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- a. **Line of Effort 1 – Marketing and attraction.** This line of effort will seek to expand the levels of engagement in PME across Army. The target market are those soldiers and officers who are not already engaged in some form of PME and who are time-poor.

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- (2) **Enhance Cove credibility and reputation.** The Cove will increase the standards and quality of content, while carefully balancing the need to remain accessible to all ranks. The Cove will prioritise expert content over opinion pieces and actively pursue a marketing campaign to disseminate this message.

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## PME ENGAGEMENT PLAN

Line of Effort	Task	Implementation Lead	Audience	Desired Behaviour Change	Method of Triggering Change	Means of Change	Measure of Success	Resources Required
Marketing and attraction. This line of effort will seek to expand the levels of engagement in PME across Army. The target market are those soldiers and officers who are not already engaged in some form of PME and who are time-poor.	s22							
	Enhance Cove credibility and reputation. The Cove will increase the standards and quality of content, while carefully balancing the need to remain accessible to all ranks. The Cove will prioritise expert content over opinion pieces and actively pursue a marketing campaign to disseminate this message.	SO2 Cove	Cove users Potential Cove users Commanders	Perceptions of credibility are enhanced. The Cove is considered one of Australia's leading platforms for professional military education.	Incremental increase in the quality of content  Expectation management. The Cove <u>is not</u> a place for everyone to be published. It publishes SMEs.  Clearer, more stringent submission guidelines and enhanced submission process	Advertising and messaging  Regional advocacy tours  Engagement with chain of command  Advertising materials (traditional)  Advertising materials (multimedia / social media)  Speak on Career Courses and Corps Conferences  Drive user engagement in previously un-tapped areas of Army	MOP Number of people engaging with Cove content  Anecdotal evidence from command engagements and tours.  MOE Decrease in number of Cove submissions  Increased quality of Cove submissions  Positive feedback of Cove content.	COVE+ analytics tool  Travel budget for Cove Advocate Tour  Travel budget for speaking engagements  Unit information packs (including posters)  Social media multi-media packages  Explainer videos/ advertisements

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**From:** s47E(c) on behalf of s47E(c)  
**To:** [Army Social Media](#); s47E(c)  
**Cc:** s47E(c)  
**Subject:** RE: Adapting Army Podcast - Social Media Request ~~[SEC - OFFICIAL]~~  
**Date:** Monday, 12 February 2024 11:58:36 AM

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Thanks s47E(c)

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**From:** s47E(c) **On Behalf Of** Army Social Media  
**Sent:** Monday, 12 February 2024 11:35 AM  
**To:** s47E(c)  
**Cc:** s47E(c)  
**Subject:** RE: Adapting Army Podcast - Social Media Request ~~[SEC - OFFICIAL]~~

~~OFFICIAL~~

Hey team,

Just letting you know we're scheduled to publish Ep7 on Army socials today.

Thanks,  
s47E(c)

s47E(c)  
**Social Media Officer – Army Headquarters**

Directorate Army Communications  
Ministerial & Executive Coordination Communication (MECC) Division  
Department of Defence | s47E(c) Russell Offices | PO Box 7902 Canberra BC ACT 2610  
**Email:** s47E(c) | **Mobile:** s47E(c)

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**From:** s47E(c)  
**Sent:** Friday, 9 February 2024 3:12 PM  
**To:** s47E(c)  
**Cc:** s47E(c)  
**Subject:** RE: Adapting Army Podcast - Social Media Request

Hi s47E(c)

Apologies I didn't get back to you earlier on this one, we've been a bit light on this week with some of our team out sick.

I have popped Ep 7 into our calendar for next week and look to post Ep 8 the week after.

Thanks,  
s47E(c)

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**From:** s47E(c)  
**Sent:** Tuesday, 6 February 2024 8:57 AM  
**To:** Army Social Media s47E(c)  
**Cc:** s47E(c); LCD.media s47E(c)  
**Subject:** Adapting Army Podcast - Social Media Request [SEC - OFFICIAL]

~~OFFICIAL~~

Hello Army Socials!

The Adapting Army podcast has returned for 2024 and we've got some fantastic content for you.

Can I please request the below is scheduled in? Both have received COS LCD endorsement.

**Episode 7 - Why is capability investment important? Steve Baxter (published 25 Jan 2024)**

Australian entrepreneur, veteran and Shark from Australian Shark Tank, Steve Baxter sits down with the Adapting Army podcast.

At the age of 15, Steve joined the Army, enlisting in its apprenticeship program. He became a technician working in the field of electronics, telecoms and guided weapon systems. In 1994, at the age of 23, Steve launched his first start-up, the pioneering internet service provider SE Net, from his spare room.

Steve is now the Co-founder and Executive Chairman of TEN13, Australia's leading tech start-up investment platform, and Founder and Lead Investor with Beaten Zone Venture Partners which is dedicated to early-stage investments in Australian sovereign legal defence technology.

In this episode, Steve lends his experience as a successful entrepreneur and shares his observations regarding capability investment across the Defence Force.

Listen now: <https://cove.army.gov.au/article/adapting-army-cove-podcast-series>

[Social media tile attached]

### **Episode 8 – Can flexibility increase Army retention? [Schedule for publishing – 8 February 2024]**

1 in 5 Army positions are currently vacant and for many, a more flexible way to work is becoming a higher priority.

ServeOn is a new Army initiative finding flexible roles for service categories (SERCAT) 2 members, inactive SERCAT 3 members, and members wishing to leave full-time service. The greater flexibility is allowing members to spend more time at home or with their families, study, or pursue a civilian career, all while continuing to serve.

In this episode, Major Martin Newlin, who shares his story of running a farm, while also continuing to serve with ServeOn, as well as Lieutenant Colonel Rob Curtin, who has led the ServeOn initiative upon his return to service after 10 years in industry.

Listen now: <https://cove.army.gov.au/article/adapting-army-cove-podcast-series>

[Social media tile attached]

Many thanks,

s47E(c)

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