



Investigating the Indian Ocean Territories

End of voyage report from
Bush Blitz's live stream 'floating classroom' program
from the October 2022 voyage **IN2022_V08**

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2 December 2022



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1. Background

In October 2022, [Bush Blitz joined a team of marine scientists](#) — led by Museums Victoria — on a 35-day voyage on the iconic CSIRO research vessel (RV) *Investigator*. The 94m long science ship travelled from Darwin to the waters around Christmas Island and Cocos (Keeling) Islands. They investigated what lives down to 5400m below the sea level - from tripod fish and sea pigs, to dumbo octopuses and deep-sea coral. The information gathered will help Parks Australia manage [Australia's newest marine parks: the Indian Ocean Territories Marine Parks](#). While the scientist explored the deep seas off Australia's Indian Ocean Territories, a Bush Blitz contractor, [Kate Cranney](#), ran a series of live stream school crosses to Australian schools.

The ship left Darwin on 30 September, arriving in Fremantle on 3 November. Over this time, Bush Blitz:

1. Led education and outreach through live ship-to-shore communications with Australian schools;
2. Supported Museums Victoria and Parks Australia with their engagement with the Cocos community, especially with the Cocos Marine Care and the Cocos Shire Council; and
3. Engaged with the broader Australian public through social media posts; and
4. Supported Museums Victoria-led TV and radio appearance on and off the ship.

Comms objectives – as per the Marine voyage education and outreach communications plan, Oct 2022

1. First priority: Connect to schools around Australia through live crosses
2. Create social media posts for Bush Blitz. Share these with Parks Australia.
3. Create / facilitate media opportunities for Bush Blitz, Museums Victoria, and Parks Aus.
4. Sharing stories about what it's like to be on a boat (e.g. Ask Me Anything, blogs etc)

This report details the reach from the school crosses, community engagement, and social media highlights.

2. Key statistics

- Bush Blitz ran live crosses to **28 schools** around Australia.
- We talked to a total of **970 students and community members**.
- This equated to **29 hours of live crosses** (most crosses were 45-60 min, instead of 30 min).
- **10 guest scientists** were involved as guest speakers, from **four institutions**.
- **100% positive feedback** from teachers and Cocos community leaders.

3. School crosses and educational outreach



Dr Di Martin, ichthyologist, shows Northcote High School 700+ fossilised shark teeth found a survey (📷: Kai Tea)

“Thank you! I’ve had so many parents contact me after yesterday saying how entranced their child came home from school and wanted the links to the information you sent through to me! It was fabulous 😊”

Elizabeth Moore, Norfolk Island Primary School teacher

Bush Blitz set out to run 20 live crosses with schools around Australia. We ended up reaching 29 schools with around Australia the chance to live stream the ‘floating classroom’. Often, four or more classes piled into a room. In one school in Adelaide, 90 five- and six-year-old children gathered in the gymnasium!

Some key statistics from school crosses:

- **Schools:** 20 primary schools, 7 secondary schools, 1 TAFE class.
- **Community groups:** 1 ranger group and 1 Shire council
- **Locations:** I made sure that we have a mix of inner city, suburban and remote schools. We had schools from the Torres Strait to Tasmania; from Perth to Norfolk Island. We made sure that Fremantle in Western Australia Alice Spring to
- **School resources:** I sent through detailed teacher resources for schools to read and watch before the cross. Many teachers commented that this was incredibly helpful for them, and really deepened the experience for the students: bushblitz.org.au/news-media/floating-classroom-resources/
- **Languages:** One school – Mansfield State High School in Queensland – was a French Immersion Program of Excellence class. I was able to pre-record a clip in French for the school, thanks to French scientist on board, Camille Moreau.
- **Feedback:** For quotes from each school and photos of the crosses, please see Part 8.

4. List of schools that participated in the floating classroom

1. Melbourne, VIC — **Tintern Grammar School** — Primary (Prep and year 1)
2. Thursday Island, Torres Strait, Qld — **Our Lady of the Sacred Heart School** — Primary (year 3)
3. Lockhart River, Qld — **Lockhart State School** — Primary (year 3, 4 and 6)
4. Boomi, NSW — **Boomi State Primary School** — Primary (year 5)
5. Norfolk Island, NSW — **Norfolk Island Central School** — Primary (year 3, 5 and 6)
6. Narrabri, NSW — **St Francis Xavier's** — Primary (kinder, yrs 1, 2, 3, and 4)
7. Mackay, Qld — **Mackay North State High School** — secondary (year 7)
8. Brisbane, Qld — **Mansfield State Hill School** — secondary (year 7)
9. Brisbane, Qld — **All Hallows' School** — secondary (year 10)
10. Cocos Islands, WA — **Cocos Islands District High** — Secondary (year 10)
11. Norfolk Island, NSW — **Norfolk Island Central School** — Secondary (year 10)
12. Alice Springs, NT — **Bradshaw Primary School** — Primary (Year 2 and 3)
13. Cocos Islands, WA — **Cocos Islands Primary School** — Primary (Combined classes)
14. Caloundra, Qld — **Caloundra City Private School** — Primary (Year ___)
15. Helensvale, Qld — **Helensvale State High School** — Secondary (Year ??)
16. Fremantle, WA — **Lance Holt Fremantle Independent School** — Primary (Pre-prep and Year 1)
17. Mount Martha, Vic — **Osborne Primary School** — Primary (Year x)
18. Chirnside Park, Vic — **Chirnside Park Primary School** — Primary (Prep and Year 1)
19. Canberra, ACT — **Blue Gum Community School** — Primary (Year 2 and 3)
20. Perth, WA — **Melville Primary School** — Primary (Year 4 and 5)
21. Adelaide, SA — **Albuera Street primary School** — Primary (Year 4 and 5)
22. Hobart, Tas — **Lauderdale Primary School** — Primary (Prep and year 3)
23. Yamba / Grafton, NSW — **TAFE NSW Maritime classes** — Secondary / TAFE
24. Bunbury, WA — **Bunbury Cathedral Grammar School** — Primary (Year 5)
25. Adelaide, SA — **Allenby Gardens Primary School** — Primary (Year 1, 2, 3)
26. Melbourne, Vic — **Northcote High School** — Secondary (Year 9 Marine biology class)
27. Minjerribah (North Stradbroke Island), Qld — **Dunwich State Primary School** — Primary (Year 6)
28. Mount Isa, Queensland-wide — **Mount Isa School of the Air** — Primary (Year 6)

