



Increasing impact with local area marketing

October 2022



Acknowledgement of Country

We are on Wurrundjeri Land, Eastern Kulin nation country. We pay our respects to Elders past, present and emerging.

Aboriginal and Torres Strait Islander peoples continue to live on and look after the land, sky and water, as they have done for thousands of years. Theirs is the world's oldest living continuing culture. We honour their caretaking of this land on which we live, work and play.

We are profoundly grieved by the terrible wrongs committed by colonial invaders including forcible removal from lands, homes and families. We work in partnership for a present and future of dignity, respect, opportunity and fulfillment for all Aboriginal and Torres Strait Islander peoples.

Sovereignty was never ceded.

This land always was and always will be Aboriginal land.



Image credit: David Foster

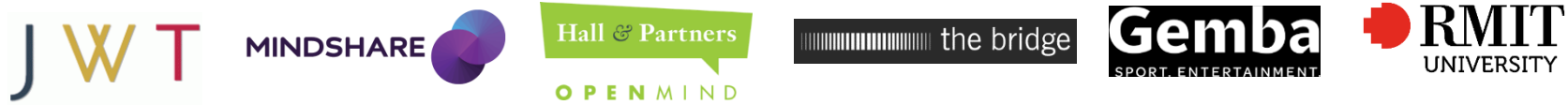
Reflection:
The Healing Tree

Our teams at Good Shepherd AUNZ and our partners provide strengthening shade beneath the 'healing tree'. Sister Mary Euphrasia Pelletier was the founding 'heart' of Good Shepherd in Australia and a continuing inspiration.



It is up to you to make it possible that those exhausted and lost in the ways of the world should find strength in the shade of this healing tree. Sr Mary Euphrasia Pelletier

About me



If you only remember two things...

Be consistent

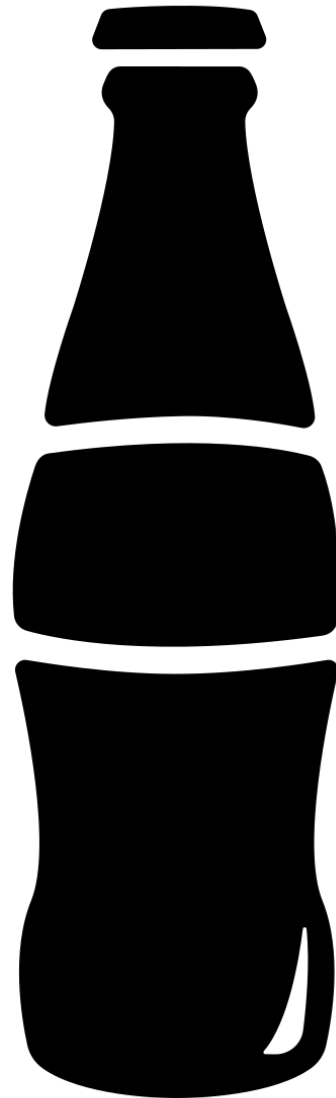
Same message, same emotional context.

Evoke emotion

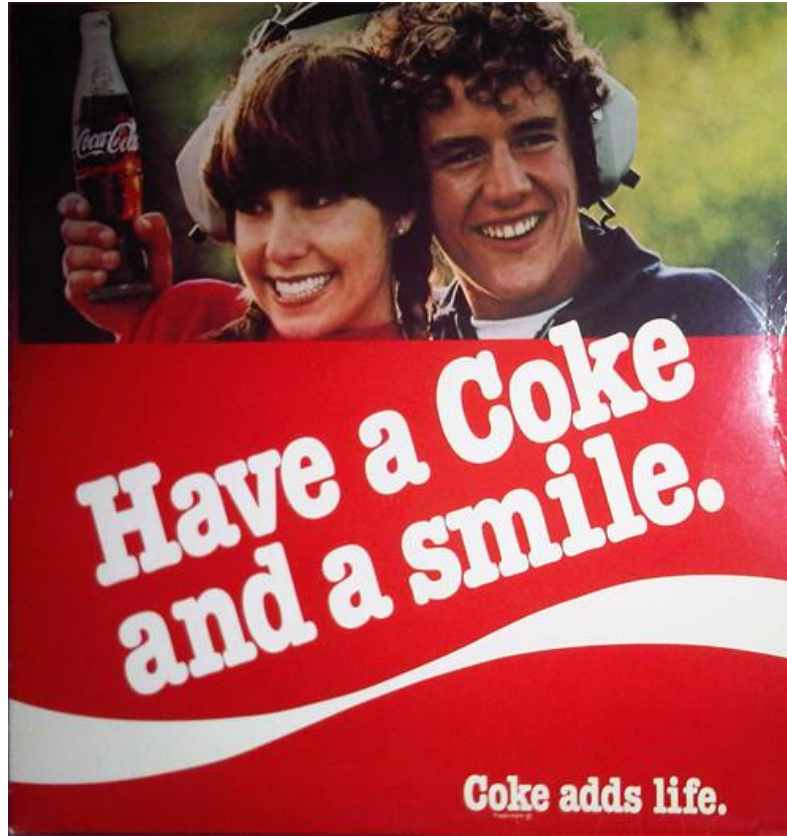
**Not just what we DO, but the problem we SOLVE
and how that makes our participants/clients FEEL**

