

Fiona Baird

*The Livestock Collective -
Find your place on social media*





@appletreeflat_nz



@thelivestockcollective

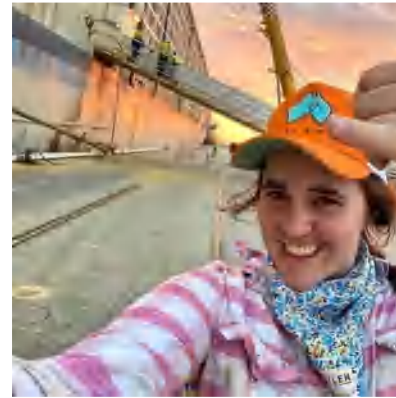
Finding your place

Fi Baird - Apple Tree FLat

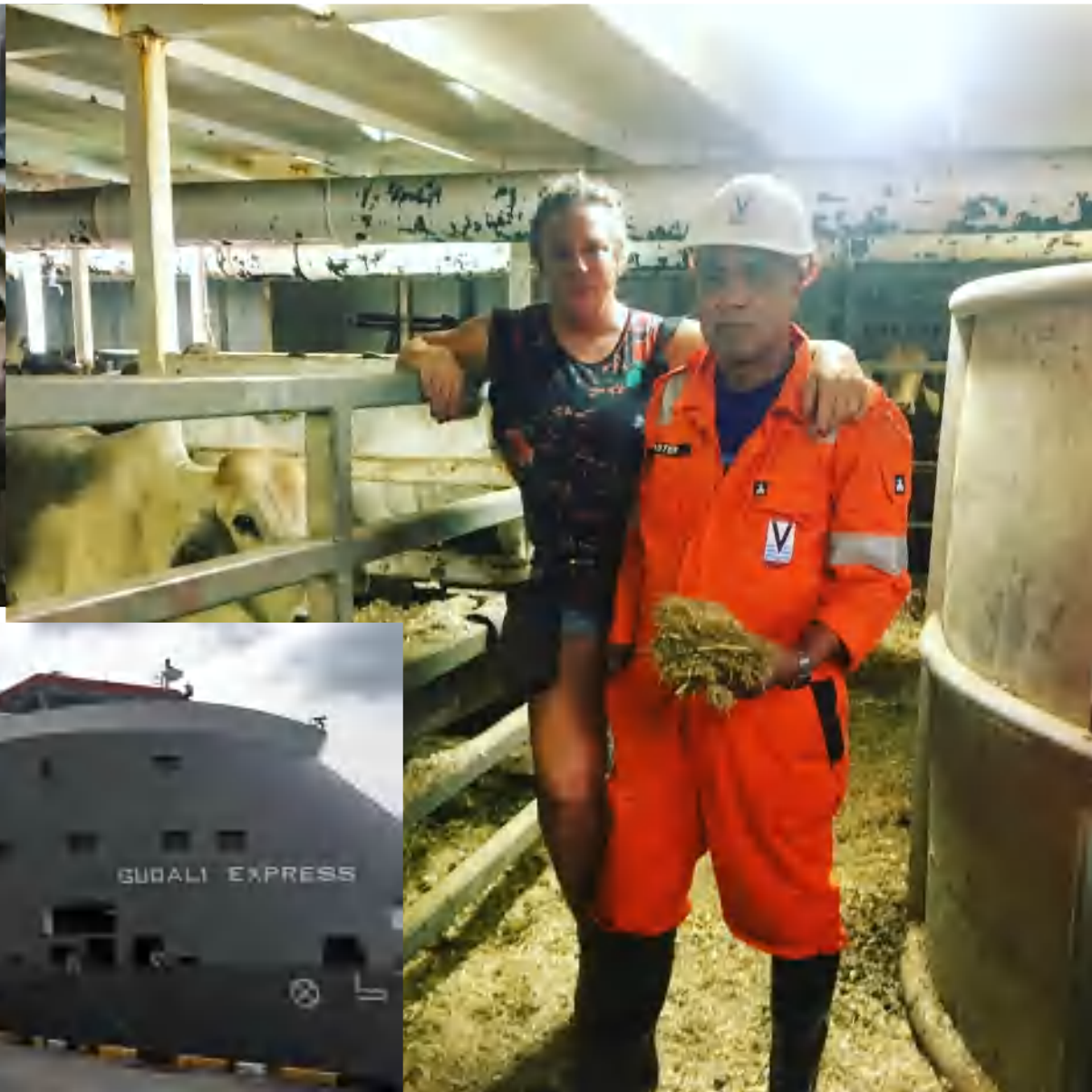




We have such a good story to tell!

























appletreeflat_nz

Following

Message



766 posts 5,608 followers 3,613 following

Apple Tree Flat

Design & fashion
Fi and the team creating quality work gear. Direct message to see latest materials and products in stock.

