, to land orders." Fed by the wave of post-war prosperity, the industry boomed. The industry boomed in the 1950s and 1960s, with many fishermen reporting that they were seeing a return to customer-friendly roots where both public and fisherman are getting a good deal.

that a society stifled by the demands of these early pioneers. The WA lobster industry has a long history, with many fishermen reporting that they were seeing a return to customer-friendly roots where both public and fisherman are getting a good deal.



THE INDUSTRY HAS A LONG HISTORY IN WA

CUSTOMERS LINING UP TO BUY THE LATEST CATCH FROM THE VANESSA JAMES

CRISIS TO OPPORTUNITY The industry has been hit hard by the COVID-19 pandemic, with many fishermen losing their livelihoods and the industry's revenue plummeting. However, there is a glimmer of hope as the industry begins to recover, with some fishermen reporting that they are seeing a return to customer-friendly roots where both public and fisherman are getting a good deal.

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7PLUS CAMPAIGN

14th November 2021 – 11th December 2021

IMPRESSIONS

91,278

COMPLETION RATE

93%

CLICKS TO SITE

2

COST PER COMPLETED VIEW

\$0.06



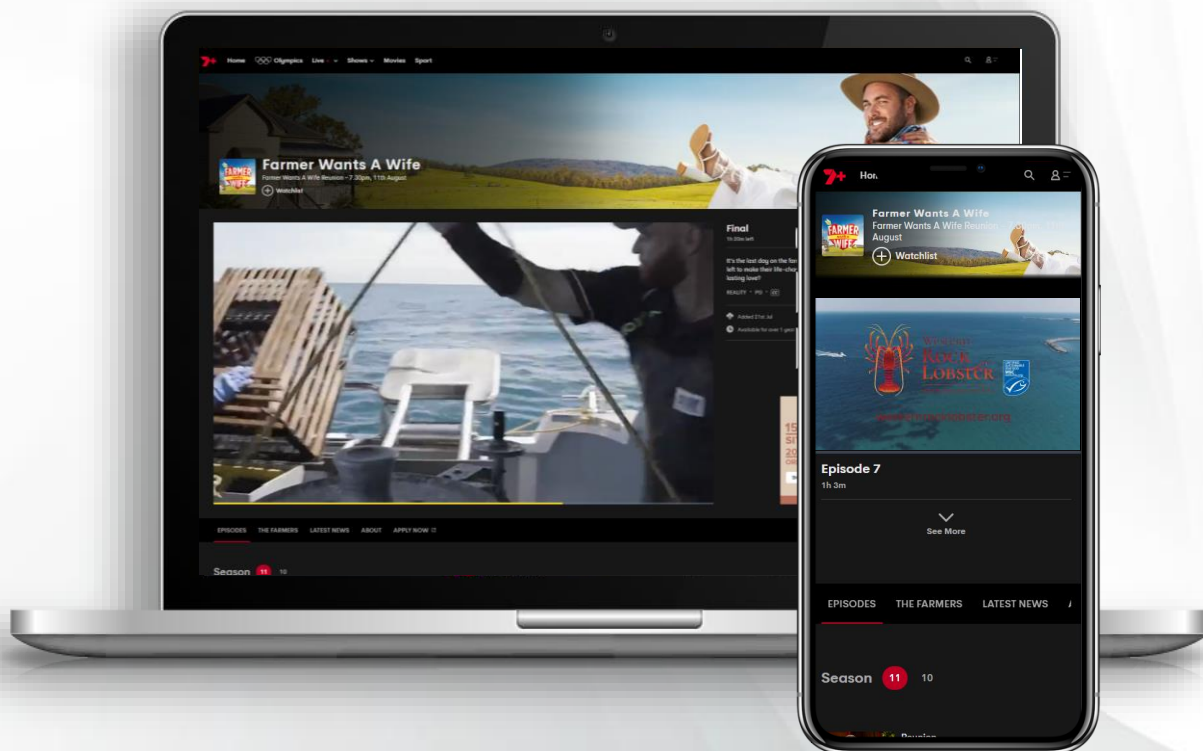
WEB/APP

64%



CTV

36%



PRINT TEARSHEETS

12
SUNDAY, NOVEMBER 14, 2021
SUNDAY, NOVEMBER 14, 2021
13

SPONSORED BY



Enjoy a truly Western Australian delicacy

Fresh lobster for every occasion

Summer is on the doorstep, and already Western Australians can feel the winter months have to offer access to our great state.

For many of us, this time of year means the start of school holidays, family and friends, soaking up the sun, visiting our beaches and island destinations and indulging in some Indian Ocean fare. Enter the king of Western Australian seafood – the western rock lobster. A staple of Christmas gatherings across the state every year, the occasion is known for its rich flavour and the dining venue in which it is presented. It's also incredibly versatile though, and doesn't have to be saved for a special occasion – why not enjoy a lobster roll for Sunday lunch?

Local lobster can be sourced by purchasing directly through local seafood suppliers, or online. Alternatively, a seafood retailer or you can also buy wholesale direct from a western rock lobster processor.

If you're more in the mood to indulge in someone else's cooking, many of the top dining restaurants serve lobster the big way, while the famous Lobster Shack invites us to the delicacy in a more casual setting.

For many though, fresh live lobster bought directly from the docks chains to the introduction of back-of-boot sales is a temptation hard to resist.

Many local commercial rock lobster fishers use the methuens to seal freshly caught lobsters to transport overseas, enabling West Aussies of all backgrounds to enjoy this truly Western Australian product as if they'd caught it themselves – talk about fresh!

In addition to enjoying some high-quality seafood, back-of-boot buyers also get home with a closer connection to their food and community, and the knowledge they have directly supported local business.

To find times and locations for back-of-boot sales, follow the Blackfoot Lobsters' annual map. Of course, there are guidelines for how to safely handle live lobsters, but don't worry, it's easy, and you can find all you need to know in this special feature.

Whether you plan to boil, barbecue or steam your lobster, we have you covered. Our easy-to-follow recipes serve lobster the big way, while the famous Lobster Shack invites us to the delicacy in a more casual setting.

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Australian delicacy

Cooked to perfection no matter the method

One of the best things about lobster is it is versatile – you can cook and prepare it in a multitude of ways. The most popular methods, however, are boiling, steaming and barbecuing. The method you choose should depend on what flavour and texture you are seeking.

When boiling, you may choose to cook fresh water with a saltation of salt per litre, or you could use natural seawater for an authentic touch. Completely submerge your lobster in boiling water and cover, cooking until the meat turns from opaque to white and the shell turns bright red.

For a steamed dish, add two inches of salted water to a large pot and fit with a steamer rack. Add lobsters one at a time, without overcrowding the pot, and cook according to the time chart below the bottom right of this page.

If using the barbecue, split the lobster lengthwise, de-ven and remove contents of the head and remove water without wetting the tail. Marinate to taste and place the tail down on the barbecue for indirect heat. When the meat is cooked to the tail and has turned white but the centre is still slightly opaque, turn the lobster over to finish on the other side.

For a roasted dish, add two inches of salted water to a large pot and fit with a steamer rack. Add lobsters one at a time, without overcrowding the pot, and cook according to the time chart below the bottom right of this page.

If using the barbecue, split the lobster lengthwise, de-ven and remove contents of the head and remove water without wetting the tail. Marinate to taste and place the tail down on the barbecue for indirect heat. When the meat is cooked to the tail and has turned white but the centre is still slightly opaque, turn the lobster over to finish on the other side.

For a roasted dish, add two inches of salted water to a large pot and fit with a steamer rack. Add lobsters one at a time, without overcrowding the pot, and cook according to the time chart below the bottom right of this page.

THE BENEFITS:

- Boiled:** Meats will cook quickly and hold onto their flavour.
- Steamed:** It is harder to overcook using this method, ensuring the meat is generally more tender.
- Barbecued:** Enables the lobster to absorb flavour from the coals and any marinades or basters.

Ronny Dah's barbecue rock lobster (serves 2)

INGREDIENTS

- 2 western rock lobsters
- 1/2 cup butter, melted
- 1 garlic clove
- 1 medium chili, sliced
- 2 cans and juice of half a lemon
- Salt and pepper
- Handful chopped parsley

DIRECTIONS

- Split two lobsters in half down the tail to get four portions. Remove the head meat and rinse in salt water. If you're at home and eating fresh top water, keep the tail raised to ensure the lobster's natural flavour isn't washed away.
- Prepare the marinade by melting 80 grams of butter in a small pan. Add garlic, chili, parsley and lemon juice. Stir the marinade on a low heat and substitute it in seven jobs. Salt and pepper.
- Brush the half lobster tails with the marinade and place shell side down on a medium-high heat griddle pan or hot plate and grill for four to five minutes.
- Flip up the flesh facing down, brush the shell side with more marinade and grill for another two to three minutes to brown the lobster and brown the flesh. One cooked lobster from head to tail is the lobster flesh again with the marinade.
- Serve with a tomato salad and a fresh knob of bread.

Buying, storing and preparing live lobster

A key part of storing lobsters is keeping them cool and wet so they remain fresh and alive.

If you plan to buy direct from the back-of-boot, it is best to take a cooled walk with you to transport your product, wrap the lobster in a damp cloth or newspaper with ice, but take care that they are not immersed in melted ice. Less transport time is preferable.

Handling and storing

You can keep your lobsters alive for up to 24 hours by keeping them cool and covered in the damp cloth or newspaper in your refrigerator.

Do not store live lobsters in fresh or salt water, your freezer or sealed plastic bags.

Rendering your lobster unconscious

When rendering your lobster, it is important that they are properly anaesthetised, or rendered unconscious.

How do you know if your lobster is unconscious?

- No reaction when tapping.
- No reaction when you hold its legs.
- No control of limb movement.
- No reaction when touched around the mouthparts.

View of a lobster from above, showing the line of cut for lobster splitting.

Line of cut

Ganglia

Cross-section view of a lobster, showing the internal nerve centres.

Rob Broadfield's classic Maine-style rolls (serves 4)

INGREDIENTS

- 1 lobster tail, roughly chopped
- 1 lobster claw, roughly chopped
- 1 green onion stalk, finely chopped
- 1/2 cup mayonnaise
- 1/2 cup cheddar cheese
- 1/2 cup parmesan cheese
- 1/2 cup butter
- 1/2 cup salt and pepper

DIRECTIONS

- Preheat oven to 180°C.
- Place lobster in a large pot and cover with water. Bring to a boil and cook for 10 minutes.
- Remove lobster from the pot and drain. Cut into 1/2 inch pieces.
- Place lobster in a large bowl and add mayonnaise, cheddar, parmesan, butter, salt and pepper. Mix well.
- Place lobster in a large bowl and add mayonnaise, cheddar, parmesan, butter, salt and pepper. Mix well.
- Place lobster in a large bowl and add mayonnaise, cheddar, parmesan, butter, salt and pepper. Mix well.

Liam's Atkinson's lobster with seaweed butter and spring vegetables (serves 2-4)

INGREDIENTS

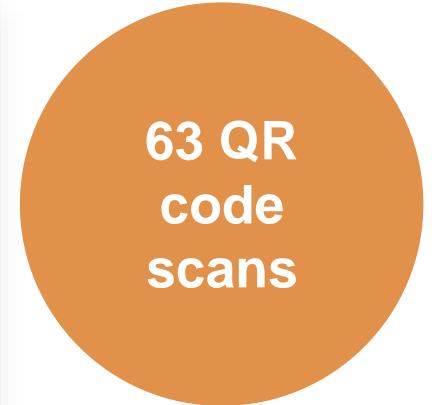
- 2 western rock lobsters
- 1/2 cup seaweed butter
- 1/2 cup spring vegetables
- 1/2 cup salt and pepper
- 1/2 cup butter
- 1/2 cup salt and pepper
- 1/2 cup seaweed butter
- 1/2 cup spring vegetables

DIRECTIONS

- Preheat oven to 180°C.
- Place lobster in a large pot and cover with water. Bring to a boil and cook for 10 minutes.
- Remove lobster from the pot and drain. Cut into 1/2 inch pieces.
- Place lobster in a large bowl and add seaweed butter, spring vegetables, salt and pepper. Mix well.
- Place lobster in a large bowl and add seaweed butter, spring vegetables, salt and pepper. Mix well.
- Place lobster in a large bowl and add seaweed butter, spring vegetables, salt and pepper. Mix well.

LOBSTER COOKING CHART

Weight	Boil	Steam
400g	10-12 minutes	10-12 minutes
500g	12-14 minutes	12-14 minutes
Over 600g	12-15 minutes	12-15 minutes



PRINT TEARSHEETS

FOOD
Rob Broadfield

LA DOLCE ROTTO

Summer. It's a couple of weeks away, but the weekend just gone at Rotto was quintessentially summery attire, almost properly hot, without the inconveniences of the warmer month's energetic sou-westers and lumpy, wind-whipped cross seas. Destination? Isola in the former Thomson restaurant at Thomson Bay.

Culinary director for the Preadville family's swath of pubs, Russell Blakie had prior to its opening, been pumping the tyres of the Preadville's newest venue. The former Mustang Winchur owner and chef credits, proclaiming it one of the best things the group has done. And, on paper, it looked like it, simple Italian plates.

Nothing new, nothing revolutionary, but when you're sitting on a shady deck drinking good wine or a spritz, watching boats swing and jerk on their moorings to a soundtrack of laughter, the thinking and tapping of baby's on spars and the distant squeal of a tender onboard coming to life, you want simple. Yes, you do. You want grilled prawns, a light pasta of crab with chilli, oysters, caprese salad (at room temperature please and with olive oil tomatoes) and a bottomless pit of bracing, saline, ice cold rose.

During the recent refurbishment of the Hotel Rottom, they tried to create a version of a French beach club, but it was never convincing. Now with Isola the island at last has a casual restaurant which fits with a languid, Mediterranean-style dining experience. It has "silly", "obscure", and lots more beautiful Italian words to describe it. The food is all right too.

Gamboni (big prawns) had been partly butterflied and chargrilled with shells on the extra flavour and protection of the delicate meat. They were leached with scampi butter, lemon and capers. That's it. The restaurant was admirable, the flavours were front and centre. \$24. Buy extra house made bread to mop up the butter.

A crudo of raw Shark Bay scallop, \$18, was almost a great dish, but the unnecessary addition of a creamy emulsion on the bottom of the plate

detracted from the primal, luscious flavours of scallop and its garnishes of fennel, orange and radish slices.

Without the slick baby food, the main ingredients alone would have made for a champion plate.

Capelli d'angelo — the classic combo of crabmeat, angel hair pasta, tomato, chilli, garlic — was a truster and everything you imagine when you think Mediterranean-style dining with the full plate of Rottom's waters before you. The "sauce" was a little starchy, a minor caveat, \$36.

Chicken parrot, sorry, *colombina di pollo*, \$27, was a simple crumbed fillet of chicken, perfectly undercooked and simply presented with a scattering of grated pecorino, a chunk of lemon and a fennel and apple salad. When good chefs use good produce and dare to go simple, we all win.

Isola does sliced meats, "affettati", served with its house giardiniera, a crunchy, lightly pickled slice and dice of raw vegetables. A full selection of four meats is \$29 or you can choose individually. The mortadella and prosciutto San Daniele are our recommendations. The meats were in good nick. You can also buy a bunch for two for \$70 and, great news for parents, the kids' menu makes an effort with roast lamb and polenta, gnocchi with sausage and tomato ragù and pasta with tomato, basil and parmesan, all \$12.

The wine list is fit for purpose with good bubbles, a selection of rose and nicely crunchy, acidic whites perfect for summer drinking. You can go large if you like, but why would you.

The service is on point and fun, led by the irrepressible front of house boss Marco Pietrobbon. At last Rotto has a restaurant pitched just right for those who don't want to sit at a pub, but still want to eat unpretentiously, enjoyably and generously on the beach. Bravissimo!



Isola
Thomson Bay, Rottnest Island
isolaretto.com.au
0102 6389

OPEN
Wednesday-Sunday,
11.30am-10pm.

STARTERS/Antipasti, \$14-\$29
Pasta, \$28-\$36
Mains, \$27-\$70
Salads/sides, \$9-\$16

THE BUZZ
The stuff of memories. Golden, hot afternoons. Simple, well cooked dishes. A good wine list. It's all about the Rotto lifestyle with an Italian touch. You won't be disappointed.

14.5/20

Fresh, local lobsters straight from the pristine waters of WA



westernrocklobster.org

GUEST CHEF



LATEST CRAYS

Chef Derek Lau makes a hero of local lobster

SMOKED TOM YUM LOBSTER WITH MANGO SALAD



For the lobster
2 large lobsters (about 600g each)
salt
1 cup seafood stock (or vegetable)
1 piece of charcoal, heated until exterior is white/grey
3 tbsp ghee

For the tom yum sauce
2 tsp tom yum paste
2 tsp fish sauce
2 tsp lime juice
2 tsp vegetable oil
2 tsp caster sugar
2 tsp lime leaves, chopped
2 tsp garlic cloves, minced

For the mango salad
1 mango, diced or shredded
¼ cup mint leaves
¼ cup Thai basil leaves
¼ cup coriander leaves
¼ cup peanuts
2 tsp fried shallot

For the salad dressing
2 tbsp lime juice
1-2 tbsp fish sauce
2 tsp warm water
1 tsp caster sugar
1 garlic clove, minced
1 chilli, diced finely, seeds removed
lime wedges, to serve

Step 1 Prepare an ice bath for the lobster. Bring a large pot of water to the boil, salt heavily. Add the lobster for 12 minutes, to release meat from the shell and then transfer to the ice bath. Cut along the length of the tail (underside), and remove the meat. Keep the tail for serving.

Step 2 Mix ingredients for the tom yum sauce. Cut each lobster tail into 2.5cm cubes and coat in sauce. Marinate for 30 minutes.

Step 3 Add some oil to a frypan and then heat to medium-high. Add the lobster and cook for a few minutes, then add the stock. Let sauce reduce for a few minutes until

the lobster is mostly cooked through, then remove the pan from the stove.

Step 4 Place a small metal bowl into the centre of sauce. Add ghee, then place the hot charcoal into the metal bowl in the ghee. Cover with a lid and smoke for 5-10 minutes.

Step 5 While the lobster is smoking, prepare the salad. For the dressing, whisk together all ingredients until the sugar dissolves. Shred mango and mix with the other ingredients. Mix all ingredients before serving, loading up with the peanuts and shallots on top.

Step 6 After the lobster has finished smoking, remove the lobster and the bowl, return the sauce to the stove to reduce by half, then pour over the lobster.