See Par 8, below, for all photos and feedback from teachers and students.

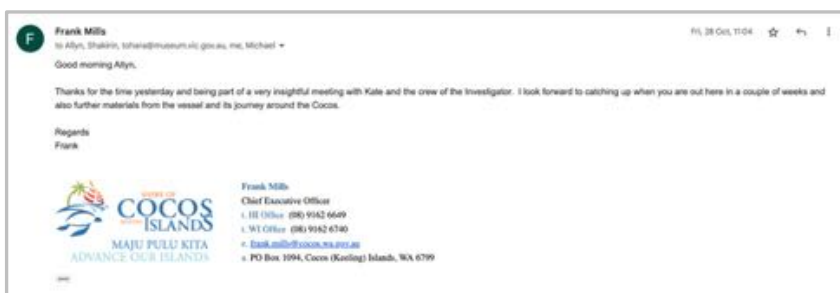
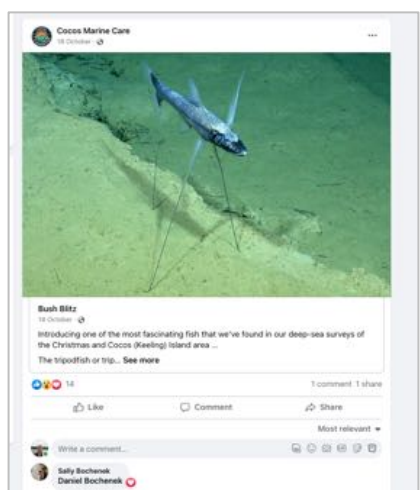
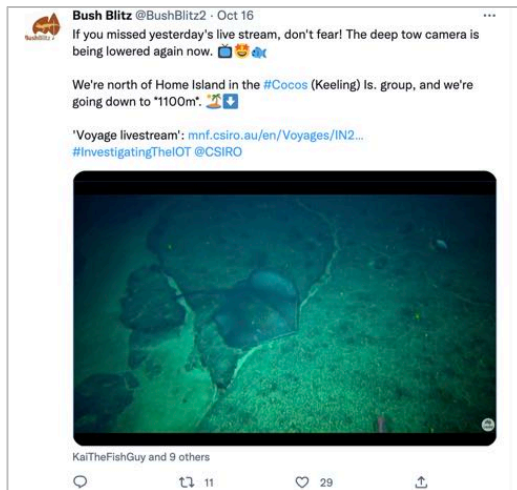
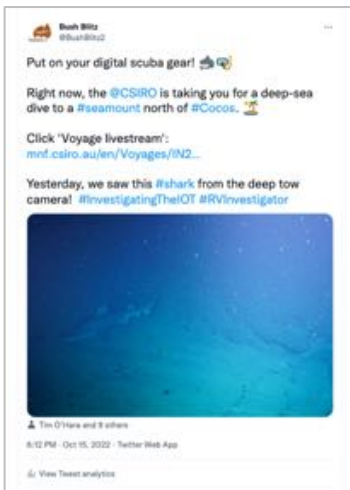
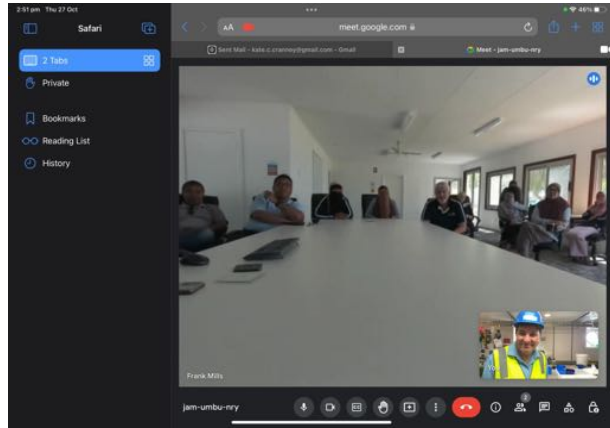


Kate Cranney talks to students from Tintern Grammar School in Melbourne, Victoria.

5. Community outreach to Cocos (Keeling) Islands

Bush Blitz played a pivotal role in the outreach with the Cocos (Keeling) Community during the voyage. This was in tandem with Parks Australia, who oversees management of the region’s two new marine parks.

