



# Greater South Coast Food and Fibre Council - Focus Group Report

Date: 22/02/2019

Ben Reeve – Meridian Agriculture

Version: 2 - Final



## DISCLAIMER

The following report and forecasts have been based on a number of assumptions that have been supplied by the client to the writer. Due care and attention has been given to the projections; however, projections by their very nature are subject to significant uncertainties and contingencies. There can be no guarantee that the projections will be achieved or that the proposed action steps will achieve the required outcomes.

To the extent that any investment advice can be inferred from this document in regards to any product that could be defined as 'securities' under the Financial Services regime then this should be considered as general advice only and specific advice should be sourced from a holder of a Financial Services Licence or your accountant.

Although reasonable care has been taken to ensure that the information contained in this document is accurate, neither Meridian Agriculture nor its respective officer make any representation or warranty, express or implied, as to the accuracy, completeness, currency or reliability of such information or any other information provided, whether in writing or orally, to any recipient.

This document contains proprietary information, some or all of which may be legally privileged. It is for the intended recipient only and the recipient should only use the information in the context for which it is provided. If you are not the intended recipient you must not disclose, distribute, copy, print or rely on this document.

## **INTRODUCTION & BACKGROUND**

This report outlines the process and findings of focus groups facilitated by Meridian Agriculture on behalf of the Great South Coast Food and Fibre Council, as part of their marketing strategy for the Great South Coast Food and Fibre Council Strategy and Action Plan. Meridian Agriculture were contracted to facilitate workshops with producers and people working in agribusiness across the south west of Victoria. The findings will be utilised as key aspects for the region's future branding and promotional efforts, with the aim to attract both investment in agriculture across the south west and people to work in agriculture across the region.

## **PREPARATION AND FOCUS GROUP PROMOTION**

Mike Stephens held several discussions with Great South Coast Food and Fibre Council CEO Antony Ford and Jane Young as well as marketer Karen Foster of o2 Media, to understand the aims and desired outcomes of the focus groups. The process defined the focus groups to be held, locations and proposed dates. Initially five workshops were proposed. After consideration, three workshops were penciled in for mid-December.

Ben Reeve held discussions with Karen Foster to discuss aims and outcomes of focus groups and how they will feed into the Great South Coast's marketing strategy. This defined the focus group's agenda, process and main activities.

Ben also proposed a change of dates from mid-December to early February with the notion that the target audience would be involved with harvest activities and pre-Christmas activities. The move to February was designed to facilitate a greater level of involvement after people had returned from holidays and started routine. The dates proposed were the 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> of February once school had returned. Three locations were agreed for holding the focus groups – Heywood, Mortlake and Cavendish – this choice was to ensure a broad range of agricultural enterprises were given the opportunity to be involved. The advert created for the workshops is found in Appendix 1.

The Great South Coast Food and Fibre Council provided a list of names of people who may be interested in participating. Meridian Agriculture added a number of names across all workshop locations for potential participants based on the desired target of 18-40 year olds, involved with agricultural on farm production, agri-service or agribusiness. A direct email was sent out to approximately 90 potential participants across the three locations. In addition, advertising was placed on both Twitter and Facebook in order to get in front of appropriate people as well via social media platforms.

The Facebook ad was shared on various private groups often titled "buy swap and sell". These groups often act as community notice boards in regional areas. The groups utilised are as follows:

- South West Vic Buy Sell Swap & Community info
- Farm Trading for South West Vic Aust
- South West Vic Farming Buy/Swap/Sell
- Hamilton Buy Swap and Sell
- Warrnambool Buy Swap & Sell

- Mortlake Community Noticeboard VIC

Several advertisements were promoted via Facebook. Although attracting significant levels of engagement (likes, clicking on image, click through to detailed media release on Meridian website) yet initially a response to register was limited.

It was not until the week before the focus groups that a large number of participants registered. Although frustrating for planning purposes, this isn't abnormal for getting producers along to events.

The three locations received a varying response for registrations.

### **Heywood – 0 participants**

No registrations were placed. It was decided the week before to cancel the focus group.

### **Mortlake – 14 participants**

13 participants registered. 12 attended, with another two attending without prior registration.

### **Cavendish – 15 participants**

15 participants registered. 14 attended, with another one attending without prior registration.

Each participant received a meal and drinks as a "thank you" for their involvement and participation in the focus group.

## **FOCUS GROUP AGENDA AND PROCESS**

The focus groups were centered on a meal and casual conversation between participants. As most participants did not know each other beforehand, it was important to provide an atmosphere where they were comfortable sharing yet were able to provide valuable input in a respectful manner. The agenda for the workshop was as follows:

- Introduction, Welcome and thanks for participating.
- Ground Rules for participation (focused on respecting all opinions)
- A brief introduction to the Great South Coast Food and Fibre Council
- Understanding branding and what it means
- Branding Activities
- Where to from here?

Throughout the focus group session, participants were invited to share their concerns, challenges and opportunities they felt were present within the agriculture sector across south west Victoria. The facilitator took notes throughout on butcher's paper and shared these around the room for participants to reflect on, while also inviting them to add as

appropriate. In conversation, participants were able to share their own stories and experiences of living and working across south west Victoria, how they happened to be working in the region as well as ask questions of each other as to their experiences.

The participants were invited to help assist in prioritising areas of focus towards the end of the workshop and finally were invited to register their interest to be involved in future activities associated with the marketing campaigns for agriculture across the greater south coast.

## **BRANDING ACTIVITIES**

In addition to information captured via discussions and interaction with each participant, the following four activities were delivered during the focus group to capture raw data.

### Brand Personality: Voice, Style & Behaviour

An extensive list of descriptive words was provided to each participants, requesting that they use the list to describe the brand personality of agriculture in south west Victoria. The brand personality considers what the brand would look like, sound like and act like should they be a person. Participants considered the brand personality for both the current brand as well as what the brand should aspire to be.

### Branding characteristics: Perceptions vs Reality

An activity with words describing the potential brand characteristics of agriculture in south west Victoria were defined on a continuum of opposing words (i.e. Masculine to Feminine or Friendly to Hostile). Individually, participants were requested to define both the perception and reality for each of the sets of words.

### Brand Archetypes: Past, Present and Future

A series of 60 archetype images were used by participants in groups of six. The participants were asked to find the images that best represent agriculture in south west Victoria, in the past, present and future. The images are based on 12 commonly used branding archetypes, but provide participants with a greater depth of images that can describe the core essence, motivation, strengths, challenges, key words and colour/style/mood to use in branding messages. The archetypes are based on the work of Hartwell and Chen.<sup>1</sup>

The following section provides a summary of the outcomes of each branding activity as well as core messages gained through conversations with individuals and the groups at large.

---

<sup>1</sup> Hartwell, Margaret, P., and Chen, Joshua, C. Archetypes in Branding: A Toolkit for Creatives and Strategists. Adams Media: Avon: MA., 2012.