Step 7 To serve, spoon lobster into the tail and cover with more of the sauce. Serve with the mango salad on the side.

Sponsored by Western Rock Lobster

Fresh, local lobsters straight from the pristine waters of WA



westernrocklobster.org

METRO PRINT REACH & FREQUENCY

TARGET: ALL PEOPLE 14+ WA || POTENTIAL AUDIENCE: 2,181,000

3 674,000 30.9% 1,243,000 1.8

INSERTIONS

**WA MARKET
REACH 000'S**

**WA MARKET
REACH %**

**GROSS IMPACTS
(EXPOSURE)**

**AVERAGE
FREQUENCY**

TABLE INTERPRETATION

A total of 2,181,000 people aged 14+ years reside in Western Australia.

This schedule reaches 674,000 people 14+ years or 31% of the WA population 14+ years.

On average, each reader was exposed to 1.8 issues, generating a total of 1.2 million exposures or opportunities to see the campaign.



Western
ROCK
LOBSTER

PHASE TWO

PIONEERS

JUNE 2021 – FEBRUARY 2022

PHASE 2 DELIVERY



DISPLAY
IMPRESSIONS

229K

DISPLAY
CLICKS

249

OVERALL
CTR

0.08%

IMMERSIVE
PAGE VIEWS

13.4K

SOCIAL
LINK CLICKS

7.4K

SOCIAL
ENGAGEMENTS

8.4K

VIDEO
IMPRESSIONS

304K

VIDEO
CLICKS

9.3K

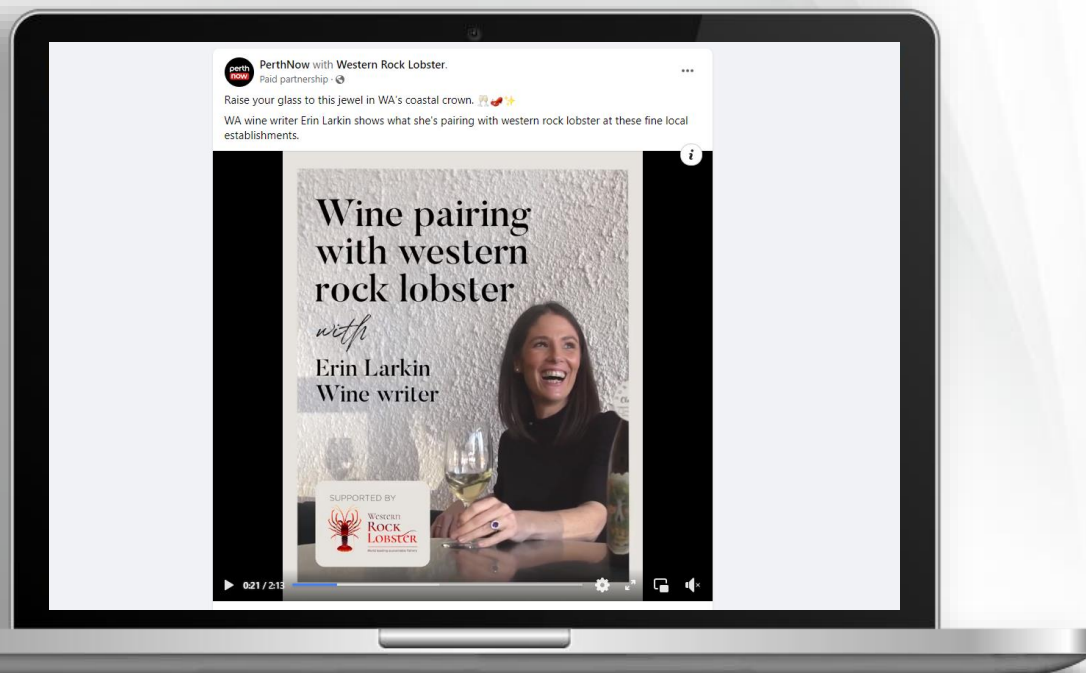
OVERALL
CTR

3.05%

SOCIAL VIDEO

ERIN LARKIN

1st September 2021 – 8th September 2021

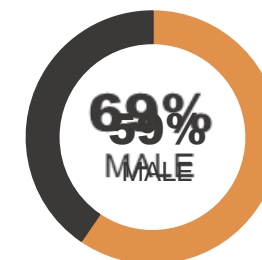


DELIVERED VIDEO VIEWS

63,585

TOP
DEMOGRAPHIC

M 25-34



SOCIAL
REACH

117,317

TOTAL
ENGAGEMENTS

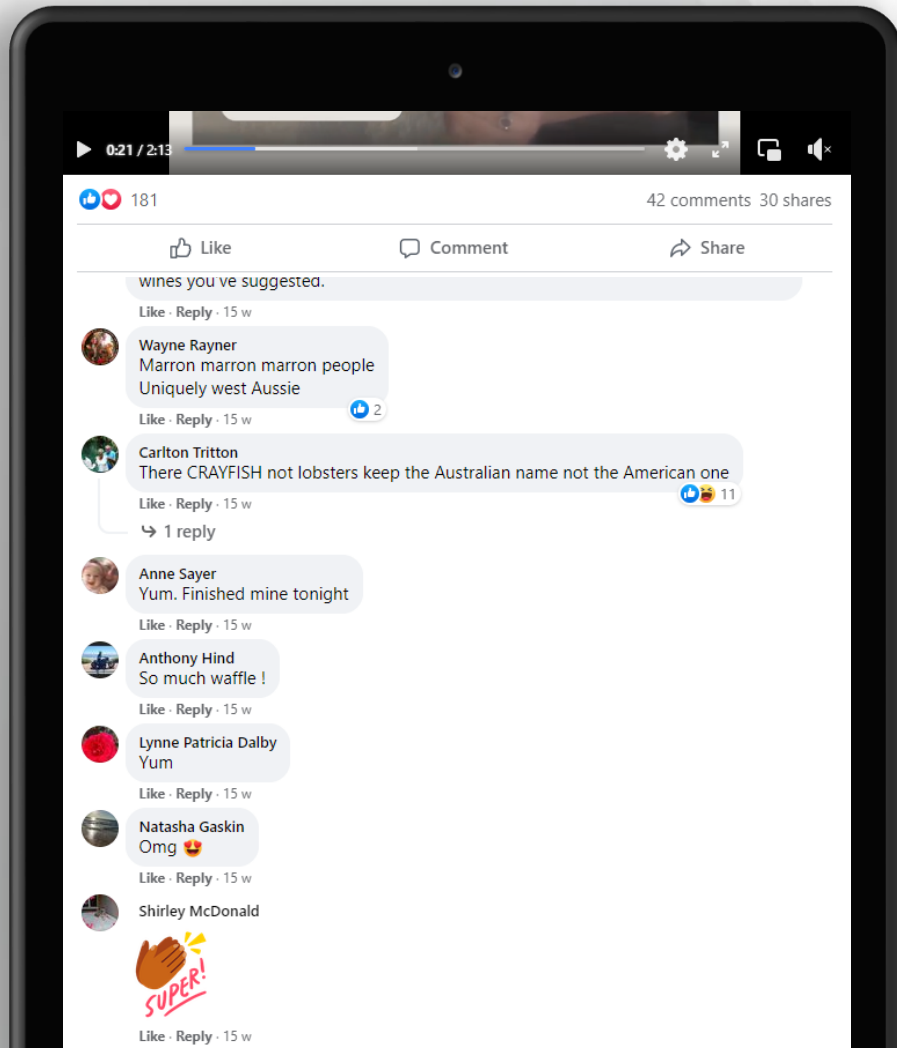
4,782

ENGAGEMENT
RATE

4.08%

This social videos performed well it achieved slightly above average engagement rates and over delivered on the guaranteed views (50,000)

SOCIAL VIDEO SENTIMENT



TOTAL ENGAGEMENTS

4,782

CLICKS

4.4K

COMMENTS

51

REACTIONS

297

SHARES

54

7PLUS CAMPAIGN

ERIN LARKIN

28th September 2021 – 28th October 2021

IMPRESSIONS

69,495

COMPLETION RATE

96%

CLICKS TO SITE

54

COST PER COMPLETED VIEW

\$0.07



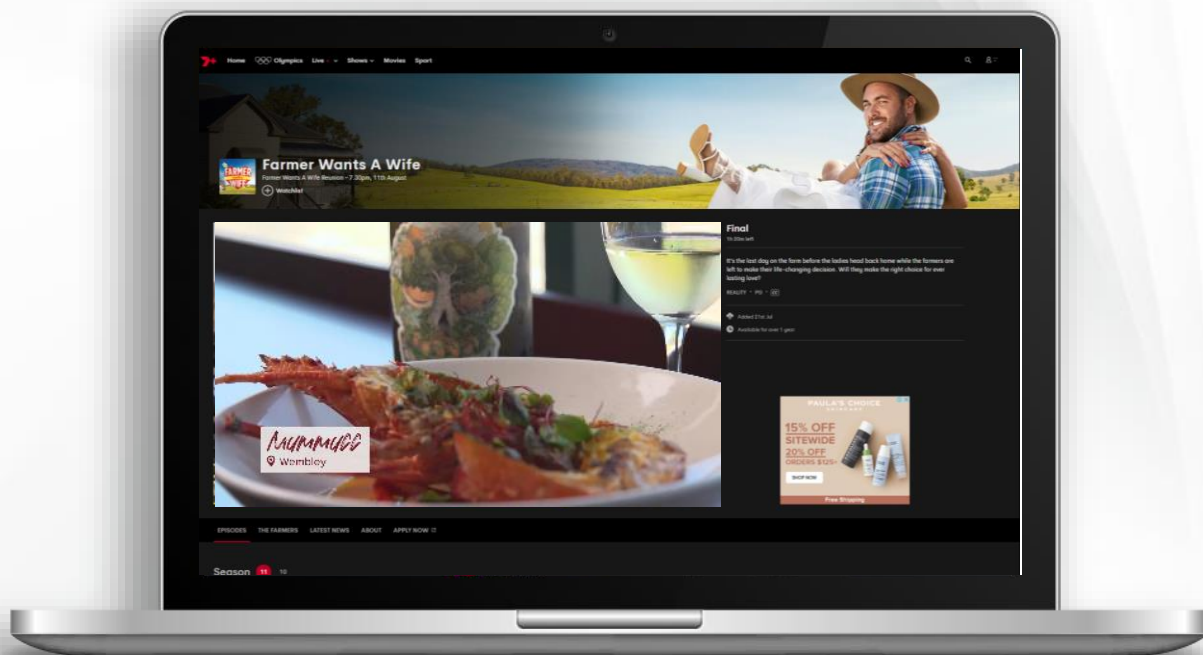
WEB/APP

52%



CTV

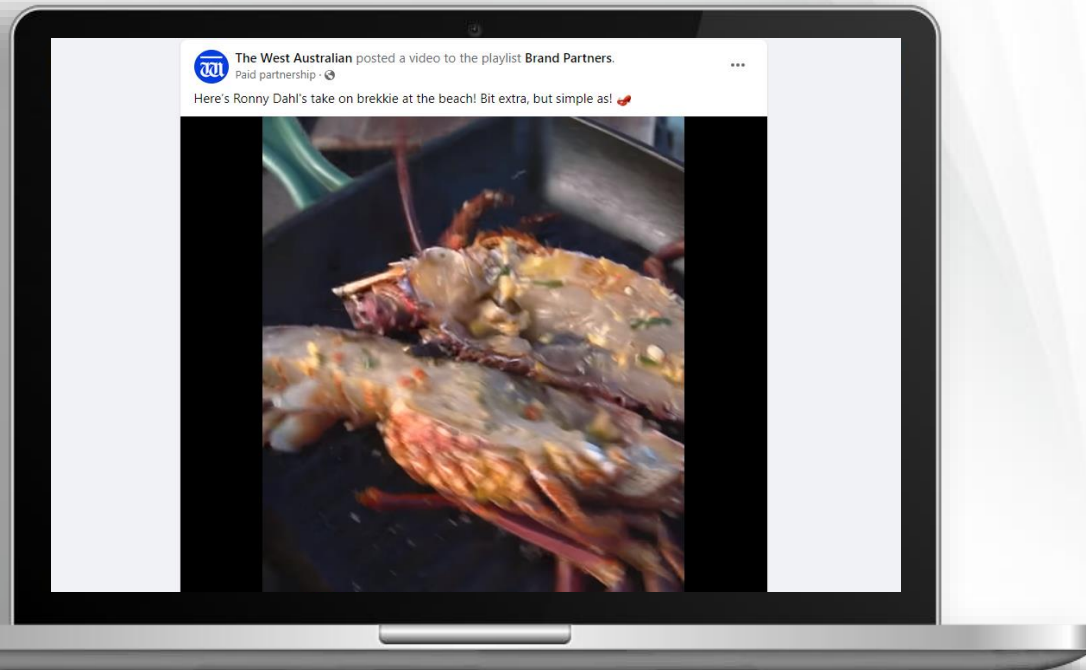
48%



SOCIAL VIDEO

RONNY DAHL

6th October 2021 – 13th October 2021

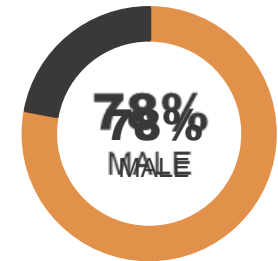


DELIVERED VIDEO VIEWS

80,223

TOP DEMOGRAPHIC

M 25-34



SOCIAL REACH

101,919

TOTAL ENGAGEMENTS

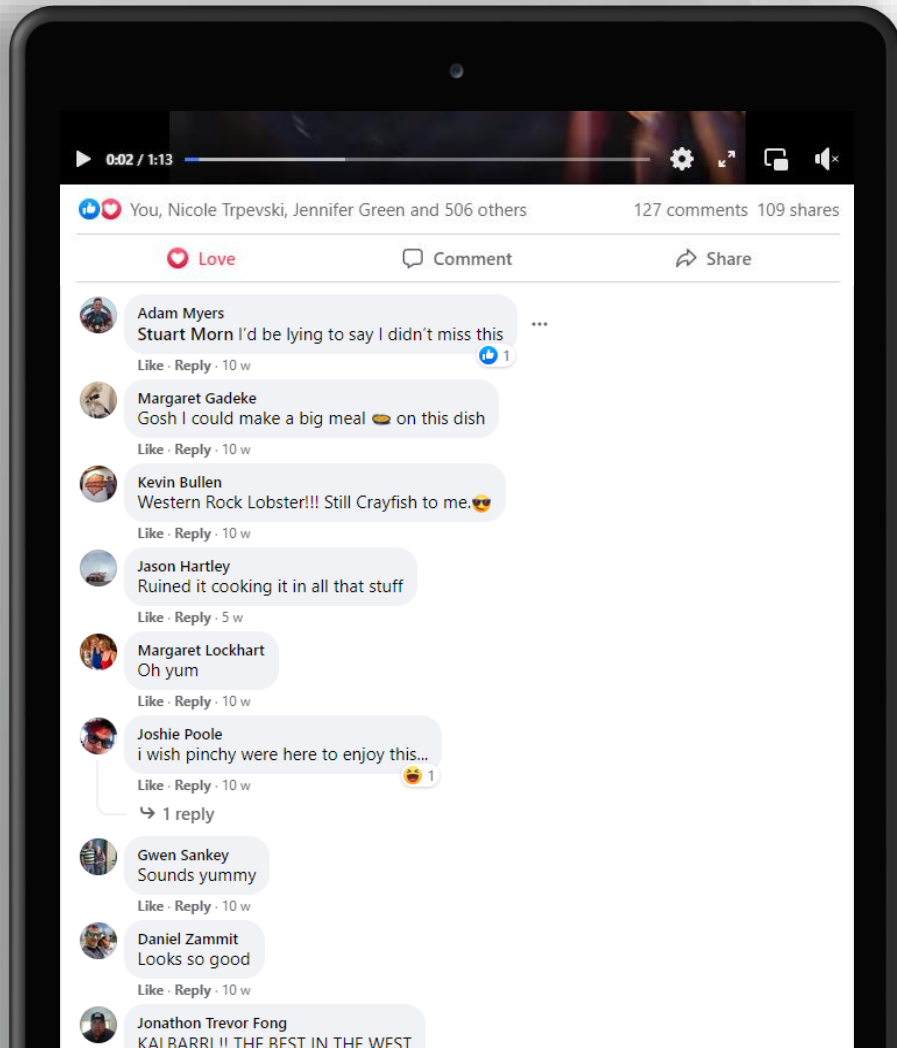
5,684

ENGAGEMENT RATE

5.58%

This social videos performed very well it achieved above average engagement rates and over delivered on the guaranteed views (50,000)

