



# DROUGHT SMOKOS

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# The Drought Smoko Concept

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- Started April 2018
- Simple, local, weekly
- Original aim: to reduce my workload
- 71 Smokos
- 1000+ attendees
- 500,000 animals
- Youtube
- Weekly emails to 650 contacts



# Why It Worked

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- Started small, built on reputation
- “Bring your neighbours or friends”
- Local & consistent
- Invested in the outcome
- Delivery method
- Creating a safe environment for people who were experiencing the same thing
- The majority of producers still need to know the basics
- Built onto their knowledge, took them on a journey
- Utilising community spirit so we are all supporting each other, sharing experiences



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