

Communications Program: Yarra 2036 Community Vision

Once adopted, the Vision will be promoted widely and will be supported by the following communications activities.

External promotion	
Channel	Activity
CoY website	<ul style="list-style-type: none"> News item on council's corporate website. Video content highlighting the process it took to develop the vision. This will be promoted on Council's website and via Yarra's social media platforms and Yarra Life .
Yarra Life	<ul style="list-style-type: none"> Mayor's video wrap up highlighting adoption of Community Vision. This will be promoted via a link in Yarra Life and via a social media post on FB. Article in Yarra Life Video content highlighting the process it took to develop the vision. This will be promoted on Council's website and via Yarra's social media platforms and Yarra Life.
Facebook Page	<ul style="list-style-type: none"> Mayor's video wrap up highlighting adoption of Community Vision. This will be promoted via a link in Yarra Life and via a social media post on FB.
Your Say Yarra	<ul style="list-style-type: none"> Update on Your Say Yarra page.
Yarra News	<ul style="list-style-type: none"> Article in next edition of Yarra News.
Yarra social media platforms	<ul style="list-style-type: none"> Video content highlighting the process it took to develop the vision. This will be promoted on Council's website and via Yarra's social media platforms and Yarra Life.
Translated versions and distribution	<ul style="list-style-type: none"> Vision will be translated into the key language groups of those represented on the panel and this will be provided to those panel members and other language-based organisations in Yarra.
Email	<ul style="list-style-type: none"> Email campaign to all key stakeholders involved in Community Vision including schools, resident groups, trader associations, neighbourhood houses. Email campaign sent out to all participants in Stage 1 and members of the deliberative panel.
Other	<ul style="list-style-type: none"> Promotion of permanent artworks that have been created, signed by councillors and on display in Fitzroy, Collingwood and Richmond Town Hall.
Internal Promotion	
Monday Musings	<ul style="list-style-type: none"> Article in Monday Musings
E-bulletin to Councillors	<ul style="list-style-type: none"> Article in E-bulletin to councillors
CEO Briefing	<ul style="list-style-type: none"> Article in E-bulletin to councillors
Intranet	<ul style="list-style-type: none"> Intranet page for the Community Vision (JT)