STAYING APART
KEEPS US TOGETHER

CORONAVIRUS (COVID-19)
MULTICULTURAL CAMPAIGN

STAKEHOLDER PACK

KEY MESSAGES AND CAMPAIGN ASSETS

04.05.2020

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INTRODUCTION

The Victorian Government is committed to keeping Victorians informed about coronavirus (COVID-19) and thanking them for following the restrictions currently in place.

The **Staying Apart Keeps Us Together** campaign reflects on how our efforts and actions are making a difference. Staying Apart Keeps Us Together is about being a community, a collective, a family unit, looking after each other and ourselves. It's about mental health, physical health, inclusion and connection. It's about maintaining the delivery of an interdependent network of services - healthcare, education, emergency, food supply and essentials all functioning together. And knowing that there is support and assistance to turn to should you need it.

As a key stakeholder with important connections across Victoria's multicultural communities, we ask for your support in sharing this information widely through your networks.

Access to translated information is particularly important for people who are isolated from friends, family and their usual support network.

This pack provides links to a range of translated materials including posters, social media content and audio recordings to help you share this campaign with your networks. Thank you in advance.

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WHAT YOU CAN DO TO HELP

You can help by:

- Sharing the materials that you can access from this stakeholder kit with your community by email, social media or through messaging apps you use like WhatsApp, WeChat, Messenger and others.

- Directing people to the Victorian Government's coronavirus website for current information and updates: www.coronavirus.vic.gov.au/translations

- Advising anyone who is concerned to call the coronavirus hotline on 1800 675 398 (24 hours). For translator support, call TIS National on 131 450.

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MESSAGING

Staying Apart Keeps Us Together
campaign is based on four key messages:

- Stage 3 Restrictions are still in place
- Thank you for playing your part
- There is still a way to go, we can’t stop now
- Staying apart keeps protecting the health system and saves lives.

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POSTER

Poster with the campaign tagline and tailored URL in 18 languages.

To download translated posters, please visit:
https://cloud.think-hq.com.au/s/WNMWT3YNQMbQgEe

Translated to the following languages:

- Arabic
- Chinese (Simplified)
- Chinese (Traditional)
- Dari
- Dinka
- Farsi
- Greek
- Hindi (plus tailored English)
- Italian
- Hazaragi
- Khmer
- Korean
- Macedonian
- Punjabi (plus tailored English)
- Spanish
- Thai
- Turkish
- Vietnamese

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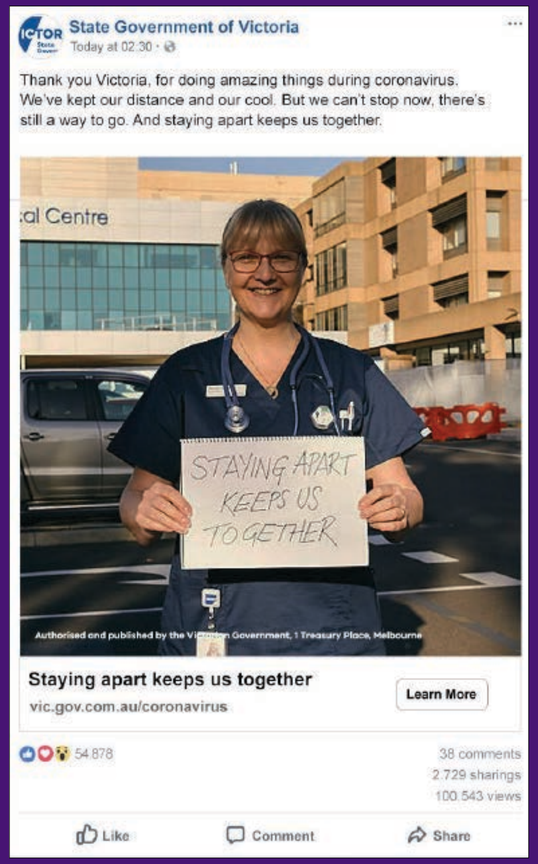
STAYING APART KEEPS US TOGETHER

To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS



FACEBOOK AND INSTAGRAM
SINGLE IMAGE POST EXAMPLE #1
Image tile 1080 x 1080px

You can use one of the advertising assets or selected photos of community members included in this pack to craft your own social media post using the campaign messaging as indicated in the example on this page. Victorians are also encouraged to download the poster and post pictures of themselves holding the sign.