Not just features, benefits, within an emotional context.

Name a drink



Coke has promised optimism and belonging since 1896. Everything looks good from the Coke Side of Life...





What's our purpose?

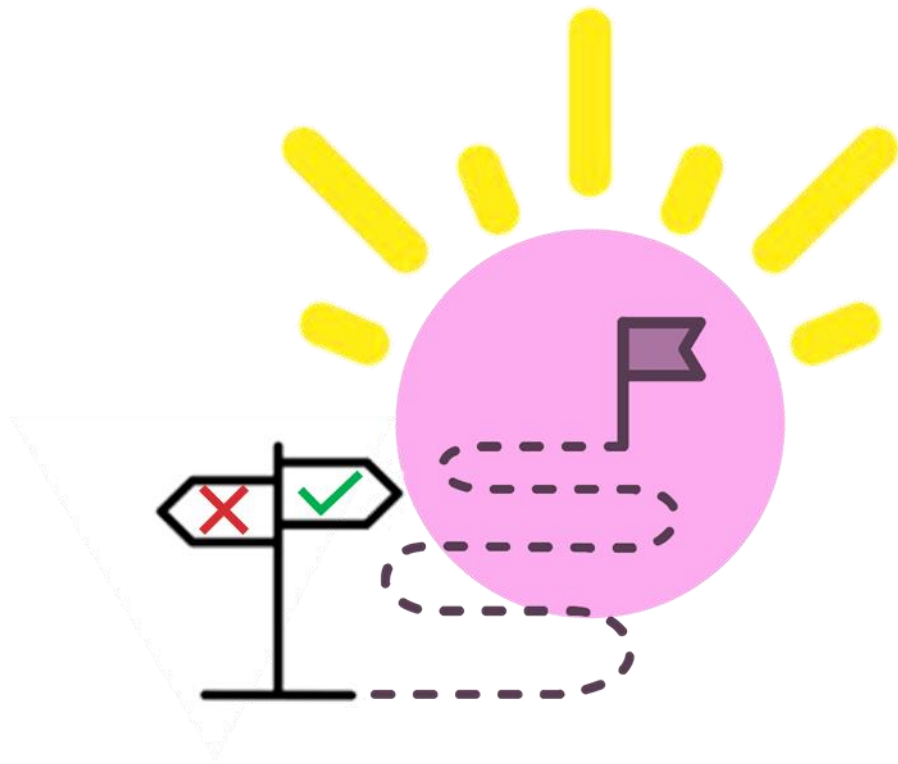
GS Communications Strategy

NILs Communications Objectives

Marketing Plan - 'News you can use'

How we can 'multiply our impact'!

GSANZ walks alongside women, girls & their families in their journey to being safe, well, strong and connected.



Good Shepherd supports participants to:

1. Understand their current situation
2. See and believe in where they could be
3. Understand better options of how to get there
4. Be equipped to take the next step forward
5. Feel stronger, optimistic, determined to go forward

GS Communications Strategy

(not an ad, a springboard for an ad)

**Write your
own story.**

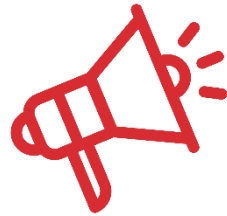


We equip women, girls & their families to take the next step in their journey because we help them achieve better outcomes.

We impact people & policy with positive momentum.

Our personality is optimistic, encouraging and audacious.

No Interest Loans Comms Objectives



Build awareness & understanding of NILs eligibility & features amongst potential participants and allied sector partners



Encourage uptake By driving qualified & prepared enquiries to **network providers, Good Money stores** (VIC, QLD, SA) and **13 NILS**.



**Meet FY '22-23
loan targets**

Build awareness and understanding to drive 'eligible & prepared' enquiries

- ✓ Am I eligible?
- ✓ Will NILs pay for what I want?
- ✓ How can I apply?
- ✓ What docs/info do I need?

4 Corners Brainstorm:

What are the most common questions that indicate, *'You're not eligible' or 'You're not quite ready to apply yet'?* Write down in 'client language' exactly as you might hear them.



