

**CORONAVIRUS (COVID-19)**  
MULTICULTURAL CAMPAIGN

# **STAKEHOLDER PACK**

## **LOCKDOWN RESTRICTIONS (16 JULY)**

**KEY MESSAGES AND CAMPAIGN ASSETS**

**16.07.2021**

# CONTENTS

**Introduction**

**Messaging**

**What you can do to help**

Poster

Social Tile

**Links for other downloadable assets per language**

# INTRODUCTION

## **Victoria, we know what to do.**

Once again, we must keep our friends, family and community safe by following the Victorian Government stay home restrictions. That means masks have to be worn in all areas outside the home and you can only leave your house for FIVE key reasons; food supplies, exercise, care or caregiving, authorised work or education, and to get vaccinated.

We're sending you this pack and asking for your help to share the details of restrictions. In the following pages, you'll find key messages, a social tile with post copy and a poster that can be used to spread this safety message to keep Victoria safe. We suggest sharing them with your loved ones and community via email, social media or through messaging apps you use like WhatsApp, WeChat, Messenger and others.

Thank you for your help.  
We've got this.

# MESSAGING

## **There are only FIVE reasons to leave home:**

- Shopping for food and supplies that you need within 5 kilometres of your home, or as close to home as possible.
- Exercise within 5 kilometres of your home, or as close to home as possible.
- Care and caregiving.
- Authorised work or education, if you can't do it from home.
- Getting vaccinated as soon as you're eligible.

Masks are now mandatory indoors and outdoors.  
If you have any symptoms, get tested.

Find out more at [coronavirus.vic.gov.au/translations](https://coronavirus.vic.gov.au/translations)

# 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](http://www.coronavirus.vic.gov.au/translations)
- Advising anyone who is concerned to call the coronavirus (COVID-19) hotline on 1800 675 398, then press 0 (zero) for an interpreter.

# POSTER

To download the assets in this kit, please visit:

<https://cloud.think-hq.com.au/s/DENKEm2ydr9kgir>



## A4 POSTER

### Headline:

THERE ARE ONLY 5 REASONS TO LEAVE HOME

### Body Copy:

- Shopping for food and supplies that you need
- Exercise
- Care and caregiving
- Authorised work or education, if you can't do it from home
- Getting vaccinated as soon as you're eligible
- Masks are now mandatory indoors and outdoors

And if you have any symptoms, get tested.

For the latest updates go to [coronavirus.vic.gov.au/](https://coronavirus.vic.gov.au/)  
<language>

## Translated to the following languages:

1. Arabic
2. Chinese (Simplified)
3. Dinka
4. English
5. Oromo
6. Russian
7. Somali
8. Vietnamese

# SOCIAL TILE

To download the assets in this kit, please visit:

<https://cloud.think-hq.com.au/s/RygMdszjzPFfpMM>



## FACEBOOK AND INSTAGRAM SINGLE IMAGE POST

1080 x 1080px

### Post Text:

There are only 5 reasons to leave home.

Shopping for food and supplies that you need, and exercise, both within 5 kilometres of your home or as close to home as possible.

Care and caregiving.

Authorised work or education, if you can't do it from home.

Getting vaccinated as soon as you're eligible.

Masks are now mandatory indoors and outdoors. And if you have any symptoms, get tested.

For the latest updates go to [coronavirus.vic.gov.au/](https://coronavirus.vic.gov.au/)  
<language>

## Translated to the following languages:

- |                          |                |                |
|--------------------------|----------------|----------------|
| 1. Amharic               | 20. Karen      | 39. Thai       |
| 2. Arabic                | 21. Khmer      | 40. Turkish    |
| 3. Assyrian              | 22. Korean     | 41. Urdu       |
| 4. Bengali               | 23. Macedonian | 42. Vietnamese |
| 5. Burmese               | 24. Malayalam  |                |
| 6. Chin                  | 25. Nepali     |                |
| 7. Chinese (Simplified)  | 26. Nuer       |                |
| 8. Chinese (Traditional) | 27. Oromo      |                |
| 9. Croatian              | 28. Pashto     |                |
| 10. Dari                 | 29. Polish     |                |
| 11. Dinka                | 30. Punjabi    |                |
| 12. English              | 31. Russian    |                |
| 13. Farsi                | 32. Samoan     |                |
| 14. Filipino Tagalog     | 33. Serbian    |                |
| 15. Greek                | 34. Sinhalese  |                |
| 16. Gujarati             | 35. Somali     |                |
| 17. Hazaragi             | 36. Spanish    |                |
| 18. Hindi                | 37. Swahili    |                |
| 19. Italian              | 38. Tamil      |                |



