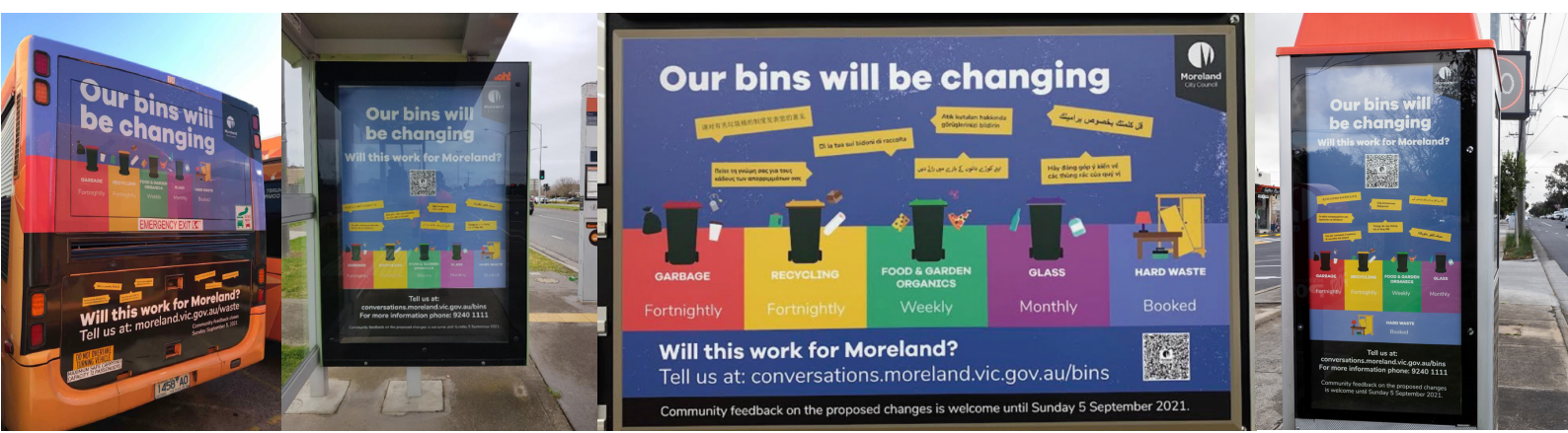


Reducing our waste

Stage 3 Engagement: Promotional Campaign



Out of Home Advertising campaign

- Phonebooths: Duration 2 weeks | Glenroy, Hadfield, Fawkner, Pascoe Vale and Brunswick
- Bus/Tram stops: Duration 2 weeks | Coburg, Pascoe Vale South, Oak Park and Tullamarine
- Bus backs: Duration 2 weeks | Driving routes in Brunswick and Pascoe Vale
- IGA digital screens and posters: Duration 4 weeks | Coburg and Pascoe Vale



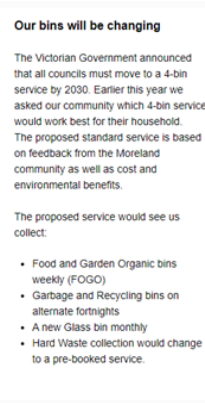
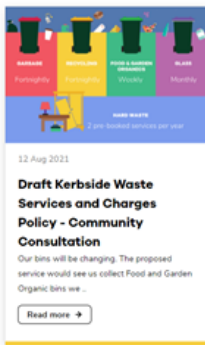
Print

- Flyer: Municipal-wide letterbox drop to households (information was also translated)
- Article within Inside Moreland newsletter: Municipal-wide letterbox drop to households
- Flyer in the rates notice: Sent to all ratepayers by post or email
- Newspaper ads within community language newspapers
 - El Telegraph (Arabic)
 - Il Globo (Italian)
 - Neos Kosmos (Greek)

Reducing our waste

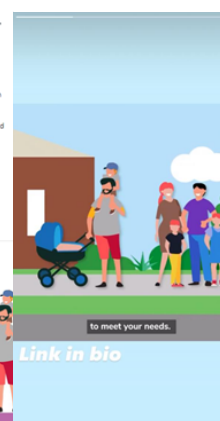
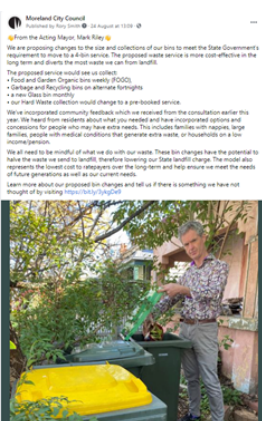
Stage 3 Engagement: Promotional Campaign

News



Other promotional channels

- NOVA radio North West digital radio ads: Duration 4 weeks (20,000 listener reach)
- 3ZZZ community language radio station ads: Duration 2 weeks in Arabic, Greek and Italian
- Article included in Moreland Council eNewsletters: MyMoreland, Eco eNews, Business News and Community Support printed newsletter
- Inclusion in Moreland Councils digital channels:
 - News item on the front page of Moreland Council's website
 - Notice on our Bins pages on Moreland Council's website
 - Link in Bin related customer service request emails
 - Inclusion in our On-hold message for Customer Service phone line



Social Media

- Posts on Moreland City Councils social media: Facebook, Instagram, LinkedIn, Twitter
- Advertising on Facebook and Instagram
 - In-language ads targeting residents who speak: Arabic, Turkish, Greek, Italian and Vietnamese
 - Ads targeting residents in suburbs and community cohorts with lower engagement