

It's all *Here*



Business Engagement Toolkit

2022



Introduction

The City of Whittlesea are delighted to be sharing the details of the **It's all here** campaign. This promotional campaign recognises, supports and celebrates the 18,000+ local businesses here in the municipality and everything they have to offer our residents, community and visitors from near and far.

The aim of the It's all here campaign is to:

- Encourage City of Whittlesea residents, visitors and businesses to spend local and enhance awareness of the many benefits of buying local products and services;
- Support local businesses with a localised campaign that will inspire people to think and buy local in store and online;
- Deliver resources to support all businesses to adapt and transition to a post COVID-19 economy; and
- Provide the community with the tools, motivation and means to support local, including the Support Local incentives program.

We have designed this guide to provide your business with resources you can easily use to help communicate the campaign's key message: We have it all here in the City of Whittlesea. So, don't spend your money there. Spend it here.

We hope you'll help us spread the campaign message by putting decals and posters up in your window and promoting on your social channels. Every little bit helps to spread the word! This campaign showcases how a connected community contributes to a strong local economy and we hope that with your support this program will inspire the community to think local first.

We all love living here in the City of Whittlesea, so we should all eat, drink, shop and play in the City of Whittlesea! Please join us in encouraging our local residents and visitors to do just that and support everything your business has to offer our municipality.

We greatly appreciate and thank you for your support.

**Economic Development Team
City of Whittlesea**



Frequently Asked Questions

Q. What is the purpose of the City of Whittlesea It's all here campaign?

The campaign aims to shift the spending behaviours of residents through emotional connection, to motivate and inspire local spending and create awareness of the impact this support has on our community, because when people spend local, this builds local wealth, job creation and community spirit.

In turn, when local businesses engage the services of local providers, this support goes a long way. The health of our business community is essential to a vibrant, engaged, and thriving local community. This is something we all contribute to.

Q. When does this campaign take place?

The campaign will run from June 2022 and will have a long life span, commencing with a strong advertising push for three (3) months.

Q. What can I do to support this campaign?

We encourage and appreciate all local support and have provided this guide to supply you with resources your business can use to help us communicate the campaign's message; don't spend your money there. Spend it here.

Please see page 4 of this guide for more information on resources available.

Q. What resources are available?

Resources available to you to spread the campaign's message include:

- Window decals to display and inform your customers that you are part of the campaign;
- Poster imagery you can print and display to celebrate the campaign's key message (available in English, Mandarin, Persian, Macedonian, Vietnamese and Arabic); and
- Photography, social media assets and videos to share on your websites and social media channels.

Q. How can I find out more about the campaign?

If you would like to know more about the campaign, please contact:

Economic Development Team

E: business@whittlesea.vic.gov.au

T: 03 9217 2278

W: whittlesea.vic.gov.au/itsallhere

Available assets

A resource pack has been prepared [here](#) to encourage businesses like yours to spread awareness of the campaign's key message. The pack includes:

- a window decal to display at your business front*;
- an A3 poster to print and display;
- photography and videos assets, including YouTube links;
- Social media overlays for you to use on your own imagery when posting to social media and website channels.

We ask that you share the material amongst your own channels and connections and tag #itsallhere. We ask that you to direct people to visit whittlesea.vic.gov.au/itsallhere for more information.

*Contact the Economic Development Team for window decals:
T (03) 9217 2278 | TTY 133 677 (ask for 9217 2278)
E business@whittlesea.vic.gov.au