# 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](http://www.coronavirus.vic.gov.au/acholi)

## **Albanian**

[www.coronavirus.vic.gov.au/albanian](http://www.coronavirus.vic.gov.au/albanian)

## **Amharic**

[www.coronavirus.vic.gov.au/amharic](http://www.coronavirus.vic.gov.au/amharic)

## **Arabic**

[www.coronavirus.vic.gov.au/arabic](http://www.coronavirus.vic.gov.au/arabic)

## **Assyrian**

[www.coronavirus.vic.gov.au/assyrian](http://www.coronavirus.vic.gov.au/assyrian)

## **Bengali**

[www.coronavirus.vic.gov.au/bengali](http://www.coronavirus.vic.gov.au/bengali)

## **Bosnian**

[www.coronavirus.vic.gov.au/bosnian](http://www.coronavirus.vic.gov.au/bosnian)

## **Burmese**

[www.coronavirus.vic.gov.au/burmese](http://www.coronavirus.vic.gov.au/burmese)

## **Chaldean**

[www.coronavirus.vic.gov.au/chaldean](http://www.coronavirus.vic.gov.au/chaldean)

## **Chin**

[www.coronavirus.vic.gov.au/chin](http://www.coronavirus.vic.gov.au/chin)

## **Chinese Simplified**

[www.coronavirus.vic.gov.au/simplified-chinese](http://www.coronavirus.vic.gov.au/simplified-chinese)

## **Chinese Traditional**

[www.coronavirus.vic.gov.au/traditional-chinese](http://www.coronavirus.vic.gov.au/traditional-chinese)

## **Cook Islands Maori (Rarotongan)**

[www.coronavirus.vic.gov.au/cookislandsmaori](http://www.coronavirus.vic.gov.au/cookislandsmaori)

## **Croatian**

[www.coronavirus.vic.gov.au/croatian](http://www.coronavirus.vic.gov.au/croatian)

## **Dari**

[www.coronavirus.vic.gov.au/dari](http://www.coronavirus.vic.gov.au/dari)

## **Dinka**

[www.coronavirus.vic.gov.au/dinka](http://www.coronavirus.vic.gov.au/dinka)

## **English**

[www.coronavirus.vic.gov.au](http://www.coronavirus.vic.gov.au)

## **Fijian**

[www.coronavirus.vic.gov.au/fijian](http://www.coronavirus.vic.gov.au/fijian)

## **Filipino (Tagalog)**

[www.coronavirus.vic.gov.au/tagalog](http://www.coronavirus.vic.gov.au/tagalog)

## **French**

[www.coronavirus.vic.gov.au/french](http://www.coronavirus.vic.gov.au/french)

## **Greek**

[www.coronavirus.vic.gov.au/greek](http://www.coronavirus.vic.gov.au/greek)

## **Gujarati**

[www.coronavirus.vic.gov.au/gujarati](http://www.coronavirus.vic.gov.au/gujarati)

## **Hakka**

<https://www.coronavirus.vic.gov.au/hakka>

## **Hazaragi**

[www.coronavirus.vic.gov.au/hazaragi](http://www.coronavirus.vic.gov.au/hazaragi)

## **Hindi**

[www.coronavirus.vic.gov.au/hindi](http://www.coronavirus.vic.gov.au/hindi)

## **Indonesian**

[www.coronavirus.vic.gov.au/indonesian](http://www.coronavirus.vic.gov.au/indonesian)

## **Italian**

[www.coronavirus.vic.gov.au/italian](http://www.coronavirus.vic.gov.au/italian)

## **Japanese**

[www.coronavirus.vic.gov.au/japanese](http://www.coronavirus.vic.gov.au/japanese)

## **Karen**

[www.coronavirus.vic.gov.au/karen](http://www.coronavirus.vic.gov.au/karen)

## **Khmer**

[www.coronavirus.vic.gov.au/khmer](http://www.coronavirus.vic.gov.au/khmer)