Followed by byron_okeefe, nietzy69, brentnz1979 + 33 more



Creations



Pre Made Shi...



Styling



How to order



Creations



Creations

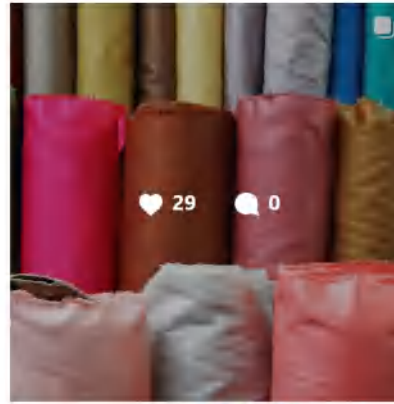
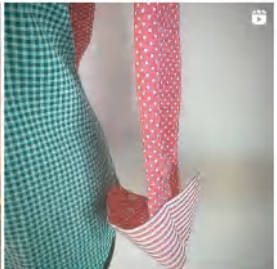
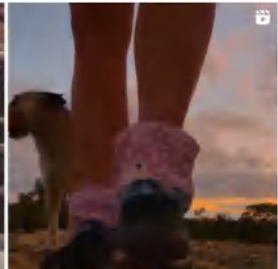
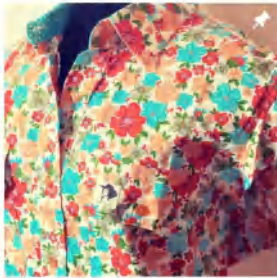


Jilly Pack

POSTS

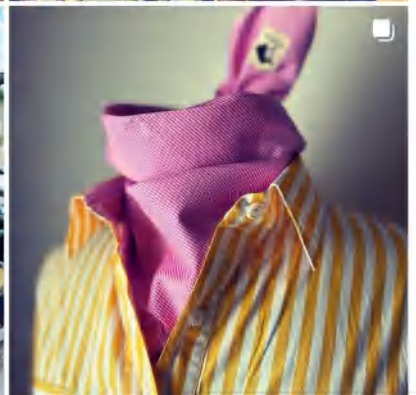
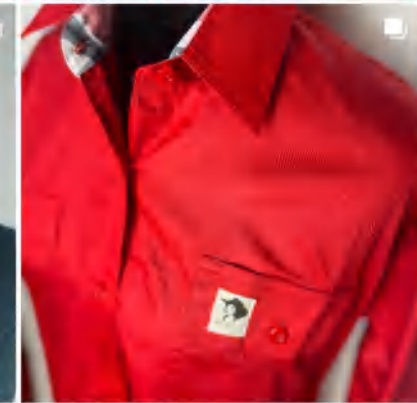
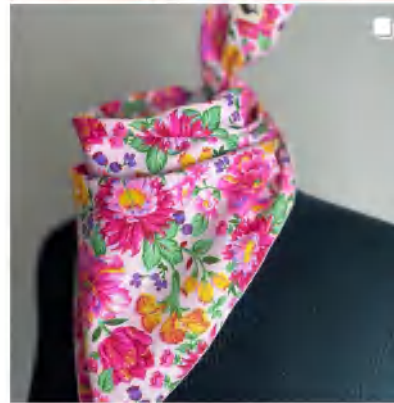
REELS

TAGGED



29

0



LANDLINE

VIDEO: Stockie Life: Life aboard a live export ship

Kristy O'Brien

Posted Sun 3 Sep 2023 at 10:45am, updated Sun 3 Sep 2023 at 2:01pm

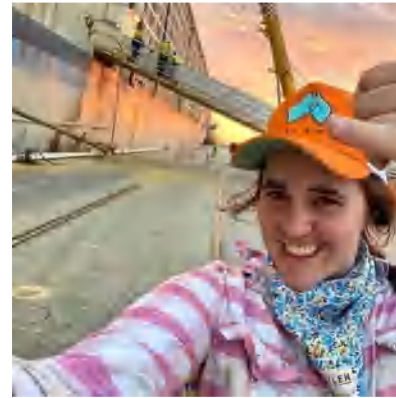


@appletreeflat_nz





We have such a good story to tell!