Recommended post text
Thank you Victoria, for doing amazing things during coronavirus.
We've kept our distance and our cool. But we can't stop now,
there's still a way to go. And staying apart keeps us together.

Headline
Staying apart keeps us together

Photos of community members with signs available in the following languages:

- Greek
- Khmer
- Thai
- Turkish

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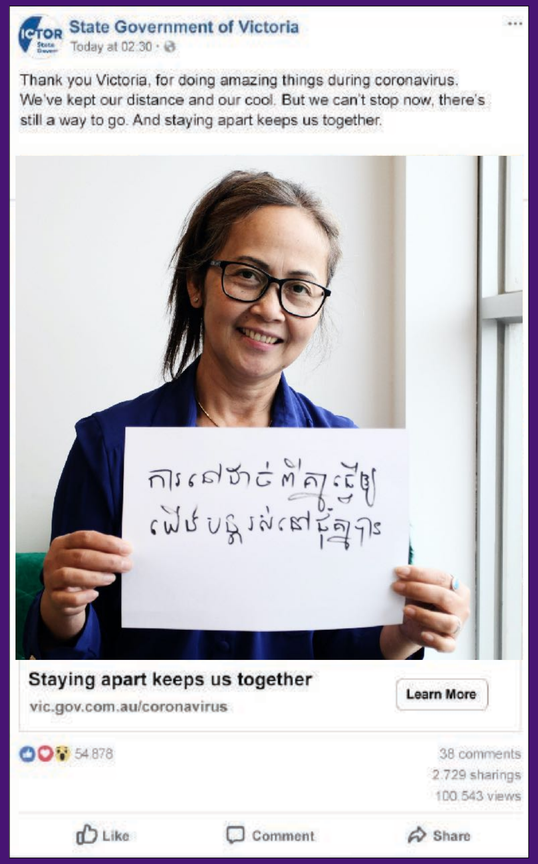
To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS



FACEBOOK AND INSTAGRAM
SINGLE IMAGE POST EXAMPLE #2
Image tile 1080 x 1080px

You can use one of the advertising assets or selected photos of community members included in this pack to craft your own social media post using the campaign messaging as indicated in the example on this page. Victorians are also encouraged to download the poster and post pictures of themselves holding the sign.

Recommended post text
Thank you Victoria, for doing amazing things during coronavirus.
We've kept our distance and our cool. But we can't stop now,
there's still a way to go. And staying apart keeps us together.

Headline
Staying apart keeps us together

Photos of community members with signs available in the following languages:

- Greek
- Khmer
- Thai
- Turkish

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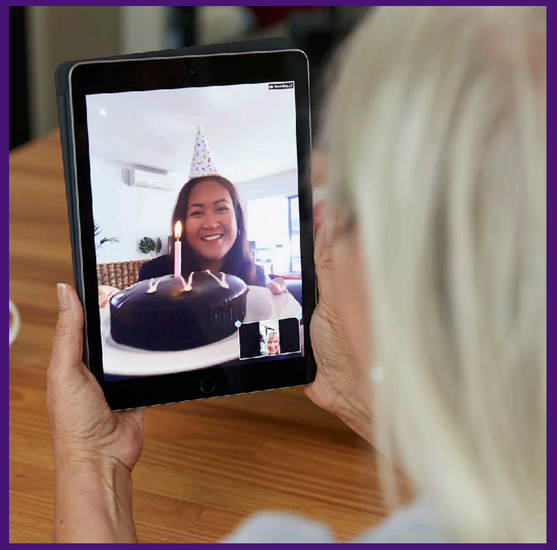
STAYING APART KEEPS US TOGETHER

To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS

ADVERTISING ASSETS



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STAYING APART KEEPS US TOGETHER