## FOCUS GROUP PARTICIPANTS

Due to the nature of the registration process, the control of focus group participant characteristics was somewhat limited. There were interested parties who upon discussing the purpose of the focus groups, decided they were not likely to attend. This was mainly due to their age and although they were still encouraged to attend, did not.

The foundational characteristics of each focus group:

<b>Estimated age</b>	<b>Mortlake</b>	<b>Cavendish</b>	<b>Combined</b>
Up to 25	0	1 (7%)	1 (3.5%)
26-30	4 (29%)	2 (13%)	6 (21%)
31-35	5 (35%)	2 (13%)	7 (24%)
36-40	2 (14%)	6 (40%)	8 (27%)
41-45	3 (22%)	3 (20%)	6 (21%)
45+	0	1 (7%)	1 (3.5%)
<b>Industry Occupation</b>			
Producer	11 (79%)	9 (60%)	20 (69%)
Ag Service	3 (21%)*	3 (20%)	6 (21%)
Agribusiness	0	3 (20%)*	3 (10%)
			*Are also producers
<b>Industry</b>	Agronomy Prime Lamb Cattle Cropping Dairy Hay Egg	Beef Lamb & Wool Dairy Genetics (dairy) Cropping	
<b>Relationship to SW Vic</b>	<b>Mortlake</b>	<b>Cavendish</b>	<b>Combined</b>
Always been in SW Vic	5 (35%)	6 (40%)	11 (38%)
Came back to SW Vic	2 (15%)	3 (20%)	5 (17%)
	Note: Both came back from nursing and university studies	All came back from engineering, building and farming  All moved back for family reasons	
Moved to SW Vic	7 (50%)	6 (40%)	13 (45%)
	Note: Two married into the area		
<b>Total Participants</b>	<b>14</b>	<b>15</b>	<b>29</b>

## Brand Personality: Voice, Style & Behaviour

## VOICE

Quiet Understated Confident Heartfelt Traditional Country Wise Bold Visionary Elite Masculine Patriotic Worldly Conscientious Energetic Simple Honest Classic Outdoorsy Slang Green Academic Formal Casual Minimal Authentic Friendly Smart Minded Community Premium Trendy Clever Loud Current Responsive Fun Cool Inspirational Original Sarcastic Candid Charitable Approachable Professional Feminine Conscious Elegant Modern Ecofriendly Natural Masculine

[illegible]

5

## STYLE

62 different words were used to describe the CURRENT STYLE of the brand. The most common words were: Country (12 times), Natural (12), Rustic (10), Traditional (9), with Timeless, Premium, & Conservative (each 7 times).



Figure 3: Current Style

66 different words were used to describe the ASPIRATIONAL STYLE of the brand. The most common words were: Premium (10 times), Current (8), Cutting Edge (8), Health Conscious (7), & Clean (7).



Figure 4: Aspirational Style



## BEHAVIOUR

58 different words were used to describe the CURRENT BEHAVIOUR of the brand. The most common words were: Community Minded (12 times), Exclusive (11), Friendly (9), Charitable (8), along with Adventurous and Approachable (both 7 times).



### Figure 5: Current Behaviour

57 different words were used to describe the ASPIRATIONAL BEHAVIOUR of the brand. The most common words were: Eco Friendly (10 times), Cutting Edge (9), Community Minded (9), Adventurous (9), Professional (9), and Visionary (9).



### Figure 6: Aspirational Behaviour

## Branding Characteristics: Perceptions vs Reality

Table 1 defines a list of brand characteristics that were described as both the dominant perception and reality of Agriculture in South West Victoria.

Dominant		Dominant	
Perception	Reality	Perception	Reality
Masculine	Masculine	passionate	passionate
Simple	Intricate	Hard-working	Hard-working
Grey	Colourful	As expected	Surprising
Conservative	Conservative	Bold	Bold
Authoritative	Authoritative	Showy/Proud	Showy/Proud
Luxury	Luxury	prudent	prudent
Serious	Fun	Loyal	Loyal
Professional	Professional	Steadfast	Steadfast
Classic	Modern	Spirited	Spirited
Elegant	Elegant	Accountable	Accountable
Safe	Safe	Conscientious	Conscientious
Cool	Cool	Sensible	Sensible
Relevant	Relevant	Supportive	Supportive
Friendly	Friendly	Mature	Mature
Helpful	Helpful	Calm	Calm
Gracious	Gracious	Leader	Leader
Sincere	Sincere	Hard	Gentle
Unsociable	Unsociable	Loyal	Loyal
Unified	Disjointed	Healthy	Healthy
Clever	Clever	Timid	Adventurous
Resourceful	Resourceful	Quiet	Quiet
Capable	Capable	Old	Old
Sensible	Sensible	Straight	Straight
Focused	Focused	Glamorous	Glamorous
thoughtful	thoughtful	Hopeful	Hopeful

**Table 1: Complete list of brand characteristics, dominant perceived and real attributes**

Although most perceptions were also deemed the reality, there were key characteristics that differed in perception to reality as displayed in Table 2. These key differences may be used to communicate the reality versus the common perceptions.

<b>INSTEAD OF :</b>	<b>AG IN SOUTH WEST VIC IS IN REALITY:</b>	<b>COMMENT:</b>
Simple	Intricate	Positive reality
Serious	Fun	Positive reality
Classic	Modern	Positive reality
Unified	Disjointed	Negative reality
As expected	Surprising	Positive reality
Hard	Gentle	Positive reality
Timid	Adventurous	Positive reality

**Table 2: Characteristics with a different perception and reality**

Some key characteristics had a dramatic increase in rating from a dominant perception to dominant reality. These characteristics are outlined in Table 3 and could be deemed as the realist foundational characteristics defining agriculture in south west Victoria. As they are all positive in nature, but under promoted, they may appropriate for reaffirming an internal audience but also defining for the external audience.

**Table 3: Brand characteristics where the reality is more significant than their perception**

<b>Key brand characteristics where reality is greater than the perception</b>
<p>Modern</p> <p>Helpful</p> <p>Clever</p> <p>Resourceful</p> <p>Capable</p> <p>Hard Working</p>

**Table 3: Brand characteristics where the reality is more significant than their perception**

A complete list of the average rankings of each perceived an actual reality is outlined in Appendix 3.

## Brand Archetypes: Past, Present and Future

Participants were asked to consider 60 different images to best describe agriculture in south west Victoria's past present and future. Participants were asked to finalise no more than six for each group, with images not limited to one time period. Images are used to describe the brand personality and also assist in defining aspects of imagery for future promotional based brands.