- I coordinated a 1.5-hour live tour for the Cocos Marine Care ranger group. Alyn White (Parks Australia) and Christabel Mitchell (Pew Charitable Trusts) also joined this tour. Tim O’Hara spoke about the voyage and Nelson Kuna (CSIRO) showed the CMC the deep-sea mapping fly throughs. This map was of enormous interest to the rangers: they’d never seen the extent of the deep-seas and deep-sea habitats around Cocos (it’s the first time it’s ever been mapped in such detail).
- After the success of the CMC tour, the Cocos Shire Council and leadership team requested a tour. I ran another 1.5-hour tour with Tim. See below for the feedback from Frank Mills, Cocos Shire CEO.
- I was also in constant contact with Shak Keegan (CMC). I let the Cocos community know about the deep-sea camera tows and Shak shared this message broadly. And, as we circled the island, I tagged community groups in posts. We had great interest from the 500-strong Cocos community.
- Through Shak, we also received two stunning photos (see below) of the ship taken by a community member. These photos are now being used (with permission) by CSIRO, Parks Australia, etc.
- After the tours and social engagement, Alyn White (Parks Australia) wrote: *”Thank you Kate and Tim. Great to see the level of engagement here and on socials. And Shak Keegan wrote: Safe travel back to the mainland, thank you so much, you guys been so great.*
- I also handled random questions from the public, including questions from Sea Shepherd Australia.



6. Media coordination

During the voyage, I supported Museums Victoria and Australian Museum scientists' TV and radio interview appearances. I coordinated radio and TV interview times, talent and technology with various journalists. I tested audio quality with the producers and presenters, and did the filming (on iPad) for the live TV crosses.

The media while on the ship included:

- 3AW Radio interview with Dr Tim O'Hara
- ABC Radio Perth interview with Dr Tim O'Hara
- ABC Radio National News with Dr Tim O'Hara
- ABC TV News live interview with Dr Tim O'Hara and Di Bray
- ABC Radio Hobart interview with Dr Yi-Kai Tea
- ABC TV interview with Dr Tim O'Hara and Mel McKenzie

Below: Coordinating and filming Tim and Di's conservation with ABC live TV News, with Ros Childs

Bottom: Kate Cranney preparing to film an interview. And Kai Tea's tweet about his ABC Radio interview.



7. Artworks

Each RV *Investigator* voyage has a voyage t-shirt. I volunteered to create the artwork for this trip. It was the first time I have drawn digitally. It took a full weekend to complete. It shows a squat lobster holding the ship, with the voyage route and the southern cross constellation (from the Cocos flag) made out of sea stars. The second drawing (the front of the shirt) shows a hatchet fish island with the Cocos flag palm tree.



Together with Dani from Museum Victoria, I also made jellyfish researcher Dr Claire Rowe from the Australia Museum a happy birthday and happy PhD confirmation jellyfish hat.

8. Photos and feedback from teachers

1. Melbourne, VIC — Tintern Grammar School — Primary (Prep and year 1)



“The boys and girls from Tintern Grammar in Year 1 and Prep loved the opportunity to see and talk to scientists at work.

They got a tour of the research vessel, saw where the sea creatures were sorted and asked questions that showed their curiosity and interest.

Our livestream session was followed up with regular updates gathered from the Bush Blitz on social media. The megalodon tooth received many oohs and ahhs!!

Such a worthwhile experience.”

Karen Trang, STEAM Teacher

2. Thursday Island, Qld — Our Lady of the Sacred Heart — Primary (Year 3)



“Hi Kate,

Stage 1 really enjoyed being part of the floating classroom. There was a lot of excitement prior to the zoom.

After the zoom there were a lot of general conversations about the boat and what you were finding.

Quite a number of children told me the next day they had watched the live link to the ship to see where it was. I also added photos you had sent me to our daily slides for them to look at and ask questions.

We would love to be part of anything like this as it gives the student's exposure to a scientist's world. I am also going to put the link from your email into our science lesson on Monday. They will love that!

Thanks again.
Sonja Leitch”

3. Lockhart River, Qld — Lockhart State School — Primary (year 3, 4 and 6)



“We are a remote indigenous community right up the top of Cape York so often our internet/phone reception is patchy or even non-existent especially coming into the wet season ... this was such an awesome experience for our kids.

The students got a lot out of it. Afterwards They really did! Afterwards we googled some stuff including what a cookie cutter fish bite looks like and we are now very torn as we think they are so cute but feel sorry for the dolphins, sharks, seals etc with bite marks!

They loved the cookie-cutter pictures you sent. Bri said she wants to smack that little fish ... but he's so cute! 😊

Maree Gocke, Lockhart River teacher.

4. Boomi, NSW — Boomi State Primary School — Primary (year 5)



“Hi Kate,

I would just like to thank you very much for the floating classroom experience. It was awesome. You are an amazing presenter, and the children were very engaged. I gather we now having some budding want-to-be scientists when they grow up.

What a great experience it was for our children to be a part of the floating classroom. They were in awe of your tour of the ship and the conversation it initiated afterwards was incredible.

Experience: The floating classroom allowed our students to be exposed to marine biology and research that is currently being undertaken was a real eye-opener. The fact that you were able to live stream the school created a sense of reality, and the students were astounded, excited and totally amazed that they were here in Boomi talking to you out in the middle of the ocean. The students found it to be very interesting that new species of animals are still being discovered and were intrigued by the whole process of discovery and naming.

Quote: How did Kate get a job like that? I would like to do that one day.'

