Victorian Government | COVIDSafe
AZ 60+ Vaccination Campaign
Stakeholder Pack

30/08/2021

Introduction

Voices for Vaccine is our vaccination communications platform encouraging all Victorians to get vaccinated against COVID-19.

With vaccination as our gateway to reopening, we need to accelerate uptake.

This specific part of the campaign encourages 60+ Victorians to get vaccinated for their health, and the safety of the community. That encouragement comes from the cohort themselves. Authentic, emotional storytelling, featuring Victorians aged 60+ telling their own personal stories about vaccination, what their vaccination means to them, and how it will ultimately help them return to life as normal.

This peer to peer structure also allows us to talk to the hesitancy - helping to educate those seeking information and guidance to speak to a health professional, for a well-informed view of the COVID-19 vaccine.

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: CORONAVIRUS.vic.gov.au

- Advising anyone who is concerned to call the coronavirus hotline on 1800 675 398 (24 hours).

TVC Assets

TVC - 30"

60+MAN VO:
There's a lot of talk out there about the COVID-19 vaccine.

70+ FEMALE VO:
On the radio, online - everybody's saying something different.

60+ FEMALE VO:
I decided to talk to my doctor.

MALE 70+ VO:
My doctor listened to me and gave me the facts.

MALE PHARMACIST VO:
When it comes to the COVID-19 vaccine.

FEMALE DOCTOR VO:
A talk with your doctor or pharmacist is the one talk you should have.

Dr. VO:
So get informed. And get vaccinated
Authorised by the Victorian Government Melbourne.
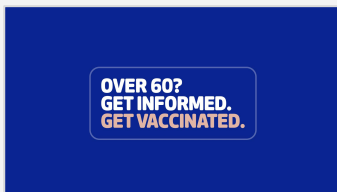
Download Link

Radio Assets

Radio - 30"

FEMALE VO:

There's a lot of talk out there about the COVID-19 vaccine.

But when it comes to your health, the one talk you should have, is with a doctor or pharmacist.

They can answer any questions you have and give you the information you need.

So get informed and get vaccinated.

Go to CORONAVIRUS dot vic dot gov dot au or call 1800 675 398

Authorised by the Victorian Government, Melbourne

[Download Link](#)

Social Assets

Social Post

Doctor

POST COPY:

There's a lot of talk out there about the COVID-19 vaccine.
But when it comes to your health, the one talk you should
have is with a doctor or pharmacist.
They can answer any questions you have and give you the
information you need.
So get informed and get vaccinated.

Go to CORONAVIRUS.vic.gov.au or call 1800 675 398

Authorised by the Victorian Government, Melbourne.

FOOTER HEADER (18/25 characters):

VOICES FOR VACCINE

Download Link
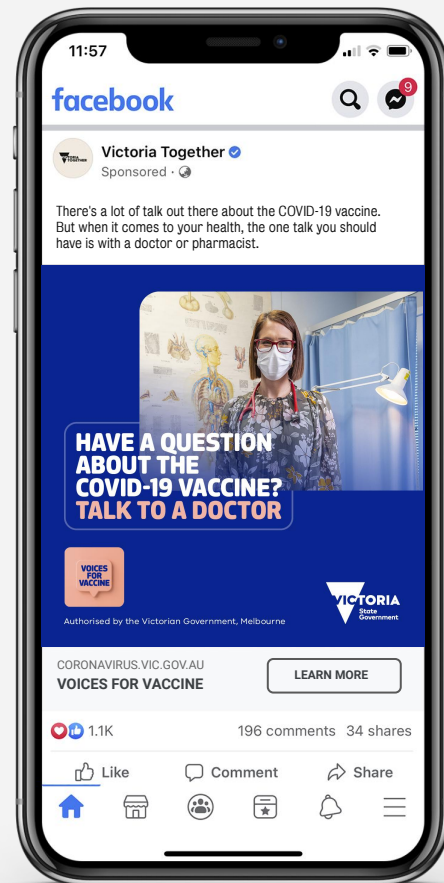
Social Post
Pharmacist

POST COPY:

There's a lot of talk out there about the COVID-19 vaccine.
But when it comes to your health, the one talk you should
have is with a doctor or pharmacist.
They can answer any questions you have and give you the
information you need.
So get informed and get vaccinated.

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FOOTER HEADER (18/25 characters):

VOICES FOR VACCINE

Download Link

Social Post

James

POST COPY:

I talk to my parents on the phone every couple of days.
They're in their 80s, and vulnerable to COVID-19.
I wasn't in a rush to get vaccinated for myself, but I wanted to do it for them. Now I'm vaccinated, and we are a step closer to being together again as a family.

