

Victorian Government
COVID-19 | DPC - Stage 3 Stay at Home
Restrictions - Regional Victoria |
Stakeholder Pack

10/08/2020



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: vic.gov.au/CORONAVIRUS
- Advising anyone who is concerned to call the coronavirus hotline on 1800 675 398 (24 hours).

Stage 3 Regional Victoria Campaign Assets



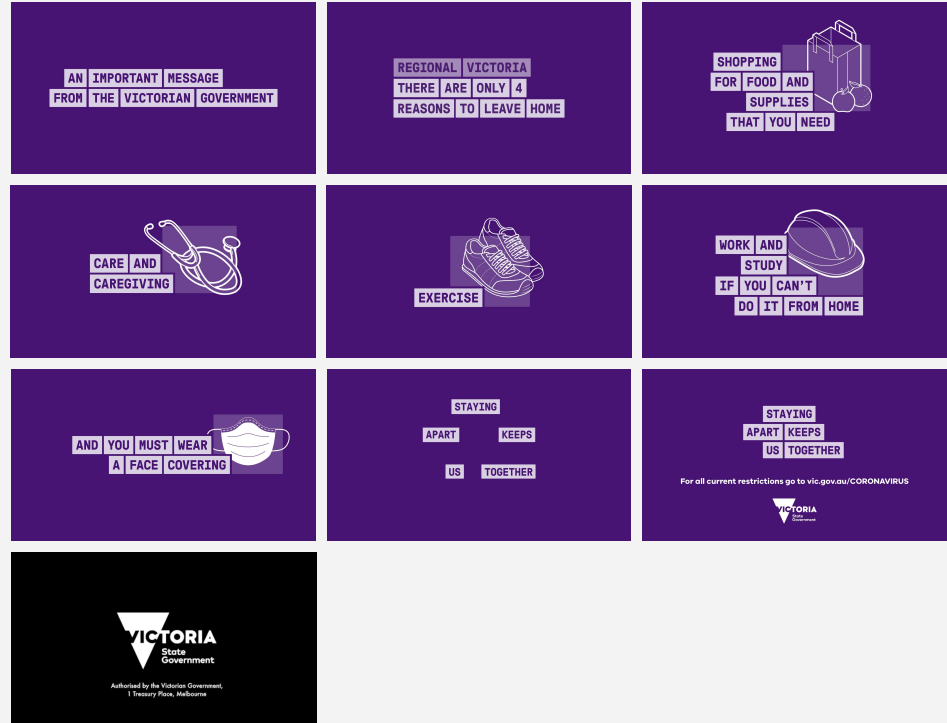
TV/Video - 30"

V/O:

An important message from the Victorian Government.
Regional Victoria, there are only 4 reasons to leave home.
Shopping for food and supplies that you need.
Care and caregiving.
Exercise.
Work and study if you can't do it from home.

And if you are out - you must wear a face covering.

Staying apart, keeps us together.
For all current restrictions go to [vic dot gov dot au forward slash coronavirus](https://vic.gov.au/coronavirus).



[Downloadable link](#)



TV/Video - 15”

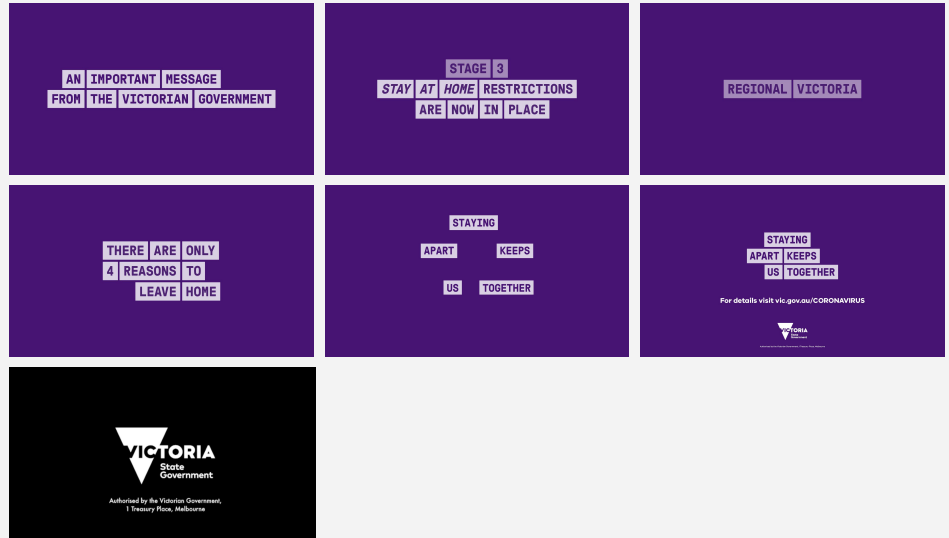
V/O:

An important message from the Victorian Government.

Stage 3 *Stay at Home* restrictions are now in place for regional Victoria.

There are only 4 reasons to leave home.

For all current restrictions go to vic dot gov dot au forward slash coronavirus.



[Downloadable link](#)



Press

HL: STAY HOME

COPY

Stage 3 *Stay at Home* restrictions are now in place for regional Victoria.

There are only 4 reasons to leave home.

(CAMPAIGN ICONS)

If you have symptoms, get tested then stay home.

For all current restrictions go to vic.gov.au/CORONAVIRUS

Staying apart, keeps us together.

Authorised by the Victorian Government, 1 Treasury Place, Melbourne



[Downloadable link](#)

STAY | HOME

Stage 3 *Stay at Home* restrictions are now in place for regional Victoria.

There are only 4 reasons to leave home.

- Shopping for food and supplies that you need
- Care and caregiving
- Exercise
- Work and study if you can't do it from home
- And if you're out you must wear a face covering

If you have symptoms, get tested then stay home.

For all current restrictions go to vic.gov.au/CORONAVIRUS

STAYING APART | KEEPS US TOGETHER

Authorised by the Victorian Government, 1 Treasury Place, Melbourne

VICTORIA
State Government



Digital MREC



[Downloadable link](#)

Social Static

POST COPY:

Stage 3 *Stay at Home* restrictions are now in place for <insert LGA LOCATION>.

There are only 4 reasons to leave home, and if you're out you must wear a face covering. If you have symptoms, get tested then stay home.

We can't fight this virus alone. We need you to play your part.

Staying apart, keeps us together.

For all current restrictions go to vic.gov.au/CORONAVIRUS

Authorised by the Victorian Government, Melbourne



[Downloadable link](#) - incl. other locations

Social Static

POST COPY:

Stage 3 *Stay at Home* restrictions are now in place for
<insert LGA LOCATION>.

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[Downloadable link](#)

Radio - 30''

V/O:

An important message from the Victorian Government.

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Exercise.

Work and study if you can't do it from home.

And if you're out, you must wear a face covering.

For details go to vic dot gov dot au forward slash coronavirus



[Downloadable link](#)

OOH

STAGE 3 RESTRICTIONS

ARE NOW IN PLACE STAY HOME

For all current restrictions go to vic.gov.au/CORONAVIRUS

Authorised by the Victorian Government, 1 Treasury Place, Melbourne



[Downloadable link](#)



Thank you