Quote: 'Isn't it cool to have a fish named after you'
Quote: 'Wow, the Indian Ocean is a long way from Boomi'

Your job as the Education Officer really enlightened and exposed the children to the fact that scientists are not lab-bound as can be perceived by students. It was a wonderful opportunity for our Boomi students (we are a school of 18 children Kindergarten to Year 6 with majority of children being 9 and above) and staff, and words cannot explain how in awe we were of the entire experience you provided for us. Again, thank you for your time

Geraldine Oates Teacher, Boomi Public School”

5. Norfolk Island — Norfolk Island Central School — Primary (Yr 3, 5 and 6)

“Thank you! I've had so many parents contact me after yesterday saying how entranced their child came home from school and wanted the links to the information you sent through to me! It was fabulous 🤩 “
Elizabeth Moore, Norfolk Island Primary School teacher



6. Narrabri, NSW — St Francis Xavier's — Primary (Kinder, Yr 1, 2, 3, and 4)



“Thanks, Kate and Di for allowing us to zoom into your workplace.

The kids loved it.

They were thoroughly engaged.

75 kids were crammed into that room.

I've never heard them so quiet!”

Sonja Leitch, Narrabri teacher

7. Mackay, Qld — Mackay North State High School — secondary (year 7)

“That was awesome, today Kate. Thank you

My Yr7 class was doing Biology and in particular, species diversity & classification so this fit perfectly.

The students enjoyed it very much, providing some real-life application of what they were learning.

A quote: "Thanks so much for organising, Miss, it was very interesting" Ethan Bachmann

They really liked seeing some of the species collected. The information provided to access before going online was also really helpful to understanding both why the ship was where it was (for collecting data on Biodiversity).

The assessment this term is to choose an Australian species & create an informative poster or PowerPoint about it, including general description, distribution, classification and human impacts. I think this opportunity helped stimulate the choice of some marine organisms rather than only terrestrial species.

These kinds of educational opportunities are extremely valuable for teachers and students.

Much appreciated,
Joline Lalime”

8. Brisbane, Qld — Mansfield State Hill School — secondary (year 7)

“Hi Kate,

Here is the feedback from 7 Immersion at Mansfield.

Bettina: “It was very interesting because we got to see deep sea animals that only a few people can see in the world so I am grateful for being part of this interview.”

Eloise: “It is very exciting that we might be the first people to see these creatures.”

Sophia: “It was very educational on what could be hiding at the bottom of the ocean and that we talked to the people that made these discoveries.”

We read the ABC article together in class and discussed the cool looking fish.

I explained few things (e.g. flat fish having a migrating eye) and we discussed odd shapes we can find at high depths. So definitely a great read.

I really liked the fact that you were customising the interviews and that we had an extra video in French (Thanks again Camille)

The students felt very special and connected to a world they completely ignored only few weeks ago.

You were very approachable. I loved your curiosity and enthusiasm.

I am very pleased we had this opportunity.

Thank you,

Dr Emmanuelle Buecher Hall

Teacher | Biology, Maths,
Science, French Immersion

Mansfield State High School”



9. Brisbane, Qld — All Hallows' School — secondary (year 10)

“Thank you SO much Kate.

That was awesome.

The girls were delighted that all the people on screen were women. 💪”

Matthew Bint – Science teacher.



10. Cocos, WA — Cocos Islands District High — Secondary (year 10)



“Hi Kate,

The link up this morning was amazing! Thank you so much. The staff and students who were in the room have given a lot of really positive feedback. The primary class are all a bit jealous that they haven't "been on board yet" but they are really looking forward to our next link up on Monday.

Daniel Martian, Teacher, Cocos Island District High School”

11. Norfolk Island — Norfolk Island Central School — Secondary (yr 10)

See above.

12. Alice Springs, NT — Bradshaw Primary School — Primary (Year 2, 3)

“Thanks so much Kate. Our kids really enjoyed the resources you sent through and as you were talking, I could hear lots of whispers about what they had learnt previously and making connections to the things you were telling them. Really great!”

“Hi Kate,

One of the classes had been previously researching the deep sea, so they felt connected to the resources and to everything you were sharing with us. But the other class were just joining in for the experience, and still found it incredibly interesting.

The fact that 40 students were completely engrossed for such a long session (we didn't want it to end!) was testament to your skill in engaging with students.

We loved that you answered many of the questions we sent in beforehand, but also that you were happy to tackle questions that came up along the way... we had LOTS we were curious about!

Some students who may not have been particularly drawn to science were excited about the research and inspired by the adventures that scientists can have.

We have reflected on your advice about taking advantage of every opportunity to go on field trips – we need to seize opportunities because they build onto further adventures over time.

I'm sending screenshots of you in action! I'm also sending the students watching you on the screen which you can use for your reports, but not on social media.



Here are some reflections from the students:

- "Dear Kate, thank you for taking us on a tour of the Investigator and showing us those amazing deep sea creatures like the fang tooth and the gulper fish (they were my favourites) and the net and stuff. I hope I can visit some of the places from your journey." – Finn, Year 2
- "It was amazing seeing around the ship. Kate was really great showing us the animals that she found and her friends." – Rachel, Year 3
- "I liked how Kate did the tour and how she showed us her surroundings." – Lachlan, Year 3
- "Dear Kate, thank you for taking some of your time to show us all those spectacular creatures, like the cookie mouth shark." – Marandu, Year 2
- "It was really fun to look around the boat and learn about the creatures they were investigating." – Eden, Year 3
- "Dear Kate: all the creatures were so cool, especially the groper fish and the cookie cutter shark." – Maya, Year 2
- "I liked how you explained every single detail about each animal." – Ashley, Year 3



Thanks again, Kate, we hope we get to join one of your programs again the future.