To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS

ADVERTISING ASSETS

VICTORIA State Government

STAYING APART KEEPS US TOGETHER

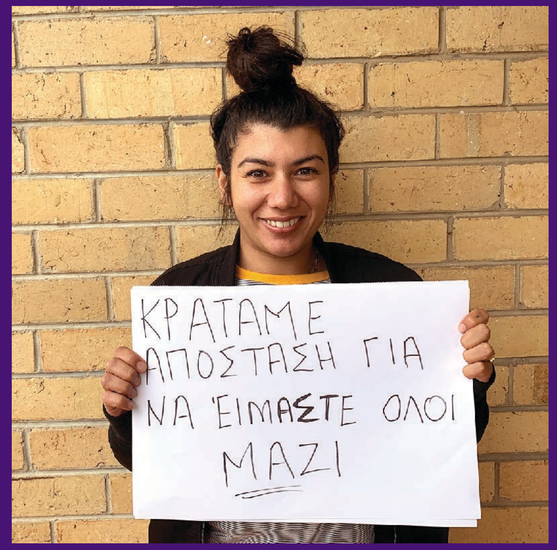
To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS

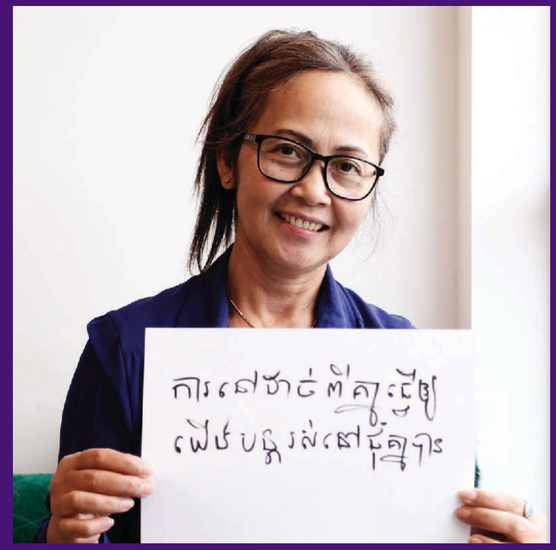
PHOTOS OF COMMUNITY MEMBERS
Message "STAYING APART KEEPS US TOGETHER"

Thai

Turkish



Greek



Khmer

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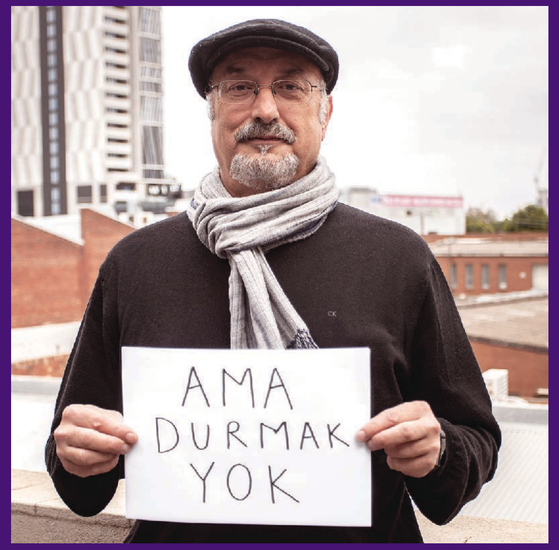
STAYING APART KEEPS US TOGETHER

To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS

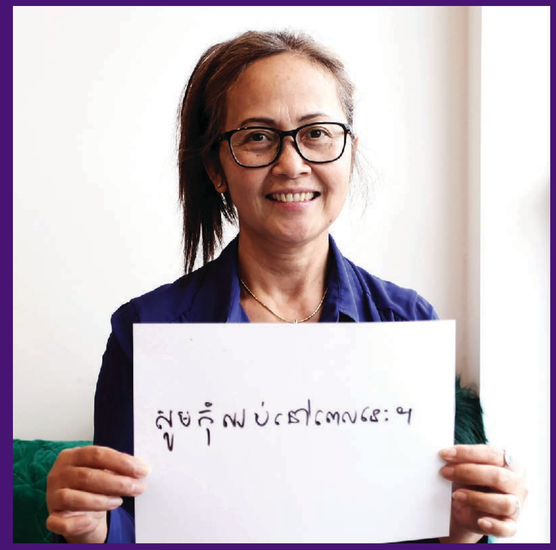
PHOTOS OF COMMUNITY MEMBERS
Message "DON'T STOP NOW"

Thai



Turkish

Greek



Khmer

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STAYING APART KEEPS US TOGETHER

To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS

PHOTOS OF COMMUNITY MEMBERS

English signs

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STAYING APART KEEPS US TOGETHER

To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS

PHOTOS OF COMMUNITY MEMBERS

English signs

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STAYING APART KEEPS US TOGETHER

To download the animations, please visit:
https://cloud.think-hq.com.au/s/P673N2DGcQmiqm7

SOCIAL MEDIA POSTS

FACEBOOK AND INSTAGRAM VIDEO POST
Animation size 1080 x 1080px

As an alternative to the image post, you can use the animated campaign tagline available in 18 languages and publish it as a video post.