**Who is our
target
audience?**





What's wrong with wearing wool?

f Share

🐦 Tweet

As with other industries where animals are raised for a profit, the interests of the animals used in the wool industry are rarely considered. Flocks usually consist of thousands of sheep, and individual attention to their needs is virtually impossible. Many people believe that shearing sheep helps animals who might otherwise be burdened with too much wool, but without human interference, sheep grow just enough wool to protect themselves from temperature extremes.

NOT ANIMAL ACTIVISTS



The Sheep Collective
Published by Vinessa on 11 February

The Sheep Collective is a collection of farmers, truck drivers, vets and industry representatives. We care about Australia's sheep sector, from our farmers through to you in the community.

Ensuring the health and welfare of our sheep is at the core of what we do, across the supply chain, every day.

The Sheep Collective aims to provide clarity surrounding the live sheep sector across the entire supply chain. #theshsheepcollective



47,355 People reached | 10,067 Engagements

46 comments 323 shares

Like Comment Share

The Sheep Collective
Published by Nicole Jenkins on 27 February

Watch Dale Armstrong - Lead Stockman at the Peel Feedlot, explain the drafting process and why he is proud to be part of The Sheep Collective.



17,127 People reached | 3,629 Engagements

You, Linton Batt, Peta Ellis and 156 others

37 comments 106 shares


Boost Post

The Sheep Collective
Published by Nicole Jenkins on 23 March at 06:15

People have asked to see raw footage from a ship voyage and particularly at the end of a vessel's journey - so here it is!

This is a timelapse video of photos taken every 30 minutes. The voyage was a typical 15 day journey (to the first port) to the Middle East which departed mid January from Fremantle. This footage is of the last five days of the voyage, where at the end you can watch the first port unloading.

We wanted to show the space the sheep have throughout the journey. See more



35,330 People reached | 11,718 Engagements

39 comments 307 shares


Boost Post

The Sheep Collective
Published by Nicole Jenkins on 2 April at 15:10

We received such a positive response from our first time-lapse video of raw footage that we thought we would show some more!

This time-lapse footage shows sheep and cattle on day 7-8 of a voyage which has recently completed discharge in the Middle East.

During the middle part of the voyage the vessel crosses the equator and temperatures increase. During this middle period extra care is taken to ensure there is no water on the decks that would increase humidity. The vessel... See more



Reach your Post's Next Milestone

Your post "We received such a positive re..." is close to 300 likes. Boost it to reach more people.

41,125 People reached | 11,466 Engagements

166 comments 274 shares

Boost Post



“
SUPER HAPPY
to see this footage
- Pauline Penny
”



Do's of communication

- Be respectful at all times, whether or not you agree/disagree with their point of view
- Remember there are potentially thousands of opinions being formed on a whole industry based on what you say
- Remember it is a privilege to be asked
- Understand that food choice is a DEEPLY PERSONAL thing. It often surrounds family, religion, culture etc
- Accept that the disconnect is no-ones fault




Dont's of communication

- Assume knowledge
- Become offensive or aggressive in any way
- Enter a conversation to 'educate' - aim to connect with them instead
- Use technical industry jargon
- Try to be someone else or fake



Grace Bierman

Food, Water?????????  1

Like Reply Message · 3 w

"Most relevant" is selected, so some replies may have been filtered out.



The Livestock Collective

Hi Grace, in the first part of the clip the sheep are eating and fresh water is always available



 3

Like Reply Commented on by Chantelle Kay  · 3 w · Edited



Grace Bierman

The Livestock Collective great. Nice to see. Thank you.

Like Reply Message · 3 w

 2



The Livestock Collective

Thank you for asking Grace! We love questions.