Cheers,
Amy and Reade and co

13. Cocos Islands, WA – Cocos Islands Primary School – Primary



“That was awesome, thanks Kate. We had 23 students and 2 parents in today.” Dan Martian.

14. Caloundra, Qld – Caloundra City Private School – Primary

“Thank you again Kate – it was beyond brilliant 😊” Gabrielle Frisby, teacher

“Hi Kate and Penny,

I just wanted to reach out and thank you both so much for the incredible experience you gave the CCPS kids (and their teachers and me) this morning. It was nothing short of amazing!

I was personally gobsmacked by what you both shared with the students, particularly seeing and learning about the creatures you’ve been finding in ‘new waters’ and hearing about your life on the ship.

I honestly wish I’d been better at the sciences, because I was so inspired by all that I learnt this morning – and I am quite sure you gave the students loads of inspiration to pursue STEAM studies.

Wishing you and your fellow colleagues all the best for the rest of your journey – I hope you stay safe and we look forward to hearing more about your adventures. 😊

Kerryn (A parent from the class)”



15. Helensvale, Qld – Helensvale State High School – Secondary (Yr 10)

16. Fremantle, WA – Lance Holt Fremantle Independent School – Primary (Pre-prep and Year 1)

17. Mount Martha, Vic – Osborne Primary School – Primary (Year x)



[Note, this was with the school of one of the Bridge Officer's children.]

“Hi Kate,

This is a picture from last week's Zoom session (before I changed the view to just your face so they weren't distracted looking at themselves haha).

Thank you for taking the time to go live with us, the class LOVED it and Harper was so pleased to see her Dad and share what he does with the kids. I also loved it! I hope you have had a great week!

Kim Carter, teacher.

18. Chirside Park, Vic – Chirside Park Primary – Primary (Prep, Yr 1)

[Note, this was with the school of one of the IR crew's children.]

19. Canberra, ACT – Blue Gum Community School – Primary (Year 2 and 3)

20. Perth, WA — Melville Primary School — Primary (Year 4 and 5)



Hi Kate.

Just sending a quick thank you for the ship tour of the Investigator that you ran for us a couple of weeks ago. The children loved it. They wanted to make some marine-life drawings and they also wanted to send you a photo of their work. The photographer was not top shelf but here are their creations.

Anyway, thank you for providing the detailed, enthusiastic and engaging tour.

Kids better than anyone can gauge when a person wants to genuinely present something to them. You certainly did and that is why they were switched on for so long.

It is so important that children get to directly see people in their workplace. Unless it is parent connections it is impossible for this to happen for most children. The benefit of exposure to work sites is that it makes things real and it opens up the possibilities of connection when children can see that such work sites are real and accessible. It allows them to dream and start planning possibilities as to what they can commit to when they become young adults.

It is also important that young girls are seeing women in such dynamic roles because it shows them that there really are such possibilities for them to inspire to.

Deep sea exploration. A bit of digging and we learnt that more people have been to the moon than the Marianna Trench. Wow! And your content was wow! You were sharing with us information that is from the last frontier of our planet. Most people know nothing of this and we were in our classroom with exposure to an expert. That had the children buzzing. Still on the subject of content, 99% of the time my class only has me to instruct them and they know that I am not scared of making things up(!). So having you, an expert, added to them feeling special as well as emphasising that this subject was so significant.

Telecommunication technology is amazing. To think that we were here in our class in Melville, Perth, and you were thousands of kilometres out in the vast wide ocean (closer to Indonesia than Aus) and we were able

to speak live with you. The kids loved that. What was also invaluable -- an incidental positive -- was that an autistic student from the class saved the day. Without him there was no way the idiot teacher would have had the capabilities to be resourceful and think of using two computers at the same time to your live feed (one for the projector screen and the other for volume). Brilliant. Not only do such link ups with professionals in their fields interest children but they provide opportunities like the one w this student to shine. Best educating practice provides diversity to the classroom and live hook ups deliver that.

Furthermore, now that we live in a Covid age such live feeds to professionals is even more important. Pre-covid I would do four excursions a year with my class. That has been slashed to 1 a year since covid arrived. So many work places are no longer allowed to have children enter their premises, due to covid. A visit to your ship (via electronic hook up) was even more valuable in this new reality us educators face.

Again, thank you for the opportunity you gave us. I hope we and other schools can continue to connect to other projects you scientists delve into.

All the best.
Brad Raymond.

P.S. We haven't started on the jelly aquarium model yet. On Thursday Woolies finally got some black food colouring back on their shelves. We needed that to dye the jelly for the midnight zone. So we will get started on that on Monday.



21. Adelaide, SA — Albuera Street primary School — Primary (Year 4 and 5)

22. Hobart, Tas — Lauderdale Primary School — Primary (Prep and year 3)

23. Yamba / Grafton, NSW — TAFE NSW Maritime classes - TAFE

Note: 2 x TAFE NSW Maritime classes. These are high school cohorts who are doing an 8 week Maritime industry taster course.



“The live cross with Kate on board the CSIRO RV Investigator was an excellent way for our High School students to meet industry experts, see the ship and its internal operations and view the amazing new animals that have been discovered on the expedition.

Kate was an excellent guide and managed to deliver relevant information to both our Maritime and Animal Studies students whilst also being engaging and encouraging the students to ask questions.

The Maritime students particularly enjoyed seeing the boat, the mechanics of the net system and the navigation, weather system and control areas on board.

The Animal Studies students enjoyed seeing the types of animals being collected and how they were preserved for further investigation.