SOCIAL VIDEO SENTIMENT



TOTAL ENGAGEMENTS

5,684

CLICKS

4.8K

COMMENTS

156

REACTIONS

657

SHARES

106

7PLUS CAMPAIGN

RONNY DAHL

30th September 2021 – 4th December 2021

IMPRESSIONS

90,923

COMPLETION
RATE

94%

CLICKS
TO SITE

9

COST PER
COMPLETED VIEW

\$0.06



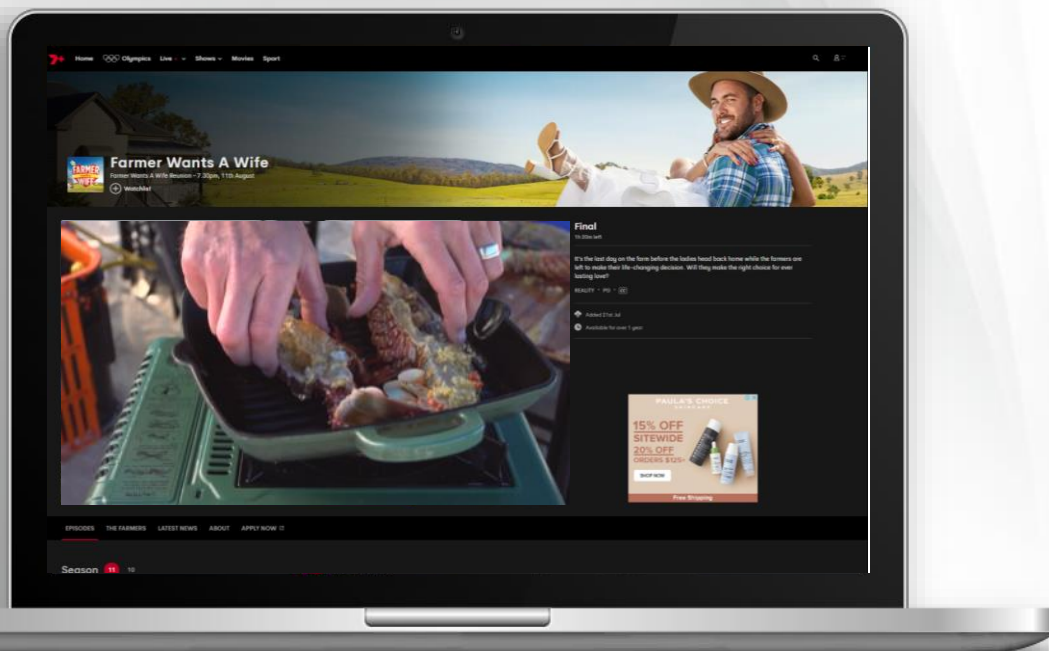
WEB/APP

63%



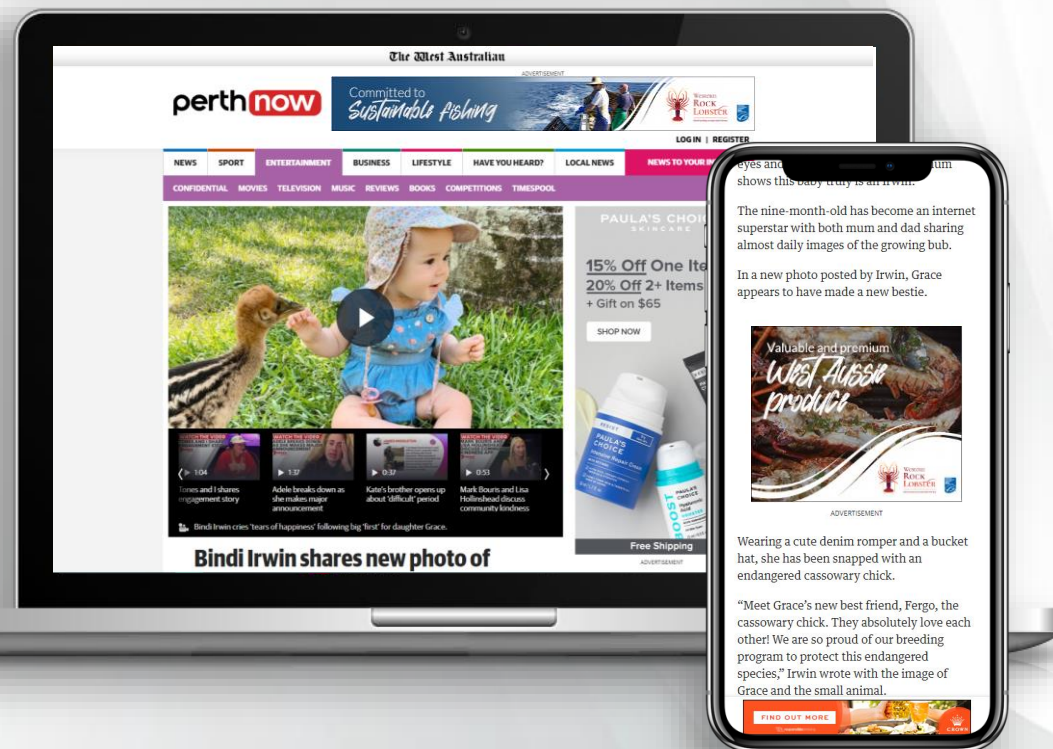
CTV

37%



TARGETED DISPLAY

24th November 2021 – 1st February 2022



IMPRESSIONS

187,755

CLICKS

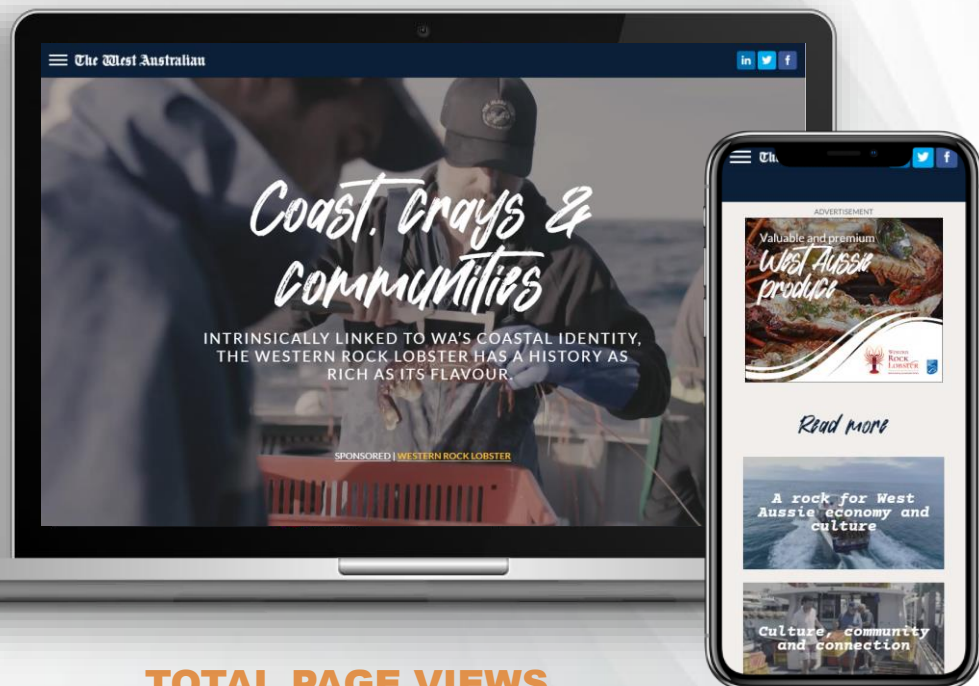
136

CTR

0.07%

IMMERSIVE FEATURE

24th November 2021 – 8th March 2022



TOTAL PAGE VIEWS

21,808

AVERAGE TIME
ON PAGE

1:16

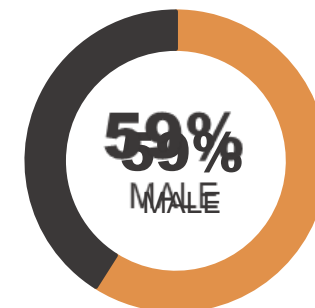
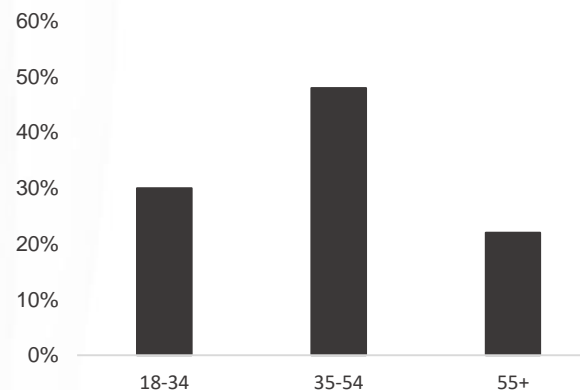
COST PER
ENGAGEMENT

\$1.83

SOCIAL
REACH

476K

SOCIAL DEMOGRAPHIC BREAKDOWN



HIGHLIGHTS

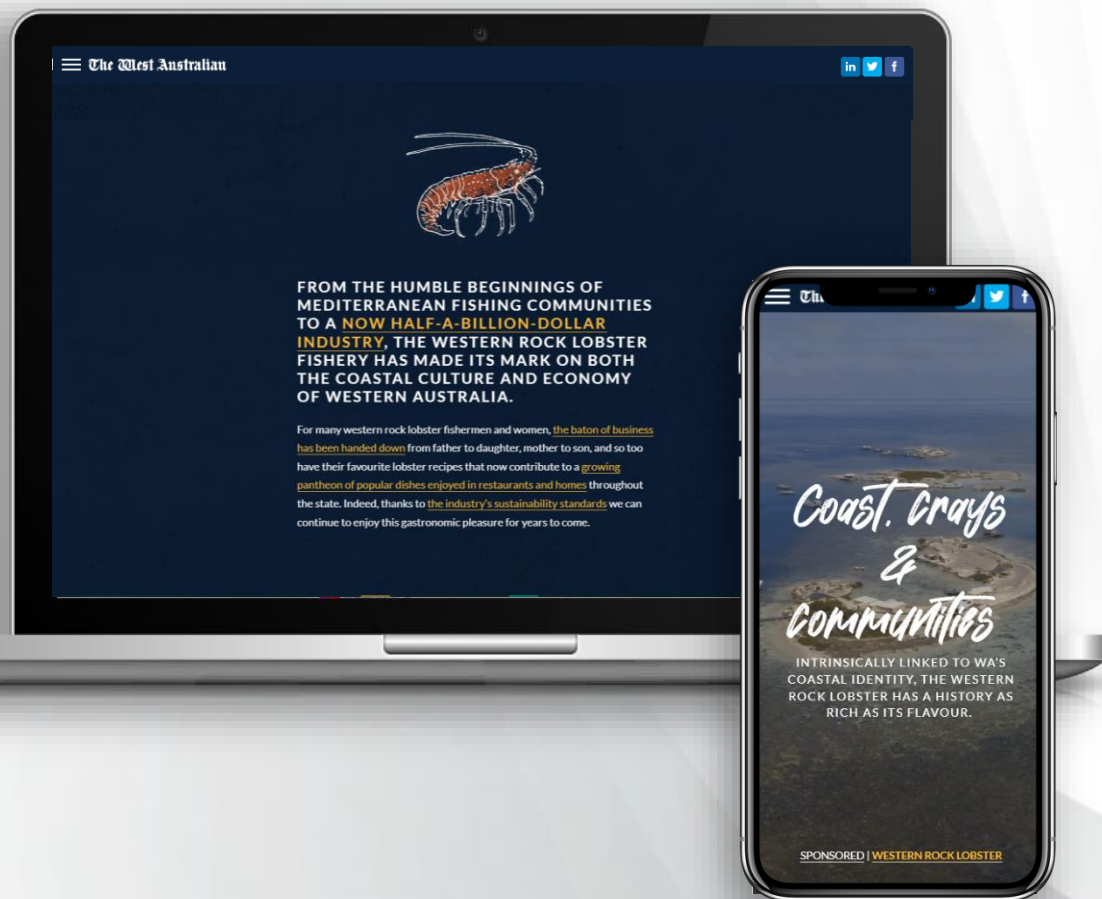
The article over-delivered on the page view goal of 21,666, resulting in a cost per engagement of **\$1.83**.

84% were unique page views

There was **155** clicks on the surrounding display ads and **291** clicks on the brand summary link driving a high CTR from the article of **2.05%**

IMMERSIVE VERTICAL 1

HOME



VERTICAL PAGE VIEWS

2,841

AVE TIME ON PAGE

0:30

TOTAL USERS

2,322

TOP DEMO

35-44

SOCIAL REACH

75K

TOTAL ENGAGEMENTS

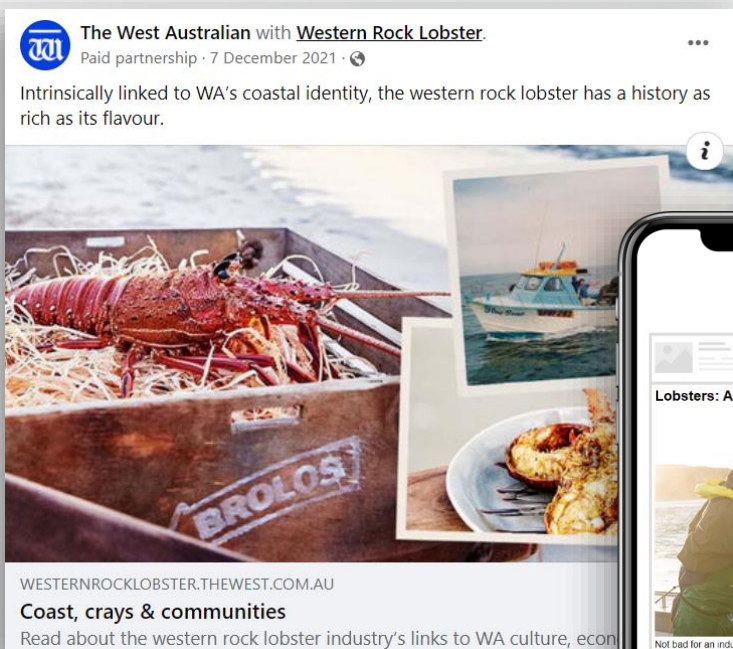
1,523

ENGAGEMENT RATE

2.03%

VERTICAL 1 AMPLIFICATION

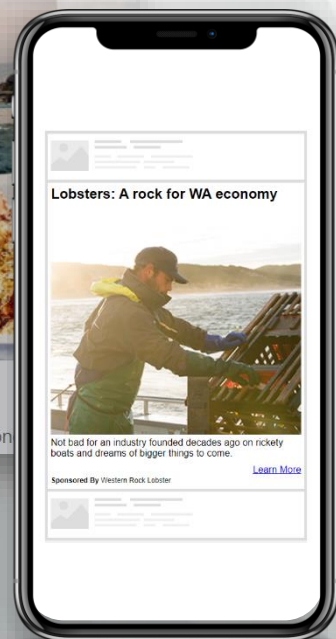
SOCIAL POST



The West Australian with [Western Rock Lobster](#).
Paid partnership · 7 December 2021 · 🌐

Intrinsically linked to WA's coastal identity, the western rock lobster has a history as rich as its flavour.

WESTERNROCKLOBSTER.THEWEST.COM.AU
Coast, crays & communities
Read about the western rock lobster industry's links to WA culture, econ



Lobsters: A rock for WA economy

Not bad for an industry founded decades ago on rickety boats and dreams of bigger things to come. [Learn More](#)

