Queensland Koala
Society Proposal

Operation Koala-Rama
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1.0 The real client problem

1.1 Situation Analysis

Client

The Queensland Koala Society (QKS) is a non-profit organisation that is dedicated to preserving the koala population in South East Queensland, in and around the Whites Hill Reserve. QKS runs a 24/7 rescue service that operates free of charge to save sick, injured, orphaned, or displaced koalas. They have trained rescue volunteers that transport koalas to the nearest wildlife hospital and aim to educate the public on their cause.

As a recently established organisation operated primarily by one employee, QKS heavily depends on donations and volunteers to further its mission. Their limited resources and staff not only pose financial challenges but also create difficulties in establishing long-term donor relationships. This has led to a decline in contribution retention. QKS acknowledges the urgency to increase its identity and outreach within the community to acquire more funding and recruit volunteers. Therefore, QKS wishes to create a targeted advertising campaign to solicit more donations.

Industry

There are currently around 600,000 not-for-profit organisations (NFPs) in Australia, including 60,000 registered charities, most of which operate on a local level, (AIHW, 2023). The sector provides a diverse range of products and services, with a revenue of $199.5bn, at which is forecasted to increase annually over the next five years to $235.6 billion, (IBISWorld, 2023). The major products and services segmentation within the sector are shown in *Table 1* below.

Table 1, Not-For-Profit sector breakdown (IBISWorld, 2023).

NFP category	Percentage of sector
Charities and NFPs operating across multiple categories	41.0%
Education and Research Services	32.6%
Public Benevolent Institutions and other health services	14.9%
Religious services	2.2%
Services benefiting animals	1%
Culture and recreation services	0.8%

Charitable organisations that promote animal welfare and protect the environment include groups focused on land care, wildlife preservation, the restoration of natural habitats, and waste reduction, (EBO, 2023). Due to an increase in public awareness of the negative impact of human activities on the environment and the urgent need to protect endangered species, this sector of non-profits has the highest proportion of volunteer activity and has had an increase in revenue generation over the past five years, (IBISWorld, 2023). In 2020, 'Animal and Environment' welfare placed third in total volunteer activities in Queensland, after 'Helping Individuals' (61.6%) and 'Helping A Group' (36.5%), (Volunteering Queensland, 2021).

According to the Australian Institute Company of Directors, it is becoming increasingly important to have access to skilled and experienced workers and volunteers in order for charities and NFPs to accomplish their objectives, (AICD, 2019). To attract funding and compete amongst other sector firms, it is becoming increasingly important for organisations to demonstrate accountability and transparency, (CAF, 2019). Other industry trends show that advancements in technology have led to new fundraising methods, such as donations via mobile apps and QR codes, which are expected to become more widespread, (IBISWorld,

2023). In addition to this, there is an increasing focus on digital payments and SMS and social media marketing, aiming to create more personalised donation experiences, (B4B Payments, 2023).

Competitors

The charity and NFP sector experience strong competition both internally and externally, (ACNC, 2023). Internally, they compete with each other to raise funds and volunteer labour to supplement their funding initiatives. Additionally, they also compete based on service cost, quality, and marketing to provide services to clients and the community, (UTS, 2022). Externally, they compete with other organisations, clubs, and companies for government funding and corporate sponsorships, (ACNC, 2023; IBISWorld, 2023). The Australian Financial Review reports that numerous highly experienced and efficient charities and NFPs exist within the sector, (Murray, 2023). The major markets within the sector are physically disadvantaged people at 23%, economic development and foreign aid at 17.5%, and financially disadvantaged people at 17.2%, (IBISWorld, 2023).

QKS faces direct competition from a variety of organisations in their pursuit to help koalas, such as Koala Rescue Queensland, Australia Koala Foundation and the RSPCA, (see full list in Appendix 1). Indirectly, QKS faces competition from other NFPs and charities in the local area, particularly ones that are human-focused including Brisbane Volunteering Queensland and The Big Issue, as well as larger and reputable NFPs and charities in Australia, such as the Australian Red Cross Society, World Vision Australia and the Salvation Army, (Beni, 2022).

