

LOCAL GOVERNMENT WEEK 2024

DIGITAL TOOLKIT

MONDAY 29 JULY -
SUNDAY 4 AUGUST

#LGWEEK2024



**ONE VOICE
FOR COUNCILS**

Contents

Introduction	03
How To Use This Toolkit	04
Key Messages	05
Digital Assets	06
Video Content	06
Social Posts	07-09
Newsletters and website copy	10
Event Ideas	11-12
Sample Content Plan	13
Checklist	14



Introduction

Local Government Week is designed to showcase the work councils do in their communities, including the wide variety of services they provide. Local Government Week in 2024 will run from Monday 29 July-Sunday 4 August.

The week aims to help move the conversation beyond roads, rates and rubbish, to the important and far-reaching role councils play as the hubs of their communities.

As a sector we are responsible for pools, parks and playgrounds, libraries, local festivals and lighting, cemeteries, childcare centres and community infrastructure. We employ lawyers, labourers and librarians, cleaners, carpenters and carers, electricians, engineers and educators. Councils are a reflection of the complex communities they serve day in and day out.



How to use this digital toolkit

USE THIS DIGITAL TOOLKIT TO MAKE IT EASY FOR YOUR COUNCIL TO GET INVOLVED!

Your council can leverage the week to showcase the work and the services provided to your community via special events, competitions, media, social media and digital newsletters.



Your participation in Local Government Week can be as easy as including **#LGWEEK2024** in your social media posts.

USE OUR CUSTOMISABLE ASSETS AND TEMPLATES IN YOUR LOCAL GOVERNMENT WEEK CAMPAIGN

Your council can participate at any level throughout the campaign week to showcase the success stories and highlight the many services that councils offer.

This toolkit includes:

- Customisable asset suite (email, e-signature and social templates)
- Key messaging guide
- Video opener
- Events and activity suggestions
- Suggested social media posts

You can use this toolkit to assist with showcasing special events, competitions, media, social media and digital newsletters.

Key Messages

LOCAL GOVERNMENT WEEK IS ALL ABOUT COUNCILS SHOWCASING THE WORK THEY DO AND THE DIVERSITY OF THE SERVICES THEY PROVIDE.

Councils provide their communities with the services and infrastructure they need to work, rest and play, 365 days a year.

Local Government Week

Key message samples to use in your marketing

- As the level of government closest to communities, councils are best placed to activate healthy local economies and thriving neighbourhoods.
- Partnerships across all levels of government can help NSW build back better in the wake of bushfires, floods, and the cost-of-living crisis.
- Local Government Week celebrates the range and diversity of services councils offer the community: everything from community events, childcare centres, libraries, sports fields, parks, and cemeteries, to food safety checks, building and development and pet registration.

Council Specific Messages

Customise the below messages specific to your council

- [COUNCIL] is staffed and run by local people, for local people. (Personalise where possible. Use pics of council staff at work).
- [COUNCIL] promotes local business and attracts investment to our community. (Again, personalise where possible. Use pics of local businesspeople, shoppers, etc.)
- [COUNCIL] works with business and the wider community to promote a healthy local economy and create local jobs.
- [COUNCIL] is part of your everyday. (Where possible, include stats, e.g. info about environmental programs, recycling, number of parks, etc.)
- [COUNCIL] provides recycling services to manage chemicals and e-waste, green waste and food scraps, as well as glass, metals, paper, and cardboard.
- [COUNCIL] works to make your neighbourhood accessible; on foot, by bike, or by car.