Sponsored By Western Rock Lobster

RIPPLE

TOTAL IMPRESSIONS

169,136

REACTIONS

195

COMMENTS

20

SHARES

20

TOTAL CLICKS

449

CTR

0.07%

ECPC

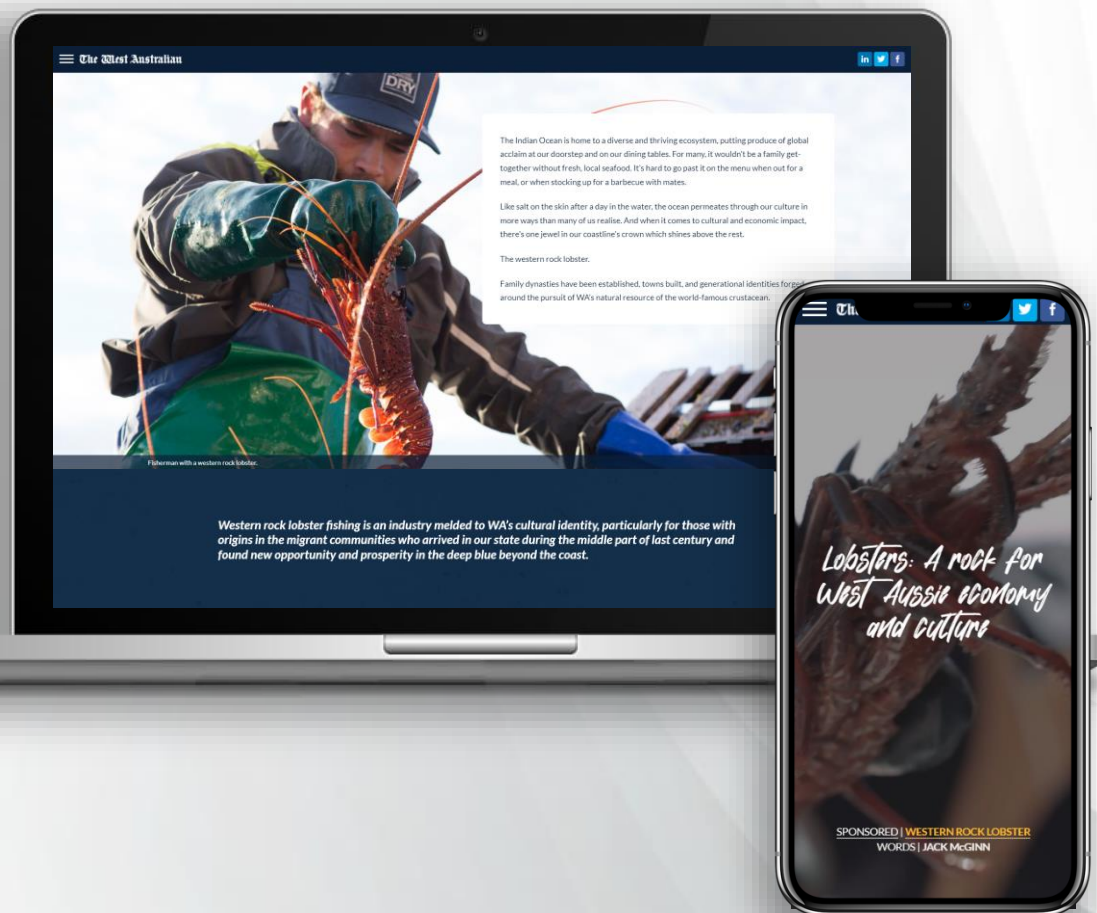
\$2.20

IMPRESSIONS

599K

IMMERSIVE VERTICAL 2

A rock for West Aussie economy and culture



VERTICAL PAGE VIEWS

4,820

AVE TIME ON PAGE

1:29

TOTAL USERS

4,033

TOP DEMO

35-44

SOCIAL REACH

58K

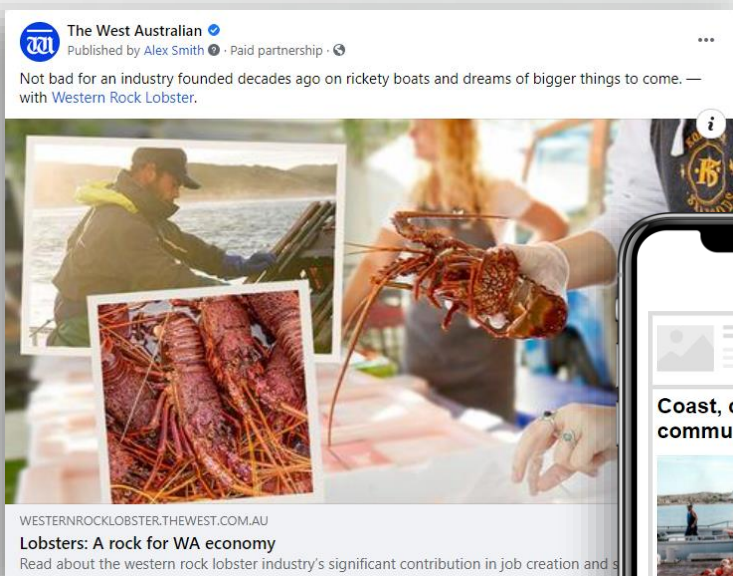
TOTAL ENGAGEMENTS

2,968

ENGAGEMENT RATE

5.15%

VERTICAL 2 AMPLIFICATION



SOCIAL POST

TOTAL IMPRESSIONS

122,984

REACTIONS

256

COMMENTS

97

SHARES

27

RIPPLE

TOTAL CLICKS

442

CTR

0.07%

ECPC

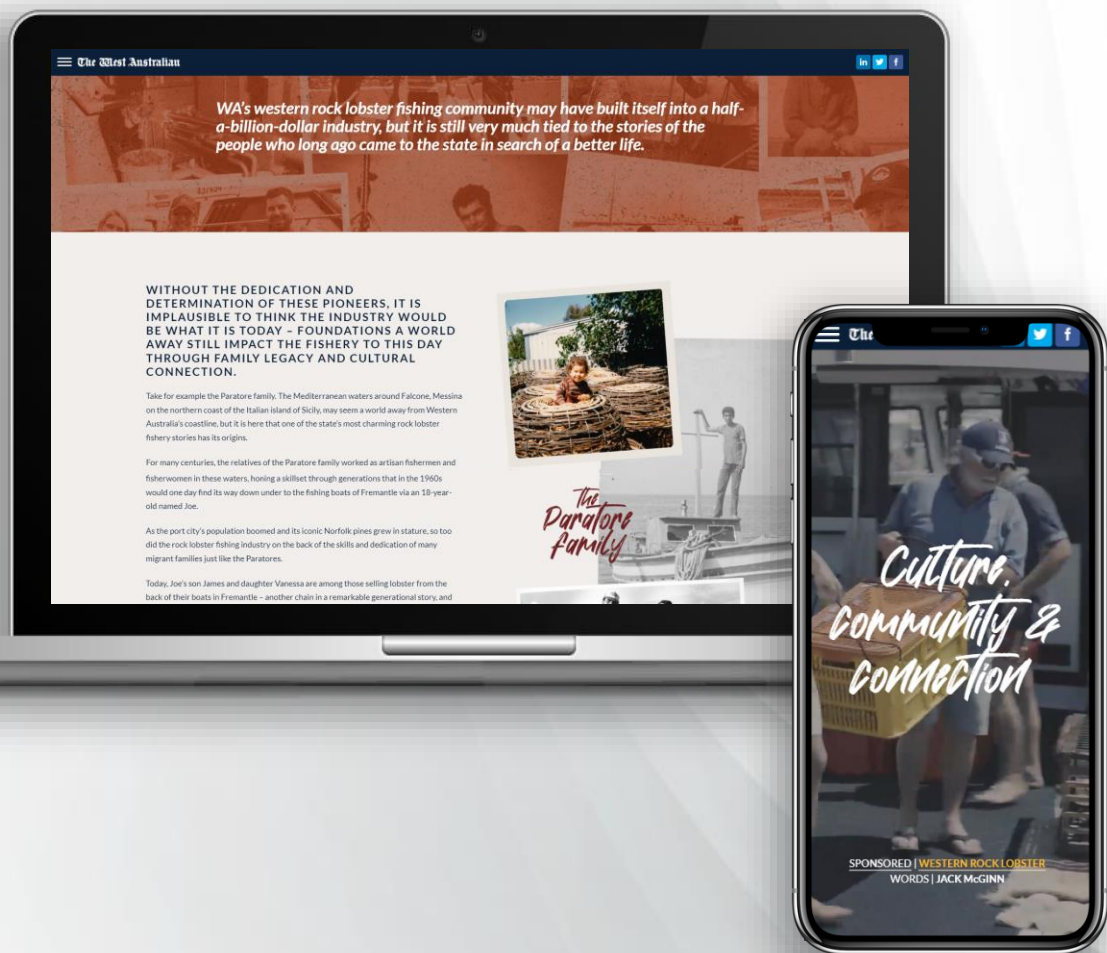
\$2.20

IMPRESSIONS

631K

IMMERSIVE VERTICAL 3

Coast, crays & communities



VERTICAL PAGE VIEWS

5,698

AVE TIME
ON PAGE

1:43

TOTAL
USERS

4,923

TOP
DEMO

45-54

SOCIAL
REACH

90K

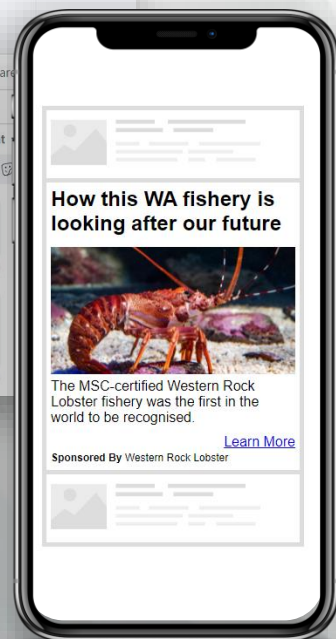
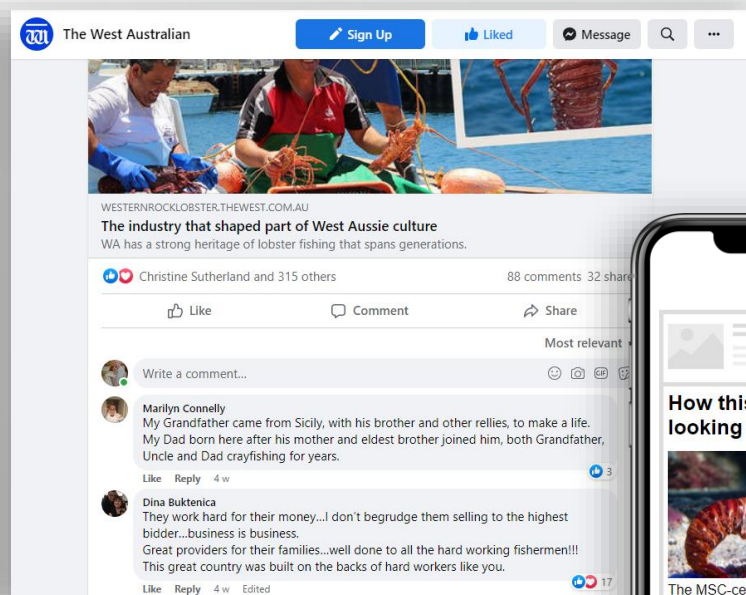
TOTAL
ENGAGEMENTS

4,326

ENGAGEMENT
RATE

4.83%

VERTICAL 3 AMPLIFICATION



SOCIAL POST

TOTAL IMPRESSIONS

222,461

REACTIONS

321

COMMENTS

34

SHARES

29

RIPPLE

TOTAL CLICKS

625

CTR

0.06%

ECPC

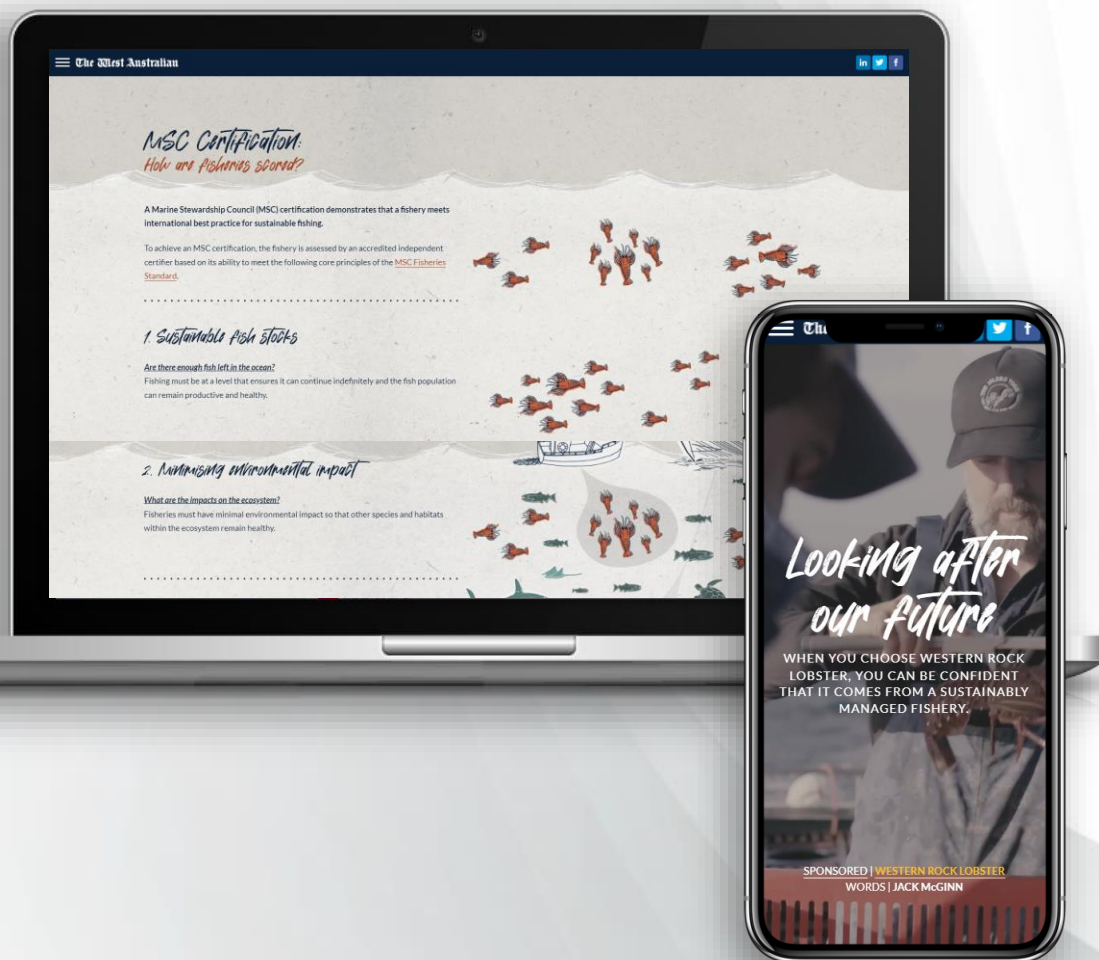
\$1.60

IMPRESSIONS

1.1M

IMMERSIVE VERTICAL 4

Looking after our future



VERTICAL PAGE VIEWS

3,217

AVE TIME ON PAGE

1:00

UNIQUE REACH

2,880

TOP DEMO

35-44

SOCIAL REACH

99K

TOTAL ENGAGEMENTS

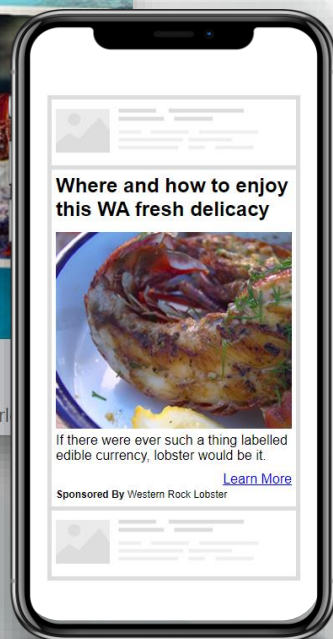
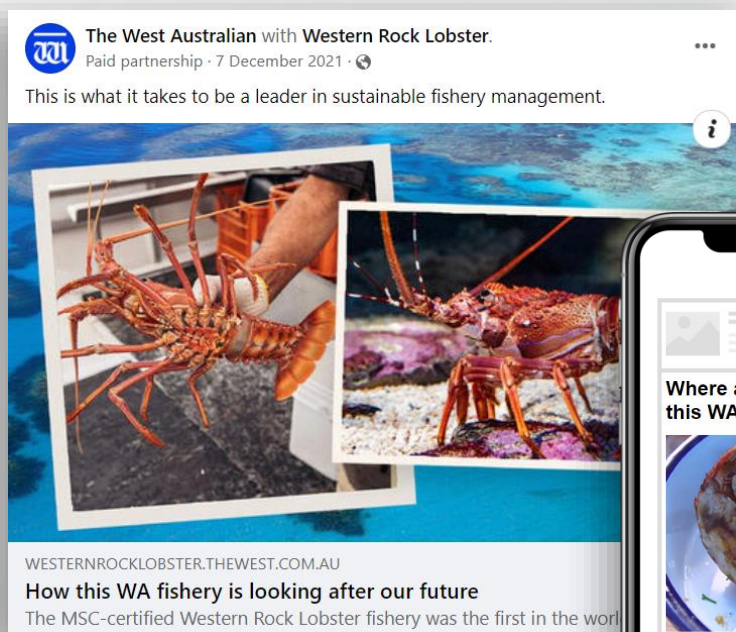
2,267

ENGAGEMENT RATE

2.30%

VERTICAL 4 AMPLIFICATION

SOCIAL POST



RIPPLE

TOTAL IMPRESSIONS

244,519

REACTIONS

257

COMMENTS

37

SHARES

19

TOTAL CLICKS

1,186

CTR

0.09%

ECPC

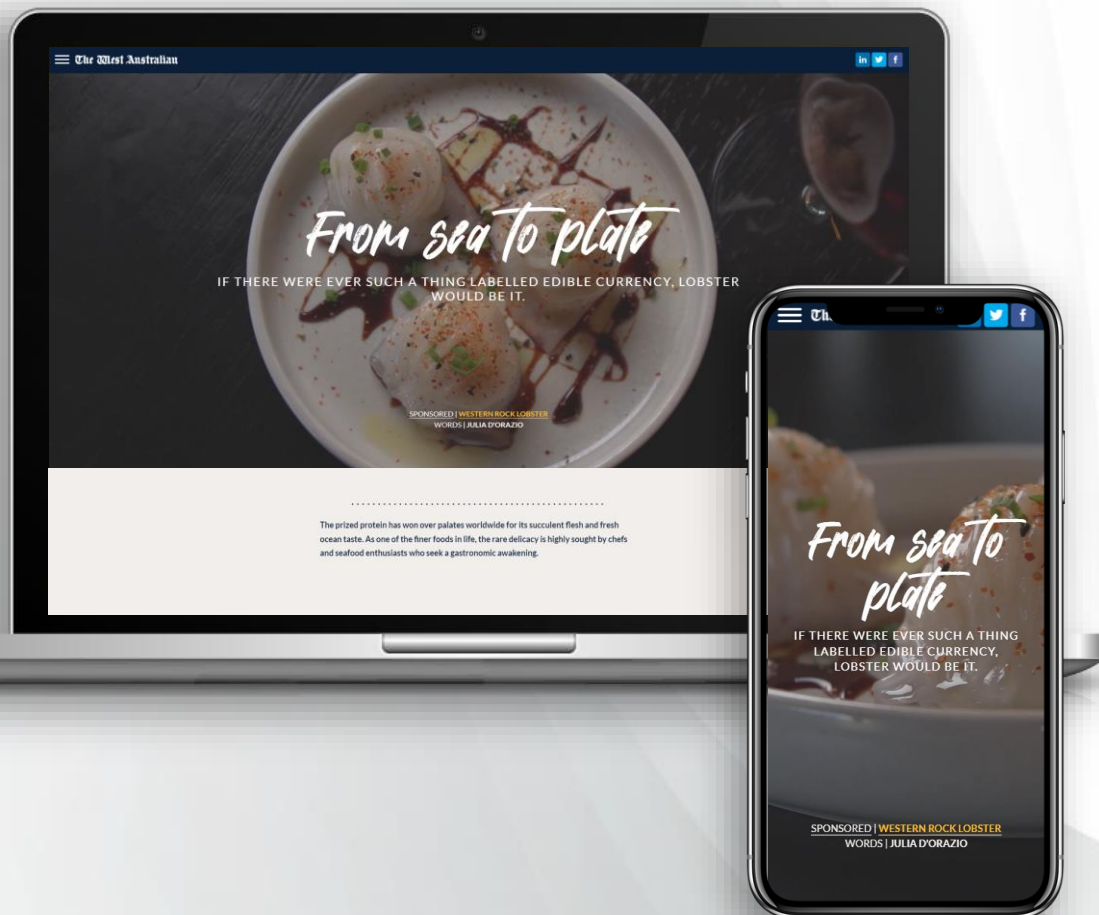
\$0.84

IMPRESSIONS

1.4M

IMMERSIVE VERTICAL 5

From sea to plate



VERTICAL PAGE VIEWS

5,232

AVE TIME ON PAGE

1:42

UNIQUE REACH

4,330

TOP DEMO

35-44

SOCIAL REACH

56K



TOTAL ENGAGEMENTS

2,639


ENGAGEMENT RATE

4.68%

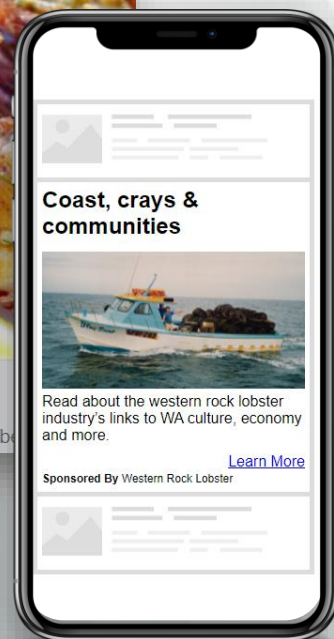
VERTICAL 5 AMPLIFICATION

 The West Australian with Western Rock Lobster.
Paid partnership · 7 December 2021 · 

Whether dining out or at home, here's how to enjoy this WA iconic delicacy this summer.



WESTERNROCKLOBSTER.THEWEST.COM.AU
Where and how to enjoy this WA fresh delicacy
If there were ever such a thing labelled edible currency, lobster would be



SOCIAL POST

TOTAL IMPRESSIONS

149,605

REACTIONS

121

COMMENTS

20

SHARES

15

RIPPLE

TOTAL CLICKS

1,000

CTR

0.07%

ECPC

\$1.00

IMPRESSIONS

1.5M

PRINT TEARSHEETS

Lobster Pioneers of Western Australia

Pioneers behind rich history and promising future

As the 100th anniversary of the Western Australian lobster industry draws to a close, we look back at the rich history and promising future of the industry.