Many of QKS's competitors, both direct and indirect, have advantages like clearer brand images and clearer information; both of which are communicated through effective campaigns. For example, Australia Koala Foundation's 'Mum & Me' video campaign helps reinforce their organisation's whimsical and childlike brand image by spreading awareness about koala conservation issues through the story of a young baby koala and their relationship with their mother (Australian Koala Foundation, 2023). Meanwhile, the Australia Red Cross (2023), an indirect competitor, has posted powerful infographics and campaigns about humanitarian aid for certain wars and conflicts around the world while stating their goals and actions very precisely.

SWOT

Table 2 below is a SWOT analysis for QKS:

Table 2, SWOT Analysis

Strengths	Weaknesses
- Have strong and clear mission which appeals to donors, (Charity Link, 2023). - Provide multiple giving opportunities to donors - Offer free 24/7 services - Offer a range of services to help koalas including rescuing, relocating, rehabilitating koalas and educating others - Have trained rescue volunteers - Hold and participate in community events and offer volunteer opportunities that normally trigger most of their donations - Supporters include Brisbane City Council, RSPCA, Rescue Collection - Post updates on the impact of donations	- Small organisations that operates mainly in a local space - Lack of visibility/awareness - Limited staff/volunteers - Limited resources and funding - No current government or corporate funding - Not registered as a charity (too small to register/not enough time) - Donations are not tax deductible - Donors cannot access financial information of QKS - Do not have a regular donation system (don't allow for automatic and ongoing donations) - Only one social media content creator and really only active on Facebook - Lack of strong brand image compared to direct competitors
Opportunities	Threats
- Benefits to animals and the environment sector within non-profits/charities has the highest proportion of volunteer workers in the current year - The segment also risen as a proportion of revenue over the past five years - Can develop more support from major corporations as the animal and environment sector continues to grow - Using social media and other outreach campaigns for greater visibility to the general public - QKS have both Instagram and TikTok accounts but want to post more content in the future	- More established charities or organisations doing similar work with stronger brand images and campaigns - Competing with other charity sectors that are more popular such as humanitarian causes (e.g., humanitarian aid organisations like the Red Cross) - Competing with NFPS and charities that receive government or corporate funding - Strong competition within the industry for donations and volunteers - Most direct and indirect competition are either registered charities or receive government funding - Decreasing discretionary income across the economy during 2023 constrains many households' ability to donate, (IBISWorld, 2023).

Customers

According to the CAF Australia Giving 2019 Report, 68% of respondents donated, with 63% donating to non-profit organisations and 30% to religious organisations. In addition, 35% reported providing volunteering services, (CAF, 2019). However, the majority of donors give a one-off donation without intending to make regular or planned ongoing donations. Additionally, the age group that donates the most money to charities or non-profits in Australia is Generation Y (aged 27 to 41) shown in the table 3 below:

Table 3, Australian Givers by Age (Renton,2021).

Australian Givers by Age	
Age	Donations (%)
76+	8%
57-75	22%
42-56	24%
27-41	30%
18-26	16%

Additionally, the Australian Communities Report found individuals with an annual income of $62,400 to $103,999 were found to donate the most, (Renton, 2021). In terms of purpose, most Australians believe that charities have had a positive impact, with women in particular thinking that they have had a positive impact on their local communities and on Australia as a whole, (CAF, 2019). Nearly 6 million people volunteer through an organisation annually in Australia, with higher volunteer rates occurring among those employed in full-time work and aged between 40 and 54, (Volunteering Australia, 2021). Donors are primarily motivated by caring about the cause (54%), followed by helping people less fortunate than them (41%) and realising they can make a difference (33%), (CAF, 2019). Having more money is the main factor that would encourage Australians to donate more, followed by knowing how their money would be spent and more transparency in the sector, knowing that it is well-regulated (Volunteering Queensland, 2021).