## **Korean**

[www.coronavirus.vic.gov.au/korean](http://www.coronavirus.vic.gov.au/korean)

## **Macedonian**

[www.coronavirus.vic.gov.au/macedonian](http://www.coronavirus.vic.gov.au/macedonian)

## **Malay**

[www.coronavirus.vic.gov.au/malay](http://www.coronavirus.vic.gov.au/malay)

## **Malayalam**

[www.coronavirus.vic.gov.au/malayalam](http://www.coronavirus.vic.gov.au/malayalam)

## **Maltese**

[www.coronavirus.vic.gov.au/maltese](http://www.coronavirus.vic.gov.au/maltese)

## **Nepali**

[www.coronavirus.vic.gov.au/nepali](http://www.coronavirus.vic.gov.au/nepali)

## **Niuean - Vagahau Nieu**

[www.coronavirus.vic.gov.au/niuean](http://www.coronavirus.vic.gov.au/niuean)

## **Nuer**

[www.coronavirus.vic.gov.au/nuer](http://www.coronavirus.vic.gov.au/nuer)

## **Oromo**

[www.coronavirus.vic.gov.au/oromo](http://www.coronavirus.vic.gov.au/oromo)

## **Pashto**

[www.coronavirus.vic.gov.au/pashto](http://www.coronavirus.vic.gov.au/pashto)

## **Persian (Farsi)**

[www.coronavirus.vic.gov.au/farsi](http://www.coronavirus.vic.gov.au/farsi)

## **Polish**

[www.coronavirus.vic.gov.au/polish](http://www.coronavirus.vic.gov.au/polish)

## **Portuguese**

[www.coronavirus.vic.gov.au/portuguese](http://www.coronavirus.vic.gov.au/portuguese)

## **Punjabi**

[www.coronavirus.vic.gov.au/punjabi](http://www.coronavirus.vic.gov.au/punjabi)

## **Rohingya**

[www.coronavirus.vic.gov.au/rohingya](http://www.coronavirus.vic.gov.au/rohingya)

## **Russian**

[www.coronavirus.vic.gov.au/russian](http://www.coronavirus.vic.gov.au/russian)

## **Samoan**

[www.coronavirus.vic.gov.au/samoan](http://www.coronavirus.vic.gov.au/samoan)

## **Serbian**

[www.coronavirus.vic.gov.au/serbian](http://www.coronavirus.vic.gov.au/serbian)

## **Sinhalese**

[www.coronavirus.vic.gov.au/sinhalese](http://www.coronavirus.vic.gov.au/sinhalese)

## **Somali**

[www.coronavirus.vic.gov.au/somali](http://www.coronavirus.vic.gov.au/somali)

## **Spanish**

[www.coronavirus.vic.gov.au/spanish](http://www.coronavirus.vic.gov.au/spanish)

## **Swahili**

[www.coronavirus.vic.gov.au/swahili](http://www.coronavirus.vic.gov.au/swahili)

## **Tamil**

[www.coronavirus.vic.gov.au/tamil](http://www.coronavirus.vic.gov.au/tamil)

## **Thai**

[www.coronavirus.vic.gov.au/thai](http://www.coronavirus.vic.gov.au/thai)

## **Tigrinya**

[www.coronavirus.vic.gov.au/tigrinya](http://www.coronavirus.vic.gov.au/tigrinya)

## **Tongan**

[www.coronavirus.vic.gov.au/tongan](http://www.coronavirus.vic.gov.au/tongan)

## **Turkish**

[www.coronavirus.vic.gov.au/turkish](http://www.coronavirus.vic.gov.au/turkish)

## **Urdu**

[www.coronavirus.vic.gov.au/urdu](http://www.coronavirus.vic.gov.au/urdu)

## **Vietnamese**

[www.coronavirus.vic.gov.au/vietnamese](http://www.coronavirus.vic.gov.au/vietnamese)

## **Zomi**

[www.coronavirus.vic.gov.au/zomi](http://www.coronavirus.vic.gov.au/zomi)



**FOR FURTHER INFORMATION VISIT**  
**[WWW.CORONAVIRUS.VIC.GOV.AU/TRANSLATIONS](http://WWW.CORONAVIRUS.VIC.GOV.AU/TRANSLATIONS)**