CORONAVIRUS (COVID-19)

MULTICULTURAL CAMPAIGN

STAKEHOLDER PACK
QR CODE CHECK-IN BUSINESS CAMPAIGN (JUNE 2021)

KEY MESSAGES AND CAMPAIGN ASSETS

25.06.2021

VICTORIA
State Government

CONTENTS

Introduction

Messaging

What you can do to help

Audio Message

Poster

Social Animations

Social Tile

Links for other downloadable assets per language

INTRODUCTION

Business owners have a very important role to play keeping their communities safe from coronavirus.

Maintaining good records and supporting checking in is a key step business owners can take to keep our state safe.

All businesses required to use electronic record keeping must now use the Victorian Government QR Code Service. We need your help to make sure businesses know what they need to do to connect to Victoria's contact tracing system.

In this pack, you'll find a poster, video and social media post which shows businesses exactly what they need to do to get their own QR code.

Because checking in keeps us safe.

MESSAGING

Checking in keeps our business safe:

- Maintaining good records and supporting checking in at your business helps to stop the spread of coronavirus and keep our state safe.
- All businesses required to use electronic record keeping must now use the Victorian Government QR Code Service.
- Staff should confirm visitors have checked in prior to serving them.
- Business owners to make sure everyone checks in, every time.

VICTORIA
State Government

WHAT YOU CAN DO TO HELP

You can help by:

- Sharing the materials available in 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 (COVID-19) website for current information and updates: www.coronavirus.vic.gov.au/translations

- Advising anyone who is concerned to call the coronavirus (COVID-19) hotline on 1800 675 398 (24 hours). For translator support, call TIS National on 131 450.

VICTORIA
State
Government

AUDIO MESSAGE

To download the assets in this kit, please visit:
https://cloud.think-hq.com.au/s/sZsxKtgwS9X8SWt

Script

If you're in charge of a business or venue, you're also in charge of checking in.

All businesses must now use the Victorian Government QR code Service — unless an exemption applies.

Checking in helps us act fast to stop the spread of coronavirus, and protect our businesses, our communities, and each other.

You can help by placing your Victorian Government QR code at the entrance of your business or venue, and making sure everyone checks in, every time.