A decision to gain an insight into the past was made to assist in providing context for images and the brand personality. This may be deemed useful for reflection or building on previous campaigns or provide imagery, branding attributes that haven't; been capitalised on previously, and/or context for traits to avoid. The following were the top selections across four participating groups. Tables 1-3 provide summarise of each archetype directly taken from Hartwell and Chen.<sup>2</sup>

### PAST



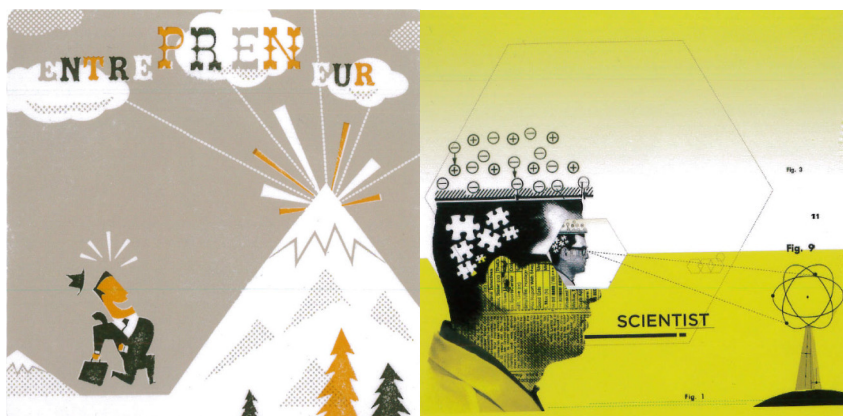
Archetype	Strengths	Challenges	Description
<b>Explorer</b>	Independence. Bravery. Freedom. Self-Sufficiency. Nonconformity.	Self-indulgence. Aimlessness. Alienation.	The Explorer is motivated by a powerful craving for new experiences. Greatly valuing autonomy, the Explore has a core desire to be free of the establishment but not necessarily to have to challenge it. The archetype is willing to do just about anything to avoid boredom and entrapment, even if it means taking great risks. The Explorer is known to push boundaries and delight in unexpected discoveries, embracing a “no limit’ philosophy.

<sup>2</sup> Hartwell and Chen, 2012.

<b>Pioneer</b>	<p>Passion for trailblazing and taking initiative.</p> <p>Innovation.</p> <p>Enthusiasm and drive.</p>	<p>Not finishing what's been started.</p> <p>Compulsion for something new.</p> <p>Burnout.</p> <p>Over performance.</p>	<p>The Pioneer is a groundbreaker able to courageously leave behind the known for the promise of what might be. This archetype likes to be first – the first to market or the first to discover a new technology, concept or art form. Characterised by innovation, the Pioneer creates the path rather than looks for it. The Pioneer possesses a potent zest for life, exuding energy, faith and creative potential.</p>
<b>Sovereign</b>	<p>Rank.</p> <p>Tradition.</p> <p>Benevolence.</p> <p>Assumed authority.</p> <p>Inherited responsibility.</p> <p>Nobility.</p> <p>Stability.</p>	<p>Entitlement.</p> <p>Dictatorship.</p> <p>Self-service.</p> <p>Greed.</p> <p>Figurehead status.</p> <p>Irrelevance.</p>	<p>Possessing an aura of organisation and order, the Sovereign is a model of proper behaviour while exuding an untouchable quality of privilege and royalty. Under constant public scrutiny, the Sovereign is controlled, watchful, measured and cautious with words and deeds. Connected with tradition and status, the Sovereign is an archetype of dignity, benevolence and serenity.</p>

Table 4: Archetypes describing agriculture in south west Victoria in the past.

## PRESENT

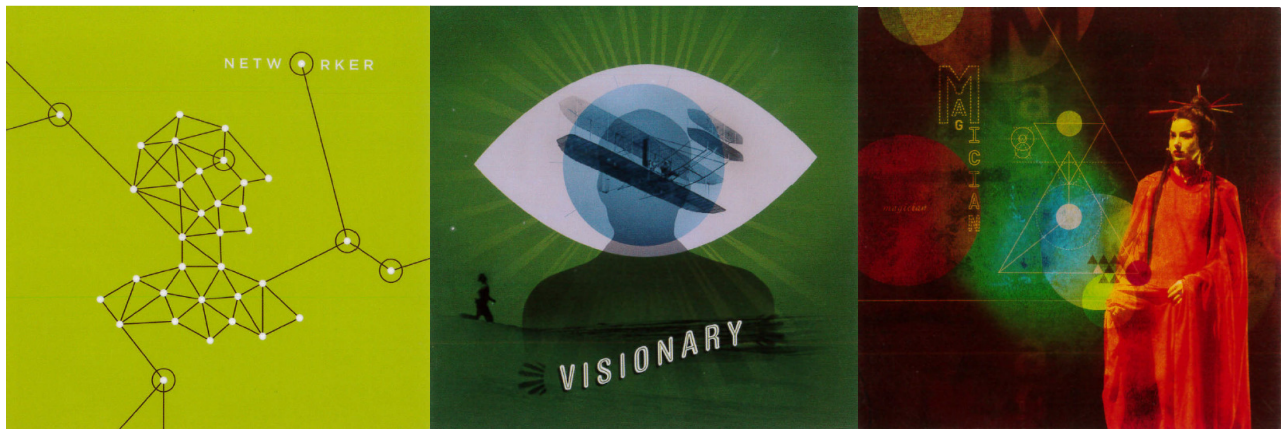


Archetype	Strengths	Challenges	Description
<b>Entrepreneur</b>	<p>Confidence to be led by a vision.</p> <p>Talent for innovation.</p> <p>High tolerance for ambiguity and complexity.</p> <p>Skill as a self-starter.</p>	<p>Addiction to adrenaline.</p> <p>Lack of follow-through.</p> <p>Inclination to be all about the chase.</p>	<p>The Entrepreneur dreams up ideas and commits to turn them into reality. Known as an idea generator, the Entrepreneur is typically achievement oriented. This archetype presents as ambitious, self-assured and decisive, with string desires to compete, obtain information and differentiate from the crowd. Behaviours stem from an “outside-in” perspective that seeks opportunities that can be satisfied, improved or leveraged. The Entrepreneur does not take direction well, is fiercely independent and has been called “Type A” because of its adrenaline addiction.</p>
<b>Scientist</b>	<p>Logic.</p> <p>Focus. Flashes of brilliance.</p> <p>Dedication and commitment.</p> <p>Curiosity about reality.</p>	<p>Tendency to miss the forest for the trees or be distracted by one’s own thoughts. Naïveté about the rest of the world.</p> <p>Inability to recognize the fatal flaw.</p>	<p>With thought predicated on witnessing rather than believing, the Scientist is driven by a selfless desire to work for the greater good. As a source of change, the Scientist can improvise novel approaches to life’s puzzles and mysteries. This archetype is passionate about exploring and gaining a comprehensive understanding of nature and her mysteries. The Scientist is focused on taking things apart [rather than putting things together] and [has a] theoretical focus.</p>

