IT'S Our BACKYARD

PLEASE JOIN US

to Support local!

Your organisation is invited to join us in the delivery of the It's Our Backyard campaign for Greater Geelong.



Initiated by the City of Greater Geelong, this campaign has been developed to mobilise our community, businesses and residents to get behind Geelong in these unprecedented times.

This campaign has been developed to:

- Activate civic pride and loyalty – Geelong supporting Geelong
- Trigger a 'think local first' mindset in decision making
- Encourage the community to 'go local/buy local' and support Geelong's 19,000 businesses when they are looking for products and services
- Distinguish Geelong - we are a creative and innovative UNESCO City of Design

The global pandemic has resulted in a major local economic disruption and subjected many of Geelong's 19,000 businesses and workforce to hardship and distress.

The It's Our Backyard Campaign provides a strong public statement with distinctive visual elements. It is our united and public voice of hope, optimism and local pride. Critical to the success of the campaign and its ability to reach all of Geelong is the establishment of effective alliances.

Your organisation has a trusted voice and reputation. We are inviting you to join us by supporting It's Our Backyard to inspire and encourage all in Geelong to think and support local in their decision making. By supporting our economy, workforce and industries, we can all help Geelong recover and grow together.

We anticipate the campaign will run for 4-6 months. There is no cost in supporting the It's Our Backyard campaign.

AS A SUPPORTER, WE HOPE YOU WILL:

- Embrace the campaign – helping support our backyard
- Proudly say you support local first
- Join other partners to support Geelong
- Follow the campaign on social #itsourbackyardgeelong
- Promote key messages of the campaign, tailoring to your audience as appropriate
- Incorporate the campaign into your business messaging for the next couple of months

AS A SUPPORTER, WE WILL PROVIDE YOU WITH:

- Digital assets that you can tailor to your own channels
- Branded imagery
- Content and photographs
- Recognition online – 250 words, logo and links to your channels
- Recognition in campaign editorials such as media releases and other promotions. *Inclusion based on timing of individual promotions.

To take up this offer, please reply to the person who invited you to participate. Alternatively, you can contact Christine Silvestroni, Coordinator Economic Development, City of Greater Geelong at csilvestroni@geelongcity.vic.gov.au or call 5272 4855.