

Supporting Case Study Notes: Publishing Regional Voices

How PERK Digital's Deep Niche Podcast System helps regional organisations share stories, connect communities and preserve local knowledge

Overview: The Deep Niche Podcast System

The Deep Niche Podcast System is PERK Digital's framework for helping organisations use podcasting as strategic, enduring content rather than disposable marketing.

It is designed for niche audiences with shared interests, challenges or identities, particularly where trust, depth and ongoing connection matter more than broad reach.

The framework is especially well suited to organisations working in regional, rural and remote communities, where audiences are often separated by distance, may experience patchy connectivity, and can benefit from portable, low-bandwidth content that is easy to access and share.

The *Deep Niche Podcast System* is typically applied across three overlapping categories:

1. Business Thought Leadership

Podcasts that position an organisation, founder or leadership team as a trusted voice in a specialist field, while also building authority, trust and long-term audience relationships.

2. Regional Storytelling

Podcasts that share the stories, expertise and lived realities of regional communities, industries and organisations; reduce isolation across distance; and create a richer, more locally grounded record of regional life than short-form social content alone.

3. Academic and Research Communications

Podcasts that translate research, evidence and specialist knowledge into more accessible conversations, helping ideas travel beyond reports, journals or conference rooms and into the communities, sectors or practitioners who can use them.

Many projects sit across more than one category. A regional health podcast, for example, may simultaneously function as regional storytelling, sector thought leadership and research communication.

Underpinning all three categories is PERK's *Enduring Content Method*:

Capture → Shape → Share → Sustain

- **Capture:** record valuable stories, expertise, conversations and lived experience
- **Shape:** turn those conversations into clear, engaging and audience-relevant episodes
- **Share:** distribute them in accessible formats through podcast platforms and supporting content
- **Sustain:** build an ongoing library of owned content that can be revisited, shared and repurposed over time

The Regional Storytelling Podcasts Case Study

The four podcasts in this case study sit primarily within Regional Storytelling, while also drawing on elements of Business Thought Leadership and, in the case of Regional Health Solutions, knowledge-sharing that overlaps with research and professional communications.

This work exists in response to a common regional challenge. Across health, education, agriculture and remote regional development, many communities are trying to solve complex problems while spread across large geographic areas, with limited time, limited communications capacity and inconsistent access to in-person professional networks.

The people doing this work are often highly specialised and deeply embedded in place, but also isolated: a teaching principal in a tiny school, a regional health facility manager trying to solve workforce shortages, a producer working across long distances, or a regional development advocate trying to connect communities along a 2,700 kilometre road corridor.

Podcasting is a strategic fit for these audiences because it is accessible, portable and low-bandwidth. Unlike video-heavy content or platforms that require audiences to be online at a particular moment, audio episodes are relatively small files that can be downloaded in advance and listened to offline.

For people living and working in regional and remote areas, where internet and phone reception may be inconsistent and long hours are often spent driving or working away from a desk, that matters. It means useful content can travel with them: on farm, on the road, or in the pockets of a busy workday.

Podcasting also allows regional organisations to share complex, nuanced stories in a way that feels human and relational, while creating a reusable archive of knowledge that can be shared far beyond a single event or social post. It can reduce the professional isolation that many regional leaders experience by helping people hear directly from others doing similar work in similar contexts.

Across regional health, small schools, agriculture and remote tourism or development, these podcasts create a shared space for stories, practical ideas and peer learning across geography.

This case study brings together four podcast projects that demonstrate how that model works in practice across very different sectors, but with a shared regional purpose.



[Regional Health Solutions](#), hosted by Jaden Frame and William Mundt of STATIM, is a podcast designed to connect regional health leaders around the workforce, service delivery and innovation challenges facing regional, rural and remote Australia.

Based in Toowoomba, servicing the Western and Darling Downs, STATIM began the podcast because they could see healthcare leaders, facility managers and executives working in silos to solve the same problems over and over, particularly around workforce shortage.

At the same time, there were examples of successful innovations and local solutions that deserved to be shared more widely.

Since launching in April 2025, the podcast has produced two seasons and 12 episodes, featuring guests including Rolf Gomes from Heart of Australia, Geoff Argus from Southern Queensland Rural Health and Margot Morton from CareZen.