 3

Like Reply Commented on by Chantelle Kay  · 3 w



Grace Bierman

The Livestock Collective I've shared your post. I'm sure it will please many.

Love Reply Message · 3 w

 2



Ilona Monteforte

How accurate is the information in this post?

Like · Reply · Message · 20 w



Most relevant is selected, so some replies may have been filtered out.



The Livestock Collective

Hi **Ilona**, Thanks for your comment. This footage was taken on a recent voyage in September by the Australian Accredited Veterinarian who was on board. Please let us know if you have any more questions, we're happy to answer them.



Like · Reply · Commented on by **Chantelle Kay** · 20 w



Scott Campbell

Ilona Monteforte I worked on the boats years ago they take very good care of the live stock I would say very

Love · Reply · Message · 19 w



Wayne Kowald

Ilona Monteforte 100% accurate

Love · Reply · Message · 19 w



The Livestock Collective

Thanks **Scott** and **Wayne** animal welfare is always the top priority!



Like · Reply · Commented on by **Chantelle Kay** · 19 w



Kerchief Time!!!





What percentage of the Australian community don't know a single person that works in agriculture and rural industries?





E8.2

42%





**What percentage of the
Australian community
only know 1-2 people
that work in agriculture
and rural industries?**





22%





What percentage of consumers are interested to know more about farming and food processing?



THE
Livestock
COLLECTIVE

65%



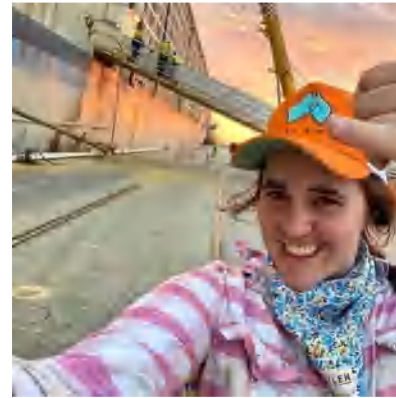


WHAT AN OPPORTUNITY





We have such a good story to tell!





THE LIVESTOCK COLLECTIVE

WHO & WHAT ARE THEY ABOUT?





"When there is a
void of information
it will be filled"

Livestock
LEADERS

We are stronger together





VISION:

For every person to have a connection and shared understanding of agriculture

MISSION:

To promote a collaborative, united livestock sector which provides visibility, communication and engagement to the community thus ensuring increased understanding of and connection to the livestock industry and agriculture more broadly.



FILLING THE VOID

COMMUNICATIONS

- Website live export page
- Website FAQ's
- Social media
- Media engagements

EVENTS

- Public facing
- 'Ag' events
- Feedlot tours

LIVESTOCK LEADERS WORKSHOPS

- Partnering with industry
- Human capacity building
- 'Collective' network alumni support