Table 5: Archetypes describing agriculture in south west Victoria in the present



## FUTURE



Archetype	Strengths	Challenges	Description
<b>Networker</b>	<p>Talent for creating communities and connections.</p> <p>Outgoing personality.</p> <p>Empathy.</p> <p>Conversational skill.</p> <p>Social flexibility.</p>	<p>Tendency to be disingenuous, to see people as leverage or to use people for personal benefit.</p> <p>Manipulation.</p> <p>Gossip.</p>	<p>The Networker creates communities of collaborative peers for the mutual benefit of the collective. Finding commonalities between people, the Networker is motivated to expand its sphere of influence by forging alliances and making connections within disparate groups of people. This archetype demonstrates an intuitive emotional sensitivity to the needs of other people. Sometimes seen as a social butterfly, the Networker is generally good at putting people at ease, telling stories and making friends.</p>
<b>Magician</b>	<p>Ability to dream enormous dreams.</p> <p>Mysterious powers of perception.</p> <p>Awe-inspiring intuition and cleverness.</p> <p>Charisma.</p> <p>Highly evolved perspective.</p>	<p>Manipulation.</p> <p>Trickery.</p> <p>Hubris.</p>	<p>Known to be dynamic, influential, charismatic and clever, the archetype is able to view the world through many different lenses. Driven to understand the fundamental laws of the universe in order to make dreams into reality. The Magician connects to experiences of synchronicity, flow and oneness, with a curiosity about the hidden workings of the universe. Using ritual and forces from above and beyond, the Magician manifests ideas into reality. Able to accomplish magic from the inside out, the magician gets results outside of the ordinary rules of</p>

			life.
<b>Visionary</b>	<p>Perception.</p> <p>Enlightened perspective.</p> <p>Illumination.</p> <p>Ability to offer insight for the greater good.</p>	<p>Temptation to trade or sell one's gift for gain or profit, or to shift vision to please or control.</p>	<p>The Visionary is a brilliant strategist and can imagine possibilities that reach beyond the scope of any one individual life to benefit all of society. Characterised by great imagination, insight and boldness, this archetype thinks in systems and can synthesize multiple data [points. Somewhat paradoxically, the Visionary can be remarkably humble, acknowledging the gift of foresight as given rather than owned. The Visionary has the wisdom to imagine the promise and potential on behalf of the greater good.</p>

Table 6: Archetypes describing agriculture in south west Victoria in the future



## FOCUS GROUP BUTCHERS PAPER NOTES AND PRIORITIES

	<b>Mortlake</b>	<b>Cavendish</b>
<b>Opportunities</b>	<p>Close proximity to the coast</p> <p>Close proximity to the capital city</p> <p>Close proximity to other towns/cities</p> <p>Personal safety "I feel safe in SW Vic"</p> <p>Clean green image</p>	<p>The diversity of enterprises across the regions</p> <p>Cheaper housing</p> <p>Solar availability</p> <p>Centrally located for lifestyle (beaches, city, mountains, lakes and rivers)</p> <p>Community focus – sharing more information with each other. Starting to happen in younger generations.</p> <p>Good options available for business logistics (not tied to one ag service provider) and can shop around.</p> <p>Great access to education for families.</p> <p>Power generation opportunities on farm</p>
<b>Challenges</b>	<p>Cliquey in both social and professional circles</p> <p>Clear divide and no communication or networking between enterprises. i.e. sheep/crop and dairy</p> <p>Exclusive social networks</p> <p>Established networks and tight knit communities make it hard to integrate, even into social settings like sporting clubs. "There is almost a class system in place that limits opportunities if you don't have the right last name"</p> <p>Negative attitudes towards their industry's performance (Especially evident in dairy)</p> <p>Climate change "A real issue we</p>	<p>Climate Change</p> <p>Expanding businesses (with limited land and associated costs)</p> <p>Employment Issues – Finding good staff</p> <p>Ag education options limited</p> <p>Difficult getting the opportunity to gain further experience from others who won't give you a chance.</p> <p>Enterprises not linking/working together.</p> <p>Costs of power and internet</p> <p>"Every man for themselves"</p>

	<p>really don't want to talk about" (Shared privately after the group had left)</p> <p>Activism/Extremism on animal welfare issues/ the social license to farm: "I would open up my farm for people to see what we do, but I'm weary of the risks of being open"</p>	<p>attitude</p> <p>Cliquey</p> <p>Input costs</p>
<b>Unique features of SW Vic</b>	<p>Reliability of climate means generally more productive</p> <p>Smaller scale intensive farming systems</p> <p>Great diversity of enterprises</p> <p>Personal safety in the region.</p>	<p>Proximity to coast/ great lifestyle options</p> <p>Not community driven</p> <p>"City people think we are friendly, other country people think we are hostile"</p> <p>Going through generational change, resulting in:</p> <ul style="list-style-type: none"> <li>- More intentional business focus</li> <li>- Moving on from the generational families (known last names)</li> <li>- This is "Opening up opportunities for anyone to get involved, which is good"</li> </ul>
<b>Key words to describe the future</b>	<p>Progressive</p> <p>Sustainable</p> <p>Predictable/Stable</p> <p>Unique</p> <p>Encouraging education</p> <p>Encouraging innovation</p> <p>Local produce sourced locally</p> <p>Consumer focused</p> <p>Expanding opportunities and production</p> <p>Innovative</p>	<p>Diverse</p> <p>Reliable</p> <p>Individual</p>

<b>Notes from general discussions</b>	<p>Would like to see a provincial SW Vic branded produce. Key words to describe are:</p> <ul style="list-style-type: none"> <li>▪ High quality</li> <li>▪ Reliable</li> <li>▪ Competitive</li> <li>▪ Local and community driven</li> </ul> <p>In contrast, considered other regions (like the Riverina, Wimmera and Gippsland) as:</p> <ul style="list-style-type: none"> <li>• Easy going socially</li> <li>• Transient in nature, people come and go</li> <li>• Charitable and supportive</li> <li>• Community Minded</li> </ul> <p>Would like to see strong leadership and a figurehead to drive a South West Victorian brand: “We need someone who has the time to stand up and represent us”</p>	<p>Ag in SW Vic is perceived as:</p> <p>Traditional</p> <p>Blue Blood/ Geelong Grammar/ Cats supporters</p> <p>Exclusive</p> <p>Successful</p> <p>Wealthy</p> <p>Snobby</p> <p>“Everyone wears moleskins, collars up, pearls, pale pink lipply and RM Williams boots”</p> <p>Comfortable</p> <p>Educated</p> <p>Stable/Reliable with defined concentrated regions for each enterprise</p> <p>Plenty of rain = Easier farming “There is plenty of feed” (A lie)</p> <p>Historically has seen generational hand downs, meaning lower financial pressure. “This is changing though, which is a good thing”.</p> <p>In contrast, considered other regions (like the Riverina, Wimmera and Gippsland) as:</p> <ul style="list-style-type: none"> <li>• Inclusive</li> <li>• Harsh (seasonal conditions)</li> <li>• Gippsland described as Business Minded due to business people running farms with a cohesive brand</li> </ul>
---------------------------------------	---	--

## REFLECTIONS

- Uniformity across focus groups was evident. The characteristics of participants don't differ considerably enough to warrant individual group analysis.
- The feedback received was also reasonably universal.
- The groups does not provide comprehensive representation of all enterprises across south west Victoria and is limited to the small range of participants. However, the information presented is useful for developing branding that could be tested on a greater range of businesses, enterprises and industry participants.
- The majority of feedback is not production focused, but instead reflective of the experience of living in south west Victoria and working in agriculture. This social perspective provides an insight to true essence of the brand that needs to be communicated if any branding is to be viewed as credible.
- The perceptions made will need to be tested with people living and working outside the area.
- Although some opinions and key words may appear negative, the group participants were keen to ensure any brand, representative of their industry and region, is positive and reflective of an industry they believe has many positives and a bright future.
- All participants spoke of the changing nature of agriculture in south west Victoria. They see younger business owners becoming more prominent, solid collaborative efforts via intentional community efforts and progressive farming techniques being present in the future.

