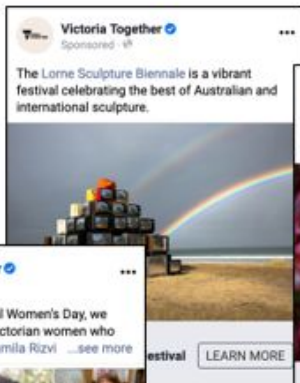
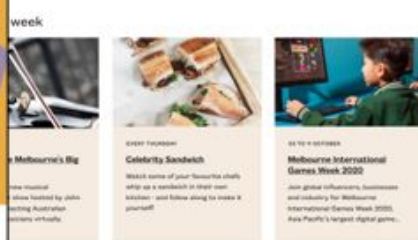




**VICTORIA  
TOGETHER**



# Our mission

Victoria Together is **a platform designed to connect, inspire, entertain and inform** - showcasing the greatest ideas and digital experiences Victoria has to offer.

We do this to connect Victorian creators and organisations to a wider audience and empower audiences to discover new content

**Victoria Together's mission is to connect diverse communities through inclusive experiences to create a shared sense of belonging for all.**

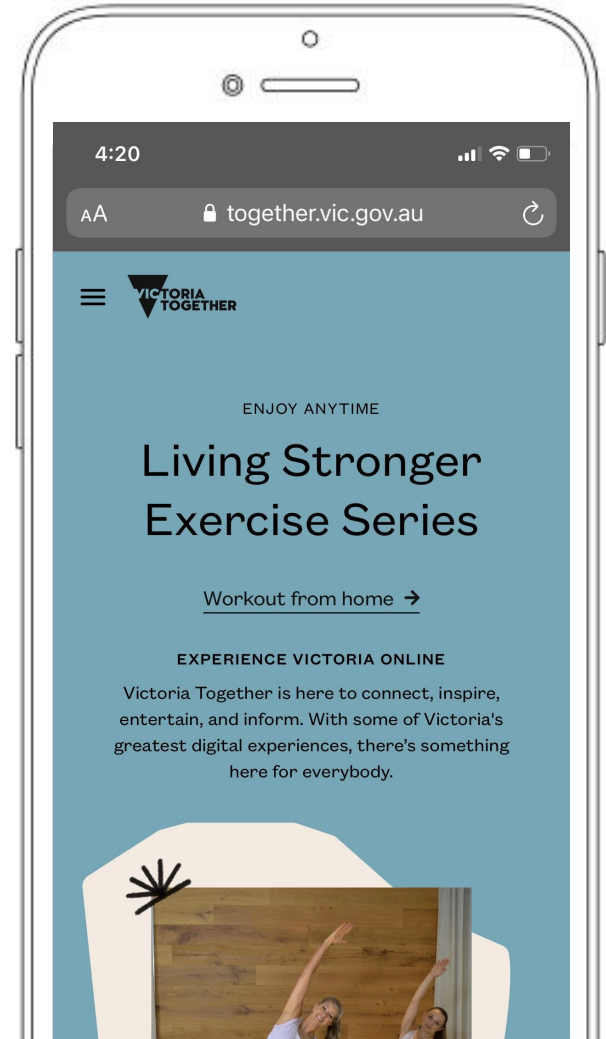
# Where do we exist?

