

Greater Sydney RWC Meeting 14: BUSINESS PAPER

Agenda Item 10	No Space For Weeeeds campaign
ATTACHMENTS	
BACKGROUND	<p>The No Space for Weeeeds campaign aims to engage partner organisations in the promotion of its central message of weeds prevention in NSW. It delivers on the NSW DPI agreed Priority 3 of the <i>NSW Weeds Capacity Building and Engagement Priorities 2017 – 2012</i>.</p> <p>The campaign is supported by market research and creative testing. The Campaign Recommendations captures this background and provides recommendations from the research that were considered and reviewed.</p> <p>Using the campaign</p> <p>The Campaign Guide contains information on the audiences, key messages, tone of voice, rollout, promotions strategy and channel guide for social media. Please refer to this Guide whenever you are planning to deliver the campaign</p> <p>The Campaign Visual Guidelines sets out the rules that maintain the look and feel of the campaign, including the wordmark, typography, colours, imagery and examples. Please refer to these Guidelines whenever you are planning to deliver the campaign.</p> <p>The Campaign Resource Library contains the graphic design files you need to produce collateral for the campaign or develop your own, including the brand and wordmark, merchandise, display and event materials, videos, digital and social media resources, print resources and stock images.</p> <p>Campaign Examples are provided to encourage our partners to promote this new campaign, and to show how it can be used with different calls to action.</p>
FOR ACTION/DECISION/NOTING	Noting
DECISIONS REQUIRED BY RWC MEMBERS	The committee notes this business paper and the presentation by Birgitte Verbeek.