SOCIAL MEDIA



10,000 followers



6500 followers



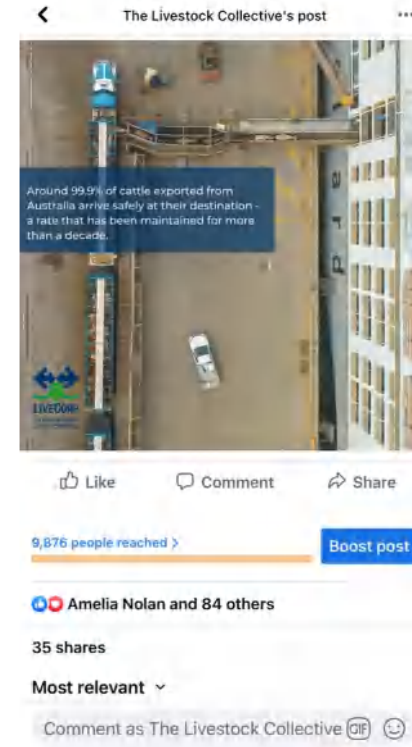
4500 followers



3300 followers

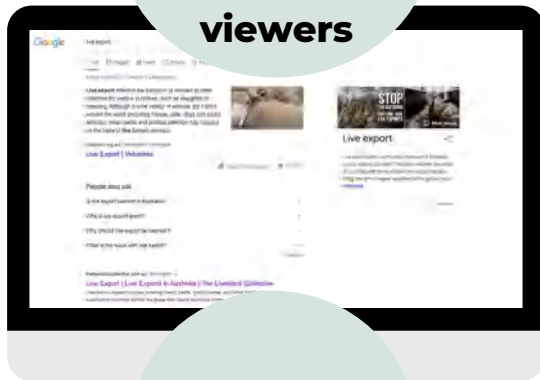
**8-12 posts
per month**

**34k+
reached in
one post**



WEBSITE

60K+
website
viewers



Ranked 2-3
on Google

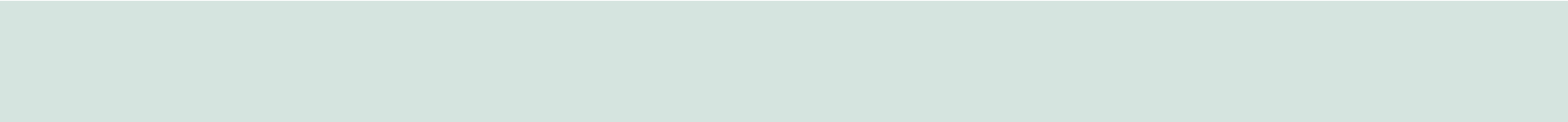


Virtual Vessel
tour and VR

EVENTS



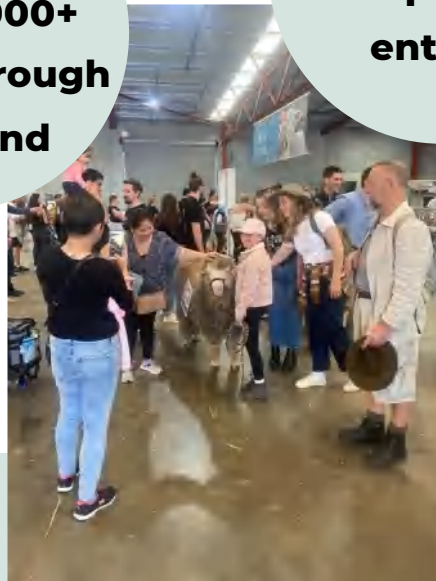
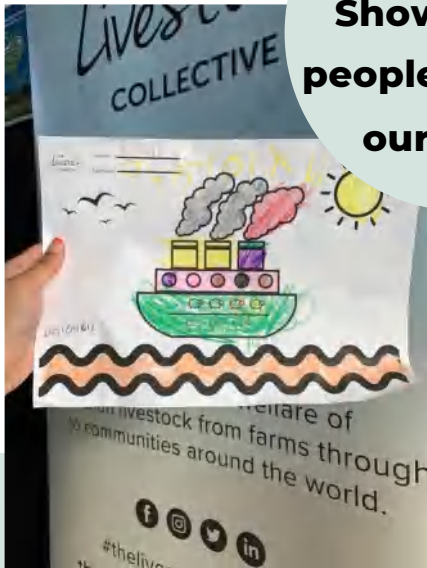
**300+ people
on tour**





**Perth Royal
Show 9000+
people through
our stand**

**400 colouring
competition
entries**



WORKSHOPS



**95% average
overall
satisfaction**

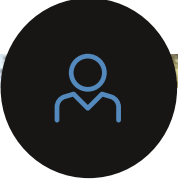


200+ alumni





When there is a void of information it will be filled, **Invest in The Livestock Collective.**

Subscribe to the Collective Community

|  |  |  |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| STUDENT | SUPPLY CHAIN PARTICIPANT | BUSINESS |
| \$50 /YEAR | \$350 /YEAR | \$1,000 /YEAR |
| Subscription pack (including merchandise) | Subscription pack (including merchandise) | Subscription pack (including merchandise) |
| Monthly E-newsletter | Monthly E-newsletter | Monthly E-newsletter |
| Opportunity for work experience with us | Invitation to events | Invitation to events |

Annual Report

Scan to Subscribe!



A large, spreading tree with a thick trunk and many branches stands in a field. A large flock of sheep is gathered around the base of the tree. The field is dry and brownish, with some green patches. In the background, there are rolling hills and a blue sky with light clouds. A single sheep is standing in the foreground on the right side.

THE
Livestock
COLLECTIVE

   thelivestockcollective.com.au



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Thank you
Questions?

