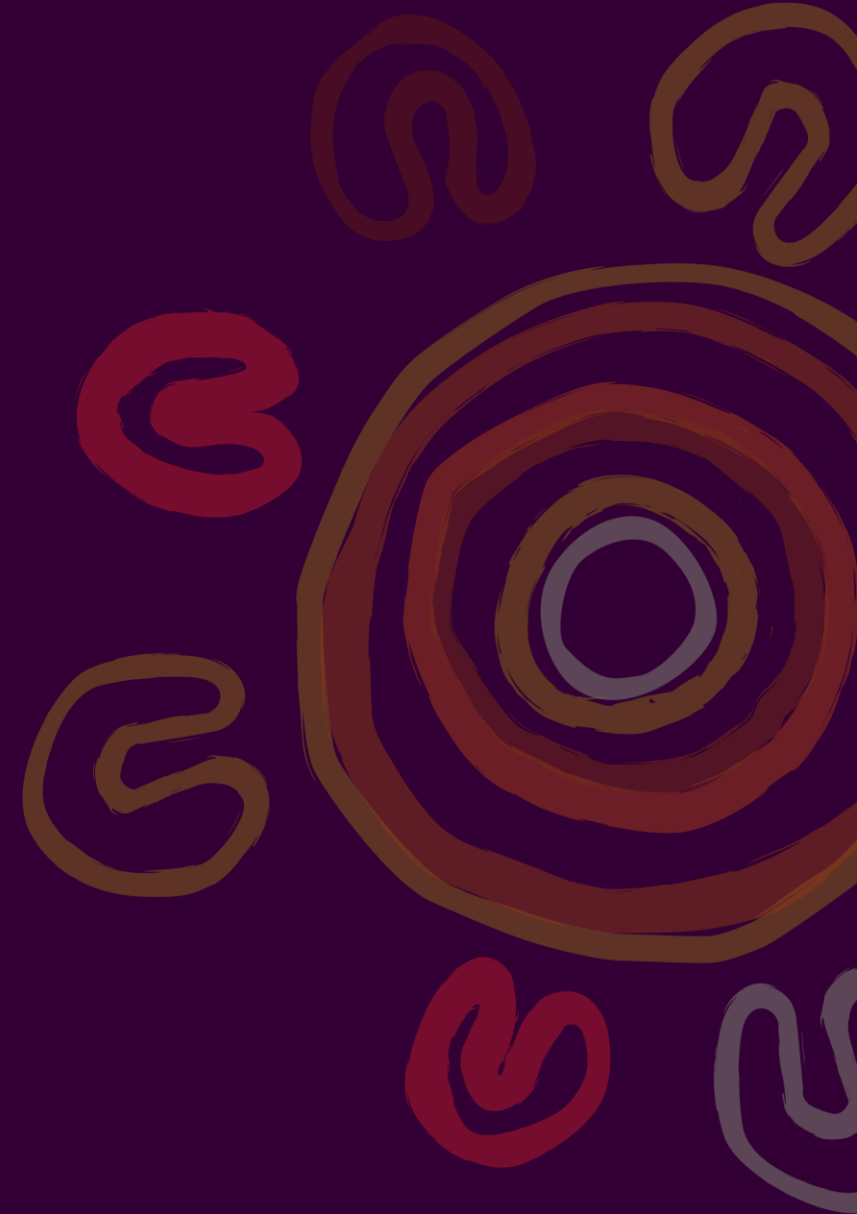


Sharing Success

Awabakal Ltd

NSW/ACT TIS Jurisdictional Workshop Program

26 & 27 May, 2021



Yaama

Awabakal is the leading medical provider for our people. We have been operating in Newcastle for more than 40 years.

We service:

- Newcastle
- Port Stephens
- Lake Macquarie
- Lower Hunter



We employ more than 160 people, and are one of the largest indigenous employers in our region.

We provide services to more than 8,000 people across our regions:

- Medical
- Dental
- Housing
- Disability and NDIS
- Aged Care
- Mental Health



What we do...

Our '[I'm Quitting](#)' program is our primary TIS call-to-action campaign, and it has been in market for the last 5 years.

This is largely a social media campaign that links community to a landing page, where they enter their contact details, how many quit attempts they have made, and their closest clinic.



Quit the Smokes

awabakal
Quit Kit

Congratulations you've already taken the first step. Awabakal is here to support you, starting with a free Quit Kit.

[Get your FREE Quit Kit](#) 

Get your FREE
match day ticket



We're hiring
Support Workers



Engagement

Awabakal has worked really hard on our social media presence as a core tool for community engagement.

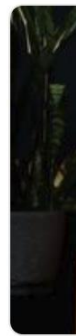
We have strong community engagement and following, and have grown our audience to over 8,000 on Facebook.

<https://www.facebook.com/awabakal>



Steven Oliver, Actor and Comedian - and Awabakal Ambassador reflects on things...

4 weeks ago · 345 Views



Steve Awab...

5 week...



Did you know that teen smokers are more likely to have panic attacks, anxiety...

6 weeks ago · 145 Views



This v... Tigers...

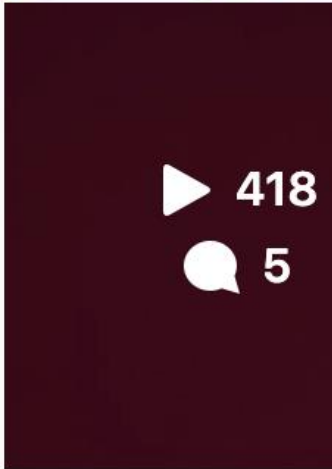
8 week...



Content Strategy

We work with many talented and inspiring individuals throughout the year to promote healthy lifestyles and good choices:

- [Jack Wilson - Deadly Ninja Warrior](#)
- [Gema Simon - Newcastle Jets](#)
- Connor Watson, Gehamat Shibasaki, Edrick Lee - Newcastle Knights
- Steven Oliver - Actor and Comedian



Advantages

This solid content strategy really helped throughout COVID when we were unable to engage face to face.

A direct Call to Action and landing page enables us to have a clear conversion path.



Challenges

How many have we supported to Quit? What is working for them?

The truth is - we don't really know - and we have recognised the gap here. We have commenced a **research partnership** with the University of Newcastle to start to fill in the gaps in our knowledge.

Expansion

As our geographical footprint has expanded, we have found challenges getting the personal stories from Community. We have initiated **TIS Ambassadors** across our clinics and are working on a new process of internal reporting to assist with information gathering.