

Restore Burrinja Federal Funding - CAMPAIGN STRATEGY

Burrinja Theatre Axed!

Act Now to Save Performing Arts in the Hills!

Calls to Action –

1. Write to Minister Albanese to review case and reverse decision.
2. Minister to receive Delegation from Shire and Burrinja

Image – AXED Logo

- Use this for ALL media - letterhead, banners etc. Brand.
- Use Image on Flyers/ Banners.

Postcard – Letter to Minister

Print and distribution local

PDF version on Web Site – call to Action

Flyers and postcards with image via distribution (volunteers/ committee etc) – and email.

Media release

Re circulate Media Release Monday

New Media release late in week with new approach.

All Media – including The Age.

President etc to SMS and call ABC radio.

3AW Phone tree – louis.

Arts Media;

Take the ‘Rudd Govt. pulls support from Arts’ approach. **Monday**

Schools – call to get support – message – call to action = letter to minister. Lobby local members.

Web Site –

Download the postcard as a PDF and other info

Keep updating – the gig event info etc.

Production costs:

Delegation to Canberra

Postcards/ Banners;

Burrinja to arrange production.

Support Event – Rally

Thursday 29th; 7pm

Sue Anne-Post to host.

Need local and further celebs.

Eg. Rachel Burger; Rod Quantock; Neighbours person?)

Publicity.

Canberra

Senators – lobby Labor senators and Democrats/ Greens.

Provide with one page project brief – aims, objectives, why essential

Ask senators to lobby Albanese's office;

Request them to arrange meeting for a Shire/ Burrinja delegation

Need Cover Letter to Senators; co-signed – with one pager briefing doc. :

- Mayor and 2 councillors
- CEO
- Burrinja Pres
- Notables: eg. John Wood, Rachel Burger, Bev McAllister AO, Principals, Greg Burgess,
- James Merlino?
- Tammy Lobato?
- David Hodget?

Design:

- Banners need text – and Frawleys make
- Coreflute – Louis to follow up contacts; need the postcard design and call to action.

Groups:

- Stakeholders
- Schools
- Foundation Members
- Jarmbi Members (ALL)
- Groups that use Burrinja – Folk Club, Probus, Artists etc. etc.
- Community general.
- BCAP, DRMC, Open Studios partners, peak organisations (VAPAC, PGAV, ATV etc)
- Disability groups – ‘

SMS

good to have some input to radio sms and talk back.

Jon Faine's morning program on 774 often covers local community issues and has been covering the Federal budget as a major issue

You can text (SMS) the program on 19 774 774 or call 1300 222 774

Here are some possible themes for texting and talk back:

- Axing the entire Regional Partnerships from Federal Budget has thrown the baby out with the bathwater. Initiatives such as the 400 seat Performing Arts Centre at Burrinja Upwey has excellent community support
- Losing the Burrinja performing arts centre is a kick in the teeth for struggling local school communities
- Rudd Government must 'unaxe' the axed performing arts centre in Upwey.

Petition

Jason Wood's office will organize and run.

Messages:

Will need to run different angles over coming weeks.