



WELLINGTON
SHIRE COUNCIL
The Heart of Gippsland

Community Assistance Grants Event Marketing Toolkit

Congratulations!

Your application for a Community Assistance Grant was successful!

Now for the hard work - planning and organising.

This toolkit will guide you through the process of adequately marketing your activity to ensure promotion success. It will also help you easily meet your obligations to acknowledge Council's support and correctly acquit the marketing component of your funding agreement.

Acknowledging Council's support

As part of your funding agreement, you are required to acknowledge Council's support through all you promotion and marketing. There are a variety of ways we ask you to do this; social media, newspaper media releases, etc

Please see in this media pack:

- Social media advice
- Council logos, branding information and resources
- Prepare and distribute a media release
- Marketing your event
- Signage available
- Advertising tips

Using social media for promotion and Council acknowledgement

To be sure you are acknowledging Council in all your Facebook posts it is really important to tag us.

When you are writing your post and you want to include Wellington Shire Council:

1. Type "@" and then "Wellington Shire Council" a link will appear in your post.

The benefits for you doing this is more exposure for your organisation and your activity, as the Wellington Shire Council has more than 10,000 followers and you fulfill your grant funding conditions.

Be sure to screenshot your posts and send them attached to your Acquittal Report.



The Heart of Gippsland

Council Logos

Council's logo must be included on all event publicity including, but not limited to, posters, flyers, leaflets, website, social media channels (such as Facebook pages), press advertisements and signage.

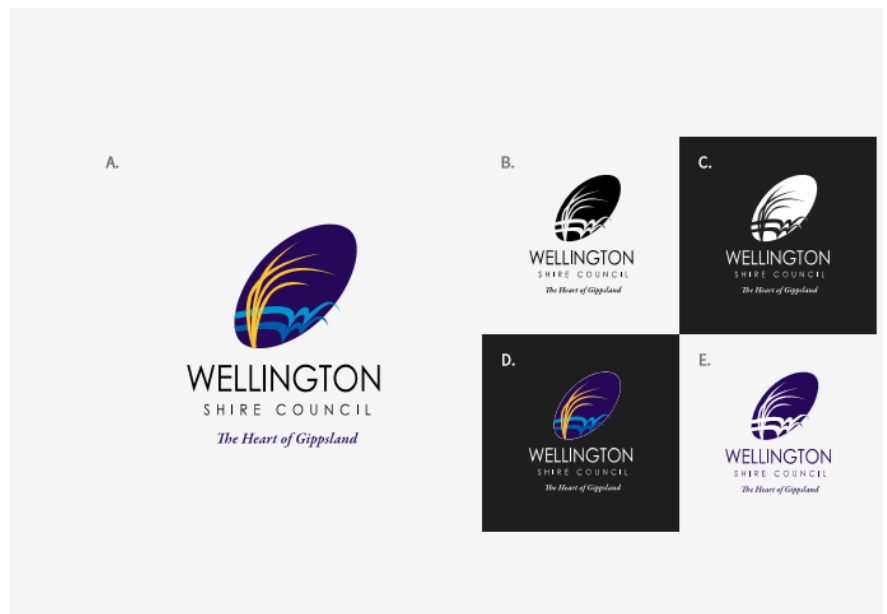
Please ensure that Council's logo is used in accordance with our brand guidelines (See below).

1.4 Logo Versions

The default version of the Wellington Shire Council logo is the Colour (Primary) version. This version should be used whenever possible.

If the primary version cannot be used, there are four alternate versions of the logo which are permitted for use.

- A. Colour (Primary Logo)
- B. Black
- C. White
- D. Colour (Reverse)
- E. Spot



Logos



Colours

Orange	Blue	Green
CMYK 0 60 94 0	CMYK 40 0 6 0	CMYK 100 0 56 19
RGB 244 116 46	RGB 149 215 229	RGB 0 122 102
HEX #f4742e	HEX #95d7e5	HEX #007a66

Rules

- Only use the logos as supplied
- Always adhere to clear space and minimum size guidelines ([see section 3.1](#))
- Only the approved colours may be used unless otherwise specified ([see section 4.0](#))
- Only the approved fonts may be used unless otherwise specified ([see section 5.0](#))
- Do not skew or stretch text

Fonts

BOBBY J ROUGH BOLD

Lato Black

Lato Bold

Lato Regular



1.5 Logo Legibility

To ensure the legibility and impact of the logo is not diminished, minimum size and exclusion guidelines have been established.

Minimum Size

The logo should never be reproduced smaller than the sizes shown below.