“This is a story that epitomises the values we hold as a small family business rolling with the waves, with the tides of fortune and success, with a keen eye on that horizon for the next place we are destined to see.”

Multicultural heritage a solid foundation for generations

“It was the rich multicultural heritage of Western Australia that provided the foundation for the industry.”

Western Australia

Rock lobster communities stretch along the coast

ABROLHOS ISLANDS

CERVANTES

DONGARA

GERALTON

KALBARRI

of WA fishers

“We are returning to our roots and engaging once again with the local community – the way it should always be.”

Western Australia

Lobster Pioneers of Western Australia

Following in their ancestors' footsteps

Fremantle stalwarts

Blessed is he who fishes

Joë's peasant-style lobster

Ingredients:

- 400g of peeled, cold potatoes
- 1 onion, chopped
- 1 clove, crushed
- 1 egg, beaten
- 100g breadcrumbs
- 100g cheese, grated
- 100g butter, melted
- 100g oil

Instructions:

1. Soften a whole chopped white onion in a decent amount of olive oil over a medium heat.
2. Add the peas, potatoes and onion to the pan and cook for 10 minutes.
3. Add some water to cover and simmer for 30 minutes.
4. Pre-heat some ovens to 180°C.
5. Drain the peas and add to the slow before seasoning with salt and pepper.
6. Add breadcrumbs to a bowl and mix with the peas and potatoes.

“The next instalment of Lobster Pioneers of WA, we look at the fishing community of Cervantes, 200km north of Perth, as well as the industry's sustainability initiatives, only in the final edition of the Sunday Times.”

Sponsored Content #1 – 7th June, 2021

Lobster Pioneers of Western Australia

Following in their ancestors' footsteps

Fresh off the boat

Opining the floodgates for lobster exports, a recent change brought the industry back to the community with a bang.

“We are returning to our roots and engaging once again with the local community – the way it should always be.”

Western Australia

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“The next instalment of Lobster Pioneers of WA, we look at the fishing community of Cervantes, 200km north of Perth, as well as the industry's sustainability initiatives, only in the final edition of the Sunday Times.”

Sponsored Content #2 – 18th July, 2021

PRINT TEARSHEETS

Lobster Pioneers of Western Australia

All hands on deck at Cervantes

Processing some 840,000kg of rock lobster through the plant under the watchful eye of Dave Senior and his team. The Cervantes plant is a major processing center for Cervantes, the Western Rock Lobster fishery. They have been...
 ...the Cervantes plant is a major processing center for Cervantes, the Western Rock Lobster fishery. They have been...
 ...the Cervantes plant is a major processing center for Cervantes, the Western Rock Lobster fishery. They have been...

World-class fishery a collective effort

Internationally recognized for its focus on environmental sustainability, Western Australia's rock lobster fishery is a collective effort. The fishery is a collective effort...
 ...the fishery is a collective effort...
 ...the fishery is a collective effort...

Contributing to WA's rich community fabric

A thriving industry based on a single species, the Western Rock Lobster fishery is a vital part of the Western Australian economy. The fishery is a vital part of the Western Australian economy...
 ...the fishery is a vital part of the Western Australian economy...
 ...the fishery is a vital part of the Western Australian economy...

Dave Senior's barbecue lobster

INGREDIENTS

- 1 x 1kg rock lobster
- 2 x 200g soft-shell crab
- 1 lobster approx. 400g

DIRECTIONS

1. Combine the butter and garlic in a small pan.
2. Melt the butter and add the garlic.
3. Using a knife, split the lobster in half lengthwise through its head and tail.
4. Rub the butter and garlic all over the lobster.
5. Rub the lobster with the garlic butter mix.
6. Cover lobster with foil.

World-class fishery a collective effort

Internationally recognized for its focus on environmental sustainability, Western Australia's rock lobster fishery is a collective effort.

The fishery is a collective effort...
 ...the fishery is a collective effort...
 ...the fishery is a collective effort...

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The fishery is a vital part of the Western Australian economy...
 ...the fishery is a vital part of the Western Australian economy...
 ...the fishery is a vital part of the Western Australian economy...

Lobster Pioneers of Western Australia

Deep roots in the Geraldton community

Phil said he would come home to Geraldton after 10 years in the US. He had a good job and a good salary, but he missed his family and his home. He decided to start a business in Geraldton...
 ...he decided to start a business in Geraldton...
 ...he decided to start a business in Geraldton...

World-class fishery a collective effort

Internationally recognized for its focus on environmental sustainability, Western Australia's rock lobster fishery is a collective effort. The fishery is a collective effort...
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 ...the fishery is a vital part of the Western Australian economy...
 ...the fishery is a vital part of the Western Australian economy...

Kin's barbecue lobster in Asian sauce

INGREDIENTS

- 1 x 1kg rock lobster
- 2 x 200g soft-shell crab
- 1 lobster approx. 400g

DIRECTIONS

1. Combine the butter and garlic in a small pan.
2. Melt the butter and add the garlic.
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The fishery is a vital part of the Western Australian economy...
 ...the fishery is a vital part of the Western Australian economy...
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PRINT REACH & FREQUENCY

TARGET: ALL PEOPLE 14+ WA || POTENTIAL AUDIENCE: 2,181,000

4 595,000 27.3% 1,557,000 2.6

INSERTIONS

**WA MARKET
REACH 000'S**

**WA MARKET
REACH %**

**GROSS IMPACTS
(EXPOSURE)**

**AVERAGE
FREQUENCY**

TABLE INTERPRETATION

A total of 2,181,000 people aged 14+ years reside in Western Australia.

This schedule reaches 595,000 people 14+ years or 27.3% of the WA population 14+ years.

On average, each reader was exposed to 2.6 issues, generating a total of 1.56 million exposures or opportunities to see the campaign.



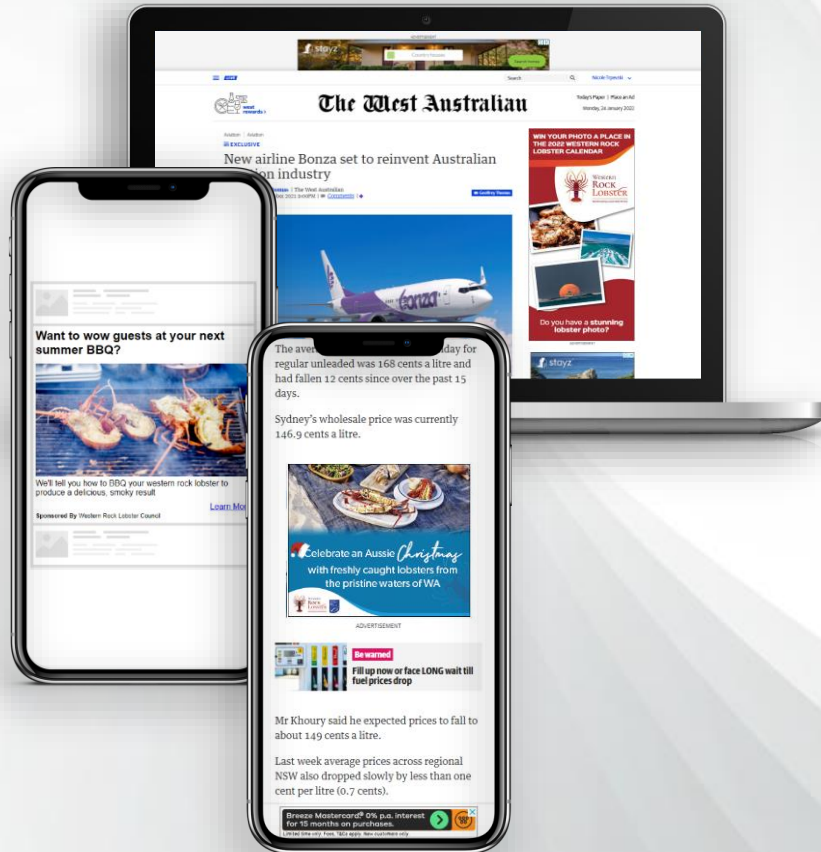
Western
ROCK
LOBSTER

PHASE THREE

SALES ACTIVATIONS / KEY EVENTS

OCTOBER – DECEMBER // 2021

PHASE 3 DELIVERY



DISPLAY
IMPRESSIONS

365K

DISPLAY
CLICKS

307

OVERALL
CTR

0.08%

OVERALL
ECPM

\$6.97

RIPPLE
IMPRESSIONS

3.2M

RIPPLE
CLICKS

2.6K

OVERALL
CTR

0.08%

OVERALL
ECPC

\$1.91

TARGETED DISPLAY

PHOTO COMPETITION

6th October 2021 – 30th October 2021



IMPRESSIONS

150,084

CLICKS

105

CTR

0.07%



44.2%



55.8%

HIGHLIGHTS

The best performing ad unit was the MREC with 50 clicks resulting in a click through rate of **0.12%**

This campaign outperformed our current average/benchmark for display campaign, which is **0.05%**

PRINT TEARSHEETS

54 QR
code
scans!

2 NEWS

The 2022 Australian
Saturday, October 8, 2022

NSW Treasurer backs away from GST fight

Successor distances himself from Perrottet anger

EXCLUSIVE: LAMUS SCARB
GENERAL POLITICAL EDITOR

The man replacing GST group Dominic Perrottet as NSW Treasurer, Matt Kean, has indicated he's not so far from a fight over the tax distribution as his own leader.

Just days after Mr Perrottet used his first press conference after being sworn in as NSW Treasurer to declare there would be a "big debate" over WA's favourable GST deal, Mr Kean appeared not so enthusiastic.

Speaking in The West, he said while he believed NSW should not be the last share of GST, he would not say if his State's current allocation under changes made in 2019 did not constitute a fair share for NSW.

However, he did rebuff Mark McGowan's criticism that the NSW Government was a poor economic manager.

"I will always fight for the families and businesses of NSW," Mr Kean said to a series of detailed questions about the GST deal that changed and fit it be a priority task as Mr Perrottet handed over.

"NSW is the economic engine of the nation and I want to ensure that everyone in our State is able to share in its prosperity and get their fair share of the GST."

It is understood privately Mr Kean believes the newly-formed Perrottet Government should be more focused on other issues such as the State's COVID economic recovery and climate change.

Before being appointed as Treasurer, Mr Kean was the energy and environment minister.

His words are in contrast to Mr Perrottet's declaration this week that "Matt Kean will be just as passionate about this issue because there is a lot at stake."

Mr Kean's column intervention also comes a day after Premier Mark McGowan wielded a spear at a press conference and joked that he would take the weapon to meetings.

with Mr Perrottet. Mr McGowan displayed the spear, which was sent as a welcome to country, as he arrived at the official opening of BHP's South Flank iron mine on Thursday.

"I will be bringing this to every presser. And I'll be bringing it to meetings with the Premier as well," he said.

"There's no secret. GST is not back on my agenda," he said at the end of the press conference.

"I'm serious, anyone wants to take me out," Dom Perrottet, whose Dem Perrottet when I used that."

After the release of the WA State Budget, Mr Perrottet labelled Mr McGowan the "Gollum of Australian politics."

Now in WA posting a \$1.6 billion surplus.

Under the GST changes, introduced in 2019 by then Federal treasurer Scott Morrison, no State will get less than 70 in the dollar — rising to 75 in 2024 — in GST receipts.

Since the allocation was changed, WA would have received \$4.9 billion in top-up payments by the end of this financial year.

Mr Morrison and Federal Treasurer Anthony Albanese have both declared their support for the changes to the GST deal.

"Prime Minister will today declare that West Australia can trust him to keep the GST allocation in place when he goes to the WA State Labor Conference via a video message."

"I just didn't come to WA and agree with his, more importantly I assumed the argument on the east coast of Australia, I made the case, and as PM I received it. I delivered the deal, I got it legislated," he said.

"Now, there are some who might seek to have that changed, I'm not one of those."

In a large heavy-based saucepan, heat oil on high, sauté onion, ginger, garlic and chilli 2-3 minutes until onion is tender. Stir in paste. Cook, stirring 1 minute until fragrant. Add mince and cook a further 5-6 minutes breaking up lumps, stir in tomatoes and sugar. Bring to boil. Reduce heat to medium. Simmer, covered, 15 minutes. Stir chickpeas, peas and lemon juice through. Simmer a further 12 minutes. Sprinkle coriander leaves over and serve with rice and pappadums.

RECIPES OF THE WEEK

Chickpea and mince curry

A FLAVOURFUL AND FRAGRANT CURRY FOR A QUICK AND EASY MEAL

SERVES 4

- 2 tins olive oil
- 2 onions, chopped
- 2cm piece ginger, peeled, grated
- 1 garlic clove, crushed
- 1 tsp turmeric
- 2 tins korma curry paste
- 500g beef mince
- 400g can diced tomatoes
- 3 tsp sugar
- 400g can chickpeas, drained, rinsed
- 1 cup frozen peas, thawed
- 2 tins lemon juice
- coriander leaves, steamed rice, pappadums, to serve

WIN YOUR PHOTO A PLACE IN THE 2022 WESTERN ROCK LOBSTER CALENDAR

Have you got a stunning photo of the western rock lobster fishery?

Why Enter? Your amazing photo will be showcased in our 2022 calendar PLUS \$150 DINING VOUCHER!

For details on the competition scan the QR code or visit www.westernrocklobster.org

Competition closes at 5pm AEST on Sunday 31st October.

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Recipe of the Week: Chickpea and mince curry

Chickpea and mince curry

A FLAVOURFUL AND FRAGRANT CURRY FOR A QUICK AND EASY MEAL

SERVES 4

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- 1 tsp turmeric
- 2 tins korma curry paste
- 500g beef mince
- 400g can diced tomatoes
- 3 tsp sugar
- 400g can chickpeas, drained, rinsed
- 1 cup frozen peas, thawed
- 2 tins lemon juice
- coriander leaves, steamed rice, pappadums, to serve

Western Rock Lobster 2022 (\$20)

Pretty complete package for a wine of the price. It is a super easy one to start with. This is designed as an early drinking wine and delivers on all fronts. Plenty of stone fruit with a little herbaceous twang, edge with the farmed influence of older oak. It has a creamy, soft texture with a squeeze of lemon and grapefruit to give it zinginess through to the finish. **\$9/100**

Western Rock Lobster 77 Shiraz 2018 (\$20)

A super appealing shiraz with distinctly fragrant aromas of violet and subtle blue fruits. It's from that great 2018 vintage, so you know the package is right. Has a nice medium weight palate with fine, chunky tannins going down and staying through to the finish. Love the bright and subtle bristled palate with its youthful energy. **\$9/100**

Western Rock Lobster 77 Cabernet Sauvignon 2019 (\$20)

Hard to get past this guy when it comes to value for money. Quality tannin and dark, sexy plum character with a trace of bay leaf and lightly bristled oak. The palate is dense and rich with a gummy tannin influence that cuts through the dark chocolate and ripe black fruit richness. You can have something pretty bold with this if you wish. **\$9/100**

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Photo Competition

PRINT TEARSHEETS

BOOKINGS 13 22 88

Sunday Times

OCTOBER 2-8, 2022

GET HOOKED! GET LATCHED!

▲ CARAVANNING | CAMPING
▲ BOATING | FISHING
▲ 4 WHEEL DRIVING

YOUR GUIDE TO ADVENTURE

OUTDOOR EXPLORER!

2 Get Out There Snap a lobster
3 Get Hooked Fishing hotspots
4 Snap Happy Send in your best pics
6 Get Out There My happy place
7 On The Water Glass-bottom boats
8 Get Pitched Camping lakeside

COMPETITION: THE STATE'S YOUR LOBSTER FOR THE LOVE OF ART AND THE COMMUNITY

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Subeditor Shayling Ngo
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ADVERTISING DEADLINES
Display booking: 5pm Tuesday prior
Complete material: 10pm Friday prior
Language: 13 22 88
Booking: 5pm Friday prior

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Outdoor Explorer!
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 Louise Allan
 Chris Wray
 Shayling Ngo

 Camera Electronic
Share your outdoor and adventure photos for your chance to win a voucher from Camera Electronic

SUNDAY OCTOBER 3, 2022

Showcasing our love of lobster

Kicking off today, the 2022 Western Rock Lobster Calendar Photo Competition is giving West Aussies a chance to see their image grace next year's photo desk calendar and win a \$150 voucher for a seafood restaurant serving western rock lobster cooked to their liking.

An integral part of the Western Australian fishing community, and a fond favourite for many foodies, western rock lobster is at the heart of our coast, with the photo competition aiming to showcase its importance to our way of life.

Running the competition for the second time, and now extending it to Western Australians far and wide, the Western Rock Lobster Council is looking for entrants who have captured the essence and beauty of the fishery – be it your favourite lobster dish, a trip out to sea to pull pots of your own or images of fishers selling their catch from the back of their boats to grateful locals. Send in your best pics for a chance to win.

Off the back of a successful competition last year, receiving more than 100 images, Western Rock Lobster Council CEO Matt Taylor said he expected this year's competition to attract more interest with the wider community involved.

"The most evocative and representative images will be selected and featured in a high quality calendar," he said.

Entries will be judged on their originality, impact and artistic merit, with the images to celebrate, inspire and reflect all we know and love about lobster fishing.

Winners will be announced on Sunday November 14 and all participants will receive a copy of the 2022 Western Rock Lobster photo desk calendar just in time for the new year.

For more information on the 2022 Western Rock Lobster Calendar Photo Competition, visit www.westernrocklobster.org/2022-wrl-calendar-photo-competition or scan the QR code.

HOW TO ENTER

- Send up to four of your best images to info@westernrocklobster.org
- Include the title of the photo with each image
- Include a caption with each image – what do we see in the image, where was it taken and a short yarn about the photo
- Provide your details – full name, email address and mobile number
- Images must be sent in by Sunday October 31 at 5pm

 Image: Gary Figote.
 Image: Kym Ilman.

The 2022 Western Rock Lobster Calendar Photo Competition kicks off today!

year!

Outdoor Explorer Launch Editorial
Sunday, October 3

BOOKINGS 13 22 88

Sunday Times

NOVEMBER 14-20, 2022

GET HOOKED! GET LATCHED!

▲ CARAVANNING | CAMPING
▲ BOATING | FISHING
▲ 4 WHEEL DRIVING

YOUR GUIDE TO ADVENTURE: GETTING OUT

ROCK LOBSTER ON THE MENU FOR SHUTTERBUGS

BOULDERS AND THE BEAUTIFUL

SMP HAPPY! 11

LUKE THOM SNAPPED THE SOUTHERN GROUP OF THE AROTHROS ISLANDS FROM ABOVE.
SAMMY FORTKUCES TAKES HIS BEST CATCH AT LAMBTON.
TIM FARNELL SHOWS OFF HIS ROCKY SKILL.