The resources Kate sent prior to the live cross enabled our teachers and trainers the opportunity to prepare the students and encourage them to brainstorm questions they would like to ask during the live cross. We were thrilled to be a part of the live cross and would encourage other Education Colleges and cohorts to engage in this wonderful experience in the future.

Student direct quotes:

- "I liked seeing the unusual fish, even if they looked super weird"
- "I learnt the salary of the worker on board and how interesting it was to discover the new animals. I couldn't think of anything to improve."
- "I liked the different sorts of fish and would like to go back and see them pulling up the nets and getting the fish out of it"
- "It was good and it made me think of the ocean, I've never seen deep ocean before. And she (Kate) knew what she was doing"
- "I liked seeing how long the boat was and how much power the boat makes"
- "I learnt how long it took to send the net to the bottom and would have liked to see more of the boat"

Kate Carroll

Youth Engagement Strategy Program Coordinator - Grafton Campus, TAFE NSW.

24. Bunbury, WA — Bunbury Cathedral Grammar School — Primary (Year 5)



Hello Kate

That was just awe inspiring. Thank you so much for you time. Our Year 5s loved listening to you and there are a few girls who are very keen to follow a career in the sciences!

The Year 5s loved listening to you and enjoying the tour you gave them. Please find two pictures attached and a few quotes below.

- “Our favourite new species we learned about was the cookie cutter shark. The cutest was the deep sea batfish. We also learned that there were people working at all times on the ship, so you needed to be mindful of people sleeping when you might be making exciting discoveries! The ship’s name RV Investigator was very cool. It reminded us of the the Mars Rover names of Perseverance and curiosity.” Beth, Bella and Tamika.
- “We learned that the ship was very big, 94meters long. We liked seeing all the new species. Our favourites were the flying fish, the angel fish and the cookie cutter shark.” Ivy, Emily, Charlotte and Mary.
- “We liked it when we got to see around the whole ship. It was great to see all the different fish in the jar.” Will, Beau and Spencer.
- “I liked the tour around the ship and it was like I was onboard.” Wolfe
- “I was fascinated with the dragon fish. It was great Kate spent so much time showing us around.” Julian
- “My favourite fish by far was the tripod fish, it was so kind of you to show us around.” Kenna
- “I was fascinated by how many new species were discovered.” Hanshikaa
- ‘It was interesting to see the whole ship, even the inside. My favourite fish was the cookie cutter shark.’ Advaiti

Thank you once again.

Kelby Murray
Year 5 teacher”



25. Adelaide, SA — Allenby Gardens Primary School — Primary (Year 1, 2, 3)



“Hi Kate,

I was away for the live cross, but I heard it was amazing from both the staff and the kids. Staff told me all the children were engaged the whole time. The kids told me all about how birds can get seasick - they thought this was really funny.

Kind Regards,
Melissa Guerra”

26. Melbourne, Vic — Northcote High — Secondary (Year 9 Marine biology)



“That was amazing Kate. Thank you for fitting us in. We learnt about the deep sea in July and students have completed a research project on their selected deep sea animal and it was great to have some of them in your research. The cooking cutter shark was one of the student’s selected animals.”

Nhan Do, NSHS Teacher

27. Minjerribah (North Stradbroke Is), Qld — Dunwich School— Primary (Y 6)

28. Queensland-wide — Mount Isa School of the Air — Primary (Year 6)

“Hi Kate,

Thank you again for coming and speak with us today!! The kids really enjoyed it and I think you sparked a lot of interest which is awesome

Alexandra Stewart

Teacher, School of the Air”