Learn more at CORONAVIRUS dot vic dot gov dot au forward slash <language>

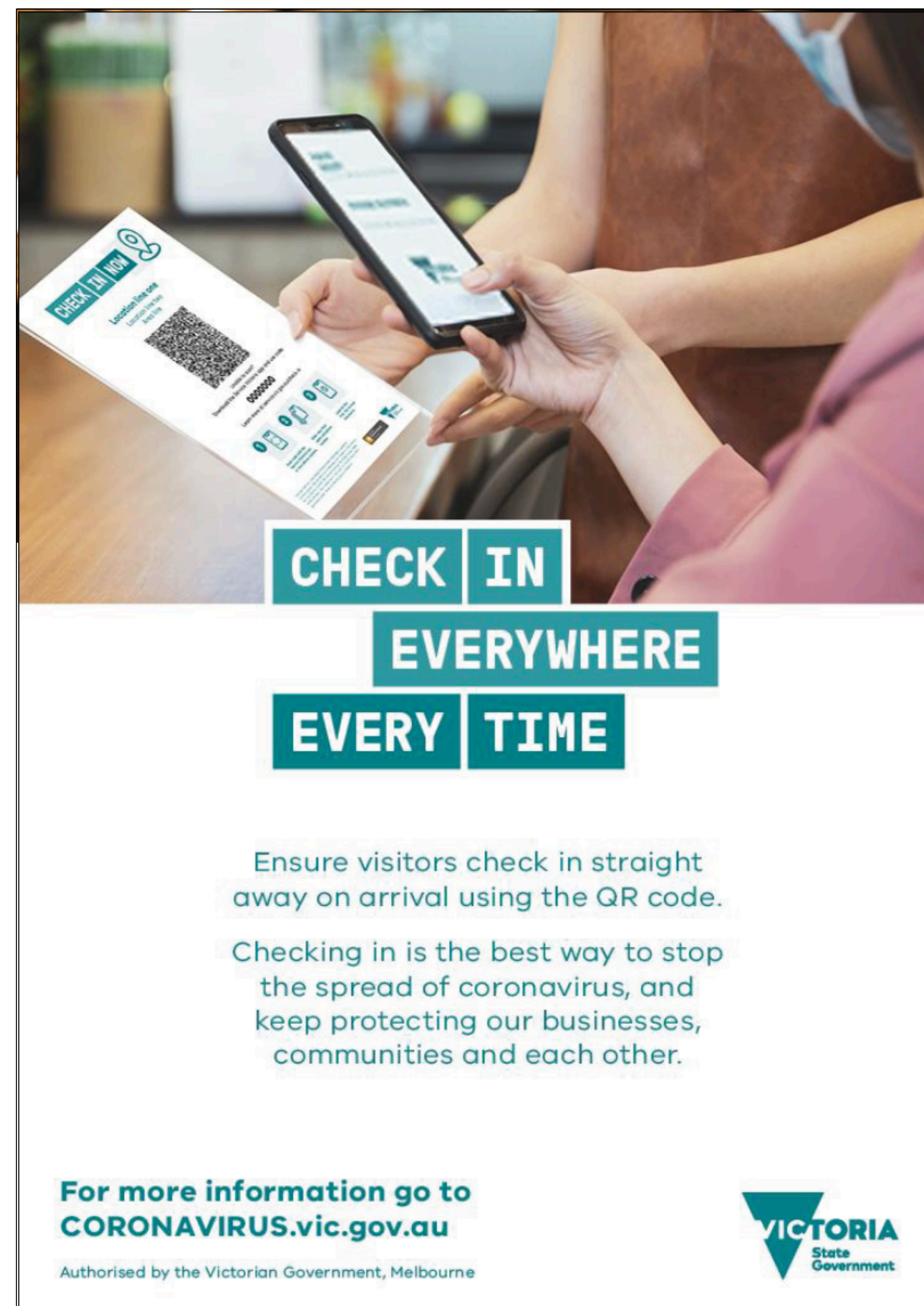*Authorised by the Victorian Government, Melbourne.*

Translated to the following languages:

1. Arabic
2. Chinese Simplified / Mandarin
3. Chinese Traditional / Cantonese
4. Filipino/Tagalog
5. Greek
6. Hindi
7. Italian
8. Korean
9. Punjabi
10. Spanish
11. Turkish
12. Vietnamese

POSTER

To download the assets in this kit, please visit:

https://cloud.think-hq.com.au/s/cMPyGJbcsGZTrCN

TEXT

Headline:

CHECK IN EVERYWHERE
EVERY TIME

Body:

Ensure visitors check in straight away on arrival using the QR code.

Checking in is the best way to stop the spread of coronavirus, and keep protecting our businesses, communities and each other.

For more information go to coronavirus.vic.gov.au/<language>

Authorised by the Victorian Government, Melbourne

Translated to the following languages:

1. English + Arabic
2. English + Chinese Simplified / Mandarin
3. English + Chinese Traditional / Cantonese
4. English + Filipino/Tagalog
5. English + Greek
6. English + Hindi
7. English + Italian
8. English + Korean
9. English + Punjabi
10. English + Spanish
11. English + Turkish
12. English + Vietnamese

SOCIAL ANIMATION | 60"

To download the assets in this kit, please visit:

https://cloud.think-hq.com.au/s/aWeSiYRDaXSfjbj

FACEBOOK AND INSTAGRAM
1920 x 1080px

Headline:

CHECKING IN KEEPS OUR BUSINESS SAFE

Post Text:

Maintaining good records and supporting checking in at your business helps to stop the spread of coronavirus.

All businesses are now required to use the Victorian Government QR Code Service (unless an exemption applies) for record keeping.

Staff should confirm visitors have checked in prior to serving them.

