

2. Reach of activities

Understanding the reach of activities is beneficial in understanding how many people, groups and organisations have been engaged or participated as a result of the Program's funding. We categorise reach based on the **intensity** of the interaction or engagement. This is divided across three levels:

- **Broadscale awareness raising**
- **Medium-level / one-off interactions**
- **High-level / repeated or long-term interactions**

For each of your activities that engaged your target populations, groups, communities or geographic areas please provide the reach figures in the table below.

	Broadscale awareness raising <i>For example, social media, print media, or other forms that reach a large number of people from a distance.</i>	Medium-level, one-off interactions <i>For example, Information sessions / presentations or meetings. Usually to people or groups you would not expect to reach again.</i>	High-level, repeated or long-term interactions <i>For example, training delivered over multiple sessions, meetings with the same people over a long period of time.</i>
<p>Detail</p> <p>Please summarise your delivered or partially delivered activities and the number of people, groups or organisations that the activity reached.</p> <p>Where needed please insert more rows.</p>	<p>We are reworking this approach as covid has changed the accessibility to festivals and people</p> <p>creating some merchandise that swings out to engage community</p>	<p>Stage one is building the message so the messaging at this stage is small scale, until the products are completed and we share them out to the social media, the messaging will be smaller in it's messaging to just the teams that have been a part of the workshop and creating the songs</p>	<p>advertises in indigenous papers etc with Q codes to reach into the video space.</p>
<p>Total reach</p> <p>In this field please add the reach of your activities together. If you have different 'categories' of reach, for example, you engaged individuals as well as organisations, keep these separate:</p> <p>100 community members 5 community organisations</p>	<p>Training with young interns in animation</p>	<p>6 people</p>	<p>12 weeks</p>
<p>Total reach</p> <p>In this field please add the reach of your activities together. If you have different 'categories' of reach, for example, you engaged individuals as well as organisations, keep these separate:</p> <p>100 community members 5 community organisations</p>	<p>Output with merchandise to AMS' and other arms of the community through Waruwi and a possible launch in Newcastle for the videos and merchandise</p>	<p>8 community Aboriginal Medical Services, reach of 100 people per organisation.</p> <p>Reach of a launch of 50 people at the Newcastle area for waruwi with merchandise and videos</p>	<p>12 weeks</p> <p>1 day</p>
<p>Total reach</p> <p>In this field please add the reach of your activities together. If you have different 'categories' of reach, for example, you engaged individuals as well as organisations, keep these separate:</p> <p>100 community members 5 community organisations</p>	<p>Aboriginal Health TV</p>	<p>Has a reach of 1 million people into the AMS and health centres through their closed circuit content</p>	<p>over a 4 week period with a push on the waruwi facebook page at the same time</p>
<p>Total reach</p> <p>In this field please add the reach of your activities together. If you have different 'categories' of reach, for example, you engaged individuals as well as organisations, keep these separate:</p> <p>100 community members 5 community organisations</p>	<p>Social Media output with launch and elements suited to the merchandise</p>	<p>Facebook analytics</p> <p>Views 1000 reach 10000 shares 50</p>	<p>over a 4 week period with a push on the waruwi facebook page</p>