**What are the Frequently Asked Questions
you hear around this theme?**

**What do you wish participants knew
before they call you?**

*Write down one question per Post-It note, and make
it sound as much like a 'real person' as possible.*

Questions you may have heard in real life!

Stick the small Post-It note on the bigger paper.



Who are we talking to?

Who are we talking to?



Considering Better Choices

“How can I solve this?
I don’t want to go
backwards.”

People who have an immediate problem to solve, but not in immediate crisis. They have obstacles to overcome, and choosing the easy way out in the past has created more problems than it’s solved. The obstacles might be relationship, parenting or housing issues, or expenses they can’t cover when they’re due.

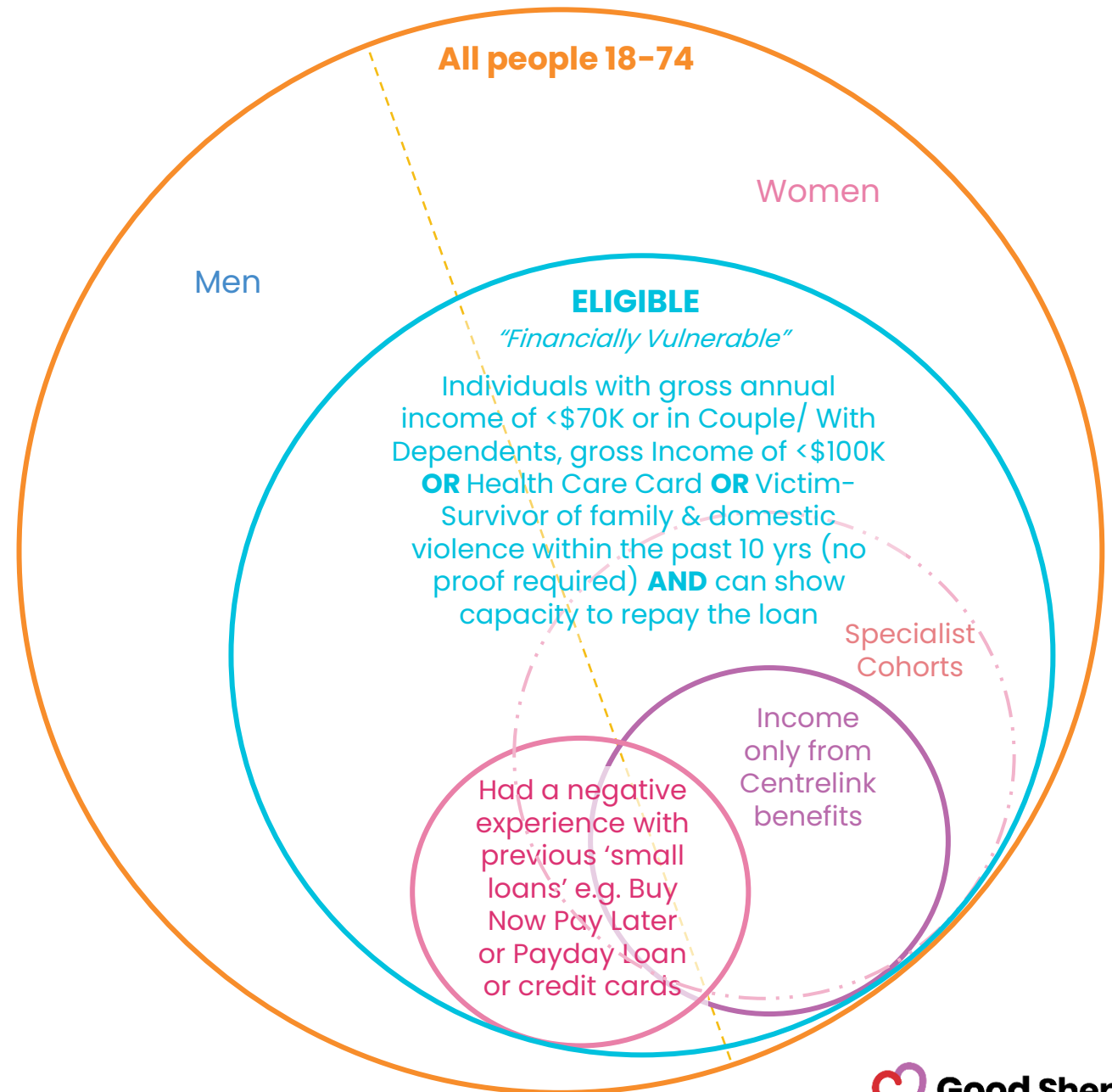
They’re financially vulnerable, with not much savings. If a ‘rainy day’ comes, they’re likely to turn to unsafe credit options.



