

### The Four Events 3 Alan 1 Liam

Cost per event - \$20,000 est. actually billed 70,000.

- Alan's fee was 16,666. Alan has said on the record, he was not paid a fee, the talent fee covered:
  - \$6,000 Travel costs (flights, transfers 5 people)
  - \$5,000 accommodation 5 x rooms 2 nights
  - \$2,000 Food and beverage costs
  - \$2,500 ISDN line for Alan Jones Show OB
  - \$1,166 incidental costs

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- 4 Events
- 262 people
- 1300 people have so far access the podcasts from the events, so in excess of 1500 people have engaged with the content. We expect this to increase over time, we will continue to promote through our own channels, i.e. facebook.
- 17 articles printed in rural Fairfax Publications reaching 1,291,531 readers
- 5000+ people have viewed our case studies housed on the Future Farming hub that we set up on The Land.
- Top stories