Primary Research – Interviews

To create an effective advertising strategy, an impactful insight must be obtained. When developing the objectives, it was noted that research should be implemented to gain a better

understanding of the barriers and behaviours surrounding donations for QKS. Additionally, another objective was to better understand the public's perception of the QKS. To do this, a series of questions (see Appendix No. 2) were developed, covering general donation behaviours, koala perceptions and direct QKS opinion pieces. These questions were qualitative and flexible for interviewees to dig deeper into their opinions and emotions.

Analysis of primary research:

Table 4, Analysis of Primary Research

Similarities	Explanation
Connection to charities	Many interviewees stated they often hear about charities through their friends, families, and social media. Word of mouth and personal relationships played a significant role in their involvement with charities.
Importance of koalas	The connection of koalas to the Australian culture and identity was mentioned by the majority of the participants. Koalas were depicted as cute, cuddly, and emblematic of Australia. The loss of koalas was viewed as a national embarrassment.
Desire for transparency	Accountability and transparency of charity work was desired by the participants. They wanted to know the direct impact they were making.
Awareness and education	Interviewees frequently mentioned a lack of understanding of the issues koalas face. They believed increasing awareness and providing concise information could lead to better conservation efforts.
Government responsibility	A common belief was that the government bears the majority of the responsibility for the endangerment of koalas. Government inaction on the issue was frustrating.

1.2 Advertising Problem

QKS advertising efforts across channels are limited due to a shortage of resources and staff members. They currently are positioned as a small-scale local charity, evidenced by their language on social media and reliance on local events in the Whites Hill/South East Brisbane area. While this has created a sense of community and connection with local supporters, the organisation must broaden their audience base in order to improve its brand visibility and stand out against competitors. QKS advertising efforts are also hindered by a lack of personalised or targeted content, with an over-reliance on simply providing informational updates and asking for donations at community events. A fresh, personalised and innovative campaign approach can capture a wider audience and increase QKS's reach beyond just local community members. Therefore, QKS must establish itself as the obvious choice for volunteering time and donations for the care of koalas in Queensland.

1.3 Target Market and Consumer Insight
Target Audience

'Environmentally aware mothers aged 35 to 42 living in Brisbane'

A YouGov Australia study found women aged between 35 to 40 are most likely to donate to animal causes, (Smith, 2018). Roy Morgan's 'Socially Aware' segment best aligns with target donors, who are individuals who generally seek different ways to contribute to the community, (Roy Morgan, 2023). Initiatives and interests surrounding environmental sustainability were found to have a strong association with donating to wildlife initiatives, (Lenton, 2019). The target audience best fits into the 'Younger Family' category, which is families with children under 10 years of age who have a household income of between $50,000 and $150,000', (ACRS, 2019). While tax incentives are more popular among those with an annual family income of $70,000-$149,999, one-time donations are more common with environmental and animal causes, (AIHW, 2023; Lenton, 2019). Hence, this does not necessarily affect donors within this segment. Women, who are politically liberal and non-religious, prioritise animal charities over other types of charitable organisations.

As community-minded mothers, the target audience spends time contributing to schooling and co-curricular events and activities to help out her children and the local school,

(Exponential, 2023). The target audience uses social media regularly for entertainment and socialising, particularly Facebook and Instagram, (GWI, 2023). This is where they come across charities and community events, posted by their like-minded friends or organisations, (Bader, 2019). Additionally, a Faunalytics study found that those who donate to charities via social networking websites tend to donate more to animal causes, (Lention, 2019). Additionally, together with a charity's website, social media, radio ads and flyers combine to influence over 90% per cent of a Younger Family's decision to give to a charity, (ACRS, 2019).