It all helps to keep our customers, staff, and community safe.

Visit CORONAVIRUS.vic.gov.au/<language> for more information.

Authorised by the Victorian Government, Melbourne

Translated to the following languages:

1. Arabic
2. Chinese (Simplified)
3. Chinese (Traditional)
4. English
5. Filipino Tagalog
6. Greek
7. Hindi
8. Italian
9. Korean
10. Punjabi
11. Spanish
12. Turkish
13. Vietnamese

SOCIAL ANIMATION | SCRIPT 60"

To download the assets in this kit, please visit:
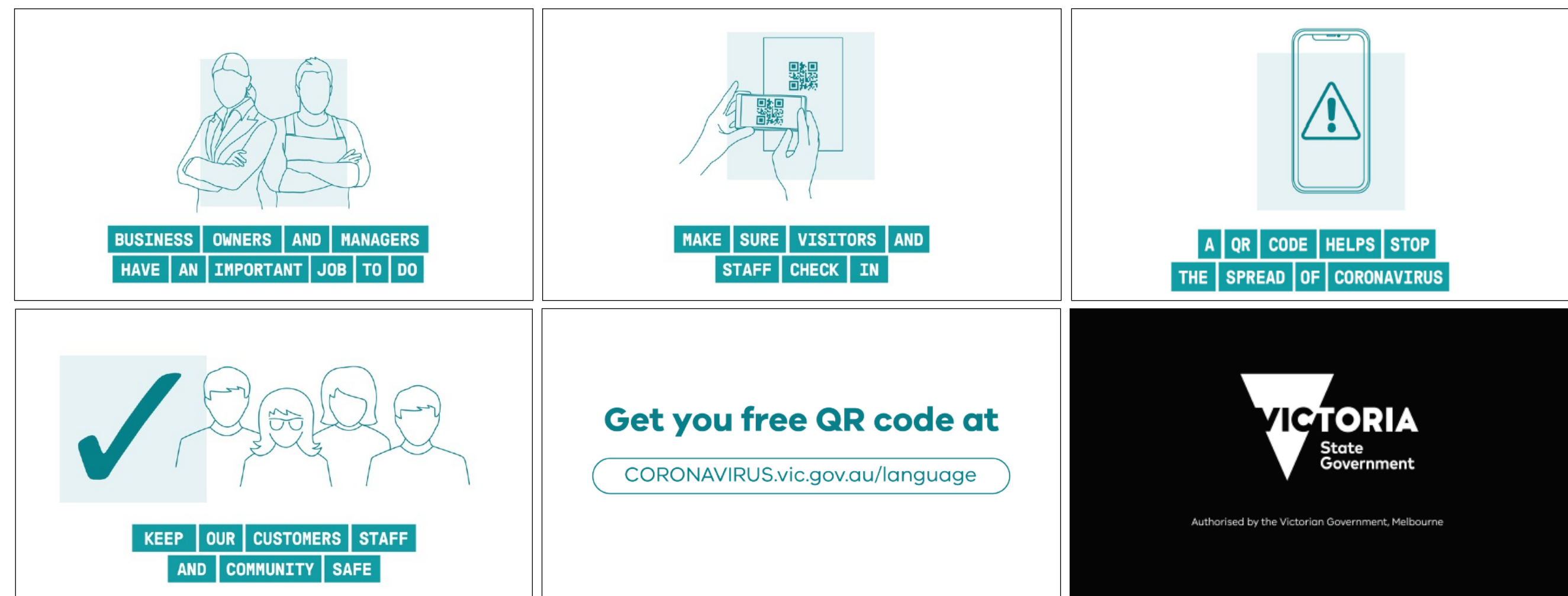https://cloud.think-hq.com.au/s/aWeSiYRDaXSfjbj

1.
Business owners and managers have an important job to do.

2.
And that's making sure visitors and staff check in.

3.
Checking in with a QR code is the best way to help stop the spread of coronavirus, and protect our businesses and each other.

