

Victorian Government COVIDSafe | DOH Restrictions Campaign Stakeholder Pack

04/06/2021



Introduction

In response to concerns about the new coronavirus variant, Victoria's circuit-breaker lockdown has been extended for another week for Metropolitan Melburnians. Restrictions are easing in Regional Victoria.

This campaign reminds Victorians of the restrictions we all need to adhere to, to help us regain control over this virus and stay safe.

What you can do to help

You can help by:

- Sharing the materials that you can access from this stakeholder kit with your community via social media and digital platforms.
- Directing people to the Victorian Government's coronavirus website for current information and updates: CORONAVIRUS.vic.gov.au
- Advising anyone who is concerned to call the coronavirus hotline on 1800 675 398 (24 hours).

Social Assets

Metro Melbourne Restrictions



Social - Static

POST COPY:

Metropolitan Melbourne, there are only five reasons to leave home.
Shopping for food and supplies that you need,
and exercise, both within 10 kilometres of your home.
Care and caregiving.
Authorised work or education, if you can't do it from home.
And getting vaccinated as soon as you're eligible.
Remember, always check-in when you're out.

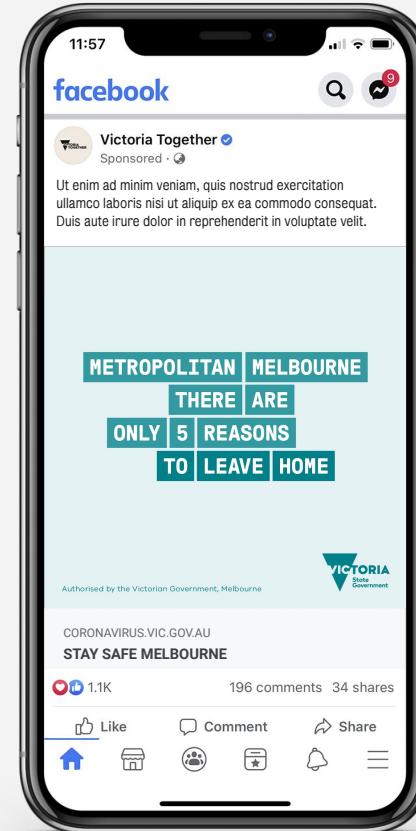
Fitted face masks are mandatory indoors and outdoors.
And if you have any symptoms, get tested.

For the latest updates go to [CORONAVIRUS.vic.gov.au](https://www.coronavirus.vic.gov.au)

Authorised by the Victorian Government, Melbourne.

FOOTER HEADLINE (19/25 characters):

STAY SAFE MELBOURNE



[Downloadable link](#)

Social - GIF

POST COPY:

Shopping for food and supplies that you need,
and exercise, both within 10 kilometres of your home.

Care and caregiving.

Authorised work or education, if you can't do it from home.
And getting vaccinated as soon as you're eligible.

Remember, always check-in when you're out.

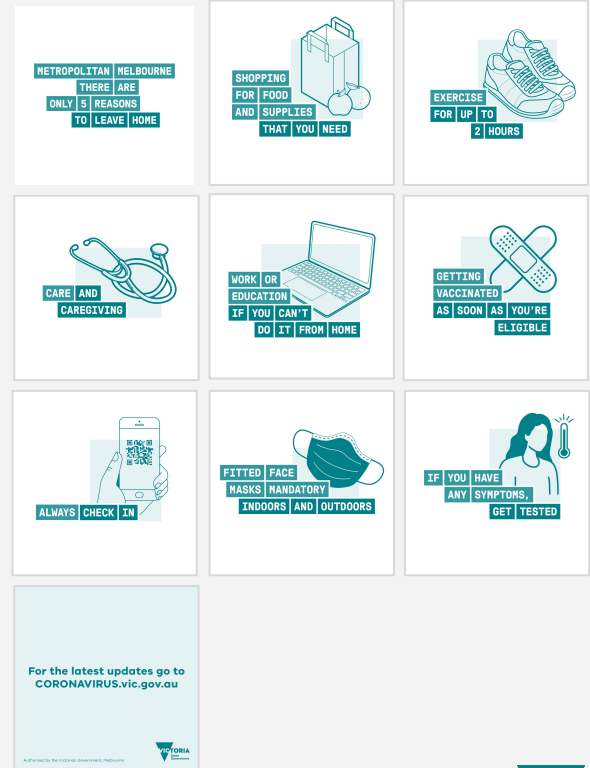
Fitted face masks are mandatory indoors and outdoors.