Table 5, Customer Persona

	Values and Personality (internal)	**Interests and Lifestyles (external)**
  Name: Anna Gender: Female Age: 40 Income: $80k Marital Status: Married Location: Brisbane	• Cares about the environment and has concerns about environmental sustainability, (Full Steam, 2022). • Cares about her local community • Likes giving back and supporting mission-driven organisations • Politically liberal • Non-religious • Family-centric • Takes pride in her local community and country • Socially active • Always searching for something new to learn or do	• Has two kids aged 8 and 10 who she enjoys spending time with • Helping out the local community like donating money to charities helping the elderly, (Lenton, 2019). • Will occasionally help out with schooling activities (sports, extracurriculars) • Finds out about charities through friends, school, and social media • Loves taking her dogs for a walk • As a mother, likes cute animals (like koalas) with their innocent, babyish expression that reminds her of human babies, (Markwell, 2021). • Maternal instinct can be subconsciously linked to even early stages of life, such as playing with dolls and teddies, (Zdravookhr, 1991). • Busy lifestyle but tries to find a work/life balance by doing activities with her family and community on the weekends, (Roy Morgan, 2023). • More likely to donate money than volunteer
Communication channels/media	• Social media – primarily Facebook and Instagram • SMS • Websites – including forums/blogs • Needs something engaging to stand out amongst other advertisements online and something she can actively participate in or share with friends and family • Word of mouth very important, (Bader, 2019; GWI, 2023; Jordan, 2022).	
Reasons to engage with the brand	• Helping a beloved Australian animal from going extinct • Having a chance to help the community and support a mission-driven organisation • Being a good role model for her children • Being a part of something meaningful	

	• A chance to strengthen personal values (caring about giving back, the environment and animals)
Reasons to not engage with the brand	• Choosing to donate to other more reputable organisations doing similar work • QKS are not as active on social media or engaging with the audience as much as they could be, leading to a lack of awareness and brand loyalty • Highest barriers found to volunteering were no time (.e.g. family, work commitments (57.7%), health reasons (28.7%), Costs (27.1%), (Volunteering Queensland, 2021).
Pain points	• Complicated user experience such as the process to make a donation is too long or not automatic • A lack of transparency of where their money is going, (IBISWorld, 2023). • Lack of personalised communication, (Forbes Nonprofit Council, 2019). • Concerns about excessive overhead costs or administrative expenses • Insufficient expertise behind the organisation, (Barclays, 2020). • Receiving unwanted calls, emails and advertising wanting donations, (Barder, 2019).
Implications	• TA need to know exactly where their money is going to donate and needs to feel like they are making a difference • Include social media (Facebook or Instagram) or SMS advertising within the campaign to best target this audience • Potentially link campaign with OOH advertising in places regularly being visited such as community events or school • Quick donation processes are better • Campaign that can appeal to families, fun, emotional/ taps into maternal instincts + helping the environment/animals in a fun and playful way

Consumer Insight
From primary and secondary research, the consumer insight is as follows:

Koalas are deeply ingrained in Australian culture, they evoke the same nostalgic cuddly emotions of childhood teddy bears. The target market wants to help but needs to know where their money is going and exactly how to make an effective impact.

2.0 The way to solve that problem
2.1 Objectives
Table 6, Campaign Objectives

Objective	KPI
To raise awareness about QKS amongst the target audience by 10% within a 2-month period	Brand recognition surveys, a social listening tool such as Hootsuite to measure social mentions
Generate 10k new website visitors within a 2 month period	Direct website traffic metrics
To increase engagement on Facebook & Instagram by 50% within a 2 month period	Analytic tools, engagement rates (likes, followers, comments, shares)
Increase earned media output by securing at least 3 local news outlets within the 2 month campaign period and 1 month after	Social listening tool such as Hootsuite to measure social mentions
To increase donations by 50%	Website conversion rates, QKS's increase in revenue

2.2 Advertising Strategy
What does our plan aim to solve?

'Creating a more cohesive, impactful brand awareness. As the obvious choice for volunteering time and donations for the care of Koalas in Queensland'.