4.
Getting your free Victorian Government QR code is easy:

5.
Go to CORONAVIRUS.vic.gov.au/<language>

6.
and register your business.

7.
Your unique QR code will be emailed to you.

8.
Next, print your QR code poster and place it at the entrance, and easy to see places around your venue.

9.
Confirm visitors have checked in prior to serving them.

10.
It all helps keep our customers, staff, and community safe.

11.
For help with getting your free QR code, go to CORONAVIRUS.vic.gov.au/<language>

12.
Authorised by the Victorian Government, Melbourne

SOCIAL ANIMATION | 30"

To download the assets in this kit, please visit:

https://cloud.think-hq.com.au/s/aWeSiYRDaXSfjbj

BUSINESS OWNERS AND MANAGERS HAVE AN IMPORTANT JOB TO DO

MAKE SURE VISITORS AND STAFF CHECK IN

A QR CODE HELPS STOP THE SPREAD OF CORONAVIRUS

KEEP OUR CUSTOMERS STAFF AND COMMUNITY SAFE

Get you free QR code at
CORONAVIRUS.vic.gov.au/language

VICTORIA
State Government

Authorised by the Victorian Government, Melbourne

FACEBOOK AND INSTAGRAM
1920 x 1080px

Headline:

CHECKING IN KEEPS OUR BUSINESS SAFE

Post Text:

Maintaining good records and supporting checking in at your business helps to stop the spread of coronavirus.

All businesses are now required to use the Victorian Government QR Code Service (unless an exemption applies) for record keeping.

Staff should confirm visitors have checked in prior to serving them.

It all helps to keep our customers, staff, and community safe.

Visit CORONAVIRUS.vic.gov.au/<language> for more information.

Authorised by the Victorian Government, Melbourne

Translated to the following languages:

1. Arabic
2. Chinese (Simplified)
3. Chinese (Traditional)
4. English
5. Filipino Tagalog
6. Greek
7. Hindi
8. Italian
9. Korean
10. Punjabi
11. Spanish
12. Turkish
13. Vietnamese

SOCIAL ANIMATION | SCRIPT 30"

To download the assets in this kit, please visit:
https://cloud.think-hq.com.au/s/aWeSiYRDaXSfjbj

1.

Business owners and managers have an important job to do.

2.

And that's making sure visitors and staff check in.

3.

Checking in with a QR code is the best way to help stop the spread of coronavirus, and protect our businesses and each other.

4.

It all helps keep our customers, staff, and community safe.

5.

For help with getting your free QR code, go to CORONAVIRUS.vic.gov.au/ <language>

6.

Authorised by the Victorian Government, Melbourne

VICTORIA
State Government

SOCIAL TILE

To download the assets in this kit, please visit:

https://cloud.think-hq.com.au/s/yax7iNtWN2iRD3y

FACEBOOK AND INSTAGRAM
SINGLE IMAGE POST
1080 x 1080px

Headline:

CHECKING IN KEEPS OUR BUSINESS SAFE

Post Text:

Maintaining good records and supporting checking in at your business helps to stop the spread of coronavirus.

All businesses are now required to use the Victorian Government QR Code Service (unless an exemption applies) for record keeping.

Staff should confirm visitors have checked in prior to serving them.

It all helps to keep our customers, staff, and community safe.

Visit CORONAVIRUS.vic.gov.au/<language> for more information.

Authorised by the Victorian Government, Melbourne

Translated to the following languages:

1. Arabic
2. Chinese Simplified / Mandarin
3. Chinese Traditional / Cantonese
4. Filipino/Tagalog
5. Greek
6. Hindi
7. Italian
8. Korean
9. Punjabi
10. Spanish
11. Turkish
12. Vietnamese

OTHER TRANSLATED INFORMATION IN YOUR LANGUAGE

Translated coronavirus information from the Victorian Government is available online in the following languages:

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

Acholi
www.coronavirus.vic.gov.au/acholi

Albanian
www.coronavirus.vic.gov.au/albanian

Amharic
www.coronavirus.vic.gov.au/amharic

Arabic
www.coronavirus.vic.gov.au/arabic

Assyrian
www.coronavirus.vic.gov.au/assyrian

Bengali
www.coronavirus.vic.gov.au/bengali

Bosnian
www.coronavirus.vic.gov.au/bosnian

Burmese
www.coronavirus.vic.gov.au/burmese

Chaldean
www.coronavirus.vic.gov.au/chaldean

Chin
www.coronavirus.vic.gov.au/chin

Chinese Simplified
www.coronavirus.vic.gov.au/simplified-chinese

Chinese Traditional
www.coronavirus.vic.gov.au/traditional-chinese

Cook Islands Maori (Rarotongan)
www.coronavirus.vic.gov.au/cookislandsmaori

Croatian
www.coronavirus.vic.gov.au/croatian

Dari
www.coronavirus.vic.gov.au/dari

Dinka
www.coronavirus.vic.gov.au/dinka

English
www.coronavirus.vic.gov.au

Fijian
www.coronavirus.vic.gov.au/fijian

Filipino (Tagalog)
www.coronavirus.vic.gov.au/tagalog

French
www.coronavirus.vic.gov.au/french

Greek
www.coronavirus.vic.gov.au/greek

Gujarati
www.coronavirus.vic.gov.au/gujarati

Hakka
https://www.coronavirus.vic.gov.au/hakka

Hazaragi
www.coronavirus.vic.gov.au/hazaragi

Hindi
www.coronavirus.vic.gov.au/hindi

Indonesian
www.coronavirus.vic.gov.au/indonesian

Italian
www.coronavirus.vic.gov.au/italian

Japanese
www.coronavirus.vic.gov.au/japanese

Karen
www.coronavirus.vic.gov.au/karen

Khmer
www.coronavirus.vic.gov.au/khmer

Korean
www.coronavirus.vic.gov.au/korean

Macedonian
www.coronavirus.vic.gov.au/macedonian

Malay
www.coronavirus.vic.gov.au/malay

Malayalam
www.coronavirus.vic.gov.au/malayalam

Maltese
www.coronavirus.vic.gov.au/maltese

Nepali
www.coronavirus.vic.gov.au/nepali

Niuean - Vagahau Nieu
www.coronavirus.vic.gov.au/niuean

Nuer
www.coronavirus.vic.gov.au/nuer

Oromo
www.coronavirus.vic.gov.au/oromo

Pashto
www.coronavirus.vic.gov.au/pashto

Persian (Farsi)
www.coronavirus.vic.gov.au/farsi

Polish
www.coronavirus.vic.gov.au/polish

Portuguese
www.coronavirus.vic.gov.au/portuguese

Punjabi
www.coronavirus.vic.gov.au/punjabi

Rohingya
www.coronavirus.vic.gov.au/rohingya

Russian
www.coronavirus.vic.gov.au/russian

Samoan
www.coronavirus.vic.gov.au/samoan

Serbian
www.coronavirus.vic.gov.au/serbian

Sinhalese
www.coronavirus.vic.gov.au/sinhalese

Somali
www.coronavirus.vic.gov.au/somali

Spanish
www.coronavirus.vic.gov.au/spanish

Swahili
www.coronavirus.vic.gov.au/swahili

Tamil
www.coronavirus.vic.gov.au/tamil

Thai
www.coronavirus.vic.gov.au/thai

Tigrinya
www.coronavirus.vic.gov.au/tigrinya

Tongan
www.coronavirus.vic.gov.au/tongan

Turkish
www.coronavirus.vic.gov.au/turkish

Urdu
www.coronavirus.vic.gov.au/urdu

Vietnamese
www.coronavirus.vic.gov.au/vietnamese

Zomi
www.coronavirus.vic.gov.au/zomi

VICTORIA
State
Government

FOR FURTHER INFORMATION VISIT
WWW.CORONAVIRUS.VIC.GOV.AU/TRANSLATIONS

VICTORIA
State
Government