



# BCRG Marketing

# Current Marketing

- BCRG enews
  - 263 recipients
  - 95 community, 57 agency, 92 industry, 19 other
  - Leader newspapers, MMP group (STAR)
- Brooklynip website
- BRAG, YOTN
- Media stories don't mention BCRG

# Facebook

<https://www.facebook.com/BrooklynCommunityRepresentativeGroup>

It's power is in your sharing!



# Purpose of Facebook

- To raise the profile of BCRG
- To engage with a new audience
- To inform the wider community of the issues and successes related to odour, dust and noise in Brooklyn (content similar to Enews)

Admin: Andrea and Jen

Settings: High security - no public posts

Respect the values of BCRG

# Snapshot Document



**OUR PURPOSE:** to facilitate community, industry, local government and EPA working together to ensure that public concerns and aspirations regarding odour, noise and dust in the general Brooklyn area are consistently understood and considered.

## NOVEMBER 2014 MEETING SNAPSHOTS

**Tashia Dixon**, Living Brooklyn Project Manager: The **Living Brooklyn Project** brings industry and government together to identify practical solutions to Brooklyn's dust and amenity issues. Its vision is A World Class Industrial Eco-Park that is the pride of place for the people working and living in Brooklyn.

The first project underway is development of a wetland and landscaped area at the Brooklyn Gateway site near the crossing of Geelong Road over Kororoit Creek.



**Ray Martin**, Brimbank CC: Following the recent VCAT decision to negate the special charge scheme to seal **Jones Road**, Brimbank City Council has also abandoned its plans to initiate a similar scheme to seal **Bunting Road**.

In response, members of Brooklyn Residents Action Group suggested a suite of alternative proposals to the August BCRG meeting, including various traffic control measures, kerb/channel works, and closing of Jones Road. Brimbank CC will discuss these options further with BRAG in early December.

The status of the government's \$900,000 Sustainability Fund commitment to contribute to the works is unknown given the election. The alignment of the proposed East-West Link may have impact on the future development of Bunting Road. These issues will become standing items at future BCRG meetings.



The Environment Protection Authority CEO, **Nial Finegan**, was welcomed by the group. He confirmed EPA's commitment to improving the environment in Brooklyn.

Nial commented on the marked improvements in Brooklyn over the last few years, and complimented the community action groups that have remained strong and continue to hold the EPA and others to account. He added that the EPA understands the impact of dust on the community, and remains committed to addressing the issue in Brooklyn until it is no longer such a huge concern.

**Richard Marks**, EPA Manager Melbourne Metro gave an update on monitoring results so far for the financial year:

There has been the lowest number (55) of odour reports since 2006-9.

There has been the lowest number (7) of PM10 dust exceedances since 2011-12.

With two months of 2014 still to go, Brooklyn has already experienced more dry days with northerly winds than any other year since air monitoring began in the suburb. This is significant because those are the weather conditions that facilitate the transport of PM10 from the Brooklyn Industrial Precinct to the neighbouring residential area to the south.

In addition,

There are currently 23 Active notices in Brooklyn.

EPA is continuing to see positive works being undertaken by industry, with a strong focus on long term engineering solutions. Several sites have come into compliance in the previous 3 months.

By 31 December 2014, 65% of sites will have reached their final notice compliance date.

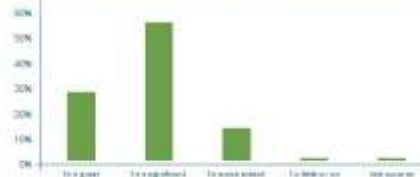


**Cr Sandra Wilson** spoke of two areas in which she has been advocating for Brooklyn:

- Federal Minister Hunt has asked state and territory environment ministers to put forward key areas of concern for inclusion within a national clean air agreement. Cr Wilson will follow up any contribution that may have been made from the Victorian Government.
- Cr Wilson will continue to advocate for a longitudinal health impacts study for Brooklyn residents.

BCRG participants were asked several questions, including

To what extent does BCRG influence decisions about the Brooklyn environment?



Meeting dates for 2015: Wednesday Feb 18, May 13, Aug 12 and Nov 11. Attendance by open invitation: contact [eo.bcrp@gmail.com](mailto:eo.bcrp@gmail.com)

See the meeting notes at <http://www.brooklynb.com.au/bcrp-meeting-notes> for a full account of what took place at the meeting.

# Other Avenues ??

**For what purpose? Easy wins!**

- Which newspapers? Community “What’s on?”
- Radio community announcements?
- EPA letterdrop has been discounted in the past?
- Council web pages, event pages, community pages
- Industry web pages
- EPA website
- Community newsletters
- Twitter
- Sponsorship

**Please add details to list on the wall**

# Visual Guide



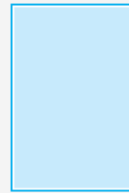
**M12x12**  
Double Page Spread



**M6x12**  
Half Page Spread



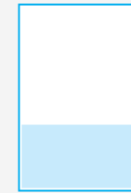
**M3x12**  
Quarter Page Spread



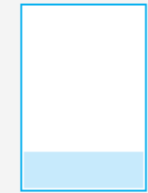
**M12x6**  
Full Page



**M6x6**  
Half Page Horizontal



**M4x6**  
Large Strip



**M3x6**  
Medium Strip



**M2x6**  
Small Strip



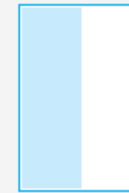
**M12x4**  
Dominant



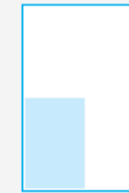
**M9x4**  
Portrait



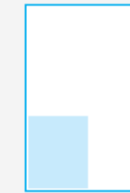
**M3x4**



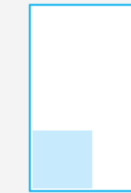
**M12x3**  
Half Page Vertical



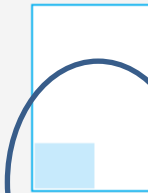
**M6x3**  
Quarter



**M5x3**

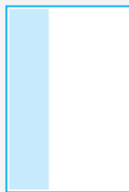


**M4x3**

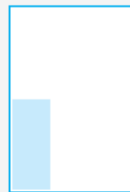


**M3x3**

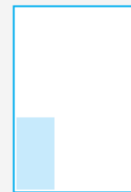
\$545



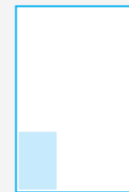
**M12x2**  
Third Page Vertical



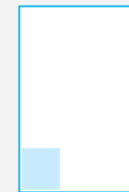
**M6x2**



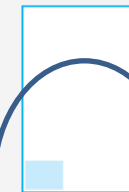
**M5x2**



**M4x2**



**M3x2**



**M2x2**

\$250