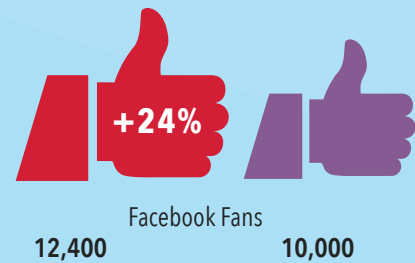
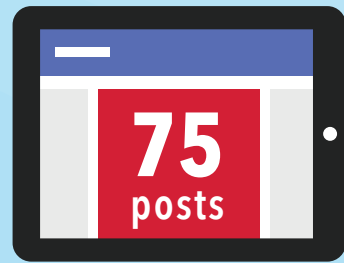




NDHW™ 2015 BY THE NUMBERS

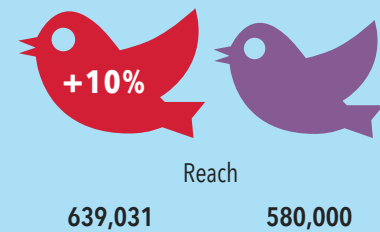
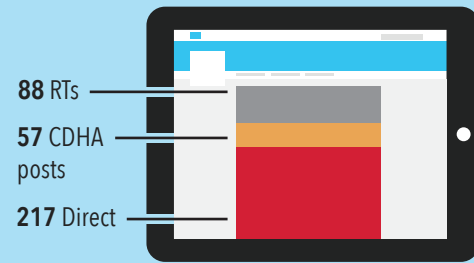
■ 2015
■ 2014

Facebook

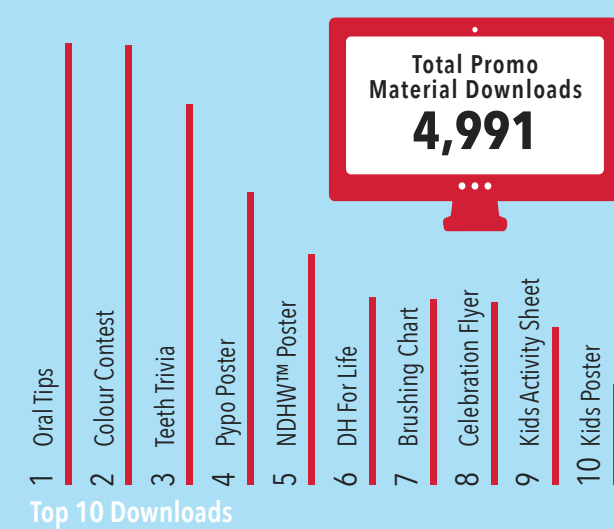


OVERALL REACH TOTAL

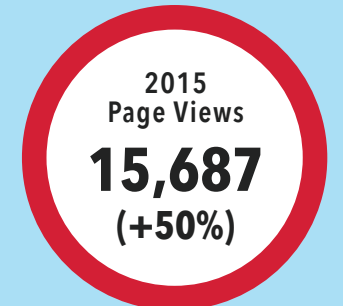
Twitter



Web site

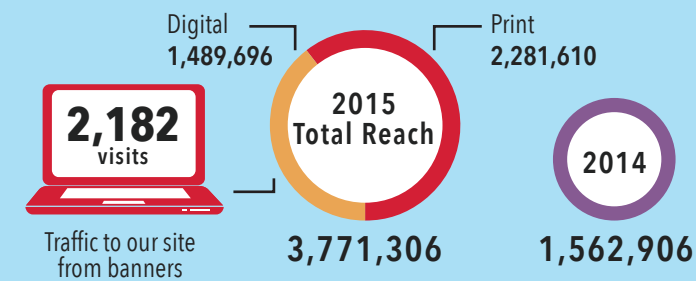


Top pages 2015



Paid Ad Campaigns

2015 publications: 28 (print & digital)
2014 publications: 19

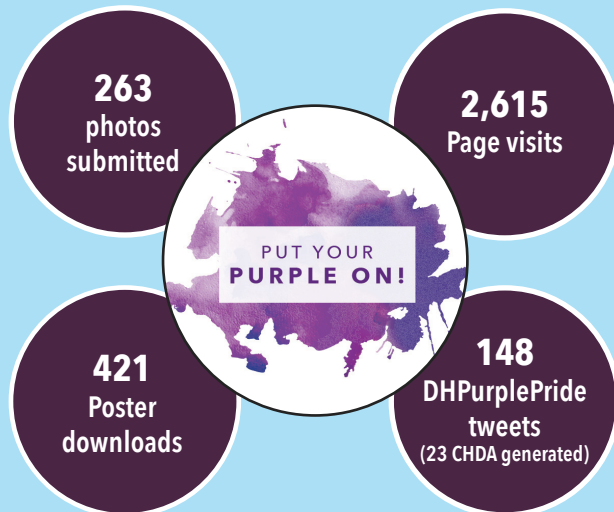


Government Support

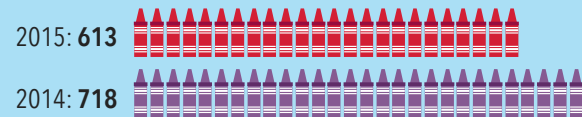
- 2015**
- PM Greeting
 - Minister Health Greeting & Tweet
 - Proclamation read HC Ben Lobb April 2
- Twitter posts**
- MP Colin Carrie (x2)
 - MP Laurie Hawn
 - MP Harold Albrecht (with YouTube video of proclamation)
 - Senator Doug Black



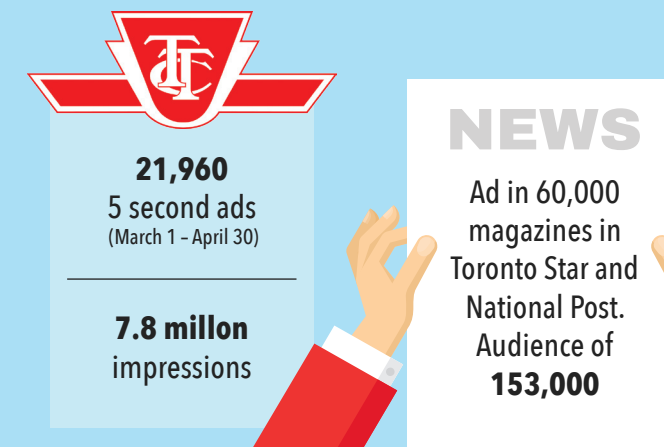
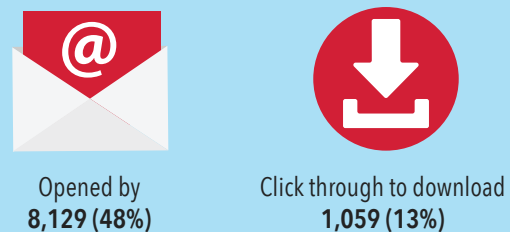
Put Your Purple On Campaign



Colouring Contest



Branding Box Distribution



Media Coverage

