



COVID-19 VACCINATION

LET'S DO THIS

Campaign Toolkit for culturally and linguistically diverse (CALD) communities



Overview

Over the past 18 months, COVID-19 has taken away many precious things from all of us. Vaccinations provide an opportunity to protect our family, friends and our community, and get back to living our lives with more freedom.

NSW needs to get vaccinated, and urgently. The campaign is a rallying cry that builds momentum. It is uplifting, motivating and aspirational.

Let's get vaccinated NSW...

Key messages

- Book your vaccination now to protect yourself and your loved ones.
- Let's get back to our way of life and doing the things we love. LET'S DO THIS, NSW.
- To make a COVID-19 vaccination booking go to [nsw.gov.au](https://www.nsw.gov.au)

Key information on [nsw.gov.au](https://www.nsw.gov.au)

<https://www.nsw.gov.au/covid-19/health-and-wellbeing/covid-19-vaccination-nsw/get-your-covid-19-vaccination-nsw>

Get your COVID-19 vaccination:

- Vaccination programs
- Where to get your vaccination
- What to expect

Media release – 29 August

<https://www.nsw.gov.au/media-releases/lets-do-campaign-launched-to-encourage-nsw-to-get-vaccinated>

**Please share
these messages
with your community**



Video (YouTube) - click on the links to share

15 second video script

Let's get vaccinated

To keep playing.

Keep businesses open.

Keep everybody safe

Let's protect our lives.

If we want all of this...

Book your vaccination at nsw.gov.au

Let's get vaccinated.

Arabic 15 sec: <https://youtu.be/lzZckXd1QVs>

Cantonese 15 sec: <https://youtu.be/owMKUGGPYck>

Hindi 15 sec: <https://youtu.be/VKojOURDMI4>




Korean 15 sec: <https://youtu.be/m1JGxS7WZoQ>

Mandarin 15 sec: <https://youtu.be/l8QoT-e2dQ>


Vietnamese 15 sec: <https://youtu.be/di9JLP9pFqg>



Social video – examples


 **NSW Government**  Sponsored · 

Κάντε ραντεβού για τον εμβολιασμό σας τώρα για να προστατεύσετε τον εαυτό σας και τα αγαπημένα σας πρόσωπα.
Ας εμβολιαστούμε, Νέα Νότια Ουαλία.




NSW.GOV.AU
ΕΜΒΟΛΙΑΣΜΟΣ ΕΝΑΝΤΙΑ ΣΤΟΝ COVID-19

[BOOK NOW](#)

 **NSW Government**  Sponsored · 

即日预约接种COVID-19疫苗，我们才有重返自由的那一天。
新州人，让我们去接种疫苗吧。



NSW.GOV.AU
COVID-19疫苗接种
即日访问nsw.gov.au预约

[LEARN MORE](#)

Social post copy versions:

Video A post copy:

Book your vaccination now to protect yourself and your loved ones. Let's get vaccinated, NSW.

Video B post copy:

Book your vaccination today so we can all get back to doing the things we love. Let's get vaccinated, New South Wales.

Click Thru URL:

<https://www.nsw.gov.au/covid-19/health-and-wellbeing/covid-19-vaccination-nsw>

Social static – examples



NSW Government
Sponsored · 🌐

Facciamoci il vaccino, New South Wales!
È ora di prenotare la vaccinazione contro il COVID-19 per proteggere te stesso e i tuoi cari.



✓ VACCINAZIONE ANTI COVID-19
FACCIAMOCI IL VACCINO.

NSW GOVERNMENT

NSW.GOV.AU
VACCINAZIONE ANTI COVID-19

BOOK NOW



NSW Government
Sponsored · 🌐

뉴 사우스 웨일즈 여러분. 예방 접종에 참여합시다.
자신과 사랑하는 이들을 보호하기 위해 이제 COVID-19접종 예약할 때입니다.



✓ COVID-19 예방 접종
예방접종에 참여합시다.

NSW GOVERNMENT

NSW.GOV.AU
COVID-19 예방 접종
nsw.gov.au 에서 오늘 예약하세요

BOOK NOW



关注 热门

爱上澳洲
广告来自weibo.com

+关注 ×

新州人, 让我们去接种疫苗吧。
别犹豫! 预约接种新冠疫苗, 保护自己, 保护家人。
[COVID-19疫苗接种](#)



✓ COVID-19 疫苗接种
让我们去接种疫苗吧。

NSW GOVERNMENT

COVID-19疫苗接种
即日访问nsw.gov.au预约

Social post Copy: Let's get vaccinated, New South Wales. It's time to book your COVID-19 vaccination to protect yourself and your loved ones.