Recommended post text
Thank you Victoria, for doing amazing things during coronavirus. We've kept our distance and our cool. But we can't stop now, there's still a way to go. And staying apart keeps us together.

Headline
Staying apart keeps us together

Translated to the following languages:

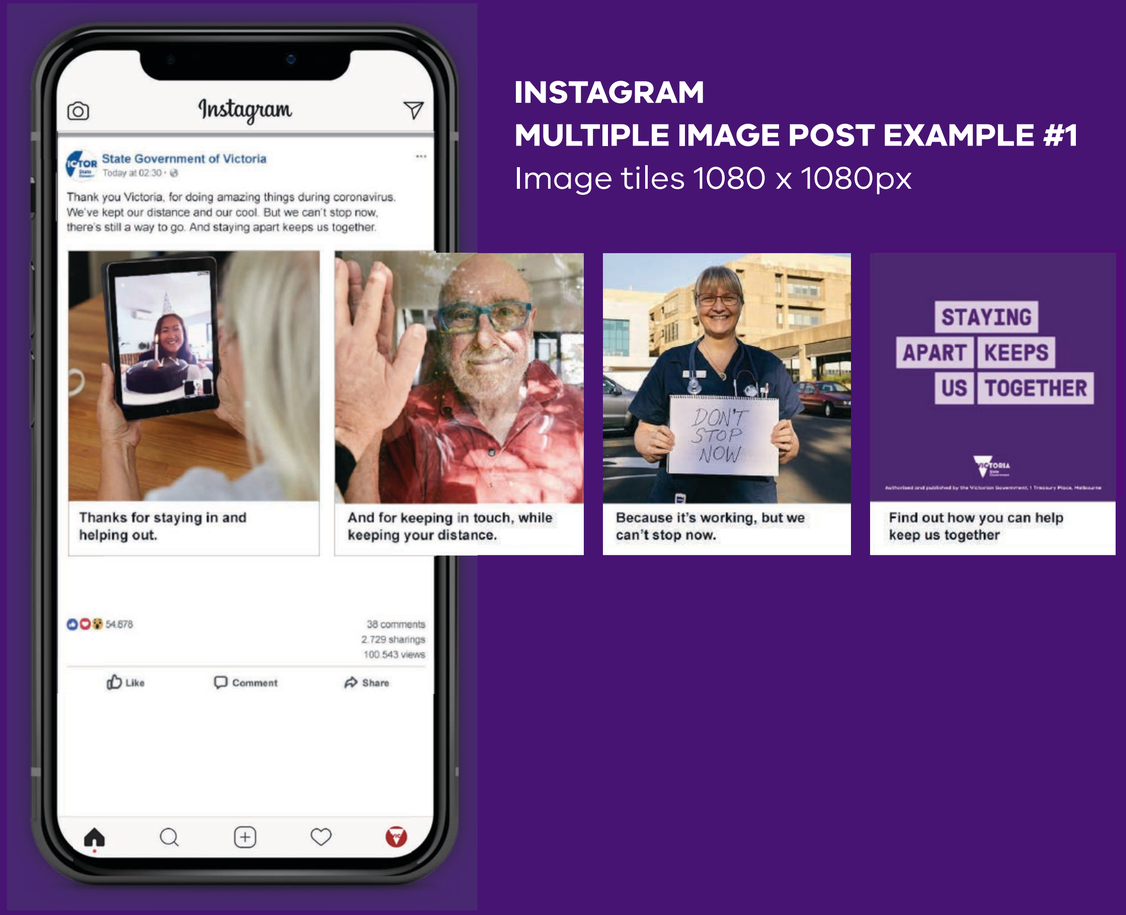
- Arabic
- Chinese (Simplified)
- Chinese (Traditional)
- Dari
- Dinka
- Farsi
- Greek
- Hindi (plus tailored English)
- Italian
- Hazaragi
- Khmer
- Korean
- Macedonian
- Punjabi (plus tailored English)
- Spanish
- Thai
- Turkish
- Vietnamese

VICTORIA State Government

STAYING APART KEEPS US TOGETHER

To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS



INSTAGRAM
MULTIPLE IMAGE POST EXAMPLE #1
Image tiles 1080 x 1080px

You can use one of the advertising assets or selected photos of community members included in this pack to craft your own Instagram carousel, using the campaign messaging as indicated in the examples on the following pages. For the last slide, use the animation available on the previous page.