Exclusion Zone

The logo exclusion zone is equivalent to 50% of the height (x) of the logo.

No objects should encroach upon this region.



Primary logo



Secondary logo



Minimum size

Print: 26mm
Digital: 80px



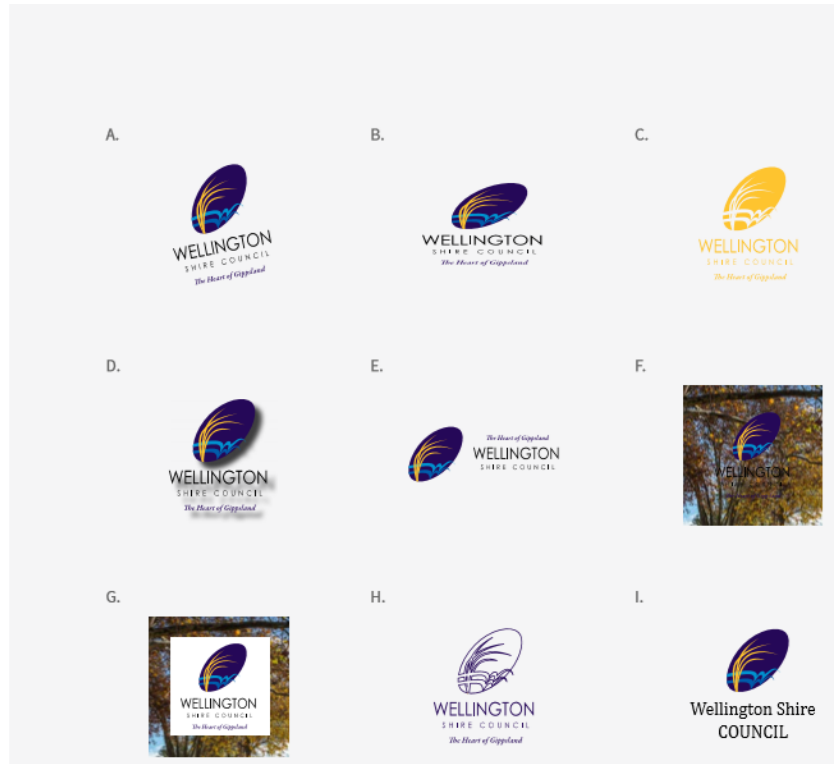
Minimum size

Print: 30mm
Digital: 90px

1.6 Incorrect Logo Usage

The integrity of the logo must be maintained at all times. The logo should never be distorted or compromised in any way.


- A. Do not rotate the logo
- B. Do not stretch or squish the logo
- C. Do not recolour the logo
- D. Do not add shadows or other effects
- E. Do not rearrange logo elements
- F. Do not place on a busy background
- G. Do not place the logo in a box or other shape
- H. Do not outline the logo
- I. Do not alter the logo typeface



1.7 Co-Branding

Where Wellington Shire Council is involved in a joint partnership with other agencies, it is appropriate that the logo/s of all agencies involved be publicly acknowledged.

Logos should be displayed horizontally on a solid white background where possible.



Position

Where Wellington Shire Council is working in collaboration with other agencies or Council sub-brands, it is preferable that Council's logo is positioned far left.

Alignment

When multiple logos are to be recognised, the logos should be sized proportionally (with respect to each other), and aligned horizontally with vertical centers. Logo spacing is to be as per applicable logo exclusion guidelines.

Government Collaboration

Where Wellington Shire is working in collaboration with Federal and/or State Governments, the logo positioning shall be in accordance with the guidelines of the Federal and State Governments, in hierarchical order.

Prepare and distribute a media release

Write a media release that captures the spirit of your activity.

Include the most important information in the first one or two paragraphs. Unlike report or story writing, a media release should **open with the critical information** and then elaborate.

Keep it short. One side of A4 is sufficient. If the media want more information, they'll call. Make sure you provide your contact information so they can easily seek further information or request an interview; include your mobile number and email address.