Names of participants who would be keen to assist with future marketing efforts have been collected and will be provided separate from this report.

## APPENDICES

### APPENDIX 1 Advert

# Young ag professionals – We want your opinion!



We want to hear from YOU on what makes agriculture in south west Victoria a great place to work and also how it can be improved.

We invite you to one of the following forums

Monday 4 Feb 2019 – Heywood Hotel, **Heywood**  
Tuesday 5 Feb 2019 – Mac's Hotel, **Mortlake**  
Wednesday 6 Feb 2019 – Bunyip Hotel, **Cavendish**

*\* All forums are from 5:30pm - 8pm  
with dinner and drinks provided.*

What's in it for you?

- An opportunity to share your experience, opinions, joys and frustrations
- The ability to get involved in promoting ag across the region
- Ensure government knows what is required to assist the industry
- Dinner and drinks provided.



**Spaces are limited**, so register your interest now by calling facilitators Meridian Agriculture on **5341 6100** or [info@meridian-ag.com.au](mailto:info@meridian-ag.com.au)

## APPENDIX 2 Brand Personality lists

VOICE (COMBINED DATA)			
CURRENT		ASPIRE	
COUNT	CHARACTERISTICS	COUNT	CHARACTERISTICS
9	Quiet	9	Honest
8	Confident	8	Friendly
7	Comforting	8	Confident
7	Understated	7	Inspirational
7	Country	7	Modern
6	Traditional	6	Thought Leader
5	Conservative	6	Loud
5	Wise	6	Fun
5	Heart Felt	5	Authentic
4	Smart	5	Trendy
4	Honest	5	Professional
4	Elite	5	Empowering
4	Friendly	4	Humorous
3	Slang	4	Natural
3	Selective	4	Smart
3	Loud	4	Diplomatic
3	Authentic	4	Eco Friendly
3	Bold	4	Community Minded
3	Classic	4	Bold
3	Green	4	Clever
2	Visionary	4	Coaching
2	Worldly	4	Energetic
2	Simple	4	Charitable
2	Outdoorsy	3	Heart Felt
2	Patriotic	3	Visionary
2	Premium	3	Wise
2	Masculine	3	Witty
2	Minimal	3	Approachable
2	Academic	3	Casual
2	Conscientious	3	Clean
2	Fun	2	Original
2	Formal	2	Premium
2	Natural	2	Sleek
2	Diplomatic	2	Comforting
2	Eco Friendly	2	Quirky
2	Casual	2	Responsive
1	Cool	2	Formal
1	Cutting Edge	2	Academic

1	Elegant	2	Country
1	Energetic	2	Green
1	Feminine	2	Health Conscious
1	Candid	1	Adventurous
1	Approachable	1	Aggressive
1	Community Minded	1	Candid
1	Charitable	1	Classic
1	Chill	1	Conscientious
1	Clean	1	Cool
1	Clever	1	Current
1	Health Conscious	1	Cutting Edge
1	Inspirational	1	Defiant
1	Modern	1	Elite
1	Original	1	Exclusive
1	Professional	1	Feminine
1	Responsive	1	Open
1	Sarcastic	1	Simple
1	Trendy	1	Slang
1	Sexy	1	Source Local
		1	Traditional
		1	Worldly

STYLE (COMBINED DATA)			
CURRENT		ASPIRE	
COUNT	CHARACTERISTICS	COUNT	CHARACTERISTICS
12	Country	10	Premium
12	Natural	8	Current
10	Rustic	8	Cutting Edge
9	Traditional	7	Health Conscious
7	Timeless	7	Clean
7	Conservative	6	Clever
7	Premium	6	Smart
6	Outdoorsy	6	Visionary
6	Casual	6	Modern
6	Green	6	Natural
6	Classic	6	Elite
5	Clean	6	Green
5	Academic	6	Confident
5	Original	6	Approachable
5	Authentic	6	Eco Friendly
4	Confident	5	Empowering
4	Elite	5	Energetic

4	Simple	5	Authentic
3	Formal	5	Simple
3	Modern	5	Country
3	Responsive	5	Community Minded
3	Selective	4	Outdoorsy
3	Smart	4	Bold
3	Source Local	4	Professional
3	Visionary	4	Source Local
3	Worldly	4	Worldly
3	Clever	3	Thought Leader
3	Community Minded	3	Elegant
3	Defiant	3	Adventurous
3	Eco Friendly	3	Casual
2	Candid	3	Conscientious
2	Chill	3	Friendly
2	Cutting Edge	3	Trendy
2	Exclusive	2	Academic
2	Fun	2	Candid
2	Health Conscious	2	Charitable
2	Heart Felt	2	Chill
2	Hip	2	Comforting
2	Liberal	2	Diplomatic
2	Masculine	2	Feminine
2	Minimal	2	Fun
2	Professional	2	Honest
2	Quiet	2	Rustic
2	Quirky	2	Selective
2	Understated	2	Timeless
1	Approachable	2	Traditional
1	Current	2	Wise
1	Elegant	2	Witty
1	Empowering	1	Aggressive
1	Energetic	1	Coaching
1	Friendly	1	Defiant
1	High Touch	1	Eclectic
1	Honest	1	Ethical
1	Humorous	1	Formal
1	Mysterious	1	Hip
1	Preppy	1	Humorous
1	Resilient	1	Inspirational
1	Retro	1	Loud
1	Urban	1	Masculine
1	Wise	1	Original



1	Witty	1	Patriotic
		1	Quirky
		1	Responsive
		1	Sexy
		1	Understated
		1	Urban

BEHAVIOUR (COMBINED DATA)			
CURRENT		ASPIRE	
COUNT	CHARACTERISTICS	COUNT	CHARACTERISTICS
12	Community Minded	10	Eco Friendly
11	Exclusive	9	Cutting Edge
9	Friendly	9	Community Minded
8	Charitable	9	Adventurous
7	Adventurous	9	Professional
7	Approachable	9	Visionary
6	Honest	8	Approachable
6	Outdoorsy	8	Responsive
5	Classic	8	Thought Leader
5	Conservative	7	Source Local
5	Traditional	6	Energetic
4	Bold	6	Fun
4	Casual	6	Honest
4	Confident	5	Confident
4	Conscientious	5	Friendly
4	Energetic	4	Charitable
4	Elite	4	Authentic
4	Fun	4	Clean
4	Modern	4	Inspirational
4	Professional	4	Wise
4	Source Local	3	Smart
3	Selective	3	Diplomatic
3	Simple	3	Bold
3	Timeless	3	Clever
3	Liberal	3	Conscientious
3	Clever	3	Worldly
3	Defiant	3	Green
2	Diplomatic	3	Health Conscious
2	Aggressive	2	Academic
2	Authentic	2	Aggressive
2	Clean	2	Defiant
2	Coaching	2	Elite

