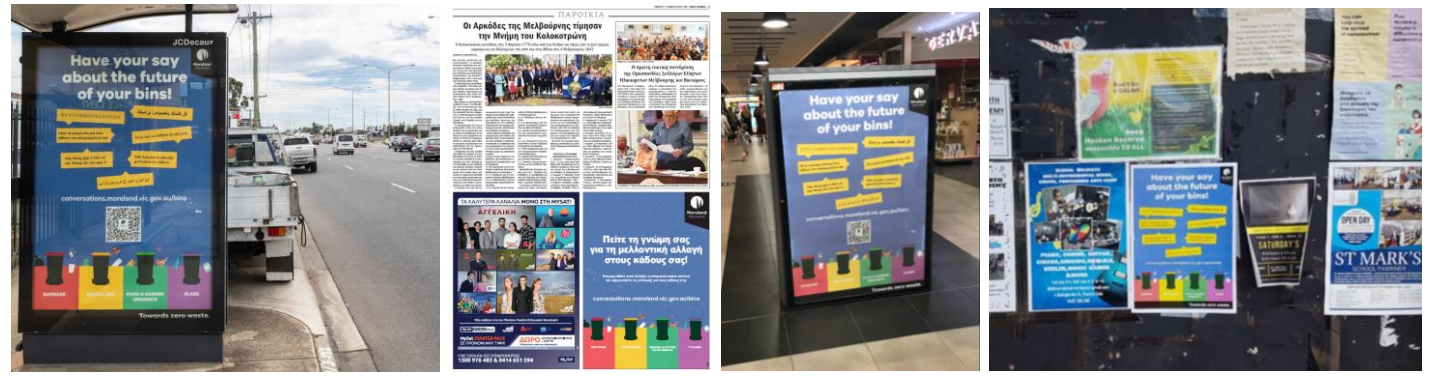


Reducing our waste

Stage 2: External Promotional Campaign



Flyer and notice in Inside Moreland: Municipal-wide letterbox drop to households

Bus/Tram stops: 13 ads for 2 weeks across mostly south of Moreland

Retail Screens: 4 screens for 2 weeks Barkly Square

CALD Newspapers: El Telegraph (Arabic) || Globo (Italian) and Neos Kosmos (Greek) 1 x ad each

IGA digital screens and posters: 4 weeks in IGA Coburg and Pascoe Vale

Cinema Trailer: 4 weeks at Pentridge, Northland, Westgarth Cinemas (21,000 reach)

Stage 3: External Promotional Campaign



Flyer and notice in Inside Moreland: Municipal-wide letterbox drop to households

Flyer in the rates notice: Sent or emailed to rate payers

CALD Newspapers: El Telegraph (Arabic) || Globo (Italian) and Neos Kosmos (Greek) - 4 x ads each

Phone booth ads: 10 ads for 2 weeks in Glenroy, Hadfield, Fawkner, Pascoe Vale and Brunswick

Bus/Tram stop ads: 5 ads for 2 weeks in Coburg, Pascoe Vale South, Oak Park and Tullamarine

Bus back ads: 4 bus back for 3 weeks driving routes in Brunswick and Pascoe Vale

IGA digital screens and posters: 4 weeks in IGA Coburg and Pascoe Vale

NOVA radio: North West digital radio for 4 weeks (20,000 listener reach)

3ZZZ (CALD Radio): 30 ads each in Arabic, Greek and Italian for 2 weeks