The Queensland Koala Society is significantly unknown among the target market and does not have strong brand recognition. In an industry oversaturated with not only wildlife causes but general not-for-profits vying for attention, the QKS does not compete in being top of mind. However, research uncovered that the target audience has a heavily ingrained belief associated with koalas, stemming from patriotism, motherly care and aesthetic-related affection. Therefore, QKS will undertake a guerilla advertising style to build awareness by evoking nostalgia through childhood teddy bears. Placing exclusive 'repaired' koala teddies with detailed care instructions throughout Brisbane will play on this emotional appeal. This strategy will build earned media through its stunt and provide QKS with a notable and memorable image. This will help the public become educated on how to help through the care instructions and result in a rise in donations.

3.0 The Tactics to Make It Happen
3.1 Creative Idea

The advertising would all be captured under the campaign idea of *Operation Koala-Rama*. It is a fun name that aims to represent the mission of QKS as they 'protect koalas from a stuffed future'. Applying an immersive, guerilla advertising technique, the 'Koalas-Ramas' will be placed throughout Brisbane, with all names starting with the letter K. They will carry a koala care kit (instructions on how to help) and encourage the public to find all 20 (each individually representing 9,000 of the 180,000 koalas left in Queensland). This should cater to potential donors' and volunteers' sense of patriotism and nostalgia, as well as help them learn more about how to help koalas, an identified need.

3.2 Media Tactics
Media Goals

1. To generate brand campaign awareness by 30% amongst the target audience.
2. To increase engagement with at least 10,000 individuals across Facebook and Instagram.

Media Channels

Digital (Social Media)

To build brand campaign awareness and engagement, social media will be utilised as the initial media channel to reach the target market. Through targeted marketing and user-generated content, it will provide the Queensland Koala Society with the capacity to reach a larger audience with minimal costs and time (Tajudeen et al., 2018). Especially with the target audience, where again, studies show that women aged 35 to 44 years spend around 6.35 hours on the Internet (We Are Social, 2022). This aligns with their Socially Aware value persona (Roy Morgan. n.a.). Influencer campaigns on Facebook and Instagram platforms will also be used to create initial awareness amongst the target audience. Thus, continuously engaging with these digital platforms could increase brand campaign awareness and engagement.

Ambient media

As this charity and its mission are not commonly known amongst the target market, ambient media will also be utilised to engage the audience unconventionally without the high costs of

traditional media. This will be done by placing teddy bears with a message and a QKS website QR code around Brisbane where it will be most relevant for the audience to engage with in their day-to-day lives (Media Federation of Australia, n.d.). This will engage with the target audience, as it has a surprise and viral effect that will attract their attention and provide a positive experience (Gümüştepe, 2020; Spahic & Parilti, 2019). Exhibiting potential greater brand awareness through ambient media engagement.

Native Advertising

The last media selection that will help achieve credibility and greater awareness amongst the target audience is native advertising. This will be achieved in the news.com.au website where the sponsored content will blend seamlessly with the surrounding media content without disrupting the viewer's experience. It creates credibility with a trusted digital news channel compared to banner advertising (Kloot, 2021). Thus, a credible source will create a positive perception of the organisation and assist in achieving media and campaign goals.

Media Schematic
The media schedule pattern shown is flighting, as it will allow the organisation to focus their budget on a specific high-impact period to achieve these media goals.