2	Cutting Edge	2	Empowering
2	Empowering	2	Exclusive
2	Formal	2	Feminine
2	Health Conscious	2	Heart Felt
2	Loud	2	Outdoorsy
2	Patriotic	2	Patriotic
2	Quiet	2	Selective
2	Thought Leader	2	Trendy
2	Understated	2	Witty
1	Comforting	1	Casual
1	Country	1	Chill
1	Eco Friendly	1	Coaching
1	Elegant	1	Comforting
1	Green	1	Conservative
1	Heart Felt	1	Current
1	Humorous	1	Elegant
1	Inspirational	1	Liberal
1	Masculine	1	Modern
1	Mysterious	1	Natural
1	Natural	1	Quiet
1	Original	1	Sexy
1	Premium	1	Timeless
1	Responsive	1	Traditional
1	Slang	1	Understated
1	Smart	1	Urban
1	Wise		

MORTLAKE		
CURRENT		
VOICE	STYLE	BEHAVIOUR
Patriotic Classic Country Elegant Premium Green Natural Friendly Smart Conservative Honest Traditional Country CommunityMinded Diplomatic Minimal Fun	Selective Traditional Conservative Confident Clean Outdoorsy HighTouch Defiant Timeless Casual Fun Authentic Original CuttingEdge Green Clean Classic	Elite Bold Loud Aggressive Simple Exclusive Loud CommunityMinded Comforting Outdoorsy Patriotic Charitable Approachable Liberal Casual Approachable Coaching

Elite	Visionary	Conservative
Formal	Premium	Adventurous
HeartFelt	CommunityMinded	ThoughtLeader
Current	Traditional	Conscientious
Outdoorsy	Empowering	Honest
Confident	Authentic	Elegant
Friendly	Timeless	Exclusive
Comforting	Natural	Energetic
Clean	Simple	CommunityMinded
Elite	EcoFriendly	Modern
Traditional	Selective	Selective
EcoFriendly	Smart	Conservative
Smart	Academic	Quiet
Casual	Worldly	Patriotic
Classic	SourceLocal	Friendly
Formal	Professional	Energetic
Elite	CuttingEdge	Casual
Loud	Rustic	Formal
Sexy	Clever	Selective
Comforting	Country	Exclusive
HeartFelt	Exclusive	Liberal
Responsive	Liberal	Charitable
Wise	Academic	CuttingEdge
Friendly	Responsive	Exclusive
Selective	Simple	Adventurous
Cool	Mysterious	Modern
Worldly	Conservative	Outdoorsy
Honest	Traditional	Country
Bold	Confident	HealthConscious
Wise	Green	CommunityMinded
Smart	Humorous	Fun
Conservative	Responsive	Clever
Traditional	Energetic	CommunityMinded
Confident	Clean	Empowering
Quiet	Natural	HeartFelt
Honest	Clever	Premium
Understated	Approachable	Exclusive
Country	Authentic	Simple
Inspirational	Professional	Liberal
Traditional	Visionary	Masculine
Confident	EcoFriendly	Elite
Bold	Fun	Classic
Loud	Outdoorsy	Selective
Understated	HealthConscious	Professional
Authentic	Country	ThoughtLeader
Diplomatic	Green	Wise
Quiet	Elegant	CuttingEdge
Friendly	Confident	Elite
Quiet	Green	Defiant
Comforting	Natural	Professional
Country	Rustic	Classic
Green	Country	Timeless
Authentic	Casual	CommunityMinded
Traditional	Visionary	Confident
Original	Modern	Clever
CuttingEdge	Witty	Slang
Fun	Premium	Clean
Approachable	Natural	Honest
Loud	Green	Charitable
Energetic	Formal	Approachable
Casual	Traditional	Friendly
Slang	Natural	Defiant
Candid	Quirky	Exclusive
Country	Natural	Adventurous
	Exclusive	Outdoorsy
	Traditional	Smart
	Classic	Confident
	Original	Fun
	Country	Traditional
	Outdoorsy	Coaching
	Casual	Classic
	Timeless	Confident
	Conservative	Bold

	Worldly Simple Academic HealthConscious EcoFriendly Classic CommunityMinded Timeless Selective Worldly Understated Responsive Friendly Outdoorsy Formal Shill Premium Timeless Conservative Masculine Outdoorsy Defiant	Green Friendly CommunityMinded SourceLocal Approachable Traditional
--	--	--

MORTLAKE		
ASPIRE		
VOICE	STYLE	BEHAVIOUR
Sleek Formal Empowering Coaching Honest Loud Honest Cool Authentic Worldly Friendly Charitable Modern Casual Adventurous Sleek Fun Clean Green EcoFriendly Original Authentic Fun Confident Inspirational	CuttingEdge Trendy Current Friendly Premium Community Minded EcoFriendly Smart Feminine Current Diplomatic Wise Sexy Empowering Original Health Conscious Understated Visionary Academic Comforting Clever Confident CuttingEdge Visionary Modern	Clean Wise Charitable Exclusive Energetic Visionary Fun Coaching Inspirational ThoughtLeader Quiet Approachable Professional SourceLocal Responsive EcoFriendly Trendy Smart Charitable Smart Honest Community Minded Elegant Urban Patriotic

EcoFriendly	Approachable	Feminine
Honest	Witty	Clean
Honest	Elite	SourceLocal
Fun	Smart	Health Conscious
Natural	Green	Green
Community Minded	Conscientious	Responsive
Empowering	Trendy	Authentic
HeartFelt	Elite	Worldly
Premium	Bold	EcoFriendly
Trendy	Smart	Selective
Clean	Outdoorsy	SourceLocal
Natural	Wise	CuttingEdge
Green	Approachable	Visionary
Diplomatic	ThoughtLeader	Charitable
Confident	Witty	ThoughtLeader
Country	Confident	Conscientious
Classic	Country	Energetic
Modern	Adventurous	Community Minded
Honest	CuttingEdge	Community Minded
Empowering	Health Conscious	Responsive
ThoughtLeader	EcoFriendly	SourceLocal
Modern	Smart	Approachable
Clever	Friendly	Confident
Quirky	Clever	Professional
Trendy	Professional	Friendly
Bold	Empowering	Adventurous
Fun	Premium	CuttingEdge
Energetic	Formal	SourceLocal
Quirky	Patriotic	Bold
Fun	Academic	Honest
Empowering	Approachable	Community Minded
Modern	Current	EcoFriendly
Confident	Authentic	Friendly
Comforting	EcoFriendly	Adventurous
Professional	Conscientious	Visionary
Casual	Natural	CuttingEdge
Coaching	Green	Health Conscious
Approachable	Country	Witty
Country	Visionary	Defiant
Natural	Adventurous	CommunityMinded
Wise	Clean	Diplomatic
Friendly	Green	Green
Loud	EcoFriendly	ThoughtLeader
Aggressive	Aggressive	Inspirational