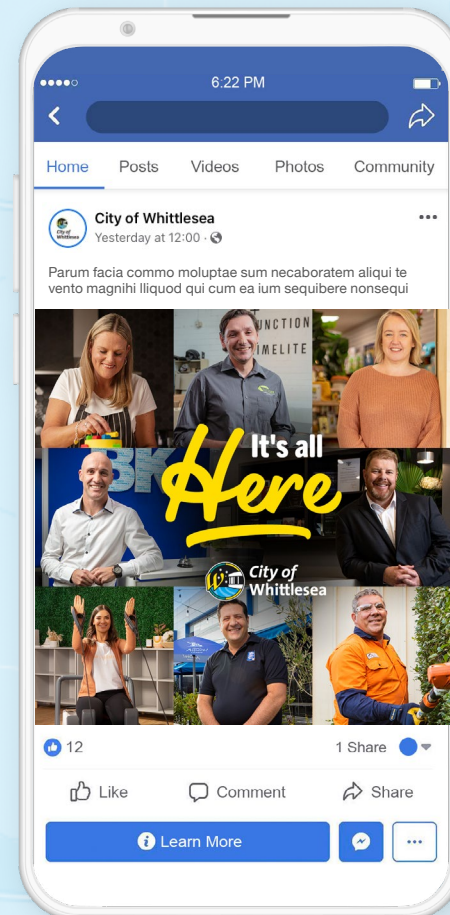
Window decal



Poster asset



Social media asset



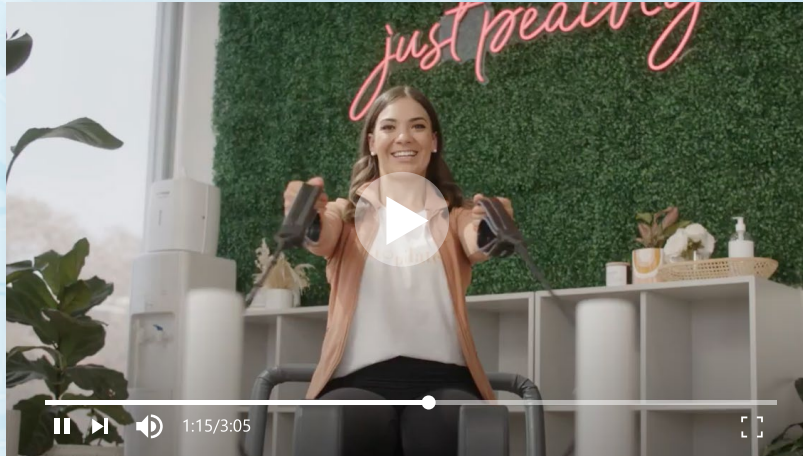
Social media overlay



The 'It's all here' lockup has been created with a transparent background so it may be applied to existing photography and shared through social media channels.

Please note: Design software (such as Adobe Suite or Canva) will be required to apply the social media overlay.

Video assets



CALD Translations

We recognise that the City of Whittlesea is one of the most multicultural municipalities in Victoria, with over half of all local residents speaking a language other than English at home. As such we've prepared the campaign's hero message in the following languages: Arabic, Chinese, Persian, Macedonian and Vietnamese. Please see the translations:

It's all here in the City of Whittlesea. Find a local business at: whittlesea.vic.gov.au/itsallhere

Translations

Arabic	<p>كل شيء هنا في City of Whittlesea. ابحث عن مصلحة تجارية محلية على whittlesea.vic.gov.au/itsallhere</p>
Macedonian	<p>Сè е тука во City of Whittlesea. Најдете локален бизнис на whittlesea.vic.gov.au/itsallhere</p>
Persian	<p>Tất cả đều có ở đây tại City of Whittlesea. Hãy tìm doanh nghiệp địa phương tại whittlesea.vic.gov.au/itsallhere</p>
Vietnamese	<p>همه چیز اینجا در City of Whittlesea موجود است. کسب و کار محلی را در این لینک whittlesea.vic.gov.au/itsallhere پیدا کنید.</p>
Chinese	<p>一切尽在 City of Whittlesea。 您可以上网站：whittlesea.vic.gov.au/itsallhere 查找当地的商家</p>

Funfields Themepark

Grants Rd

Grants Rd

Grants Rd

Next Steps

We will keep you updated on the campaign via our website, our social media pages and the City of Whittlesea's Economic Development E-newsletter.

You can register your details to receive the newsletter to business@whittlesea.vic.gov.au

Mather Construction
Carpentry

Woodstock

Growling Frog
Golf Course

C723

Yan Yean

C727

Yan Yean Reservoir Park

Arthurs Creek Rd

Yan Yean Reservoir

Ridge Rd

Arthurs Creek Rd

coffee bean store

Thank you.

It's all
Here