WA's lobster fishers capture the catch

BY SHAYLING NGO

Over the past month, West Aussies far and wide gazed through their viewfinders to capture the essence and beauty of the western rock lobster fishery as part of the 2022 Western Rock Lobster Calendar Photo Competition.

With almost 200 images entered, the Western Rock Lobster Council executive team and the Western Rock Lobster Council Board were tasked with the tough job of choosing the winners to grace next year's photo desk calendar, with the winners also receiving a \$150 voucher to a seafood restaurant serving western rock lobster cooked to their liking.

Judged on their originality, impact and artistic merit, the winning photographs capture the sea and shore of the fishery and celebrate, inspire and reflect all we know and love about lobster fishing – from pulling pots to diving for a catch.

Winner Onika Basile's fun and colourful images show her family's lobster fishing operation at Basile Island in the Southern Group of Arothros Islands, an inclusive seal coming up to say hello and a craypot of gold at the end of the rainbow.

The only winner to have a whopping three entries chosen, Ms Basile's photos can be seen on the January, March and November pages of the calendar.

Also highlighting this part of the state, Luke Thom snapped the Southern Group of the Arothros Islands from above. A place he loves so much he quit his mining job to get back to working on deck.

Showing lobster fishing in action, Tim Farnell submitted a photo of himself throwing floats.

"After spending six of my younger years on deck, and returning last season for 18 months after 14 years away, a lot has changed," he said.

"It is a fantastic industry to be involved in. Check out all the winning images in the 2022 fishery-themed photo desk calendar by picking up your own copy at back-of-boat sale events during December, or email info@westernrocklobster.org."

2022 WESTERN ROCK LOBSTER CALENDAR PHOTO COMPETITION WINNERS:

- Allan Henshaw
- Deb Phillips
- Dennis Schram
- Eddie Fernandez
- Gary Tate
- Jason Grad
- Luke Thom
- Onika Basile
- Roger King
- Stephen Misutello
- Tim Farnell

 Camera Electronic
Share your outdoor and adventure photos for your chance to win a voucher from Camera Electronic

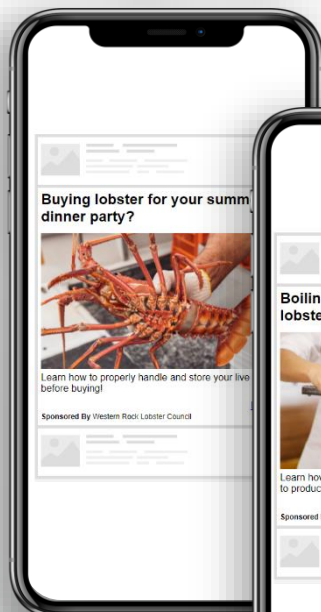
Outdoor Explorer Winners Profile
Sunday, November 14

RIPPLE NATIVE

COOKING METHODS

6th December 2021 – 24th December 2021

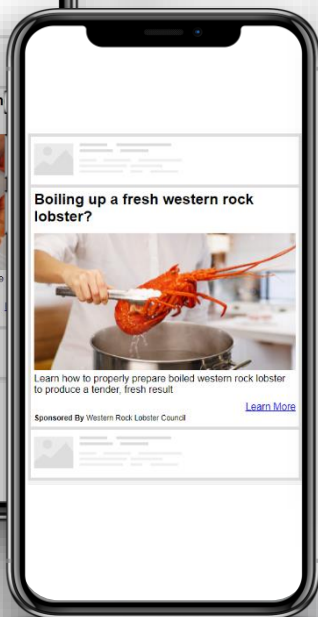
Ad 1



0.08% CTR

\$1.99 ECPC

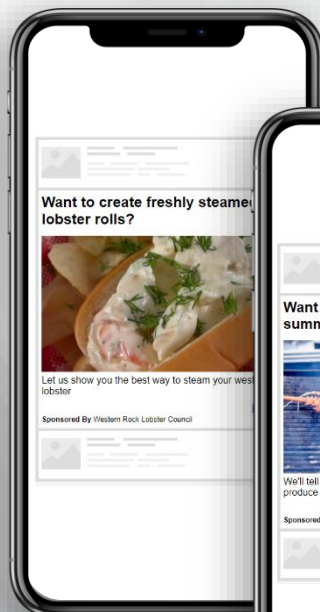
Ad 2



0.08% CTR

\$1.90 ECPC

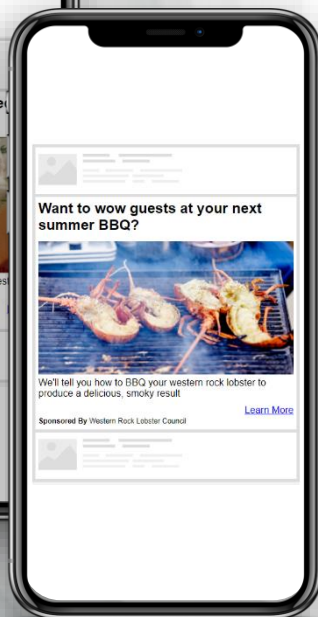
Ad 3



0.08% CTR

\$1.89 ECPC

Ad 4



0.08% CTR

\$1.87 ECPC

CLICKS

2,619

CLICK THROUGH RATE

0.08%

EFFECTIVE COST PER CLICK

\$1.91

IMPRESSIONS

3.2M

HIGHLIGHTS

The campaign delivered a final ECPC of \$1.91, which is 64% lower than the \$3.00 CPC Goal.

We delivered 2,619 clicks, 952 more than booked and the equivalent additional value of \$2,856.

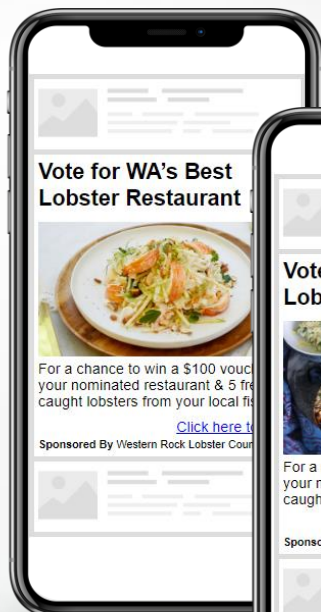
The best performing creative was Ad 4 delivering a an ECPC of \$1.87.

RIPPLE NATIVE

WA'S BEST LOBSTER RESTAURANT COMP

19th May 2022 – 2nd June 2022

Ad 1



0.14% CTR

\$1.32 ECPC

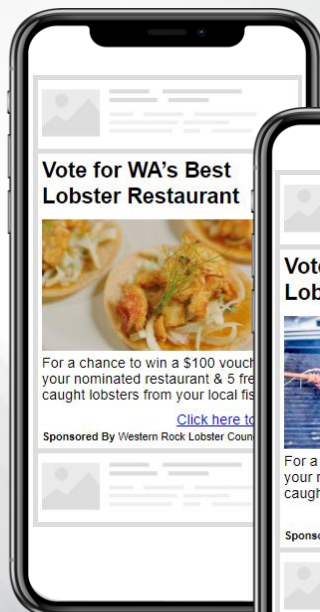
Ad 2



0.14% CTR

\$1.44 ECPC

Ad 3



0.12% CTR

\$1.36 ECPC

Ad 4



0.13% CTR

\$1.25 ECPC

CLICKS

3,678

CLICK
THROUGH RATE

0.14%

EFFECTIVE COST
PER CLICK

\$1.36

IMPRESSIONS

2.69M

HIGHLIGHTS

The campaign delivered a final ECPC of \$1.36, which is 55% lower than the \$3.00 CPC Goal.

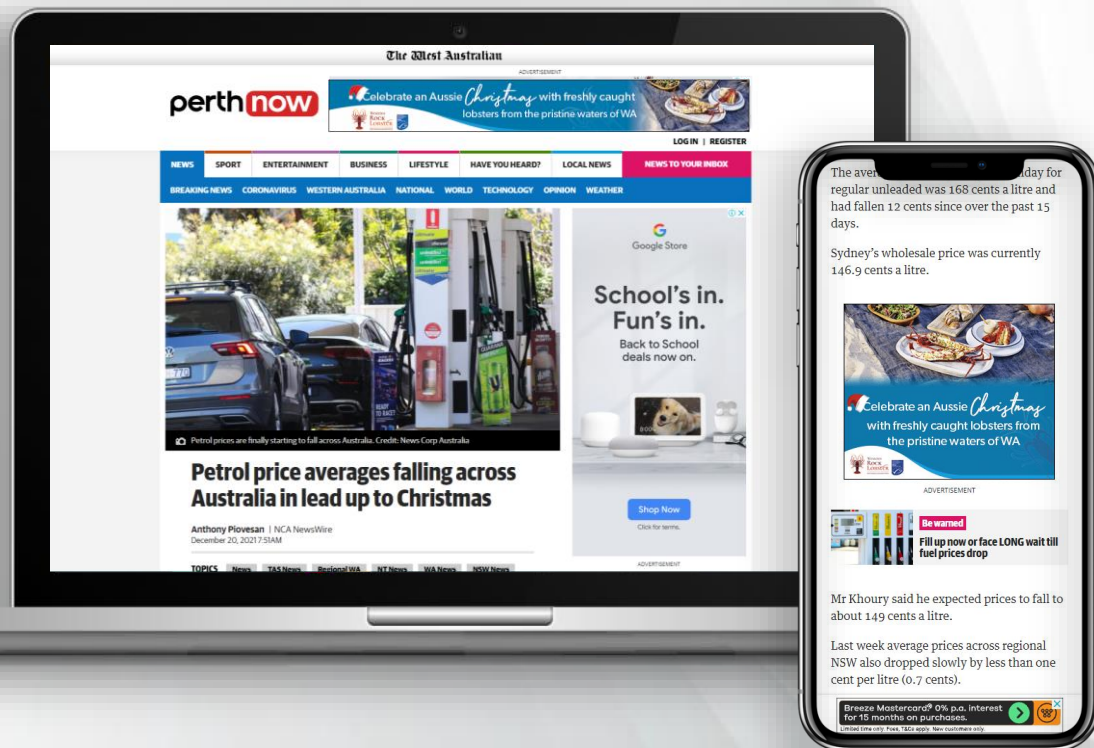
We delivered 3,678 clicks, 2,012 more than booked and the equivalent additional value of \$6,036.

The best performing creative was Ad 4 delivering a an ECPC of \$1.25.

TARGETED DISPLAY

CHRISTMAS

6th December 2021 – 24th December 2021



IMPRESSIONS

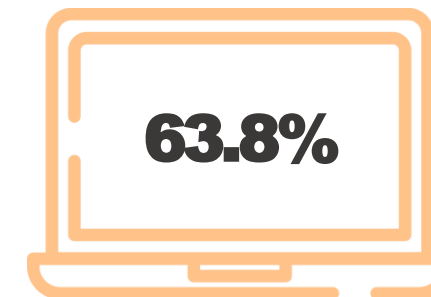
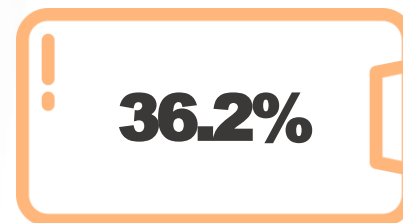
214,686

CLICKS

202

CTR

0.09%



HIGHLIGHTS

The best performing ad unit was the MREC with 103 clicks resulting in a click through rate of **0.20%**

This campaign outperformed our current average/benchmark for display campaign, which is **0.05%**

HOMEPAGE TAKEOVER

The West: 12th April, 2022

IMPRESSIONS

505,257

CLICKS

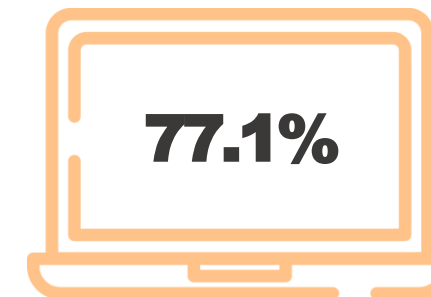
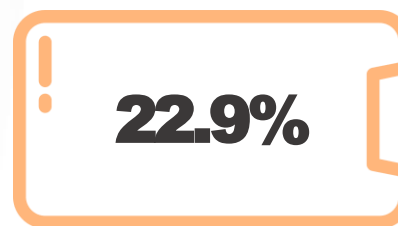
223

CTR

0.04%

eCPM

\$11.88



HIGHLIGHTS

The best performing ad unit was the mRec with 76 clicks and a CTR of 0.14%



HOMEPAGE TAKEOVER

PerthNow: 12th April, 2022

IMPRESSIONS

1,440,946

CLICKS

309

CTR

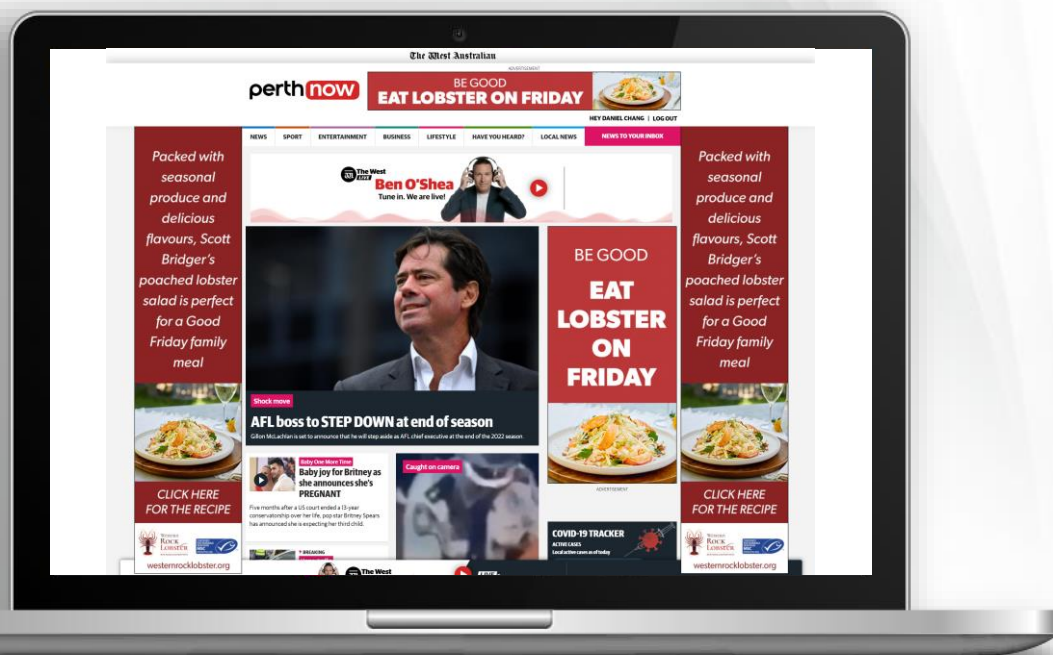
0.02%

eCPM

\$6.25

HIGHLIGHTS

The best performing ad unit was the Gutters with 136 clicks and a CTR of 0.04%



HOMEPAGE TAKEOVER

The West: 13th April, 2022

IMPRESSIONS

502,346

CLICKS

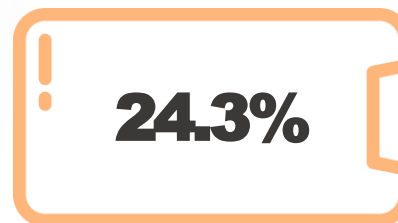
207

CTR

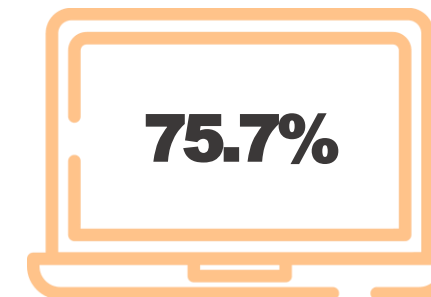
0.04%

eCPM

\$11.94



24.3%



75.7%

HIGHLIGHTS

The best performing ad unit was the mRec with 86 clicks and a CTR of 0.15%



HOMEPAGE TAKEOVER

PerthNow: 13th April, 2022

IMPRESSIONS

1,470,883

CLICKS

265

CTR

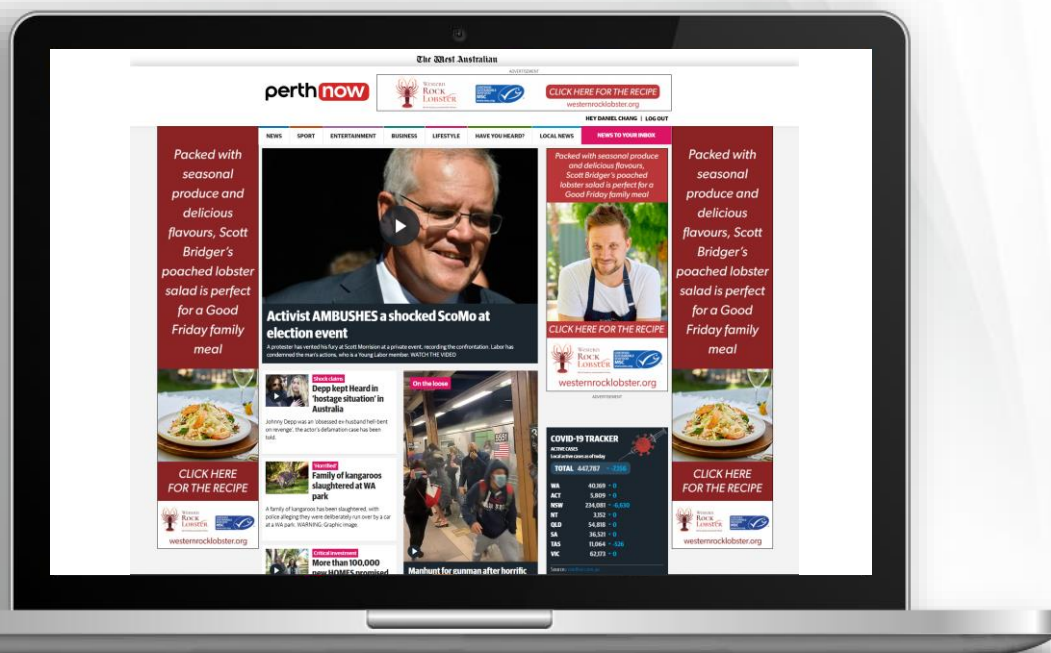
0.02%

eCPM

\$6.12

HIGHLIGHTS

The best performing ad unit was the Gutters with 102 clicks and a CTR of 0.03%



TARGETED DISPLAY

EASTER

6th March – 17th April, 2022



IMPRESSIONS

214,580

CLICKS

129

CTR

0.06%

30%

70%

HIGHLIGHTS

The best performing ad unit was the mRec with 64 clicks and a CTR of 0.14%

PRINT TEASHEETS

2,142 QR
code
scans!