Recommended post text

Thank you Victoria, for doing amazing things during coronavirus. We've kept our distance and our cool. But we can't stop now, there's still a way to go. And staying apart keeps us together.

Headline

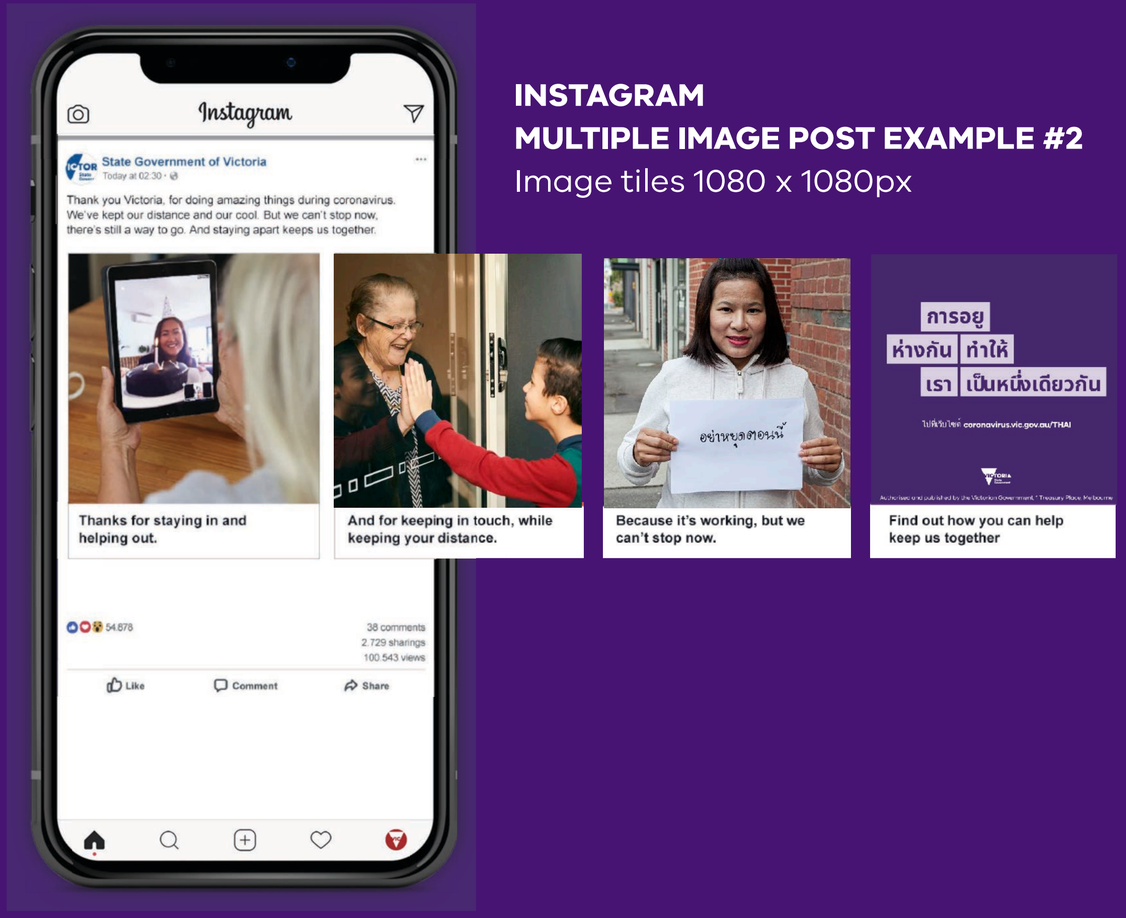
Staying apart keeps us together

VICTORIA State Government

STAYING APART KEEPS US TOGETHER

To download the image library, please visit:
https://cloud.think-hq.com.au/s/MPxKsQTn5jxJzyR

SOCIAL MEDIA POSTS



INSTAGRAM
MULTIPLE IMAGE POST EXAMPLE #2
Image tiles 1080 x 1080px

You can use one of the advertising assets or selected photos of community members included in this pack to craft your own Instagram carousel, using the campaign messaging as indicated in the examples on the following pages. For the last slide, use the animation available on the previous page.