Trendy	Premium	Academic
Community Minded	Clean	Professional
Friendly	Natural	CuttingEdge
Smart	Authentic	Approachable
Wise	Energetic	Visionary
Trendy	Visionary	HeartFelt
Modern	ThoughtLeader	Inspirational
Confident	Masculine	ThoughtLeader
Humorous	Feminine	Energetic
Responsive	Casual	Diplomatic
Current	Eclectic	CuttingEdge
EcoFriendly	Quirky	Fun
Traditional	Current	Confident
Simple	Bold	Professional
Professional	Empowering	Friendly
Bold	Premium	Approachable
ThoughtLeader	Natural	Energetic
Community Minded	Clean	Wise
Friendly	Confident	Honest
Smart	Health Conscious	Approachable
Wise	Conscientious	Visionary
Trendy	Current	HeartFelt
Modern	Energetic	Inspirational
Confident	Charitable	ThoughtLeader
Humorous	Authentic	Energetic
Responsive	Outdoorsy	Diplomatic
Clever	Elegant	Professional
Honest	Simple	EcoFriendly
Casual	Worldly	Adventurous
	Professional	Exclusive
	Inspirational	Casual
	Defiant	Worldly
	Community Minded	
	Smart	
	CuttingEdge	
	Clever	
	EcoFriendly	
	Health Conscious	
	Community Minded	
	Green	
	Charitable	
	Authentic	
	Outdoorsy	
	Elegant	

	Simple Worldly Professional Responsive Simple Current SourceLocal Outdoorsy Approachable Energetic Selective	
--	--	--

CAVENDISH		
CURRENT		
VOICE	STYLE	BEHAVIOUR
Slang Current Traditional Classic Natural Conservative HeartFelt Understated Academic Confident Quiet Conscientious Comforting Clever Authentic Chill Confident Health Conscious Minimal Understated Quiet Wise Comforting Trendy Conservative Masculine Selective HeartFelt	Classic Country Casual Traditional Urban Rustic Timeless Rustic Elite Current Formal Traditional Rustic Country Hip Smart Preppy Elite Rustic Natural Premium Masculine Candid Timeless Conservative Confident Classic Hip	Fun Outdoorsy Adventurous CommunityMinded Friendly Honest Quiet Exclusive Modern Conservative Authentic CommunityMinded Casual Friendly Approachable EcoFriendly Honest Traditional SourceLocal Charitable Simple Classic Exclusive Elite CommunityMinded Formal HealthConscious Traditional

Wise	Rustic	Approachable
Quiet	Casual	Diplomatic
Understated	Country	Timeless
Elite	Minimal	Conscientious
Visionary	Elite	Outdoorsy
Outdoorsy	Community Minded	Exclusive
Academic	Original	Charitable
Modern	Natural	CommunityMinded
Comforting	Classic	Adventurous
Quiet	Traditional	Understated
Understated	Country	Confident
Quiet	Original	Diplomatic
HeartFelt	Conservative	Charitable
Confident	Simple	Friendly
Wise	Understated	Clean
Selective	Natural	Professional
Green	Original	Classic
Simple	Country	Conservative
Premium	Clean	Clever
Conservative	Defiant	Conservative
Comforting	Authentic	Defiant
Confident	Chill	Honest
Bold	Retro	Bold
Charitable	Rustic	Adventurous
Honest	SourceLocal	Understated
Smart	Premium	Original
Quiet	Natural	Casual
Worldly	Country	Charitable
Understated	Rustic	Exclusive
Simple	Country	Natural
Conscientious	Clean	Authentic
Slang	Traditional	CommunityMinded
Masculine	Quiet	Mysterious
Feminine	Academic	Professional
Visionary	HeartFelt	Friendly
Confident	Outdoorsy	Conscientious
Professional	Modern	Energetic
Patriotic	SourceLocal	Exclusive
Sarcastic	Elite	Honest
EcoFriendly	Premium	SourceLocal
	Clever	Friendly
	Modern	Timeless
	Resilient	Empowering
	Quirky	Conscientious



	Smart Authentic Liberal Natural Premium Quiet Academic Casual Natural Rustic Conservative Wise Green Honest HeartFelt Country Minimal Candid	Charitable Inspirational Humorous Traditional Friendly Outdoorsy Adventurous Responsive CommunityMinded Aggressive SourceLocal Modern Bold Energetic Fun Approachable
--	---	--

CAVENDISH		
ASPIRE		
VOICE	STYLE	BEHAVIOUR
Professional Clever Energetic Bold Authentic Charitable ThoughtLeader Loud Slang Coaching Friendly Fun Academic Inspirational Professional HeartFelt Approachable Candid Honest Elite Confident	Candid Premium Confident Elegant Selective Modern Elite Clever Premium CuttingEdge Visionary Elite Confident Ethical Green SourceLocal Loud Traditional Urban Rustic Health Conscious	Comforting CuttingEdge HealthConscious Defiant Aggressive Honest Energetic Timeless Friendly Witty Natural Trendy Empowering Approachable Feminine Honest Smart Confident Approachable Authentic Clean

Loud	Casual	Wise
Energetic	Current	CommunityMinded
Defiant	Premium	Adventurous
Coaching	Modern	Outdoorsy
Clean	Clean	Responsive
Visionary	Elite	Clever
Friendly	Bold	Professional
Open	Honest	Conservative
Health Conscious	Approachable	EcoFriendly
Comforting	Natural	Authentic
Authentic	CuttingEdge	Responsive
Friendly	Professional	Conscientious
Approachable	Natural	Visionary
Honest	Country	CommunityMinded
Smart	SourceLocal	ThoughtLeader
Confident	Chill	CuttingEdge
Witty	Timeless	Fun
Feminine	Casual	Clever
Bold	Candid	Responsive
Natural	Simple	Clever
Inspirational	Rustic	EcoFriendly
Humorous	Fun	Charitable
Confident	Clean	Liberal
ThoughtLeader	Simple	Academic
Energetic	Country	Professional
Witty	Empowering	Current
ThoughtLeader	Fun	CommunityMinded
Charitable	Adventurous	Visionary
CuttingEdge	EcoFriendly	ThoughtLeader
Diplomatic	Diplomatic	CommunityMinded
Inspirational	Comforting	Selective
Humorous	Traditional	Responsive
Professional	Timeless	Visionary
Witty	Approachable	Professional
Conscientious	SourceLocal	Wise
Modern	Country	SourceLocal
SourceLocal	Worldly	Understated
Premium	Health Conscious	Approachable
Visionary	Visionary	Sexy
ThoughtLeader	Energetic	Modern
Diplomatic	Friendly	Responsive
Inspirational	Honest	Elite
Formal	Current	Fun
Loud	Premium	Patriotic