13 CORONAVIRUS CRISIS

Court challenge to go-ahead for vaccination order

BHP in job rule defeat

Mandate policy under threat

STUART MCKINNON

A Fair Work Commission ruling against BHP over its mandatory job policy in NSW has broad implications for businesses in WA, according to a pre-emptive health and safety lawyer.

On Friday, the full bench of the FWAC ordered BHP to engage with its 30,000 Australian workers after finding its mandatory COVID-19 job policy was not lawful or reasonable because of what it called "consultation deficiencies". More than 30 workers were stood down after being unable to provide evidence of their vaccination status.

In WA, the Government has introduced a mandatory job policy covering 75 per cent of the State's workers.

Clyde & Co managing partner Michael Trezza said the FWAC ruling had implications for all businesses because it highlighted the need for employers to conduct meaningful engagement with their workers on mandatory vaccination, which he noted was a legal obligation.

BUSINESS PAGE



Celebrate an Aussie Christmas with freshly caught lobsters from the pristine waters off the coast of Western Australia.

Find out more about Back of Boat sales and how to order directly from the fishers.



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www.westernrocklobster.org



18 NEWS

Queen gets go-ahead for festive fun

AND JUST LIKE THAT

Sex and the City sequel breaks fans hearts

RANKIE HERRIN

The on-again, off-again relationship kept viewers glued to their screens for almost two decades, but now the City fans hoping for more episodes in the new film of Carrie Bradshaw and Mr Big have been left devastated.

And just like that, the hotly anticipated sequel to Sex and the City premiered this week and seemed like time to taking people on an emotional rollercoaster, leaving them crying into their tissues.

Sex and the City told the story of four friends in New York, Carrie Bradshaw (Kristin Davis), Charlotte York (Kristin Davis), Miranda Hobbes (Cynthia Nixon) and Samantha Jones (Kim Cattrall).

But at the heart of the long-running show were Carrie and Mr Big (Chris Noth) whose will they want they after kept millions on their toes. And now, as a government advice does not change.

The Queen is expected to fly to East Angles to helicopter rather than take the train as she usually does, in light of her age and general health.

SPOLILER ALERT

Which is why fans were left in shock when he was killed off in the first episode, with equine mogul and fashion designer Nigel Tessler (John Slattery) could have called a f---ing ambulance. WTF? I am so shocked right now, one word.

AND JUST LIKE THAT - They related Sex and the City. Not even going to touch this admission of a show? Thanks for destroying Big and Carrie's another particularly upset fan said on Twitter.

Another simply said: "In social media to express their grief. "I'm sorry WHEEEEAATTTTTT!!! Mr Big just dies like that!! IN THE FIRST F---ING EPISODE!! I don't get it!!"

VERY EASY



Celebrate an Aussie Christmas with freshly caught lobsters from the pristine waters off the coast of Western Australia.

Find out more about Back of Boat sales and how to order directly from the fishers.



SCAN HERE

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2 NEWS

Tears for Ta

Bouncy castle ban as Morrisons weeps

LAMBETH NEWS

Jason Morrison has broken down while paying tribute to the five children killed in a bouncy castle accident in Tottenham.

Prime Minister Scott Morrison contacted his wife while he wept, as the completed funeral service followed Friday's school in Devon.

The Morrison said the children were aged between five and seven.

Development projects school about 100m from the site of the tragedy.

It came as the State announced a temporary ban on jumping castles in public parks.

The five children were aged between five and seven.

Mr Morrison said the children were "incredibly intelligent, unbreakable, and joyful".

The Prime Minister said \$200,000 would be set aside for the bereaved families.

These children remain in hospital in a critical condition. Another recovery of her other being discharged.

PERTH WEATHER

TODAY 13-20	THURSDAY 12-20	FRIDAY 12-20	SATURDAY 12-20	SUNDAY 12-20
2	1	1	1	1
9	2	1	1	1
2	1	1	1	1
5	3	3	3	3
3	3	3	3	3
9	4	6	9	9
1	1	2	9	9
6	3	9	2	4

su | do | ku

6	7	7	8
3	9	5	9
9	7	7	6
5	3	6	7
7	2	2	8
2	8	4	5

WIN \$135,000

There was no winner in Saturday's game. The next draw will be on Sunday, 19 December, and the next winner will be the first to win on 20 December.

Solution page 36



Celebrate an Aussie Christmas with freshly caught lobsters from the pristine waters off the coast of Western Australia.

Find out more about Back of Boat sales and how to order directly from the fishers.



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PRINT TEARSHEETS

2,142 QR code scans!

2 NEWS perthnow
Thursday, November 20, 2023

Young child lost for up to 50 minutes

Centre fined for losing young boy

Let the kids play (for free)

The City of South Perth will consider making its leisure centre free of all fees from 1st of January and announcing a plan to do so in the next year, as part of its five-year plan.

The child was found near a concrete wall between 10 and 11 o'clock on Thursday.

The City's 10-year-old boy was missing for 50 minutes on the streets of Beaufield after wandering off from an after-school care service earlier this year.

EXCLUSIVE PAGE BORDER

A four-year-old boy was missing for 50 minutes on the streets of Beaufield after wandering off from an after-school care service earlier this year.

The boy was one of only three children who had to be collected from Beaufield. The other two children were kept in the care of their parents when they were not at the centre.

The centre operator, Wandana has been fined \$1000 over the incident, which occurred towards the end of the day on February 25.

Staff at the service first noticed that a child was missing at 3:20pm and had to deliver the frightened boy to his mother when she arrived just five minutes later.

They didn't speak to police until 3:25pm, despite the centre's own policy stating that police should be called if a missing child is over 10 minutes.

By that stage the boy's mum had decided to drop her other child, a toddler, at home before continuing the search.

She noted her four-year-old son was there when she arrived home from work, spending a search that lasted only when his mother found him waiting outside their house some 100m away.

The State Administrative Tribunal this month found Wandana failed to provide children with adequate supervision and had not taken every reasonable step to ensure supervision and staff members complied with the centre's safety policy.

The centre, which is licensed to look after up to 20 children, has an extensive child safety policy which states "we place the safety of children and young people at the forefront of our operations and are always working to strengthen our child-safe culture across programs and services".

The statement includes "having clear policies and procedures in place to ensure that children are kept safe and that anything that could lead to a child in trouble is avoided".

According to the service, it was a concrete wall between the playground and the Leaning Tower Lane Community Centre, which is the only City-run leisure facility.

The survey found nearly a third of youth did not use a leisure centre.

"We are keen to comment on the fact that the City could explore additional initiatives providing students free use of George Street Leisure Centre courts as off-peak times," the plan says.

South Perth City Council said the City's planned recreation and leisure strategy, which includes a new \$10-million leisure centre, is a "game-changer" for the city.

PerthNow understands the four-year-old continues to attend the children's centre.

perth now Your NEW local newspaper. Perth has never seen anything like it.

BACK OF BOAT SALES

TUESDAY 30TH NOVEMBER, FROM 12PM!

This Tuesday, you can experience the thrill of buying freshly caught WA rock lobster right off the back of the boat. Local fishermen will deliver their catch to Fremantle Fishing Boat Harbour, from 12pm.

The lobsters will arrive where indicated on the map. There is ample parking available for you at 6 Molletta Quays (entrance off Mowbray Road).

Grab the family, your esky and head over to Fremantle Fishing Boat Harbour for cooking demonstrations and tastings using fresh local lobsters.

Pre-orders and walk-ins both welcome

Visit the Back of Boat Lobsters Facebook page to stay updated!
facebook.com/BackofBoatLobsters Or email bob@westernrocklobster.org

2 NEWS perthnow
Thursday, December 9, 2023

Cottesloe, Nedlands to roll out FOGO bins

CLIFORD THE BIG RED DOG PRIZE PACK! ENTER ONLINE BY 5PM! THURSDAY, DECEMBER 9

VICTORIA RIFLE & MESSIA BOWLING CLUB

Cottesloe and Nedlands residents should be the first in the western suburbs to switch to the four-bin Green Organics bin service.

City of Nedlands councillors will vote on December 14 on a resolution to introduce a weekly FOGO bin service from November 2023.

Other western suburbs councils are also looking into FOGO through the Western Regional Council, with the Town of Cambridge and the Town of Victoria Park also in the process.

"We are working towards FOGO rollout in Cottesloe before the end of this financial year," WRC chief executive Andrea Prosser said.

"We anticipate May or June."

Household waste receives a new look with an additional bin and separate containers which they can fill with food products.

Each vegetable and fruit scraps, meat and bones, seafood, vegetable scraps and coffee grounds and dairy products.

The weekly collection and green organics waste would go to the green bin, but it would mean a yellow bin recycling bin, which would be collected fortnightly.

According to a City of Nedlands report, the FOGO service would significantly reduce the amount of waste sent to landfill.

"It is estimated that the average household kerbside general waste bin contains approximately 10 per cent organic material, compared to 25 per cent in a FOGO service bin."

Nedlands councillors discussed the proposal during a committee meeting on Thursday, with Councillor Helen Horgan, who is the mayor, saying she thought it would bring a "new energy" that could be worked through.

"The council is going to be perfect but this is the direction we need to go down," he said.

"We're concerned with that sort of weekly waste bins being collected every two weeks but we will deal with that as a concessionary."

The report said a weekly FOGO bin service would cost \$100 per dwelling during the first year, which could be covered by a State Government better bin funding grant.

"This City will apply for the grant which will cover the change to roll out an essential waste bin and the supply and delivery of kitchen caddies and bins for the dwellings," the report said.

Members of the public are invited to provide feedback on the proposal at the beginning of a meeting on December 14, which will be held at the Town of Cambridge library in connection with a FOGO service roll-out.

Mr Prosser said the timing of the rollout in Shenton, Mowbray Park, Claremont and Peppercorn Grove would be decided by the respective councils.

"The regional council has suggested most should transition to FOGO service at the same time, with Shenton the outlier because it was providing new bins and was reorganising its collection routes."

"They (collectively) have not set anything more specific than before 2025 in this stage," Mr Prosser said.

"We are recommending that they coordinate their timing to simplify operations and communications. We are excited to be able to work with our resident councils in this way to make sure they have access to the best possible information and advice to make the transition to FOGO as smooth and easy as possible for their residents."

"In the meantime, we would remind people that their existing blue-green-lidded bins are for general waste, weeds etc."

The cities of Shenton, Mowbray Park, Claremont and Peppercorn Grove and East Fremantle and Bayswater are the only metropolitan councils to have introduced the FOGO service so far.

Celebrate an Aussie Christmas with freshly caught lobsters from the pristine waters off the coast of Western Australia

Find out more about Back of Boat sales and how to order directly from the fishers.

SCAN HERE

WESTERN ROCK LOBSTER

www.westernrocklobster.org

Guardian Perth, December 13, 2023

Summer DV spike

At least 700 family and domestic violence offences were reported to police last summer, with authorities again warning for an increase in offending as the festive season nears.

According to WA Police statistics, 401 family violence offences were reported in December, January and February across the Mid West Government District.

There were also 86 reports of concerning behaviour and 144 breaches of family violence restraining orders over the summer.

Reporting of family and domestic violence offences rose in January, with police responding to 218 family violence calls.

Mid West Government District Supt Roger Pease said alcohol consumption often increased as the weather warmed, contributing to a rise in violent behaviour.

"It's certainly not uncommon for rates to be higher in summer months generally over the summer period we conduct," Pease said.

Pease said that while the summer period we conduct, which peaks in December, which brings a range of crimes that can be more prevalent in the warmer weather. That can be anything from public nuisance, public location and entertainment provisions, but also with an additional concern of family violence.

"What happens from there will depend on the circumstances, but our priority in every occasion is to ensure the safety of the public and other support services. Stay safe."

Pease encouraged people to speak up if they or someone they know was in danger of a relationship, which ends in violence.

Ngila Mui and Gayatri program support officer Gracie Smith said her organisation had seen an increase in family violence during the summer period, which was largely due to the acceptance of gender-based violence.

"Violence prevention begins with creating more equal and respectful relationships," she said.

BOB RESPECT (BOB 737 737) Annual Gender Equality Awards 1800 21 020. WA State Annual Resource Centre 6438 9226 or 1800 739 888 (toll free call on weekdays), Lifeline 13 13 14

Grady Smith Picture Rights

Celebrate an Aussie Christmas with freshly caught lobsters from the pristine waters off the coast of Western Australia

Find out more about Back of Boat sales and how to order directly from the fishers.

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WESTERN ROCK LOBSTER

www.westernrocklobster.org

PRINT TEARSHEETS



WESTERN
ROCK
LOBSTER



The 20th Australian
Thursday, April 2, 2022

DENTIST FACES TINDER DATE RAPE CLAIMS

TIM CLARKE
A dentist will spend at least a week in prison, after being accused of dragging a woman he met online to his home before raping her.

Parth Mahesh, 31, who has done several dental surgeries in Perth, was charged after his dramatic arrest at home by police on Tuesday.

"They were acting on allegations from an 18-year-old woman, both claiming the medical student persuaded them to spend a date by lying about his age — before sleeping drugs in their drink," Perth Magistrate Court said.



NEWS 11

BE GOOD EAT LOBSTER ON FRIDAY

Packed with seasonal produce and delicious flavours, Scott Bridger's poached lobster salad is perfect for a Good Friday family meal.

- What you need:**
- 2 fresh western rock lobster, about 500gm each
 - 2 bay leaf
 - 1 tbsp salt
 - 1 green apple
 - 1 lemon
 - 1 fresh fennel with frond fronds
 - 1/2 cup smoked almonds, roughly chopped
 - 1/2 cup roughly chopped parsley
 - 1 bunch chives
 - 2 tbsp white wine vinegar
 - 1/2 cup olive oil
 - 1/2 cup freshly ground pepper



Poached Western Rock Lobster Green apple, fennel, smoked almond dressing

- How to make it:**
- Fill a large pot with enough water to completely cover lobsters. Add 5 tbsp of salt and bay leaf and bring to boil.
 - Place lobsters into water and cook for 5 minutes. Remove lobsters from water and rest for 15 minutes at room temperature.
 - Remove lobster meat from shell and reserve in the fridge.
 - Cut the green apple into matchstick sized pieces and cover with lemon.
 - Shave the fennel on a mandolin or slice as thin as you can with a knife. Remove fronds from the stalks and reserve for garnish. Place shaved fennel in a bowl with the apple.
 - Wash and roughly chop parsley and chives and add to the bowl with the chopped almonds.
 - Drizzle with vinegar and olive oil. Season salad with salt and pepper and toss.
 - Chop the lobster meat into bite-size pieces reserving the best-looking ones for the top.
 - Garnish with the fennel fronds.



The 20th Australian
Thursday, April 2, 2022



CELEBS WHO MADE THE LIST

- George Lucas \$6.1b
- Steven Spielberg \$3.7b
- Oprah Winfrey \$2.6b
- Kanye West \$2b
- Kim Kardashian \$1.8b
- Rihanna \$1.7b
- Jay-Z \$1.4b
- Tyler Perry \$1b

CELEBS WHO MADE THE LIST

Chinese billionaires on the list this year. Among the rising number of women on the list — now up to 57 — was Perth-born swimmer Melissa Parkinson, the 39-year-old co-founder and CEO of graphic design startup, Canto, which was valued at \$144.9 million last September. Parkinson and 39-year-old founder Cliff Oberoi (\$19.8b, net) have pledged to give away 70 per cent of their wealth to charity.

"It's exciting to see women like Melissa Parkinson and Cliff Oberoi, who are not just wealthy but also advocates of social and environmental issues," said the Australian Business Intelligence Group (ABIG), which ranked the list.

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2 NEWS

INSIDE TODAY

World 40
Continental 40
Opinion 42
Smiling 44
Business 44
Letters 46
Outlook 47
Comics 48
Regions 50
Weather 50
Games 50
Sport 50
Tech Page 50

A-G's 'best days are behind him'

EXCLUSIVE JOE SPAGNOLI
Mr Q's best days are behind him, says a former colleague who has worked for the former Premier for more than 20 years.

Mr Q's best days are behind him, says a former colleague who has worked for the former Premier for more than 20 years.

PERTH WEATHER

Today	Tuesday	Wednesday	Thursday	Friday
12-23	12-21	16-25	16-25	16-25

INQUIRIES

Call 1300 811 130 or visit www.westernrocklobster.com.au

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WESTERN
ROCK
LOBSTER



PRINT TEARSHEETS

2 NEWS perth1000
Thursday, April 8, 2022

Hammond hits back at voting criticism

By Jake Dietrich

Hammond has always voted in accordance with Scott Morrison and the Liberal Party, including voting to prevent Australia's Renewable Energy Agency funding for fossil fuel infrastructure projects such as the \$5.6-billion South West Gas Processing Project and the \$1.2-billion North West Shelf gas processing plant. He has also voted to block debate on an inquiry into the use of fossil fuels in the WA Child Care Program, and to block funding for the WA Child Care Program.

"I don't believe that on those issues, the Government is voting against the interests of the people of Western Australia," he said.

Ms Chapman said Ms Hammond's performance was "incredibly strong" and that she had delivered for the Liberal Party.

READ your perth1000 LOCAL PAPER ONLINE TODAY AT www.perth1000.com.au

4 NEWS perth1000
Thursday, April 7, 2022

Teen's mercy dash to help SAINT OF REFUGEES

EXCLUSIVE: INDIGO LEMAY-COWLEY

A 17-year-old French teenager who sailed from Fremantle to France for her father's cancer treatment is the subject of a mission to help her return to her home country.

Ms Hammond said the team will spend two days at the border making and distributing the materials across the region and will also negotiate on the ground in the border town before they return to France.

Her brother, school assistant the 18-year-old, was among the first to respond to a GoFundMe page the teenager set up before the mission to help her return to France.

The group departed in an eight-car motorhome from Dublin to France and intends to return with 20 tonnes of supplies to help her return.

"We are not just a dash to the border, we are a dash to the heart of the matter," she said.