The podcast has generated positive listener feedback, requests from listeners to be introduced to guests, and constructive conversations with healthcare facilities wanting to be involved in solutions.

It has become a practical channel for sharing regional health leadership and helping ideas travel across organisational and geographic boundaries.



[Trailblazing Schools](#), hosted by educational leadership coach and former small school principal Trudy Graham, serves teaching principals and small school leaders in regional, rural and remote communities.

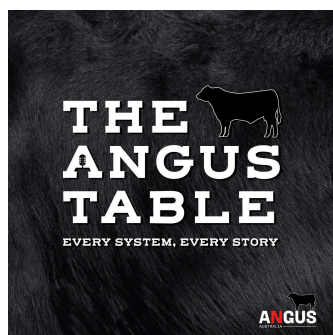
Trudy is based on a property outside Rockhampton and created the podcast after identifying a clear gap: much of the educational leadership content and professional development available in Australia is built for large metro schools, or assumes access to staffing and resources that simply do not exist in very small schools.

In many of these communities, the teaching principal is carrying both teaching and leadership responsibilities, often with a tiny team and very few peers who truly understand the role.

Since launching in February 2026, the podcast has produced two seasons and 20 episodes, sharing stories, practical advice and ideas for how technology can make these roles more effective, efficient and enjoyable.

Guests have included principals from Glen Aplin in Queensland, Dawesville in Western Australia and Warwick Farm in New South Wales. Even within its first six months, the podcast has received strong feedback from listeners who say the episodes are helping them in their work, including from a regional town in the United Kingdom.

The show demonstrates how podcasting can connect leaders in under-served professional communities who may otherwise have very limited access to relevant peer support.



[The Angus Table](#), hosted by Scott Wright, CEO of Angus Australia, serves Angus cattle producers and the wider Angus Australia membership.

Angus Australia is the breed society for Angus cattle producers, and the podcast was created as a way to engage members, share updates and tell the stories of producers, farmers and industry leaders shaping the breed.

For agricultural audiences who may spend long hours travelling, working outdoors or away from a desk, podcasting offers a practical and accessible way to stay connected to stories and sector knowledge in a format that fits regional life.

Since launching in November 2025, The Angus Table has produced 32 episodes featuring guests including Rural Aid CEO John Warlters, Paul Smith of Tieyon Station and Simon Irwin from Beef Australia.

The podcast provides Angus Australia with a more personal and conversational channel for member engagement, while also creating a record of producer stories and expertise that strengthens connection across a geographically dispersed agricultural community.



[The Outback Way Podcast](#) is one of the clearest examples of podcasting as place-based regional storytelling.

Produced as a project of the Outback Highway Development Council Inc, the podcast supports an organisation that has spent more than 25 years advocating to seal the 2,700 kilometres of the Outback Way.

Since beginning in 2018, the podcast has published more than 75 episodes and acts as part tourism and travel guide, part human-interest storytelling platform, and part advocacy and information channel for the Council's work.

It features travellers, tourist operators, local artists, politicians and people living and working along the route, creating a library of stories and practical information for people travelling the Outback Way as well as for communities connected to it.

Listener feedback has been positive, with audiences reporting that the show helps them feel informed about the road sealing project, inspired by the stories of the region, and better prepared for travel through practical advice and event information.

In a corridor where distance is one of the defining realities of life and travel, the podcast helps connect place, people and purpose in a format that is accessible on the road.

Across all four examples, the common thread is not the industry but the audience and the regional context.

These podcasts serve people living and working in regional, rural and remote communities who face the tyranny of distance, professional isolation and limited opportunities to connect in person with peers in similar roles.

In some cases, there may be only one teaching principal in a small school, one leader in a health facility, or one producer working through a particular challenge in a local area. These people are often doing deeply important work without direct colleagues nearby who understand their day-to-day reality.

A podcast cannot solve every structural challenge of regional life, but it can make ideas, stories and practical wisdom more portable, more shareable and more human.

That is the value of this model. Rather than relying solely on disposable social media or one-off events, regional organisations can use podcasting to create an owned archive of stories, expertise and connection.

The result is not just content. It is a practical communications tool that helps regional communities preserve knowledge, strengthen identity, connect niche audiences across distance and make local stories easier to hear.