Media Type	Market	Length / Size	Placement	Publisher	1st-14th Jan	15th - 28th Jan	29th Jan - 11th Feb	12th-25th Feb	26th-29th Feb	Total # of spots	Cost Per Placement/Spot	Total Cost
Digital	Brisbane	60 seconds	Post in Feed	Instagram	9000	9000	10000	10000	10000	48000	$1.20 (Kerr, n.d.)	$57.60
Digital	Brisbane	Standard Photo	Facebook Page Post	Facebook	9000	9000	10000	9000	9000	46000	$18.0 (Kerr, n.d.)	$828.00
Digital	Brisbane	60 seconds	Influencer Campaign	Instagram & Facebook	5	0	0	0	0	5	$15,000.0 (Kerr, n.d.)	$15,000.00
Ambient	Brisbane	Small Soft Toys	Koala Toys	n/a	0	0	20	0	0	20	$29.54 (Koch & Co, 2023)	$590.80
Digital	Brisbane	Native Advertising	Sponsored Content	News.com.au	0	0	4000	2000	2000	8000	$50.00 (Kerr, n.d.)	$400.00
											total =	$16,818.80

3.3 Digital Tactics
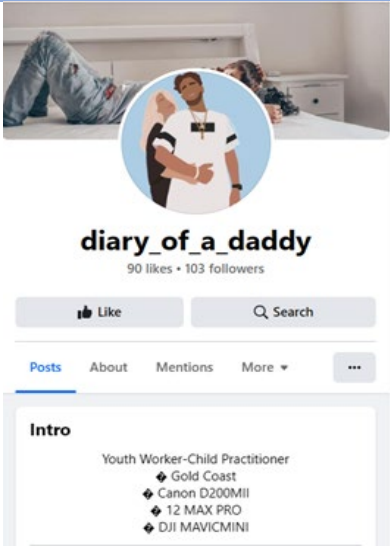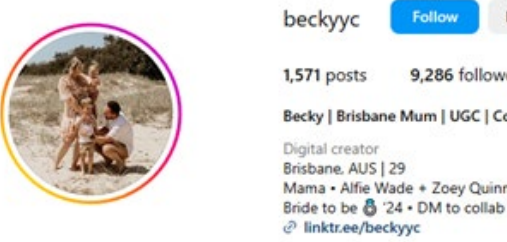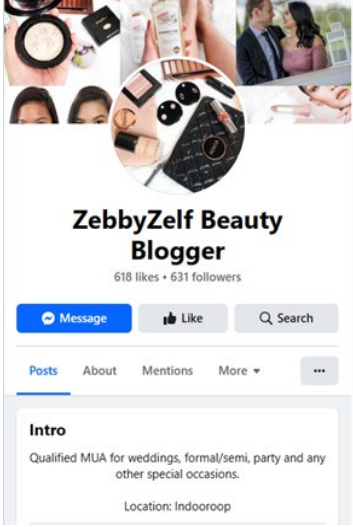
Digital Goals

1. Over January and February of 2024, QKS will aim to engage [like, comment, or share] with at least 1000 individuals across Facebook and Instagram sharing their brand image and message.

2. Over January and February of 2024, aim to raise at least $10,000 for QKS through Facebook and Instagram.

3. Through the months of January and February QKS will aim to increase website visits by 3%.

Tactic One - Family- lifestyle Influencer

To build initial awareness and hype around our campaign we will hire a minor Brisbane-based, family-lifestyle influencer to share a series of posts on Instagram and Facebook. Initially referencing the campaign, then sharing QKS's mission statement and finally reaching out to their audience asking for donations. 91% of our target audience uses social media (Hughes, 2023). With 87% using Facebook and 71% using Instagram at least once per week (Target Internet, 2023). 43% of millennials have made charitable donations through social media (Raviraj, 2022). Hence it is not unreasonable to ask for donations through Facebook and Instagram and reach our target audience. Some suggestions of possible influencers are listed below in table 7.

