

CHANNELS	DATE	TOPIC/MESSAGE	OUTPUTS (MONITORING)
GRT recruitment poster	7 April	Introducing the GRT Supply of posters to Manager Children and Schooling Program, Laynhapuy Homelands Aboriginal Corporation	200 posters printed Gumatj office Placement at Homeland communities of Dhalinybuy, Wandawuy, Gangan, Yilpara, Gapuwiyak MEP, Yirrkala MEP office, East Arnhem Regional Council, Yirrkala
Traditional owner videos (YouTube)	7 April	Barayuwa Mununggurr Djawa Yunupingu Balupalu Yunupingu Banambi Wunungmurra	163 views, 3 likes 70 views, 2 likes 47 views, 2 likes 49 views, 1 like
GRT application forms	7 April 7 April 26 April 20 June	On-line launch (via Mailchimp hosted on the Gumatj Facebook) Email brochure to Gumatj Corporation Supply printed Application forms to Gumatj Corporation and Laynhapuy Homelands Aboriginal Corporation Applications received	1 completed Distribution 190 89 completed applications received
GRT applicant information brochure	1 May 8 May	Electronic version of the Applicant brochure to Gumatj Hard copies supplied to Gumatj for local distribution	100 supplied for distribution, 100 distributed
GRT recruitment update (e newsletter) (Industry average open rate 16.89%, exceeded industry norms, significant subscriber increase)	7 April 1 May 22 May 19 June 27 July	Update 1: Introducing the Gulkula Regional Training Centre Update 2: Recruitment Underway Update 3: Recruitment News Update 4: Recruitment Update Update 5: Recruitment Workshop Underway Update 6: Recruitment Wrapped Up	84 subscribers, 52.4% open, 11.9% click 88 subscribers, 50.0% open, 17.9% click 90 subscribers, 50.0% open, 14% click 104 subscribers, 51.5% open, 7.1% click 104 subscribers, 42% open, 1% click 103 subscribers, 41.6% open, 13.9% click
GRT Facebook page (Total page likes at commencement of GRTC Communication Strategy: 958, at end of communications, 1065)	29 March 26 April 1 May 12 May 15 May 22 May 24 May 26 May 29 May 1 June 5 June 6 June 7 June 12 June 15 June 19 June 23 July 23 July 24 July 25 July 26 July 27 July 29 July 8 August	Barayuwa Mununggurr introducing the GRT Application forms on-line Recruitment underway with Djawa Yunupingu Discovery Workshop event post Applications still open and Balupalu Yunupingu video GRT newsletter #3 posted Gapuwiyak visit Wandawuy visit GRT Open Day Discovery sessions – Gapuwiyak Discovery training, Day 1 Discovery training, Day 2 Discovery training, Day 3 Discovery sessions – Wandawuy Discovery sessions – Gapuwiyak, second visit GRT Recruitment Stage 1 Wrap Up Recruitment Workshop promotion Recruitment Workshop First Group, first night Recruitment Workshop First Group, Day 1 Recruitment Workshop, First Group, Day 2 Recruitment Workshop, Second Group, Day 1 Recruitment Workshop, Second Group, Day 2 Gumatj business article – posted to Facebook Bringing Forward Young Leaders	412 reached, 9 likes, 1 comment, 1 share 667 reached, 19 likes, 2 comments, 3 shares 1,166 reached, 15 likes, 3 shares 143 reached, 7 likes 400 reached, 10 likes, 2 shares 571 reached, 12 likes, 1 comment, 2 shares 699 reached, 27 likes 369 reached, 10 likes, 1 share 1,126 reached, 27 likes, 2 comments, 4 shares 261 reached, 6 likes, 3 shares 728 reached, 29 likes, 1 comment, 1 share 1,196 reached, 19 likes, 1 comment, 2 shares 893 reached, 18 likes, 2 shares 461 reached, 15 likes, 1 comment, 3 shares 425 reached, 11 likes, 2 shares 319 reached, 8 likes, 1 share 1,108 reached, 43 likes 1,046 reached, 37 likes, 5 shares 1,008 reached, 30 likes, 2 comments, 1 share 1,288 reached, 23 likes, 1 comment, 2 shares 1033 reached, 27 likes, 1 share 1014 reached, 20 likes, 2 shares 902 reached, 42 likes, 3 comments 953 reached (by 10 August), 25 likes, 3 comments, 7 shares, YouTube views, 132 in 2 days, 5 likes
GRT open day at Gulkula	29 May	Open Day	70 people attended / 13 organisations and businesses / 2 x TO presentation / Yolngu Radio interview with Barayuwa Mununggurr
GRT meet and greet presentations	24 May 26 May	GRT recruitment in Gapuwiyak supported by Wapit Mununggurr Wandawuy (first of three visits) MEP presentations (Young Men Talking Group) MEP presentation (Workshop) MEP presentation (Manymak Café) MEP presentation (Op Shop) MEP presentation (Buffalo Boys, Women's Group)	Four applications received 1 June 2017 1 June 2017 14 June 2017 14 June 2017 15 June 2017