

FRESH IDEAS BRAINSTORM: Invisibility of our Assets

- Networks
- Action groups
- Market thru children
- 'Fair go brand'
- Media
- Marketing (Smart)
- Using Challenging Image
- Using Posters & Stickers
- Social Media
- Text Messaging
- 'Scary Campaigns'
- 'Reconciliation Campaigns'
- Image- Based
- Enhancing river (high profile)
- Highlight the positive
- Lobbying Government
- Clean up Australia
- Long term work (collect evidence)
- Appeal to broader identity
- Free refugee campaign

ISSUE: Invisibility of our assets
GOAL: Positive Image – enhance Stronger Voice for WS

WHO DO WE WANT TO INFLUENCE?

- Politicians
- Media
- Local residents
- Business Sector

WHO NEEDS TO BE INVOLVED?

- Role Models
- unions
- Local media
- Residents
- Activists
- Bureaucracy
- Churches
- Businesses
- Sports Clubs/groups
- UWS & Us

WHO ARE OUR ALLIES?

- MP's
- Council
- Regional Peaks
- Business sector
- CALD communities

WHAT NEEDS TO BE DONE TO MAKE THIS SUCCESSFUL?

- Better media skills & marketing
- Enhance/Highlight sense of identity/pride
- Showcase successful projects, initiatives, good practice
- Heritage

WHAT RESOURCES ARE NEEDED?

- Media
- Resource opportunities
- Champions & spokes persons
- Politicians
- Motorways