Click Thru URL: <https://www.nsw.gov.au/covid-19/health-and-wellbeing/covid-19-vaccination-nsw>

Social (Facebook) - click on the links to share



Arabic

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)



Greek

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)



Italian

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)



Korean

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)



Hindi

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)

Social - click on the links to share



Simplified Chinese

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)



Spanish

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)



Thai

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)



Traditional Chinese

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)



Vietnamese

Social static: [Facebook](#)

15 sec video A: [Facebook](#)

15 sec video B: [Facebook](#)

30 sec video A: [Facebook](#)

30 sec video B: [Facebook](#)

Other campaign examples



Outdoor advertising - example



> Quý vị hãy làm cuộc hẹn chích ngừa COVID-19 cho mình ngay hôm nay tại nsw.gov.au



< أحجز اليوم لتلقي اللقاح ضدّ COVID-19 على nsw.gov.au



Headline:

COVID-19 VACCINATION
LET'S PROTECT EACH OTHER.
LET'S GET VACCINATED.

Call to action:

Book your COVID-19 vaccination today at nsw.gov.au

[Download posters](#)

Available in:
Arabic, Simplified Chinese, Traditional Chinese, Korean and Vietnamese

Outdoor advertising - example



> Quý vị hãy làm cuộc hẹn chính ngừa COVID-19 cho mình ngay hôm nay tại nsw.gov.au



< أحجز اليوم لتلقي اللقاح ضدّ COVID-19 على nsw.gov.au



Headline:

COVID-19 VACCINATION
LET'S PROTECT EACH OTHER.
LET'S GET VACCINATED.

Call to action:

Book your COVID-19 vaccination today at nsw.gov.au

Available in:
Arabic, Simplified Chinese, Traditional Chinese, Korean and Vietnamese

Press advertisement - example



COVID-19 का टीकाकरण

**आइए एक दूसरे की रक्षा करें
आइए टीकाकरण करवाएँ**

टीका लगवाकर, आप COVID-19 के प्रसार को रोकने में मदद कर रहे हैं - अपनी, अपने प्रियजनों और हमारे समुदाय की रक्षा कर रहे हैं। COVID-19 टीके पूरे NSW में 2000 से अधिक स्थानों पर उपलब्ध हैं, जिनमें फार्मसियों, जी पी (फेमिली डॉक्टर) और NSW हेल्थ क्लिनिक शामिल हैं।

सहायता के लिए, COVID-19 वैक्सीन हेल्पलाइन को 1800 020 080 पर कॉल करें। यदि आपको एक निःशुल्क टेलीफोन दुभाषिए की आवश्यकता है, तो 131 450 पर कॉल करें, अपनी जरूरत की भाषा अंग्रेजी में कहें और दुभाषिए से आपको COVID-19 वैक्सीन हेल्पलाइन से संपर्क स्थापित करने के लिए कहें।

➤ अपने फ़ार्मसिस्ट या जीपी से बात करें या अपना COVID-19 टीकाकरण आज ही nsw.gov.au पर बुक करें



Available in:
Arabic, Traditional Chinese, Simplified Chinese,
Greek, Hindi, Italian, Spanish, Korean, Thai and Vietnamese

Headline:

COVID-19 VACCINATION
LET'S PROTECT EACH OTHER.
LET'S GET VACCINATED.

Body copy:

By getting vaccinated, you're helping to stop the spread of COVID-19 – protecting yourself, your loved ones, and our community.

COVID-19 vaccines are available at more than 2000 places across NSW including pharmacies, GPs and NSW Health clinics.

For assistance, call the COVID-19 vaccine helpline on 1800 020 080. If you require a free telephone interpreter, call 131 450, say the language you need in English and ask the interpreter to connect you to the COVID-19 vaccine helpline.

CALL TO ACTION:

Talk to your pharmacist or GP or book your COVID-19 vaccination today at nsw.gov.au

Radio - example

30 second radio script

Let's get vaccinated New South Wales.

Let's protect our lives – our way of life.

So we can

Meet up with family and friends

Travel far from home.

Celebrate together.

Keep businesses open.

And keep our loved ones safe.

So...talk to your pharmacist or GP, or book your COVID-19 vaccination at N S W dot G O V dot A U

And let's get vaccinated.



Available in:

Arabic, Cantonese, Mandarin, Assyrian, Bengali, Dari, Dinka, Farsi, Khmer, Kurdish, Nepalese, Punjabi, Greek, Hindi, Italian, Spanish, Korean, Thai and Vietnamese



COVID-19 VACCINATION

LET'S DO THIS