NILs Audience

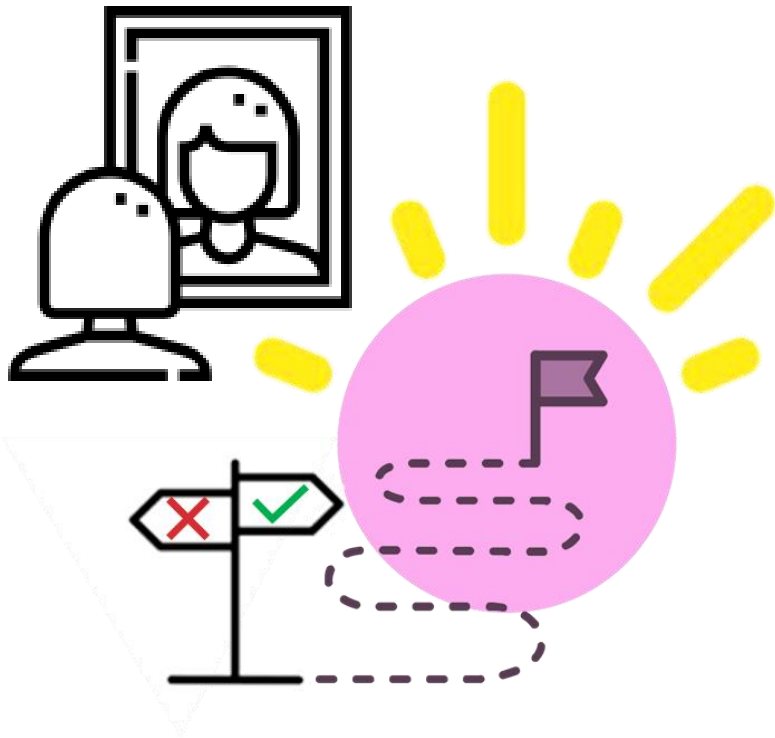
People who can't easily afford to pay an urgent or upcoming expense

- People living generally within their means but have unplanned-for expenses
- May only be receiving Centrelink benefits as income, or could be working an unskilled or low skilled job, such as in hospitality, or a personal care assistant in aged care
- Could be casual, part time or full time but not making enough to save for a 'rainy day'
- Possibly have gone down a debt spiral using unsafe credit options such as 'Buy Now Pay Later' products or PayDay Loans, with high interest and high fees; could have multiple credit cards and juggling repayments.
- Loans are for 'essentials' but that includes anything that contributes to an individual or family's holistic wellbeing... a support dog for someone with agoraphobia; a new laptop for a teen starting high school; a mobility scooter; dentures; an MRI; a new washing machine; rego; car repairs...



Creative Approach: Reflective Stories + Program Specifics

Reflective stories can empower people to take the next step in their journey;
Program Specifics help them understand where they can be & how to get there.



Reflective Stories

- Stories potential participants can see themselves in, focussing on the positive change that's possible & how GS can help them take the next step
- Told from the participant's point of view
- OR the journey partner's pov
- Includes one or two Program Specifics

Utilising Diverse Scenarios

- Single, Partnered, Families
 - Multiple lifestages, Non-binary
- Range of cultural groups
 - First Nations, CALD
- Whitegoods, tech, housing, medical, education, mobility



Program Specifics

- How the program meets the need
- How the program works
- Intended outcomes
- Eligibility
- How to get in touch

- All comms to have a clear CTA



All within the context of the Emotional Reward

- How program participation makes me feel
 - Stronger, optimistic, determined to move forward
 - Ready to take the next step



**“...more freedom
to do the things I
need / want”**

**“Having the [NILs] loan has
allowed me to have a reliable
vehicle that gets me to work.
It enables me to have a better
quality of life and more freedom
to do the things I need / want.”
- Alyssa, Perth**

“I have had one NILS loan every year over ten, eleven years? New fridge, freezer, a push bike I just got recently. There was a TV and a portable aircon. Car registration which is another great thing and car repairs is another excellent thing. A lot of people can't afford to get their car fixed especially when it's a high amount. I have used NILS for that.

I've had a 'rent to buy' thing; I wouldn't do it now. It's a waste of money. We did it when we first moved out for furniture and things like that and you end up paying a ridiculous amount back. “

– Bobby, Risdon Vale TAS



“I've had a 'rent to buy' thing.. it's a waste of money.”

No Interest Loans



My phone keeps me connected to my family. A No Interest loan made it possible.