And if you have any symptoms, get tested.

Authorised by the Victorian Government, Melbourne.

FOOTER HEADLINE (19/25 characters):

STAY SAFE MELBOURNE



[Downloadable link](#)

Social - Twitter

TWEET COPY:

Shopping and exercise.
Care and caregiving.
Authorised work or education, if you can't from home.
Get vaccinated as soon as you're eligible.

Remember, always check-in when you're out.
Fitted masks are mandatory indoors and outdoors.

TITLE DESCRIPTION:

Any symptoms? Get tested.



[Downloadable link](#)

Social - Static

Aboriginal Victorians

POST COPY:

Shopping for food and supplies that you need,
and exercise, both within 10 kilometres of your home.

Care and caregiving.

Authorised work or education, if you can't do it from home.

And getting vaccinated as soon as you're eligible.

Remember, always check-in when you're out.

Fitted face masks are mandatory indoors and outdoors.

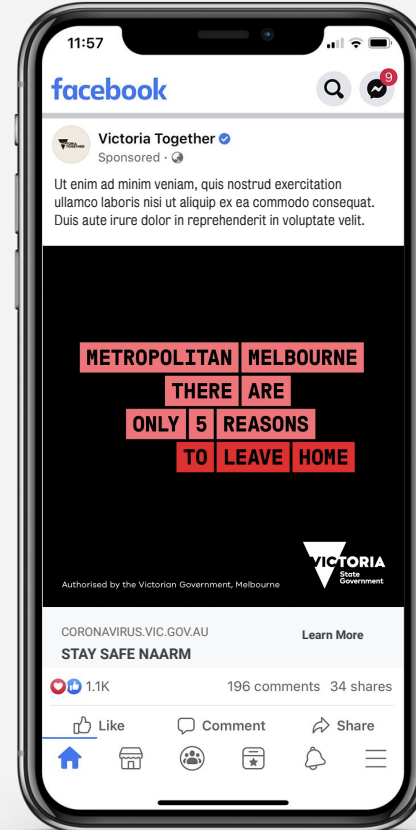
And if you have any symptoms, get tested.

Let's keep protecting our Elders, communities and each other.

Authorised by the Victorian Government, Melbourne

FOOTER HEADLINE (15/25 characters):

STAY SAFE NAARM



[Downloadable link](#)



Social Assets

Regional Victoria Restrictions



Social - Static

POST COPY:

But to keep regional Victoria COVIDSafe remember:

Check in when you're out
No visitors to your home
Limit outdoor gatherings to 10 people
Wear a fitted face mask indoors
Work or study from home if you can
Get vaccinated as soon as you're eligible
And any symptoms, get tested.

For the latest updates go to [CORONAVIRUS.vic.gov.au](https://coronavirus.vic.gov.au)

Authorised by the Victorian Government, Melbourne.

FOOTER HEADLINE (18/25 characters):

STAY SAFE VICTORIA



[Downloadable link](#)



Social - Static

Aboriginal Victorians

POST COPY:

But to keep our mob COVIDsafe in regional Victoria remember:

Check in when you're out
No visitors to your home
Limit outdoor gatherings to 10 people
Wear a fitted face mask indoors
Work or study from home if you can
Get vaccinated as soon as you're eligible
And any symptoms, get tested.

For the latest updates go to [CORONAVIRUS.vic.gov.au](https://www.coronavirus.vic.gov.au)

Authorised by the Victorian Government, Melbourne.

FOOTER HEADLINE (17/25 characters):

STAY SAFE YOU MOB



[Downloadable link](#)



Thank you