Recommended post text

Thank you Victoria, for doing amazing things during coronavirus. We've kept our distance and our cool. But we can't stop now, there's still a way to go. And staying apart keeps us together.

Headline

Staying apart keeps us together

VICTORIA State Government

STAYING APART KEEPS US TOGETHER

To download the image library, please visit:
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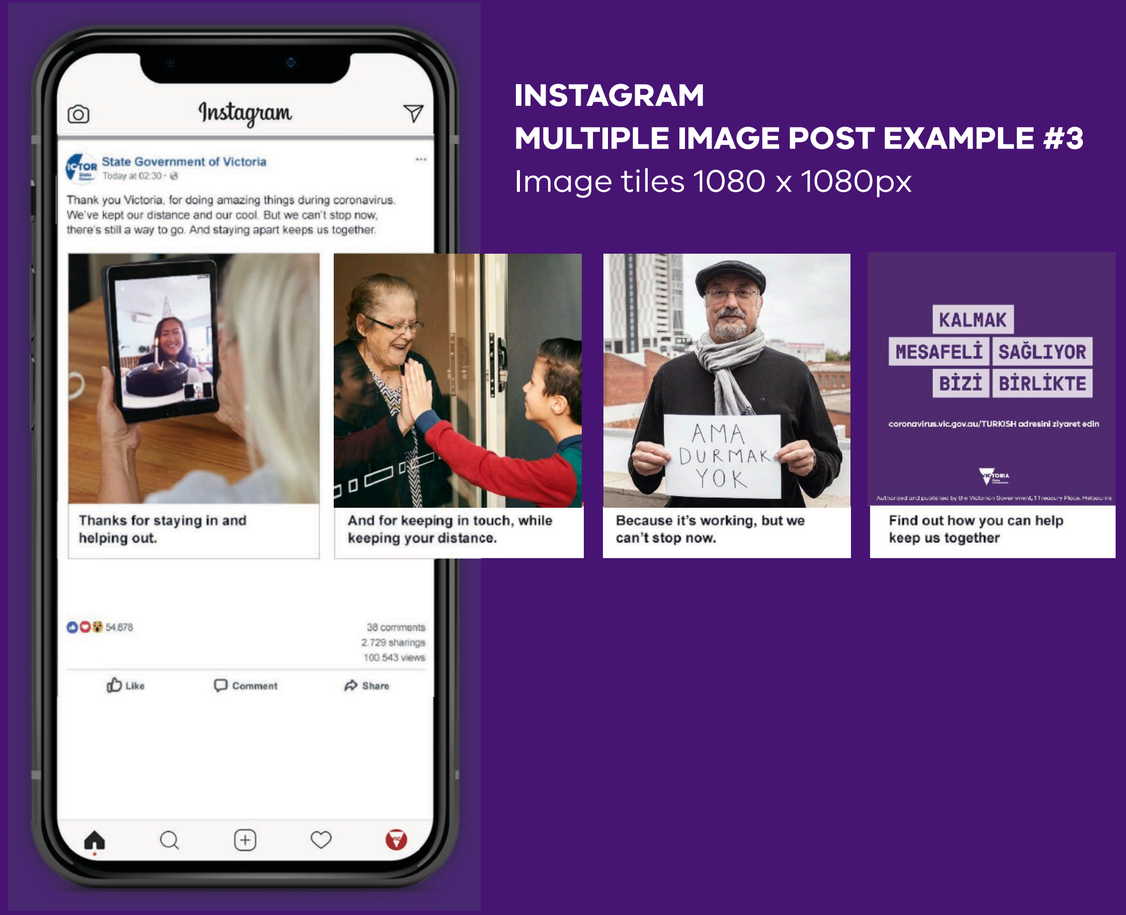
SOCIAL MEDIA POSTS



INSTAGRAM
MULTIPLE IMAGE POST EXAMPLE #3
Image tiles 1080 x 1080px

You can use one of the advertising assets or selected photos of community members included in this pack to craft your own Instagram carousel, using the campaign messaging as indicated in the examples on the following pages. For the last slide, use the animation available on the previous page.