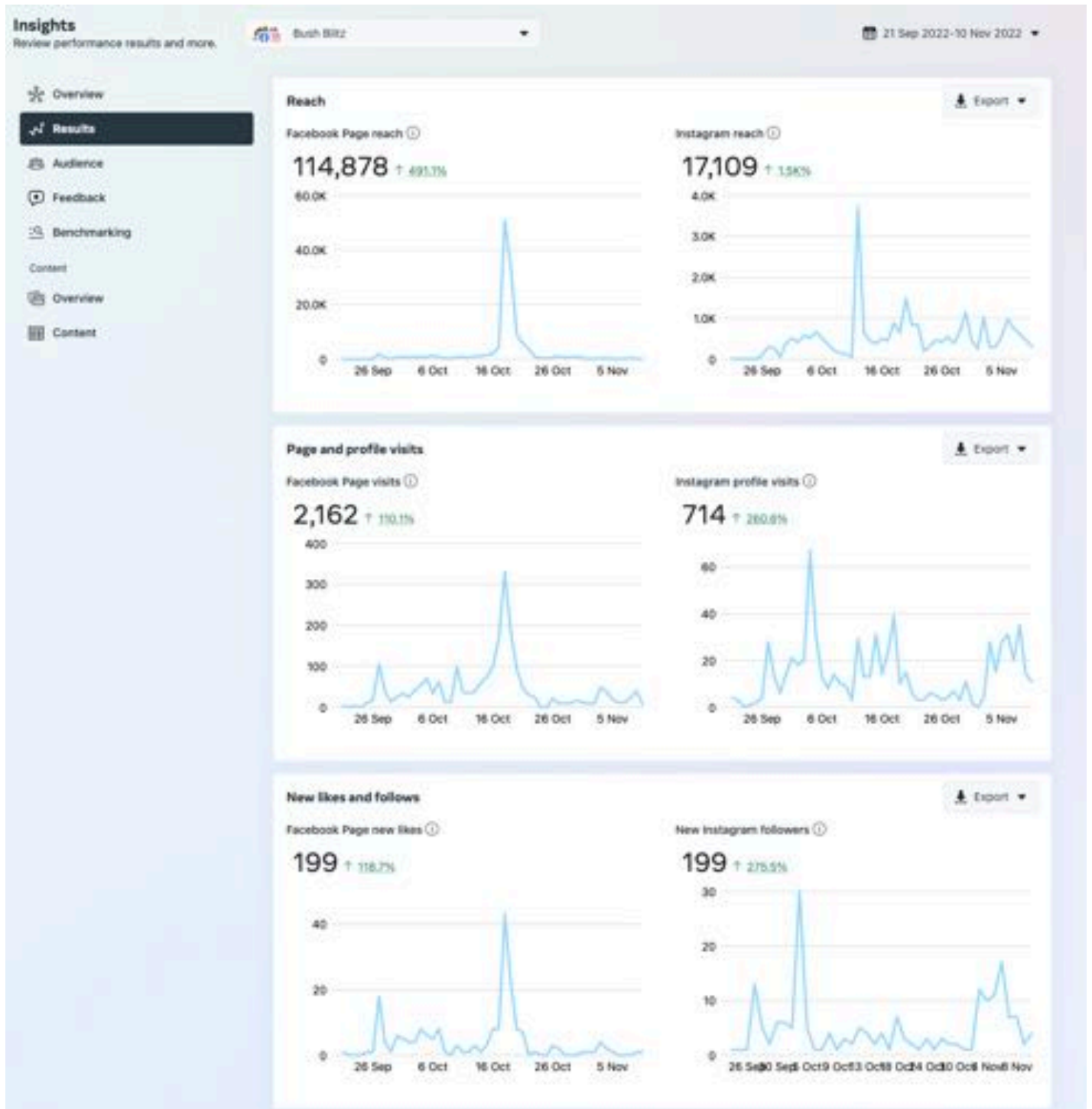
9. Social media highlights

9.1: Overview

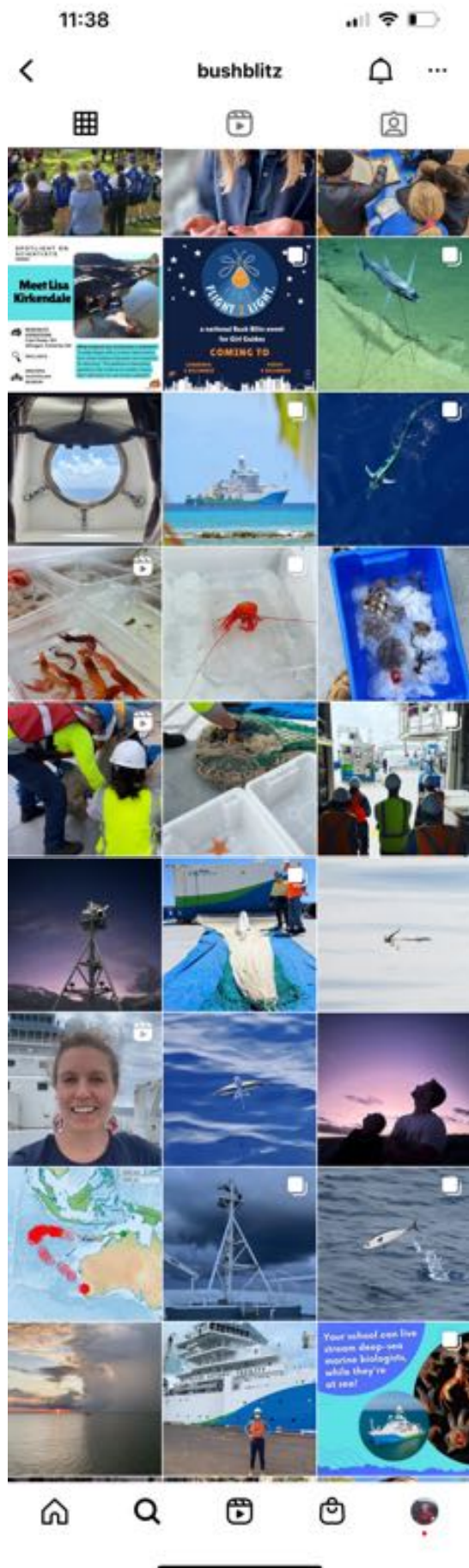
The contract called an average of one social media post a day. I posted 48 tweets in October alone. The following statistics and insights are from the period September 21 to November 10 2022 (51 days)

Facebook and Instagram

Facebook's reach improved 491.1% over this time. Instagram, 1500%.