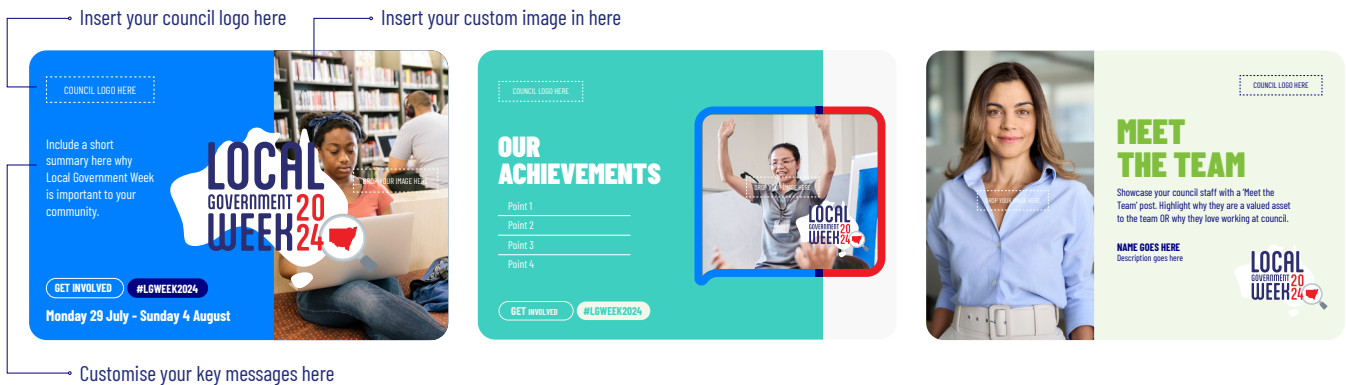
Digital Assets

FOLLOW THESE EASY STEPS TO DOWNLOAD THE DIGITAL ASSETS TO CUSTOMISE FOR YOUR COUNCIL ACTIVITIES.

- STEP 1** Choose a digital asset kit to download. We have provided the resources in Adobe InDesign files and non-Adobe InDesign files to suit any level of photo editing capabilities.
- STEP 2** Check your download folder for the resources and move it to a personal folder or onto your desktop for easy access.
- STEP 3** Open the selected resources in either Adobe InDesign or PowerPoint to customise with your council's logo, images and text. Click save.
- STEP 4** You can use the assets provided within this pack to help write a post to go with the image.

WE'VE CREATED A SUITE OF CUSTOMISABLE ASSETS FOR YOUR COUNCIL TO USE.

You can download as many as you like, customise them with your council logo and update the various images for use across your social media channels. Templates are available in Adobe InDesign and PowerPoint.



[Download The Digital Asset Suite](#)

Video Content

USING VIDEO CONTENT ACROSS SOCIAL MEDIA CHANNELS IS A GREAT WAY TO ENGAGE YOUR COMMUNITY.

You can download our generic opening/ending Local Government Week animation slides to create your own personalised video content.



Social Posts

WE'VE CREATED A NUMBER OF POSTS THAT CAN BE USED ON ANY SOCIAL MEDIA PLATFORM.

Please use this year's hashtag **#LGWEEK2024**

Tag **LGNSW** in your social posts and we'll share your posts throughout the week.



Local Government Week Activities

Use the below social posts to use as templates across your channels

- Monday 29 July-Sunday 4 August is Local Government Week and [COUNCIL NAME] will be hosting events to celebrate! Check out [WEBSITE LINK] to find out more. **#LGWEEK2024**
- [COUNCIL] celebrating Local Government Week 2024 **#LGWEEK2024**
- Your voice, your council **#LGWEEK2024**
- During **#LGWEEK2024** explore what [Council] does for you [LINK TO WEBSITE]
- It's Local Government Week and we are celebrating the important role councils play in local communities. **#LGWEEK2024**
- Proud to be part of local government, the sphere of government closest to the people. It's Local Government Week from Monday 29 July-Sunday 4 August. **#LGWEEK2024**

"Did you know?" Series Highlighting Council Services

- Did you know? [COUNCIL] has [INSERT NUMBER] visitors to the [INSERT NAME] library each day. **#LGWEEK2024**
- Did you know? [COUNCIL] employs [INSERT NUMBER] staff from the local community. **#LGWEEK2024**
- Did you know? [COUNCIL] planted [INSERT NUMBER] trees in the past 12 months. **#LGWEEK2024**

Social Posts



“Meet The Team” Series

PUTTING A FACE TO A NAME AND SHOWCASING A COUNCIL TEAM MEMBER

SAMPLE TEXT:

Today we celebrate [COUNCIL TEAM/EMPLOYEE]. You might not know [HIM/HER/THEM], but [HE/SHE/THEY] has helped lead [COUNCIL]’s delivery of [CULTURAL SIGHTS/EVENTS/SERVICE] in [COUNCIL]. [NAME] has worked with council for [NUMBER OF YEARS] years. From everyone at council, during Local Government Week, we just wanted to say THANK YOU! **#LGWEEK2024**



“Interesting Facts” Series

HIGHLIGHTING A FACT OR STATISTIC UNIQUE TO YOUR COUNCIL

SAMPLE TEXT:

[COUNCIL] does so many things for the community, such as [INSERT FACTS]. **#LGWEEK2024**