Monica, Sunshine VIC*

**Name & location changed to protect privacy*



- Loans for essentials at 0% interest
- No interest, no fees, no catch
- Borrow up to \$2000
- Pay back ONLY what you borrow

Supported by
Good Shepherd
No Interest Loans

Supported by
Australian Government
Department of Social Services



nils.com.au



No Interest Loans



I highly recommend a NILs loan. It's taken a lot of pressure off.

Tracy, Brisbane QLD*

**Image changed to protect privacy*



- Pay back ONLY what you borrow
- Borrow up to \$2000
- Loans for essentials at 0% interest
- No interest, no fees, ever

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No Interest Loans

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No Interest Loans



I felt so proud that I owned a fridge and a washing machine that were brand new.

Jackie, Glenelg SA*

**Image & location changed to protect privacy*



- Borrow up to \$2000
- Repay over 24 months
- No interest, no fees, no charges
- For essentials, not cash

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Example
of
banners

Where will we reach our audiences?

- **Owned**
- **Paid**
- **Earned**
- + **Partnerships**



Communications Strategy

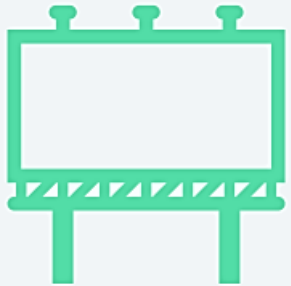
Always on – the need for NILs can happen at any time

Flexible – quickly change messaging (by product, by cohort); easy to share

Tight targeting – provider catchments; financially vulnerable LGAs; near retailers

Seasonal upweights – Back to School, New Year, EOFY, Black Friday

Specialist creative – First Nations, CALD (in language), diffabled, LGBTQI+



Programmatic Outdoor

33%



Paid Search

15%



Social

27%



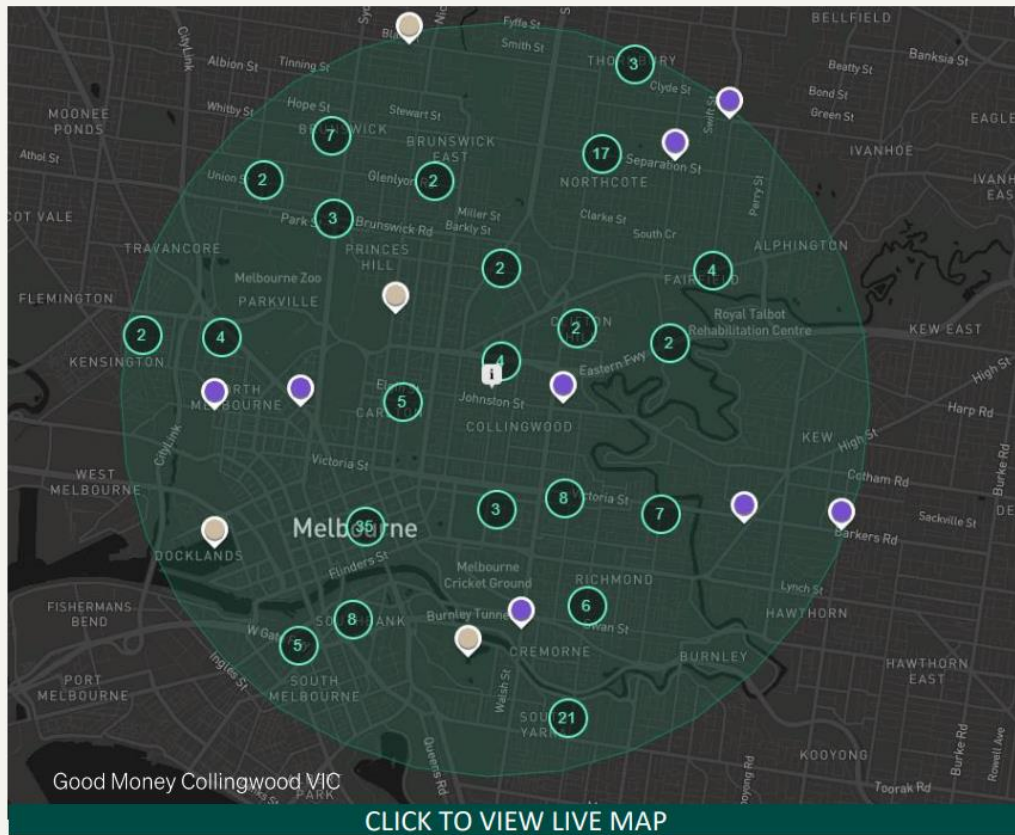
Digital Display

25%

Note: word of mouth is currently our strongest referral source!