"The money will all go towards the trip, with any surplus money we spend on the administrative costs of the trip, including the cost of the visa."

"We have departed France in an eight-car motorhome."

NEWS 9 perth900
Thursday, April 7, 2022

Youth wellbeing top of mind

PERTH 900

Hammond's youth this week had the ear of the woman who has made it her job to ensure young people have all they need to live large and healthy lives.

Former Children's Minister Ms Hammond met with Ms Chapman, the new Commissioner for Children and Young People, on Thursday.

Ms Chapman said the team will spend two days at the border making and distributing the materials across the region and will also negotiate on the ground in the border town before they return to France.

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"We have departed France in an eight-car motorhome."

BE GOOD

EAT LOBSTER ON FRIDAY

Packed with seasonal produce and delicious flavours, Scott Bridger's poached lobster salad is perfect for a good Friday family meal.

What you need:

- 2 fresh western rock lobsters, about 500g each
- 1 bay leaf
- 1 egg yolk
- 1 green apple
- 1/2 lemon
- 1 fresh fennel with frond intact
- 1/2 cup smoked almonds, roughly chopped
- 1/2 cup roughly chopped parsley
- 1/2 cup fennel fronds
- 2 tbsp white wine vinegar
- 1/2 cup olive oil
- Salt and freshly ground pepper

How to make it:

- Fill a large pot with enough water to completely cover lobsters. Add 5 tbsp of salt and bay leaf and bring to boil.
- Place lobsters into water and cook for 5 minutes. Remove lobsters from water and rest for 15 minutes at room temperature.
- Remove lobster meat from shell and reserve in the fridge.
- Cut the green apple into matchstick sized pieces and cover with lemon.
- Shave the fennel on a mandolin or slice as thin as you can with a knife. Remove fronds from the stalks and reserve for garnish. Place shaved fennel in a bowl with the apple.
- Wash and roughly chop parsley and chives and add to the bowl with the chopped almonds.
- Drizzle with vinegar and olive oil. Season salad with salt and pepper and toss.
- Chop the lobster meat into bite-size pieces reserving the best-looking ones for the top.
- Garnish with the fennel fronds.

WESTERN ROCK LOBSTER
westernrocklobster.org

BE GOOD

EAT LOBSTER ON FRIDAY

Packed with seasonal produce and delicious flavours, Scott Bridger's poached lobster salad is perfect for a good Friday family meal.

What you need:

- 2 fresh western rock lobsters, about 500g each
- 1 bay leaf
- 1 egg yolk
- 1 green apple
- 1/2 lemon
- 1 fresh fennel with frond intact
- 1/2 cup smoked almonds, roughly chopped
- 1/2 cup roughly chopped parsley
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WESTERN ROCK LOBSTER
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PRINT TEARSHEETS

23/05/2022, 16:57 The West Australian - Saturday, May 21, 2022, pages from 6 to 6

6 FEDERAL ELECTION 2022

A tight count that might not be over tonight

LANAI SCARR
ANALYST

ALBO LEAVES
ALP leader finishes with 'nothing left in tank'

LANAI SCARR
FEDERAL POLITICAL EDITOR



Anthony Albanese finished third in the final counting round of the federal election on Saturday night, but he will still be ALP leader when the count is over. The ALP leader said he has "nothing left in tank" after a long and arduous campaign. He said he was "proud to have led the ALP" and "proud to have fought for the people of Australia".

... [Detailed text about the election results and Albanese's performance] ...

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https://edition.theweek.com.au/html5/PrintPages.aspx?doc=WAN20220521&from=6&to=6

23/05/2022, 17:03 The West Australian - Monday, May 23, 2022, pages from 6 to 6

6 FEDERAL ELECTION 2022

Morrison gets emotional as he leaves leadership void

Will Liberals hit the panic Dutton?

'I've still got gas in the tank': Frydo

WHO WILL LEAD
BIANCA FIORE



Prime Minister Scott Morrison said he was "proud to have led the Liberal Party" and "proud to have fought for the people of Australia". He said he was "proud to have led the Liberal Party" and "proud to have fought for the people of Australia".

... [Detailed text about Morrison's departure and the Liberal Party's future] ...

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https://edition.theweek.com.au/html5/PrintPages.aspx?doc=WAN20220523&from=6&to=6

27/05/2022, 09:03 Fremantle Gazette, Thursday, May 26, 2022, pages from 8 to 8

8 NEWS

Police claim link in drug

BIKIE INCIDENTS 'INTERNAL SQUABBLE'

Gidgegannup GIDGEGANNUP SMALL FARM FIELD DAY
SUNDAY MAY 29, 2022

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https://edition.theweek.com.au/fremantle/PrintPages.aspx?doc=PHSFMG20220526&from=8&to=8

PRINT TEARSHEETS



27/05/2022, 09:01 Western Suburbs, Thursday, May 26, 2022, pages from 4 to 4

4 FEDERAL ELECTION perth2022 Thursday, May 26, 2022

Mapping independent's path to win

The suburbs set to deliver Chaney victory

ANNE BETHCOX

The northern expansion of the seat of Victoria's independent Labor Party is set to give Labor's Anthony Albanese a path to victory in the federal election. The seat of Victoria's independent Labor Party is set to give Labor's Anthony Albanese a path to victory in the federal election. The seat of Victoria's independent Labor Party is set to give Labor's Anthony Albanese a path to victory in the federal election.

of the two seats pulled into its fold. In 2019, the seat of South Brisbane and Trigg, and to give Labor's Anthony Albanese a path to victory in the federal election. The seat of Victoria's independent Labor Party is set to give Labor's Anthony Albanese a path to victory in the federal election.

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Western Rock Lobster logo

1/1

https://edition.perthnow.com.au/western-suburbs/PrintPages.aspx?doc=PNWVT/2022/05/26&form=4&to=4

27/05/2022, 09:00 Joondalup Times, Thursday, May 26, 2022, pages from 12 to 12

12 OPINION perth2022 Thursday, May 26, 2022

PARENTAL GUIDANCE*

*because it can't always be about the kids

TINNIE OF THE WEEK with Simon Collins

SEXPLOURATION with Jasmin Walker

SHELTER BONFIRE STOUT

especially when you first pour the beer

Clear your eyes and you'll see a very approachable if slightly different take on what has given us a bonfire

Through the use of smoked malt, Shelter has delivered a beer with a distinct, earthy and dark chocolate character.

Early interest at 6 per cent ABV. Shelter Stout is worthy of attention - and that includes my first glass is a lock.

Shelter is a founder of House of Theobald, a company that works with artists and creates to elevate local experiences.

facebook.com/BackofBoatLobsters

HILLARYS BOARDSWALK

WA CRAY DAY

1/1

https://edition.perthnow.com.au/joondalup/PrintPages.aspx?doc=PNNT/2022/05/26&form=12&to=12

27/05/2022, 09:01 Wanneroo Times, Thursday, May 26, 2022, pages from 12 to 12

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1/1

https://edition.perthnow.com.au/wanneroo/PrintPages.aspx?doc=PNWVT/2022/05/26&form=12&to=12

Community and Regional Newspapers – WA Day Cray Day

PRINT TEARSHEETS

27/05/2022, 09:02 Cockburn Gazette, Thursday, May 26, 2022, pages from 8 to 8



GIDDEGANNUP SMALL FARM FIELD DAY
SUNDAY MAY 29, 2022

- WORKSHOPS
- ANIMALS
- ENTERTAINMENT
- HONEY FESTIVAL
- OLIVE FESTIVAL

NEWS

Police claim link in drug

KEILIE SALAM & TIM CLARK

Two people responsible for the death of a 27-year-old woman in Perth, Australia, have been charged with the crime. The 27-year-old woman was found dead in a residential area in Perth on Sunday night. The police investigation targeted the two people who were charged with the crime. The woman was found with a large amount of drugs in her possession. The police are currently investigating the case and have not yet identified the two people who were charged with the crime.

BIKIE INCIDENTS 'INTERNAL SQUABBLE'

Police have been told that bikie incidents are an internal squabble between bikie clubs. The police are currently investigating the case and have not yet identified the two people who were charged with the crime.



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<https://edition.pethouse.com.au/cockburn/PrintPages.aspx?doc=PCNSCBG/2022/05/26&from=8to=8>

Guardian
Friday, May 27, 2022

NEWS 9

Women drive for hours to give birth

JOHN ZIMMERMAN

Two women have driven for hours to give birth in Perth, Australia. The women were found in a residential area in Perth on Friday night. The police investigation targeted the two women who were charged with the crime. The women were found with a large amount of drugs in their possession. The police are currently investigating the case and have not yet identified the two women who were charged with the crime.



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12 FEDERAL ELECTION 2022

CLAN STRIKES BACK

Bid to kick out Satterley from Libs over his criticism of powerbrokers

Parliament House sex case inquiry

Attribution of sexual assault in Parliament House has been made, prompting an inquiry into the incident. The inquiry is currently ongoing and has not yet reached a conclusion.



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WESTERN
ROCK
LOBSTER



PRINT TEARSHEETS



NEWS 5

together to give people a place to ride and to continue to grow the sport of BMX.

Mr Tomblinson said the city had completed the design of the project but has yet to build a path.

"The project has been fully designed, however cost estimates are still over the available budget," Mr Tomblinson said.

The planned redevelopment will be a small-scale site and will be used to provide a new BMX track to complement the existing track before existing racing and as a result there will be no major issues with the track itself and to continue to grow the sport of BMX.

The structures supporting the track - tables, benches, lighting and parking - are in poor condition and the city wants to support the club long term.

"I'm hoping the city project will be completed in the next 12 months," Mr Tomblinson said.

The city has invited the club to submit a plan for the site, which includes redeveloping and re-aligning the track to better suit the future club and redeveloping the track before existing racing and as a result there will be no major issues with the track itself and to continue to grow the sport of BMX.

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WA CRAY DAY AT PORT COOGEE

Back of Boat Sales - Saturday 4th June

Experience the thrill of buying freshly caught WA rock lobsters right off the back of the boat. Local fishermen will deliver their catch at Port Coogee Marina from 2pm. Grab the family, your esky and head over to the Marina to get your lobsters for your WA Day celebrations!

Pre-orders and walk-ins welcome.

Find out more about WA Cray Day sales including how to order via Facebook: facebook.com/BackofBoatLobsters



NEWS 5

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WA CRAY DAY IN FREMANTLE

Back of Boat Sales - Saturday 4th June

Experience the thrill of buying freshly caught WA rock lobsters right off the back of the boat. Local fishermen will deliver their catch at Fremantle Fishing Boat Harbour from 9:30am. Grab the family, your esky and head over to the Harbour to get your lobsters for your WA Day celebrations!

Pre-orders and walk-ins welcome.

Find out more about WA Cray Day sales including how to order via Facebook: facebook.com/BackofBoatLobsters



NEWS 2

perthNOW
Thursday June 9, 2022

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'Committed' to housing plan

EXCLUSIVE TYLER BROWN

The developers behind a proposed housing development on Ervadale Road in Hillarys say they remain committed to the plan despite planning committee's recent vote to oppose it.

B&L Communications, formerly known as Brentwood Australia, had proposed to reuse about 12.5ha of land near to the broadcasting tower for housing.

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Another year for Jardine

Standing over his recent dismissal of chief executive Stuart Jardine by another year - Mr Jardine's contract was due to expire in April 2023. He has been extended to April 2024 and from a Public Service Medal in 2017.

Marcus Miller says the commission for the work was terminated from the Jardine's resignation and the ability to provide a contract extension was not a different plan. It remained a core part of the commission, he said. The COVID-19 pandemic was not a different plan. It remained a core part of the commission, he said. The COVID-19 pandemic was not a different plan. It remained a core part of the commission, he said.



READ YOUR perthNOW LOCAL PAPER ONLINE TODAY AT EDITION.PERTHNOW.COM.AU

WA CRAY DAY AT HILLARYS

Back of Boat Sales - Saturday 4th June

Experience the thrill of buying freshly caught WA rock lobsters right off the back of the boat. Local fishermen will deliver their catch at Hillarys Boatworks from 11pm. Grab the family, your esky and head over to the Amphitheatre for cooking demonstrations and everything you need to cook up a cray this WA Cray Day!

Pre-orders and walk-ins welcome.

Find out more about WA Cray Day sales including how to order via Facebook: facebook.com/BackofBoatLobsters

PRINT TEARSHEETS



South Western Times
Thursday, June 3, 2022
NEWS 21



Pole attack results in prison term

EXCLUSIVE CAROL LADD

A 45-year-old Cape Town man is set to spend the next eight months behind bars after hitting his party's council with a wooden pole, breaking his jaw and knocking him unconscious while trying to vote.

Richard Cameron was sentenced to two years and four months but had two years suspended for the 2019 election. He was also fined \$10,000.

Cameron grabbed a wooden pole that was leaning over the entry gate and approached the voting booth and another man who was waiting with their backs towards Cameron.

Cameron then used the wooden pole to strike the other man in the head, knocking him unconscious.

But when he went to take another swing, he struck the victim in the chest, causing his death.

The victim took up the next morning with 'little memory' of what happened and significant pain in his jaw and forehead but, when prompted, he is able to recall the incident.

The case was held in court in Grahamstown on June 1, 2022. Cameron is a member of the Inkatha Freedom Party.

Cameron left a note pinned to the door, which was found to be a letter to his friends.

Justice Cameron said the defendant had been in a 'state of mind' which was not sane at the time of the attack.

The court also ordered that Cameron be supervised for two years after his release.

Library marks 100th milestone

KASPER JOHANNES

Classic cars, period books and a host of antique items have gathered to celebrate the 100th anniversary of the Western Memorial Library.

The May 29 celebration marked a centennial milestone for one of Harvey's most beloved institutions and was also a showcase of the town's rich and diverse heritage.

Owned and equipped chiefly and lovingly since 1920 by the same bloodline, library staff

and thank the community. Having at last been much better off it holds, the library Museum and Library was established in 1922 in honor of the Western Memorial Library.

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2 NEWS
perthnow
Thursday, June 2, 2022

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08 2015

Perth, Australia

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Subscription enquiries: 08 2015

Perth, Australia

Perth, Australia

Perth, Australia

'Fake vote' fears drive voting change

EXCLUSIVE PIP WALLER

Voters in four inner-city suburbs will be asked to visit the polls for a second time this year after a surprise decision by the Town of Cambridge council to drop postal voting.

In order to replace driver examiner Rob Frederick, who resigned in April, the town must hold an extraordinary election by August 15.

But instead of looking in a date for the first-and-only postal vote system for inner-city government elections across Perth, Cambridge mayor Earl Shannon asked that the staff - rather than the WA electoral commission - run the election using a person voting.

Mr Shannon's motion was supported 21 of last week's council meeting.

Mr Shannon said the threat of postal votes within the metro area

to introduce postal voting in the last three years is a concern that this year the council has considered a voting link to be a serious issue for residents.

Discussions for a postal vote alternative after the resignation of Mr Frederick.

The previous CEO declined to do so, but the council has now decided to do so.

Cambridge chief executive Earl Shannon said the council has decided to do so.

What asked by Perthshire why the town was running a postal vote and not a person in person, he said that the council was not sure if it was a good idea.

There is a great reason to switch to the person in person, he said.

The town did not want to risk the council's reputation.

"If we try it and it doesn't work, then we will know that we won't do it for the election proper."

The Town of Cambridge was one of the first councils in the metro area




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12 NEWS
Gulfstream
Friday, June 3, 2022

FOGO trial extended for a year

EXCLUSIVE

Cambridge's controversial e-waste trial has been extended for 12 months, despite concerns raised about high rubbish contamination and poor participation rates.

Perth region, garbage operators, by allegedly didn't have the expertise or the skill to conduct it.

Mr Mack said:

"We've agreed to be doing things for the community's benefit, not because someone has agreed to a budget for a particular government department."

There is a great reason to switch to the person in person, he said.

The town did not want to risk the council's reputation.

"If we try it and it doesn't work, then we will know that we won't do it for the election proper."

The Town of Cambridge was one of the first councils in the metro area

Police charge ahead with e-vehicles

PHIL HICKY

Cambridge will be used by WA Police as part of a trial of two new high-powered e-vehicles in an attempt to reduce the number of e-vehicles on the road.

The trial will run for 12 months, starting in July 2022.

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PRINT TEARSHEETS

10 NEWS The West Australian
Tuesday, June 1, 2021

DUCKLING A SPLASH HIT

It's easy to turn heads when you're the odd one out. But for the duckling, it's a good thing to be different.

The duckling was captured by West Perth's 25-year-old resident, who says he was looking for a pet. He says he was looking for a pet that was different to the others.

MinRes breach accusation
Sacked exec alleges company founders improperly used their positions

MEASUREMENT The company's revenue has increased by 10 per cent since the start of the year, according to the company's latest financial report.

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2 WA DAY 2022 The West Australian
Monday, June 1, 2021

THE VERY BEST

THE BUSINESS BOSS The company's revenue has increased by 10 per cent since the start of the year, according to the company's latest financial report.

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Community and Regional Newspapers – WA Day Cray Day

WA DAY CRAY DAY

REACH & FREQUENCY

TARGET: ALL PEOPLE 14+ WA || POTENTIAL AUDIENCE: 2,192,000

5 856,000 39% 2,225,000 2.63

INSERTIONS

**WA MARKET
REACH 000'S**

**WA MARKET
REACH %**

**GROSS IMPACTS
(EXPOSURE)**

**AVERAGE
FREQUENCY**

TABLE INTERPRETATION

A total of 2,192,000 people aged 14+ years reside in Western Australia.

This schedule reaches 856,000 people 14+ years or 39% of the WA population 14+ years.

On average, each reader was exposed to 2,63 issues, generating a total of 2.23 million exposures or opportunities to see the campaign.

METRO PRINT REACH & FREQUENCY

TARGET: ALL PEOPLE 14+ WA || POTENTIAL AUDIENCE: 2,187,000

19 1,088,000 49.8% 7,883,000 7.2

INSERTIONS

**WA MARKET
REACH 000'S**

**WA MARKET
REACH %**

**GROSS IMPACTS
(EXPOSURE)**

**AVERAGE
FREQUENCY**

TABLE INTERPRETATION

A total of 2,187,000 people aged 14+ years reside in Western Australia.

This schedule reaches 1,088,000 people 14+ years or 50% of the WA population 14+ years.

On average, each reader was exposed to 7.2 issues, generating a total of 7.88 million exposures or opportunities to see the campaign.

THANK YOU



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