Encourage your Mayor and Councillors

TO POST TO THEIR SOCIAL MEDIA CHANNEL OR PROVIDE A STATEMENT, FOR EXAMPLE:

- I love [NAME OF AREA] because of its history, diversity and food! Why do you love [NAME OF AREA]? Let us know during Local Government Week! **#LGWEEK2024**
- Celebrate local communities during **#LGWEEK2024**
- Local Government Week 2024 is all about community. Help lead and shape it by coming along to our next council meeting to see how it all works! **#LGWEEK2024**
- This year, for Local Government Week I will be attending [XXX] and visiting [XXX]. I’d love to see you at any of the events throughout the week. For more information visit [LINK TO WEBSITE] **#LGWEEK2024**

Check out the variety of social posts from #LGWEEK2023

CLICK THE IMAGE BELOW TO VIEW THE SOCIAL POST

Maitland City Council



Open House

Bathurst Regional Council



Meet The Team

Bathurst Regional Council



2023 Highlights

Wollondilly Shire Council



Council Insights

Griffith City Council



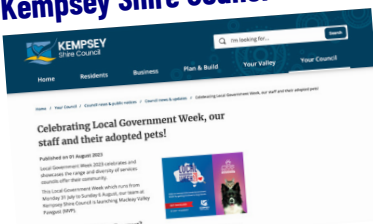
Meet The Team

Clarence Valley Council



LGWEEK Promo

Kempsey Shire Council



LGWEEK Promo

Willoughby Council



LGWEEK 2023

Lake Macquarie Council



Did you know?

Snowy Monaro Regional Council



Meet The Team

Gunnedah Shire Council



Meet The Team

Fairfield City Centre



Mobile Office

Newsletters and website copy

TO HELP PROMOTE THE WORK OF YOUR COUNCIL, WE HAVE OUTLINED SOME INTERESTING FACTS ABOUT NSW COUNCILS YOU MAY WISH TO HIGHLIGHT.

Local Government Week, Monday 29 July-Sunday 4 August, is the perfect opportunity to celebrate our community.

We want to celebrate [COUNCIL] and the role we play in the community. [COUNCIL] will be [DESCRIBE WHAT YOU ARE DOING] and would love you to get involved.

Local Government in NSW • Did you know?

- Councils deliver so much more than roads, rates, and rubbish: they are a reflection of the complex communities they serve each and every day.
- Councils in NSW look after more than \$178 billion of community assets – parks, pools and playgrounds, libraries, local festivals and lighting, cemeteries and childcare centres, museums and art galleries.
- Councils employ more than 50,000 people in local communities right across NSW.
- Councils are helping to drive a locally led economy by employing lawyers, labourers and librarians, cleaners, carpenters and carers, electricians, engineers and educators.
- Local government in NSW manages 90% (164,000km) of the state's local and regional road network.
- Local government spends more than \$2 billion each year on caring for the environment via recycling and waste management, stormwater management and preserving and protecting native flora and fauna.
- NSW has 450 council-run libraries that attract more than 34.8 million visits each year.
- NSW councils manage an estimated 35 million tonnes of waste each year.

Celebrating Local Government Week

Ensure you attend one of our events during Local Government Week (Monday 29 July-Sunday 4 August) and celebrate the contribution your council makes to the community.

[OR IF YOU ARE NOT RUNNING EVENTS] During Local Government Week, we invite you to explore the many services [COUNCIL] provides throughout the community. Check out our website now. [LINK TO WEBSITE]

[OR] During Local Government Week we invite you to join with us in celebrating [LOCAL GOVERNMENT AREA] and the services [COUNCIL] provides.

Celebrating Local Government Week

During this special week we encourage people to explore some of the ways [COUNCIL] is part of your daily life, and to showcase some of the things we do for the community. You probably know all about roads, rates and rubbish, but did you know we also [INSERT LIST – EACH COUNCIL WILL BE DIFFERENT]

... and so much more. Check out our website to find out more about what [COUNCIL] does for you and your community.

Event Ideas

Many councils host events or organise special activities during Local Government Week.

Check out our event suggestions below



Council Stall

Take your message to the people

If your area has regular markets or a major shopping centre, set up a stall to promote the services of the council and undertake community outreach and engagement. Staff could take photos for your council's social media pages



Libraries and Museums

Demonstrate your unique community

Hold photographic exhibitions, story time for children or run special exhibitions, or something else unique to your area.