Programmatic Outdoor Out of Home Digital Panels

Street Furniture (bus shelters), Retail, Petrol, Convenience, Medical Centres, Tertiary Education, Sport & Leisure



	Panels	Retail	Bus Shelters	Fuel Station	Medical Centre
Good Money Cairns QLD	16	8		1	7
Good Money Collingwood VIC	164	63		31	70
Good Money Dandenong VIC	67	19		10	38
Good Money Geelong VIC	52	30		6	16
Good Money Morwell VIC	7	6			1
Good Money Salisbury SA	28	13		4	11
Good Money Southport QLD	82	11	43	4	24



Now it's your turn



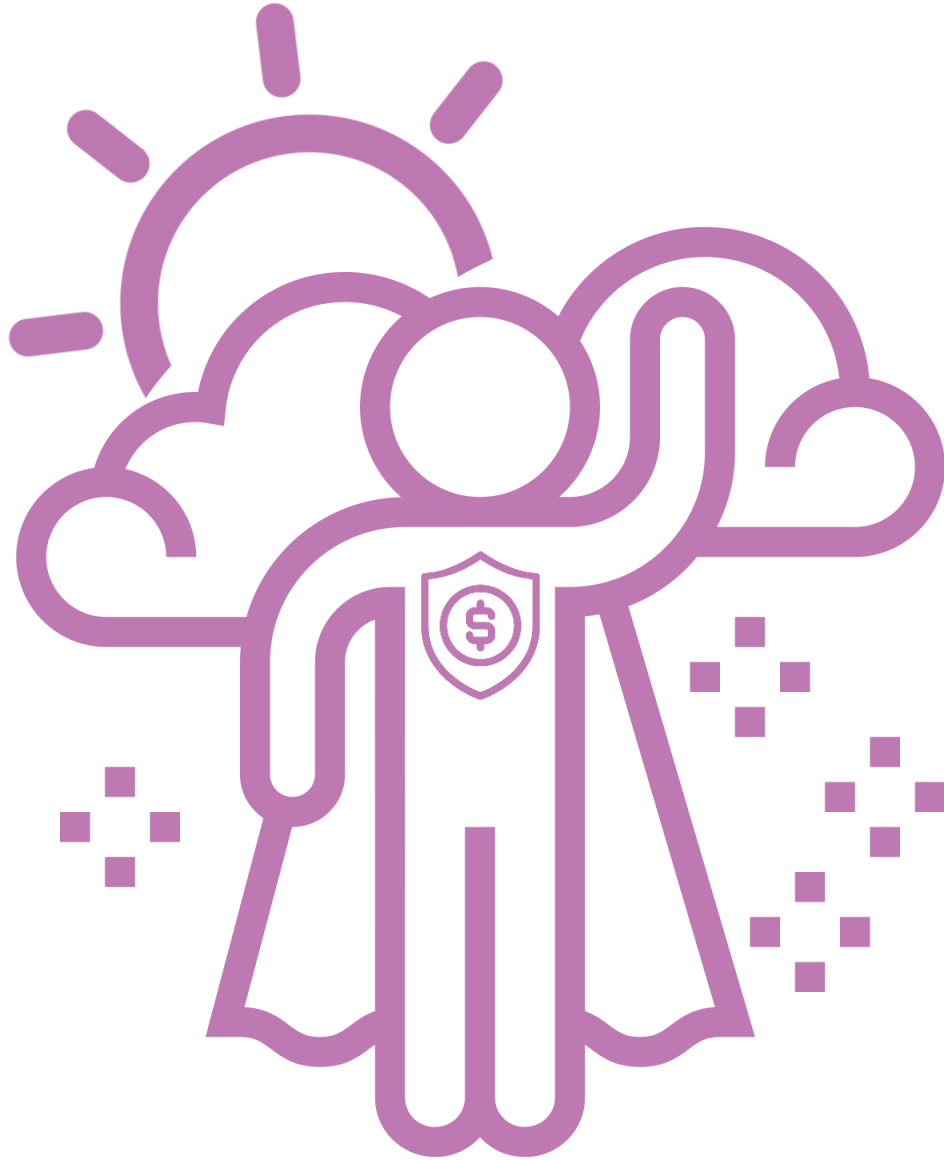
How can you help create more impact?