Exclusive	CuttingEdge	Clean
Diplomatic	Modern	Traditional
Original	Clean	Adventurous
EcoFriendly	Community Minded	Confident
Health Conscious	Authentic	EcoFriendly
Academic	Health Conscious	Elite
Inspirational	Worldly	Bold
HeartFelt	Clever	Aggressive
Community Minded	Coaching	Confident
Friendly	Elite	Honest
Charitable	Bold	Adventurous
Honest	Green	Friendly
Loud	Hip	Fun
Empowering	Clean	Chill
Inspirational	Chill	Adventurous
Authentic	Humorous	CuttingEdge
Clever	Trendy	EcoFriendly
Visionary	Empowering	Empowering
Smart	Smart	Authentic
	Modern	Visionary
	Premium	Adventurous
	Confident	CuttingEdge
	CuttingEdge	Conscientious
	Clever	Green
	ThoughtLeader	Professional
	Premium	Bold
	Energetic	SourceLocal
	Community Minded	Outdoorsy
	Natural	EcoFriendly
	Modern	ThoughtLeader
		Adventurous
		Fun
		EcoFriendly
		Worldly

## APPENDIX 3 Brand Characteristics Data Summary

Brand Characteristics with average perception and reality rankings.

Yellow: A positive increase in the ranking of reality over perception.

Blue: Key traits identified with the highest positive differential of reality over perception.

Trait left				Trait Right			
	Perception	Reality	Diff		Perception	Reality	Diff
Masculine	2.04310345	1.017241379	-1.02586	Feminine	0.12068966	0.155172414	0.034483
Simple	1.69827586	0.706896552	-0.99138	Intricate	0.63793103	1.103448276	0.465517
Grey	1.17241379	0.293103448	-0.87931	Colourful	0.5862069	0.948275862	0.362069
Conservative	2.21551724	1.163793103	-1.05172	Extravagant	0.29310345	0.603448276	0.310345
Approachable	0.8362069	0.405172414	-0.43103	Authoritative	1.37068966	1.232758621	0.137931
Necessity	0.48275862	0.706896552	0.224138	Luxury	1.72413793	0.948275862	0.775862
Fun	0.81034483	1.181034483	0.37069	Serious	1.15517241	0.844827586	0.310345
Professional	1.12068966	1.534482759	0.413793	Casual	0.86206897	0.5	0.362069
Modern	0.24137931	1.327586207	1.086207	Classic	2.43965517	0.896551724	1.543103
Sporty	0.75862069	0.706896552	-0.05172	Elegant	0.80172414	0.775862069	0.025862
Extreme	0.34482759	0.448275862	0.103448	Safe	2.15517241	2.103448276	0.051724
Cool	0.95689655	1.534482759	0.577586	Unfashionable	0.79310345	0.396551724	0.396552
Relevant	1.62931034	2.49137931	0.862069	Irrelevant	0.70689655	0.068965517	0.637931
Friendly	0.94827586	1.396551724	0.448276	Hostile	0.63793103	0.672413793	0.034483
Helpful	1.10344828	2.232758621	1.12931	Useless	0.51724138	0.068965517	0.448276
Gracious	1.12068966	1.75862069	0.637931	Rude	0.96551724	0.155172414	0.810345
Sincere	1.44827586	1.965517241	0.517241	Insincere	0.46551724	0.275862069	0.189655
Collaborative	0.69827586	0.853448276	0.155172	Unsociable	0.87931034	0.896551724	0.017241
Unified	1.36206897	0.896551724	-0.46552	Disjointed	0.85344828	1.017241379	0.163793
Clever	1.02586207	2.594827586	1.568966	Clumsy	0.67241379	0.086206897	0.586207
Resourceful	1.10344828	2.655172414	1.551724	Unimaginative	0.60344828	0.275862069	0.327586
Capable	1.68103448	2.905172414	1.224138	Inept	0.25862069	0.103448276	0.155172
Sensible	2.14655172	2.672413793	0.525862	Impractical	0.31034483	0.034482759	-

							0.275862
Focused	1.54310345	2.284482759	0.741379	Indecisive	0.34482759	0.181034483	0.163793
thoughtful	1.43103448	1.568965517	0.137931	Superficial	1.18103448	0.560344828	-0.62069
passionate	1.82758621	2.439655172	0.612069	Apathetic	0.49137931	0.155172414	0.336207
Hard-working	0.92241379	2.698275862	1.775862	Lazy	0.9137931	0.137931034	0.775862
Surprising	0.34482759	1.120689655	0.775862	As expected	2.13793103	0.887931034	-1.25
Bold	1.01724138	1.810344828	0.793103	Cowardly	0.52586207	0.224137931	0.301724
Modest	0.20689655	1.034482759	0.827586	Showy/Proud	1.73275862	1.379310345	0.353448
prudent	1.65517241	1.906896552	0.251724	Reckless	0.36206897	0.017241379	0.344828
Loyal	2.15517241	2.672413793	0.517241	Disloyal	0.01724138	0.017241379	0
Steadfast	1.86206897	1.655172414	-0.2069	Wavering	0.17241379	0.155172414	0.017241
Spirited	0.87931034	1.275862069	0.396552	Lacklustre	0.39655172	0.310344828	0.086207
Accountable	1	1.362068966	0.362069	Held responsible	0.6637931	0.337931034	0.325862
Conscientious	1.35344828	2.060344828	0.706897	Careless	0.4137931	0.189655172	0.224138
Sensible	1.64655172	1.939655172	0.293103	Foolish	0.39655172	0.017241379	-0.37931
Supportive	0.85344828	1.775862069	0.922414	Unhelpful	0.75862069	0.206896552	0.551724
Mature	2.27586207	2.120689655	-0.15517	Immature	2.12068966	0.086206897	2.034483
Calm	1.87931034	1.448275862	-0.43103	Agitated	0.36206897	0.362068966	0
Leader	1.44827586	1.50862069	0.060345	Follower	0.82758621	0.344827586	0.482759
Gentle	0.25862069	0.810344828	0.551724	Hard	1.43965517	0.560344828	-0.87931
Rebellious	0.34482759	0.353448276	0.008621	Loyal	2.13793103	1.801724138	0.336207
Healthy	1.77586207	1.724137931	-0.05172	Sick	0.18965517	0.344827586	0.155172
Adventurous	0.51724138	1.206896552	0.689655	Timid	1.18965517	0.318965517	-0.87069
Quiet	1.26724138	1.275862069	0.008621	Loud	0.61206897	0.748965517	0.136897
Youthful	0	0.672413793	0.672414	Old	2.75862069	1.568965517	1.189655
Quirky	0.15517241	0.172413793	0.017241	Straight	2.43103448	2.017241379	0.413793
Glamorous	1.18103448	1	-0.18103	Boring	1.06896552	0.775862069	0.293103
Hopeful	1.32413793	2.086206897	0.762069	Hopeless	0.43103448	0.017241379	0.413793