Free History Tours

Profile people and places

Host a free community history tour and promote it to your Rotary, Lions, Apex, Probus and other service clubs. Or offer to join meetings and make presentations on council activities.



Free Talks

Conduct free talks on topics of interest in your community such as sustainable living, waste recycling, traffic management, bushland regeneration or animal licences. Ask staff who manage these functions within council to suggest venues and speakers.



Town Meeting

Hold a town meeting and invite the community to find out about what your council is doing.



Mock Council Meeting

Hold a mock council meeting and invite school students to participate as councillors so they can see how meetings are run.



Free Pet Microchipping

Hold a free pet microchipping day in your area.



Tour of Local Facilities for Schoolchildren

Organise a tour of community services and council facilities – for example, of water treatment facilities, animal shelters, community care and local libraries.



Local Sports Day

Invite local sports teams/clubs to one location to promote their sport. This could be hosted at one of the sports grounds run by council. Allow areas for children to try different activities and parents/guardians to talk to the organisers. Feature your council and display Local Government Week posters.

Event Ideas

Many councils host events or organise special activities during Local Government Week.

Check out our event suggestions below



Launch an Invite

Local Government Week is the perfect springboard to launch a community initiative/program – particularly if it is something unique to your local area.



Presentation of SES Award

Hold an event to present State Emergency Service (SES) awards in your local area.



Meet The Councillors

Hold a session where residents can meet your councillors, either in council chambers or out in the community such as at the local shopping centre or town square.



Create a Postcard Competition

Send postcard templates to local schools and ask students to draw something they love about their community. On the other side of the postcard they could write why they love it or a thank you letter to someone at council (e.g. garbage collectors, groundskeeper etc.) for something they appreciate. The postcards could be exhibited by the council, collated into a publication or website, shared on social media or produced by the council for sale or promotion.



Gardening Competition

Invite participants to publish pictures of their gardens on Facebook/Instagram or send the mayor to entrants' homes during Local Government Week.



Sample Marketing Content Plan

DAY 1

MEDIA RELEASE

Interview with Mayor to celebrate the week and highlight what your council has delivered in the past year for the community.

SOCIAL POST

Celebrate your council wins. Share a good news story using one of our customisable social posts or gif.



DAY 2

NEWSLETTER

Issue a special release Local Government Week theme newsletter to your community network to share and celebrate the wins your council has delivered over the past year.

SOCIAL POST

Competition time! Run a competition to engage your community to enter and share feedback.



DAY 3

COMMUNITY EVENT/ACTIVITY

Host an event or activity to engage with your community in the week.

Check out our event suggestions

SOCIAL POST

Did you know? Share some interesting facts or stats using our customisable Did you know?

Templates from the digital toolkit



DAY 5

WEBSITE

Create a page to celebrate Local Government Week and include updates of your activities, events, photos and social posts across the week.

SOCIAL POST

Host an online event. Use one of our customisable assets to promote an event or activity you are hosting throughout the week.



DAY 4

VIDEO

Create video content with interviews with your Mayor or council staff. Highlight a particular big win for your council that benefits your community.

SOCIAL POST

Get to know the team. Showcase your council staff and celebrate how they help deliver projects at council or why they love working at council.



DAY 6

SOCIAL POST

Good news story. Share and celebrate some of the key projects your council has delivered to the community over the past year.



DAY 7

SOCIAL POST

Did you know? Share some interesting facts or stats using our customisable Did you know? templates from the digital toolkit. [Click Here](#)



LOCAL GOVERNMENT WEEK 2024



MONDAY 29 JULY - SUNDAY 4 AUGUST

#LGWEEK2024

Checklist

- Map out your Local Government Week activities
- Create your own visual assets using the customisable assets
- Include any activities in your newsletter/website
- Notify your local media
- Let your staff know and encourage them to get involved
- Share Local Government Week activities on your social channels and tag LGNSW in your social media posts
- Use the hashtag **#LGWEEK2024**
- Let us know what you're doing! Send us an email at communications@lgnsw.org.au

NEED HELP?

We're here to help! If you are having trouble with any of the digital assets or not sure how to use any part of the toolkit, let us know. Email the team at communications@lgnsw.org.au



L8 28 Margaret St, Sydney NSW 2000

—

T 02 9242 4000 E [COMMUNICATIONS@LGNSW.ORG.AU](mailto:communications@lgnsw.org.au)

—

lgnsw.org.au