Table 7, Family-Lifestyle Influencer Suggestions

Suggestions	Instagram	Facebook
Steven McArthur	 diary_of_a_daddy 979 posts · 8,883 followers Steven 'SMAC' McArthur Blogger Gold Coast, Aus Au Husband | Father | Amateur Sim Racer @footlocker_au @sneakerlab Discord smac_sim_racing youtube.com/channel/UCrYX-CMl Followers: 8,883	 diary_of_a_daddy 90 likes · 103 followers Like Search Posts About Mentions More ▾ Intro Youth Worker-Child Practitioner ◆ Gold Coast ◆ Canon D200MII ◆ 12 MAX PRO ◆ DJI MAVICMINI Followers: 103
Becky	 beckyyc 1,571 posts · 9,286 follow Becky | Brisbane Mum | UGC | Co Digital creator Brisbane, AUS | 29 Mama • Alfie Wade + Zoey Quinn Bride to be 💍 '24 • DM to collab linktr.ee/beckyyc Followers: 9,286	---
ZEBBY	 zebbyzelf 2,889 posts · 15.2K follow ZEBBY | Mumma of Lily ♡ Everyday life in my story ♡ Motherhood | Family | Beauty | DM or email to collab 📍Brisbane, Australia msha.ke/zebbyzelf Followers: 15.2k	 ZebbyZelf Beauty Blogger 618 likes · 631 followers Message Like Search Posts About Mentions More ▾ Intro Qualified MUA for weddings, formal/semi, party and any other special occasions. Location: Indooroop Followers: 631

Tactic Two - Community engagement/management

The second tactic would be for QKS to engage with its audience on Facebook and Instagram through a series of posts, replying to comments, and sharing the influencer's content. These posts would consist of announcing the campaign, encouraging the community to share when they have found The Koala Teddies, and sharing QKS's mission and story. Facebook and Instagram both have easy-to-use donate buttons, which is part of what makes them popular for fundraising strategies (Harris, 2023). It is important to remember that the major reason people donate on these platforms is the compelling story being told (Harris, 2023). When asking for donations it's important to inspire our community and share your mission, making donors feel a part of something bigger than themselves (Forget, 2016). Using positive framing rather than guilt tactics also has been proven to be more effective when asking for donations (Faulkner et al., 2016).
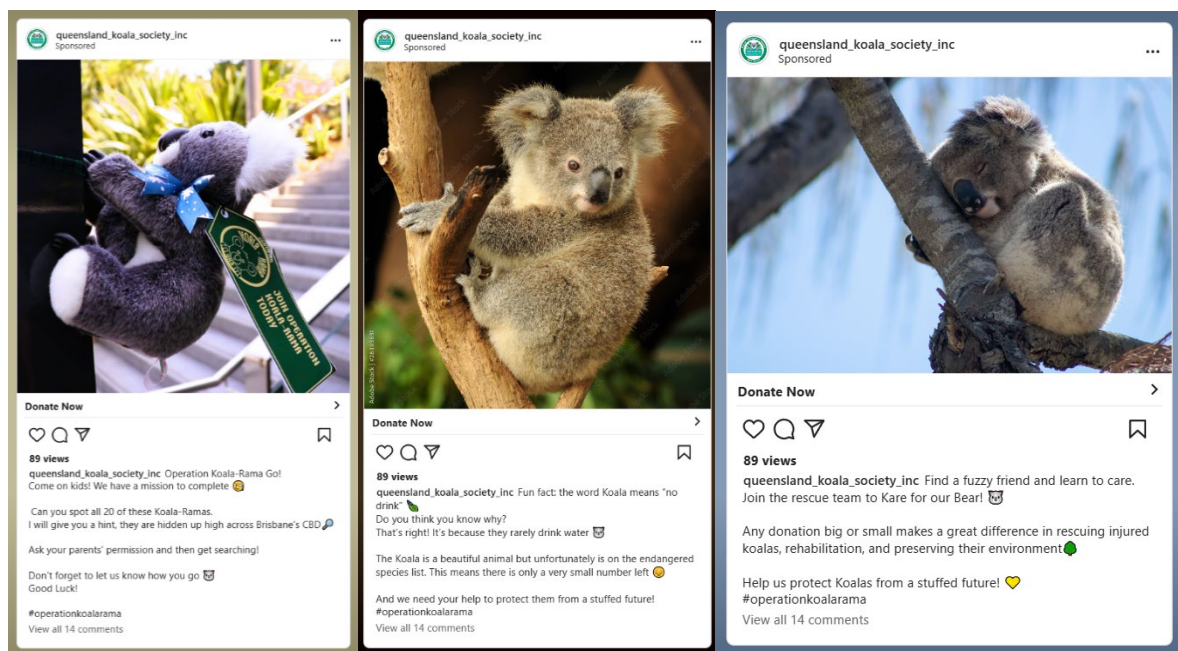
Tactic Three – Website update