Recommended post text

Thank you Victoria, for doing amazing things during coronavirus. We've kept our distance and our cool. But we can't stop now, there's still a way to go. And staying apart keeps us together.

Headline

Staying apart keeps us together

VICTORIA State Government

STAYING APART
KEEPS US TOGETHER

To download the vertical animations, please visit:
https://cloud.think-hq.com.au/s/XKmdKD6sippo6ry

SOCIAL MEDIA POSTS

FACEBOOK AND INSTAGRAM STORIES
SNAPCHAT
VIDEO POST
Animation size 1080 x 1920px

Recommended post text
Thank you Victoria, for doing amazing things during coronavirus. We've kept our distance and our cool. But we can't stop now, there's still a way to go. And staying apart keeps us together.

Headline
Staying apart keeps us together

Translated to the following languages:

- Arabic
- Chinese (Simplified)
- Chinese (Traditional)
- Dari
- Dinka
- Farsi
- Greek
- Hindi (plus tailored English)
- Italian
- Hazaragi
- Khmer
- Korean
- Macedonian
- Punjabi (plus tailored English)
- Spanish
- Thai
- Turkish
- Vietnamese

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To download the image cards, please visit:
https://cloud.think-hq.com.au/s/fjEZyddR6agNxXi

SOCIAL MEDIA POSTS

LINKEDIN AND TWITTER
TRANSLATED TAGLINE IMAGE CARD
Tile image 1080 x 1080px

Recommended post text
Thank you Victoria, for doing amazing things during coronavirus. We've kept our distance and our cool. But we can't stop now, there's still a way to go. And staying apart keeps us together.

Headline
Staying apart keeps us together

Translated to the following languages:

- Arabic
- Chinese (Simplified)
- Chinese (Traditional)
- Dari
- Dinka
- Farsi
- Greek
- Hindi
- Italian
- Hazaragi
- Khmer
- Korean
- Macedonian
- Punjabi
- Spanish
- Thai
- Turkish
- Vietnamese

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To download translated banners for Weibo, please visit:
https://cloud.think-hq.com.au/s/Jmf7BfnJcp7AgKT

WEIBO BANNERS

Message "STAYING APART KEEPS US TOGETHER"

Weibo - Banner above comments - 640x160px

Weibo - Big card - 592x296px

Weibo - Large banner - 800x800px

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STAYING APART KEEPS US TOGETHER

To download translated audio messages, please visit:
https://cloud.think-hq.com.au/s/DMbrBr6YE5LsaCp

AUDIO MESSAGES

Script: STAYING APART KEEPS US TOGETHER

Thank you Victoria, for doing amazing things during coronavirus.
For the nurses working round the clock.
The teachers explaining long division from the lounge room.
The workers stacking shelves in our supermarkets.
And for every Victorian keeping your distance.
And keeping your cool.
What we're doing is working.
But we can't stop now.
Because staying apart
Keeps us together.
To find out how you can help keep us together
Visit coronavirus.vic.gov.au/<language>

Translated to the following languages:

- **Arabic**
- **Cantonese**
- **Dari**
- **Dinka**
- **Farsi**
- **Greek**
- **Hindi (plus tailored English)**
- **Italian**
- **Hazaragi**
- **Khmer**
- **Korean**
- **Macedonian**
- **Mandarin**
- **Punjabi (plus tailored English)**
- **Spanish**
- **Thai**
- **Turkish**
- **Vietnamese**

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STAYING APART KEEPS US TOGETHER

The following links contain several assets available to download, grouped by language:

Bookmark these links. They will be constantly updated with new materials throughout the campaign.