If you're over 60, get informed, and get vaccinated.
Go to CORONAVIRUS.vic.gov.au or call 1800 675 398

Authorised by the Victorian Government, Melbourne.

FOOTER HEADER (18/25 characters):

VOICES FOR VACCINE

Download Link

Social Post
Huong

POST COPY:

I used to have my family over for broken rice and pork every week. I miss having them here, making them leftovers, and all those hugs. The COVID-19 vaccine gets us closer to life getting back to normal again. Then I'll be able to see my family whenever I want.

If you're over 60, get informed, and get vaccinated.
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FOOTER HEADER (18/25 characters):

VOICES FOR VACCINE

[Download Link](#)
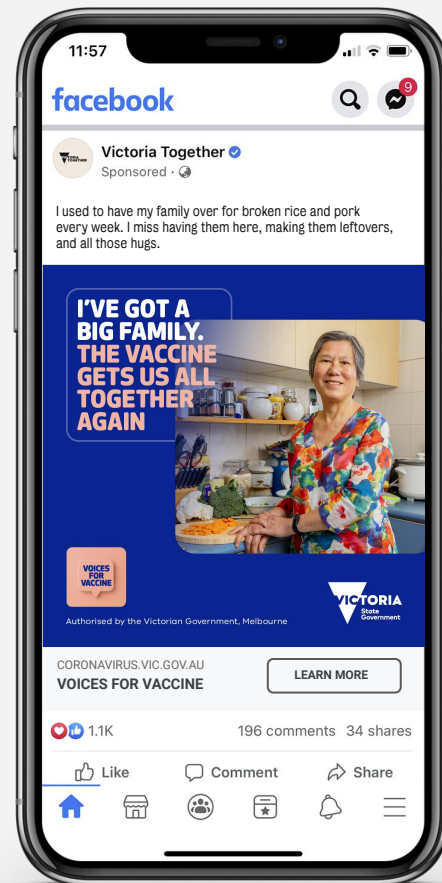
Social Post

Fiona

POST COPY:

I've had the same doctor for years.
I trust her advice on everything - I always have.
So when it came to the COVID-19 vaccine, I knew I could ask her any questions I had and get the advice I needed to get vaccinated.

If you're over 60, get informed, and get vaccinated.
Go to CORONAVIRUS.vic.gov.au or call 1800 675 398

Authorised by the Victorian Government, Melbourne.

FOOTER HEADER (18/25 characters):

VOICES FOR VACCINE

Download Link

Print Assets

Press
Full Page

Download Link

Press
Half Page

Press
Half Page

Digital Assets

Digital
Health

Download Link

Digital
James

Digital

Huong

Digital
Fiona
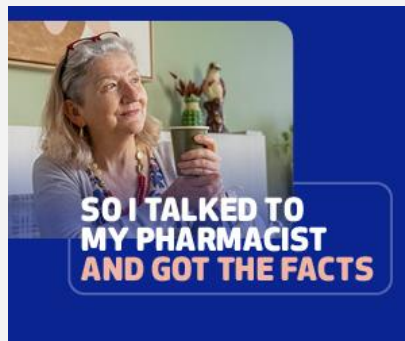
OOH Assets

OOH
Doctor

GET INFORMED.
GET VACCINATED.

Talk to your doctor or pharmacist and book your COVID-19 vaccine today.
GO TO CORONAVIRUS.VIC.GOV.AU OR CALL 1800 675 398

Authorised by the Victorian Government, Melbourne

VOICES FOR VACCINE

VICTORIA State Government

GET INFORMED.
GET VACCINATED.

Get informed and get vaccinated.
Have a talk with a doctor or pharmacist.

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OR CALL 1800 675 398

VOICES FOR VACCINE

VICTORIA State Government

Authorised by the Victorian Government, Melbourne

Download Link

VICTORIA State Government

OOH
Pharmacist

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VOICES FOR VACCINE

VICTORIA State Government

Authorised by the Victorian Government, Melbourne

Download Link

VICTORIA State Government

OOH

James

Download Link

OOH

Huong

Download Link

OOH

Fiona

I HAD TO SEE MY DOCTOR FOR SOMETHING ELSE. AND THAT'S WHEN WE TALKED ABOUT THE VACCINE

Get informed and get vaccinated. Have a talk with a doctor or pharmacist.
GO TO CORONAVIRUS.VIC.GOV.AU OR CALL 1800 675 398
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VOICES FOR VACCINE

VICTORIA
State Government

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VICTORIA
State Government

Thank you