The final tactic is to update the QKS website to align with the new brand image and slogan. The new visuals shown previously should be the base of the new design and the slogan "Protecting Koalas from a Stuffed Future" is recommended to be added for consistency and synergy. It is also recommended that the donating process on the website be simplified. At the moment, there is a complex donate form at the bottom of the donate page. This should be

moved to the top of the page and simplified where possible and made more visually appealing. Finally, there will also need to be a new page added for the campaign, this page will be linked through a QR code on the teddy bears, an example of this page can be seen in Appendix three.

Ethical considerations

It is important to consider that there is always risk when using social media, as you lack control over how people will comment on posts. The entire digital campaign will need to be monitored reasonably regularly and comments deleted if necessary. This campaign does follow the AANA ethical codes and regulations meaning it can be considered an ethical campaign (2021).

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5.0 Appendix

5.1 Appendix One

Direct Competitors of QKS
- Koala Rescue Queensland
- Australia Koala Foundation
- Koala Habitat Restoration Program (implemented by the Queensland Government)
- RSPCA (who are supporters of QKS)
- North Queensland Wildlife Care
- Wildlife Rescue Emergency Services
- Brisbane Area Rescue Network (BARN)
- Brisbane City Council Animal Ambulance Service
- Wildlife Perseveration Society QLD

5.2. Appendix Two: Interview questions

Questions
Q: What do you think QKS do?
Q: Have you donated money to a charity in the last year?
Q: What are some barriers to donating to charities for you?
Q: What would you consider to be Australia's top 3 cutest animals?
Q: Have you heard of the Queensland Koala Society?
Q: Would you feel more inclined to donate if it is tax deductible as opposed to non-tax-deductible?
Q: On a scale of 1-10 in importance amongst charities, where would you rank animal welfare?
Q: How else can people help out charities if they don't have money to donate

Q: Have you ever donated anything other than money to a charity?

Q: How do you learn about charities?

Q: What would a world without koalas mean to you?

Q: Without any prior research, what do you think are the main factors putting Koalas at risk?

Q: Tell me about a charity you have recently engaged with? Why did you engage with them? How did you feel afterwards? And did you engage a second time?

Q: When you think of saving koalas, who do you think of? Is there a company that comes to mind? Or a type of person?

Q: Who do you think is to blame for the loss of koala numbers? (If they say themselves, ask how that makes them feel and why does that make them feel like that)

Q: Did you know that koalas are not seen on any of Australia's currency or passports? Do you think they deserve to be?

Q: When I say koala, what comes to mind? (Try get an emotional feeling from the interviewee)

Q: Koalas are considered Australia's second favourite/most popular iconic animal? Why do you think this is?

Q: Do you think people from other countries care that Koalas are at risk?

Q: How do you think we can save koalas?

5.3 Appendix Three: Website Mock-ups

5.4 Appendix Four: Koala Tags

5.5 Appendix Five: Planning documents
Link to planning, video, research, and other relevant documents:

https://drive.google.com/drive/folders/1UD_0i39vQhiTKzAEJJbmE0YCFIvhLuFf