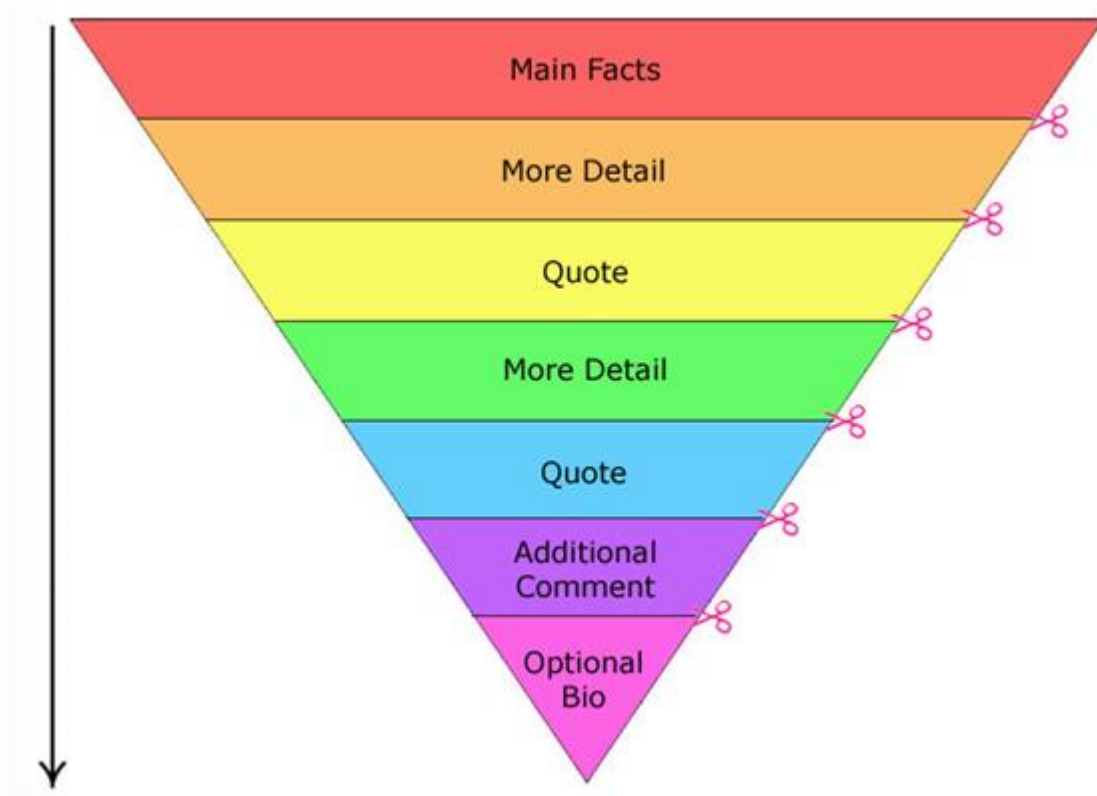
What's your news angle? Decide what makes your event newsworthy and make that your feature. It might be the very first time your event has taken place; you might have a VIP guest attending; your event might be unique, one of a kind in Gippsland/Victoria/Australia/the world.

Decide who you plan to use as your **media talent**, discuss with them what that might involve (radio and television interviews, photo opportunities for local newspapers) and make sure they are comfortable.

Pre-plan some time that your media talent could be available for journalists – remember that if a journalist calls to follow up the story, it is likely they will want to speak to your talent the same day, so be prepared.



When writing your media release, follow the **Inverted Pyramid** model. Editors may cut a story after any section as, unfortunately, the length of coverage is often determined by available page space. Editors generally cut from the bottom, which is why it's important you present all of the important information at the beginning to ensure that if your story is cut, it will still make sense.



Stick to this clear structure because journalists spend an average of three seconds deciding whether your media release is worth reading. That's why it is crucial that all of the key information is right at the start to hook them in.

Include a catchy headline to grab the journalist's attention and don't forget to include the contact details for your media talent and/or your own contact details for them to get in touch.

Send your media release to the following contact list:

Gippsland Times	news@gippslandtimes.com.au
The Bridge (Yarram)	news@thebridgelocalnews.com.au
Latrobe Valley Express	news@lvexpress.com.au
Bairnsdale Advertiser	editorial@eastvicmedia.com.au
ABC Gippsland	gippsland@abc.net.au
Gold 1242 and TRFM	gippslandnews@team.aceradio.com.au
Life FM	stationmanager@lifefm.com.au
WIN News Gippsland	gipnews@winvic.com.au
Southern Cross Austereo	southernnews@sca.com.au
Prime 7	news.gippsland@prime7.com.au



Wellington also has a selection of local town newsletters you may want to send your story to. The cover the communities of Boisdale, Seaspray, Dargo, Heyfield, Letts Beach, Loch Sport, Port Albert, Briagolong and Yarram. For a full list, visit [Your Community \(wellington.vic.gov.au\)](http://YourCommunity(wellington.vic.gov.au))

Marketing an event

Plan your marketing schedule well in advance. Consider all options available and your budget.