➤ **Sharing Stories**

- Authentically told stories, in the participant's voice, that inspire people to think, 'That sounds like me' and 'I have a better option'
- Two critical factors: quotes and consent
 - Spectrum of 'de-identification'
- We'll share a Google Doc with the format, as well as our consent form
- Photos are great, but they must be high res, well lit, fit for multiple formats

➤ **The Multiplier Effect**

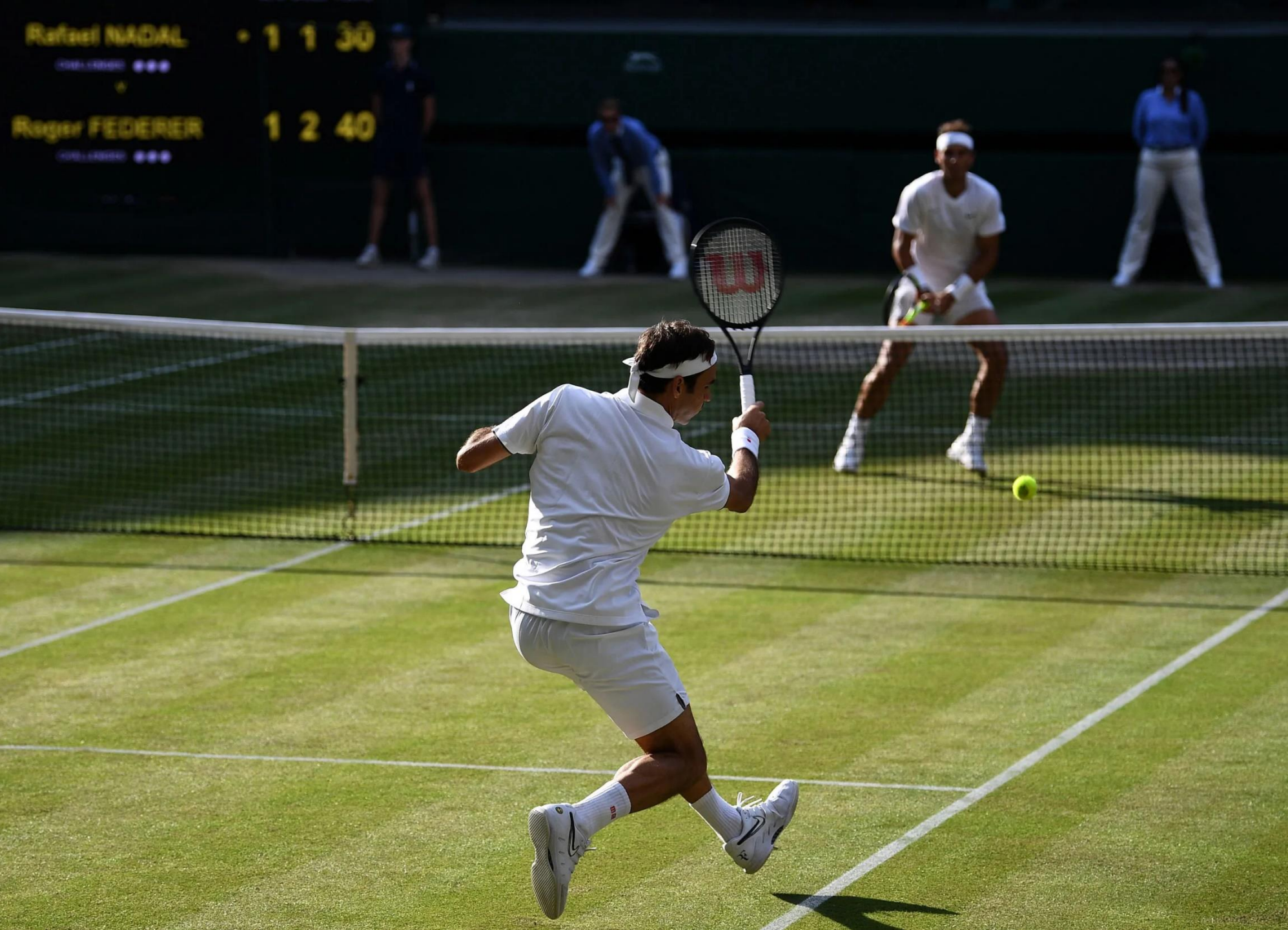
- Share your plans & experience
- Like, share, comment on our socials
- Utilise supplied co-branded comms
- Build 'brand ambassadors' (participants & partners)
- Leverage our strategic expertise



**Messages to
drive your own
marketing &
multiply our
impact**

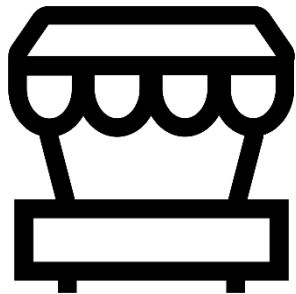
Communications is all about stimulus and response. Cause and effect. Like a game of tennis.

Not like this!



Pick a partner, a channel & brainstorm the message, the desired response, and the 'undesirable' response.

