

FRESH IDEAS BRAINSTORM : Promoting Diverse Identify of WS

- Catchy song – includes CALD community
- Integrated Social media campaign
- Visibility in Public spaces
- Positive Stories
 - booklet, social media

- Good News Blog
- Passion
- Food Tours
- Expression of a vision for Ws
- Local Heroes

ISSUE: Promoting the Diverse Identify of WS
GOAL: Achieving a positive identity/image of WS

WHO DO WE WANT TO INFLUENCE?

- Community
- Media
- Greater Sydney
- Ourselves
- Schools
- Young people
- Decision & policy makers
- Councils & polities

WHO NEEDS TO BE INVOLVED?

- All
- The community
- Neighbours
- Sector
- Business
- Peaks
- Media

WHAT NEEDS TO BE DONE TO MAKE THIS SUCCESSFUL?

- People need to talk
 - Media
- Tell good stories – focus
 - Engagement
 - Social inclusion
 - Attitude change
 - partnerships

WHAT RESOURCES ARE NEEDED?

- Space & Time
- Doers
- Community Networkers & networks
- Enthusiasm & passion
- Some \$\$
- Tri Com.

WHO ARE OUR ALLIES?

- Ourselves
- Peaks
- Politicians
- Media
- Businesses / Libraries / Councils
- I'Net
- Neighbourhood Ctr