Free or low cost options ($\leq \$100$):

- Make use of as many local online events calendars as possible. For example:
[The Middle of Everywhere > Post Your Own](http://TheMiddleofEverywhere.com.au/PostYourOwn)
<https://www.trfm.com.au/forms/submit-event/gippsland@abc.net.au> – email event details
- Include your event on Council's The Middle of Everywhere website events calendar well in advance of your event to ensure maximum exposure
- Request that your event be added to your local commercial or community radio station's community service announcement list
- Distribute a media release to local community and/or school newsletters as well as the local media, including radio, TV and newspapers
- Consider establishing a social media presence by creating an event Facebook page, Twitter account or blog, if that suits your target audience. Keep in mind that to make it work this can be a time/resource intensive tool. Alternatively, reach out to local businesses to request a presence via their social networking avenues
- Display a notice on community bulletin boards and other appropriate and relevant notice boards
- Generate publicity, for example, if you are selling tickets to your event, consider giveaways through local newspapers and radio stations to generate publicity and secure media space at little or no charge

Mid-range cost options ($\$100 \sim \1000):

- Produce posters for display around town, in shop windows, at schools etc
- Produce flyers/leaflets for distribution in Visitor Information Centres, local shops, schools etc
- Radio advertising
- Newspaper advertisement
- Basic website.

Higher cost options ($\geq \$1000$):

- Television/radio campaigns



- Professional graphic design and print services of event collateral including flyers, posters, print advertisements, event signage
- Higher end website

Event Information to include in your flyer and/or poster

By including all of the following items in your event flyer and/or poster, you can make sure that your community is well informed of what, when, where and why your event is taking place.

- Event date
- Event location, including street address
- Event time
- Event title
- Logos or recognition of all the sponsors and partners involved in the event
- A brief summary of the activities and things happening at your event.

Council on display

We have signage available and we ask that a sign is prominently displayed, where applicable.

Let the Grant Officer know you require signage. Be sure to take a photo of your signage displayed at your activity and attach it to your Acquittal Report.



Advertising

Think about who you want to attract to your event and plan to advertise in the most appropriate place for that target audience.

For example, if you want to attract teenagers to your event, consider a combination of a commercial radio station with a young audience appeal and social media such as Instagram, TikTok or Snapchat.

If your event is designed to attract families with school age children, consider how best to advertise to parents/guardians. Use a combination of local newspaper with local radio aimed at the mid 20s to 40s age group. Why not also ask your local schools if they can include some information about your event in their newsletter? For social media, Instagram or Facebook would be the best option for this demographic.

Add the following contacts to your address book if you plan to book advertising space:

Newspaper:

Gippsland Times	advertising@gippslandtimes.com.au or 5143 9333
The Bridge (Yarram)	ads@thebridgelocalnews.com.au
Latrobe Valley Express	5135 4444
Bairnsdale Advertiser	advertising@eastvicmedia.com.au or 5150 2300

Magazine:

Radio and Television:

Life FM Gippsland	sales@lifefm.com.au or 5143 0355
Gold 1242 and TRFM	5173 1000
Prime 7	sales.traralgon@prime7.com.au 5176 2633
Southern Cross Austereo	5662 4947
WIN Gippsland	5173 7899

Marketing checklist

Completing this list of items will help you to ensure that your event is advertised to your community:

- ☐ Event added to the Wellington Shire Council online events calendar [The Middle of Everywhere > Post Your Own](#)
- ☐ Event added to other local events calendars (eg. ABC Gippsland, Gold 1242/TRFM)
- ☐ Flyer or leaflet created and distributed through local shops, Visitor Information Centres, local schools, Neighbourhood Houses, etc
- ☐ Poster and/or event signage displayed around the community, including community noticeboards and shop windows
- ☐ Media release distributed 2 to 3 weeks prior to your event
- ☐ Key messages and comments prepared and rehearsed in case approached by media



- ☐ Press advertising booked and artwork brief supplied (if required)
- ☐ Radio advertising booked and script brief supplied (if required)
- ☐ Television advertising booked and commercial production arranged (if required).

Acquittal Report checklist – marketing and promotion of your activity

By completing each of the following items, you will meet the requirements of your funding agreement with Wellington Shire.

- ☐ Event added to Council's The Middle of Everywhere online events calendar
- ☐ Council logo displayed on all publicity posters, flyers, leaflets etc (please supply examples)
- ☐ Council logo displayed on all paid press advertising (please supply copies)
- ☐ Council support acknowledged in media releases, (please supply media release/ articles/media files for TV and/or radio interviews and advertisements where possible)
- ☐ Councillors invited to attend openings, events, etc
- ☐ Council logo displayed on website and/or social media pages (if applicable, please supply URLs/web addresses).