What makes most sense to say in this channel?
How do we want the potential client to respond?
What are we afraid of? Is there risk of a negative response?



community event



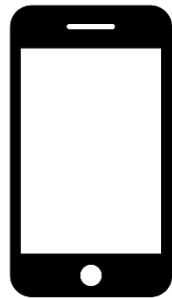
email



via referral partner



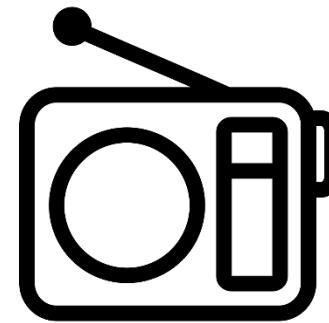
'out of home' screen



Social media – Facebook, Instagram, Tik Tok



ads on news & shopping websites

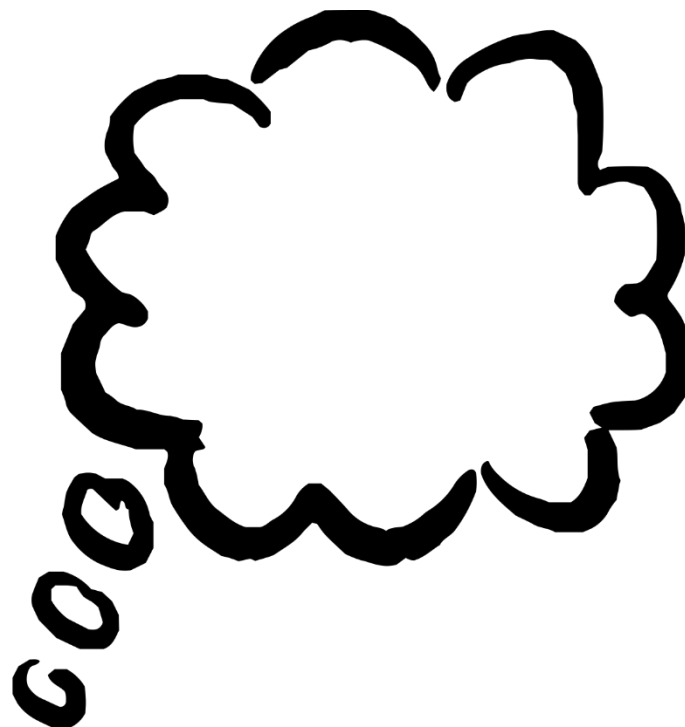


community radio

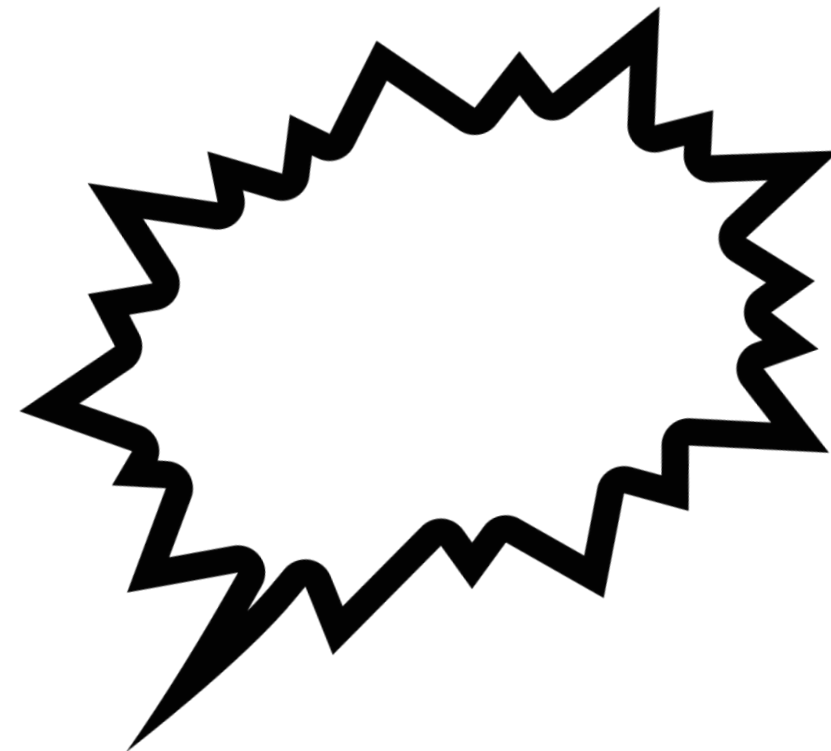
Messaging Brainstorm



If we say 'this'



A potential client might think 'this'



But there's a risk they might think 'this'

Good Shepherd's vision is that all women, girls and families are safe, well, strong and connected.