Amharic
https://cloud.think-hq.com.au/s/R8FmMrKW8JzzxjC

Arabic
https://cloud.think-hq.com.au/s/QCkYKjeWqPjbp5x

Assyrian
https://cloud.think-hq.com.au/s/qedzzCeLqitzDs5

Bengali
https://cloud.think-hq.com.au/s/sPBYk8iincDJXrq

Burmese
https://cloud.think-hq.com.au/s/6QtYTt5J4emXefG

Chaldean Neo-Aramaic
https://cloud.think-hq.com.au/s/CFQbaRLrZH8P93m

Chin
https://cloud.think-hq.com.au/s/ndNnCx43zePgtT7

Chinese
https://cloud.think-hq.com.au/s/HJ9wimjoHFscR8i

Croatian
https://cloud.think-hq.com.au/s/D5tfHpCDQTYReGq

Dari
https://cloud.think-hq.com.au/s/5Hf3p2R9mTd2Hjt

Dinka
https://cloud.think-hq.com.au/s/xYTt7DEaJTtJWmH

English
https://cloud.think-hq.com.au/s/25Y2DbXrmQX55tL

Farsi
https://cloud.think-hq.com.au/s/8brrBgcS6MwTyJZ

French
https://cloud.think-hq.com.au/s/xZ93i4oKDxT9NKE

Greek
https://cloud.think-hq.com.au/s/djjj8prJFF2b5KL

Gujarati
https://cloud.think-hq.com.au/s/H2BnRokPBitnPCE

Hazaragi
https://cloud.think-hq.com.au/s/yTF38QJ9BCngZMg

Hindi
https://cloud.think-hq.com.au/s/nZXDK5gGfc4J4iZ

Indonesian
https://cloud.think-hq.com.au/s/KbY7g5MfHPyArZp

Italian
https://cloud.think-hq.com.au/s/tBQPqDf6qkaXkpR

Japanese
https://cloud.think-hq.com.au/s/mEkMQwDHKmRxRAM

Karen
https://cloud.think-hq.com.au/s/Y9NzifSCbjcsAXC

Khmer
https://cloud.think-hq.com.au/s/dGkQXwEdK5dBsWX

Korean
https://cloud.think-hq.com.au/s/qZTasHnqGdiKyer

Macedonian
https://cloud.think-hq.com.au/s/xzGxz8NDMptCMHR

Malay
https://cloud.think-hq.com.au/s/xXwBarsRKCWeZJ5

Maltese
https://cloud.think-hq.com.au/s/rfAisFiZKzbJRxT

Nepali
https://cloud.think-hq.com.au/s/LFgWBBqkt4r3aan

Nuer
https://cloud.think-hq.com.au/s/QTXNHkPiJKrFFnk

Oromo
https://cloud.think-hq.com.au/s/sZZZH4BPtGxZ2Wy

Pashto
https://cloud.think-hq.com.au/s/68XfnmHBR2A9e7Z

Polish
https://cloud.think-hq.com.au/s/pdCXx36WJ5tZfDg

Portuguese
https://cloud.think-hq.com.au/s/4iC3axwWXXqMLF8

Punjabi
https://cloud.think-hq.com.au/s/YSxbf9grTK2gkDw

Rohingya
https://cloud.think-hq.com.au/s/jysgtnLCyKMNmtp

Russian
https://cloud.think-hq.com.au/s/6Sp2gMiaN3jKt4F

Serbian
https://cloud.think-hq.com.au/s/Ykwy8ndCBdaLoPi

Sinhalese
https://cloud.think-hq.com.au/s/ckrfMYPPWAiYaWZ

Somali
https://cloud.think-hq.com.au/s/A2nK3YbMSNkdk6f

Spanish
https://cloud.think-hq.com.au/s/MTkZRroE3oYXzBt

Swahili
https://cloud.think-hq.com.au/s/Ks3nYkqc6n4mKtr

Tagalog
https://cloud.think-hq.com.au/s/i9yzXrPeH4pZKrk

Tamil
https://cloud.think-hq.com.au/s/F6E2JcXbctdWLmB

Thai
https://cloud.think-hq.com.au/s/k3LfxJQH3yedML6

Tigrinya
https://cloud.think-hq.com.au/s/9HRYdai9ntYLY7W

Turkish
https://cloud.think-hq.com.au/s/LJoKDaZgcXXDwfD

Urdu
https://cloud.think-hq.com.au/s/Aoo6ScCXTKyemFq

Vietnamese
https://cloud.think-hq.com.au/s/mw8YrbNFCrpnsKM

Zomi
https://cloud.think-hq.com.au/s/9WaAmSXfJietb5j

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FOR FURTHER INFORMATION VISIT

WWW.CORONAVIRUS.VIC.GOV.AU/TRANSLATIONS

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