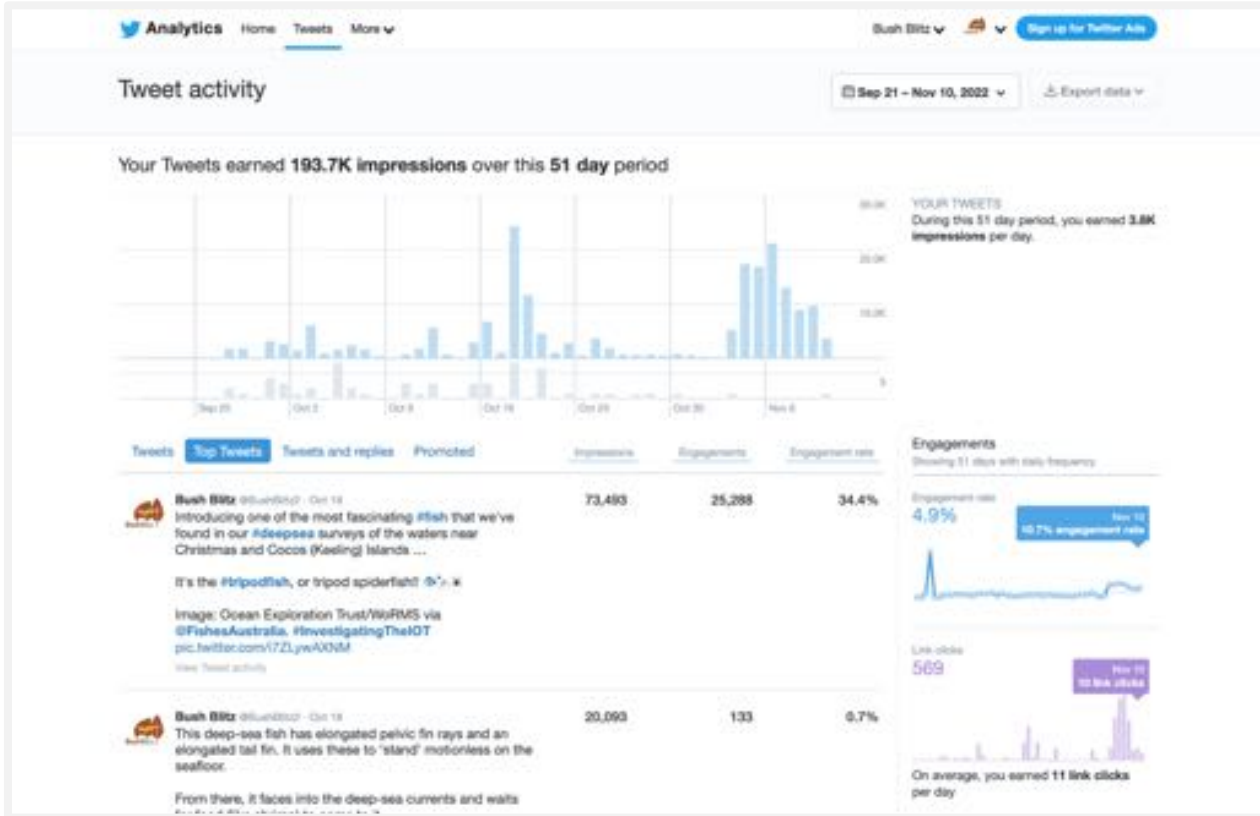


Instagram posts:



Twitter

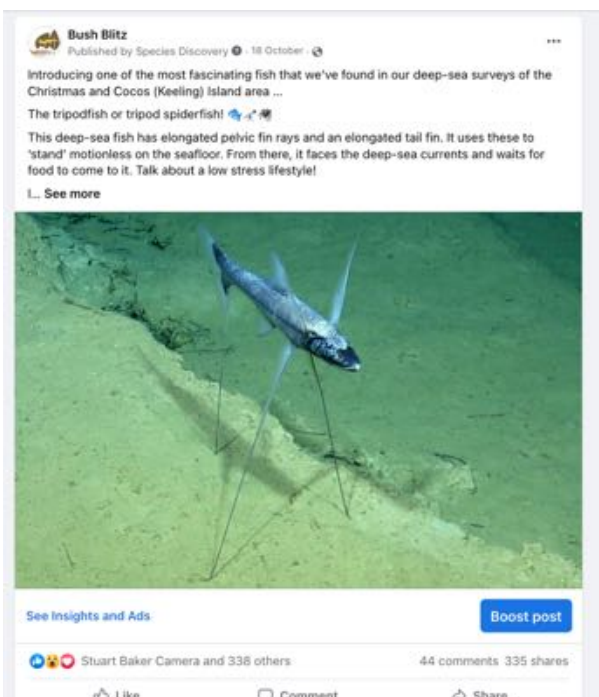
Twitter insights are below. The tweets in this period earned 3800 impressions per day. As a comparison, the previous 51 days (1 August to 20 September) earned 181 impressions per day.



9.2: Social media highlight: the tripod fish post

The tripod fish post was incredibly popular. It the best performing post from the campaign, and the best performing post for Bush Blitz for 2022 (and for 2021 as well, for Instagram). See stats below.

Facebook: Highest performing / reaching Bush Blitz Facebook post in 2022



Twitter: Highest performing / reaching Bush Blitz tweet in 2022

Title	Type	Date published	Reach	Likes react
Introducing one of the most fascinating fish th... @ Bush Blitz	Boost post Post	17 October 22:52	106.9K People reached	2.2K React
The herpetology team have been busy setting... @ Bush Blitz	Boost post Post	26 July 10:05	17.9K People reached	106 React
With the safety and general briefings done an... @ Bush Blitz	Boost post Post	19 July 16:26	15.4K People reached	96 React
Dr Robert Raven has described over 400 new ... @ Bush Blitz	Boost post Post	24 May 14:40	9.2K People reached	189 React
The eggs have been rolled up and the team ... @ Bush Blitz	Boost post Post	1 August 08:14	8.5K People reached	134 React

Metric	Value
Impressions	71,941
Total engagements	24,670
Detail expands	11,534
Media engagements	11,294
Likes	624
Profile clicks	588
Retweets	254
Hashtag clicks	126
Link clicks	33
Replies	13
Follows	4

Instagram: Highest performing/ reaching Bush Blitz post in 2021 and 2022