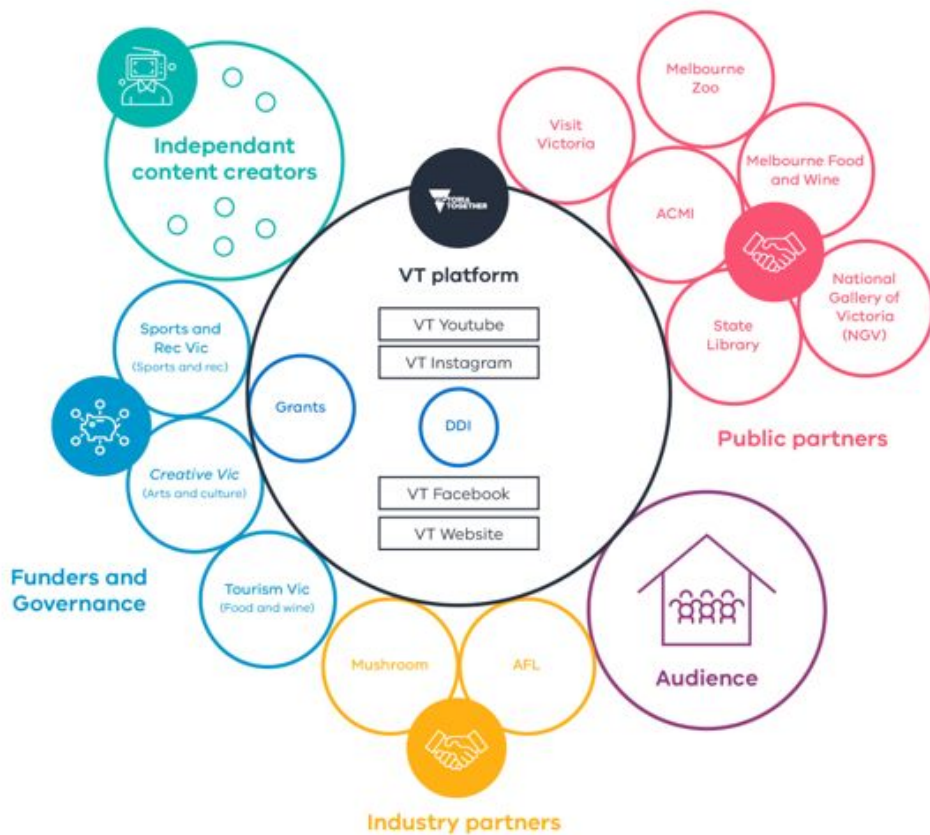
**On [together.vic.gov.au](https://together.vic.gov.au),** which operates as a content hub where we house content pieces in different formats: video, articles, images, podcasts, and so on.

**On Facebook,** where we focus on driving web traffic to our website, as well as creating awareness and engagement.

**On Instagram,** where we inspire our audiences while creating awareness about our content.

**On Youtube and Vimeo,** where we house our video content for website embedding and audience discovery.





# Why do we exist?

On [together.vic.gov.au](https://together.vic.gov.au), we..

1. **Connect** Victorians with each other. And provide digital connection to a range of vulnerable cohorts.
2. **Represent** communities and groups who would otherwise have issues with creating visibility and/or publicity for their activities and initiatives.
3. **Provide** informative and inspiring content that is shareable and useful for our audiences.

On social media, we...

1. **Connect** Victorians with one another by facilitating discussion and awareness for our content.
2. **Target the correct and relevant audiences** in which our content will resonate with.
3. **Represent** community groups, ensuring their messages are heard.
4. **Showcase** activity that occurs in both inner-city and regional areas.

# Our focus



1. Accessibility needs



2. CALD communities



3. Regional communities



4. Wider Victorian community

# Victoria Together's **unique** offering sets us apart

- **We are the first Whole of Victorian Government (WoVG) content platform.**
- **We are inclusive.** We represent and connect with community groups not-for-profit, government-funded bodies and government depts.
- **We offer something for everyone;** from young to old, from a variety of cultural backgrounds, socioeconomic status, locales and physical abilities.
- We offer online entertainment and information that anyone can access anytime; **you don't need money or special access to enjoy our content.**



The background is a solid orange color with several white, angular, geometric shapes scattered across it. These shapes are irregular polygons of various sizes and orientations, creating a modern, abstract design. The shapes are positioned in the upper left, upper right, and lower left areas, leaving the central area mostly clear for the text.

Top Content



Victoria Together ✓

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1

We also compiled a few virtual events, so you can celebrate from home. ✨



TOGETHER.VIC.GOV.AU

**What the Chinese Zodiac predicts for 2021**

LEARN MORE

Reach: 17,028

Engagement: 3,837

Link Clicks: 3,596

Targeting: Victorians aged 18-65+ interested in chinese culture, astrology, chinese language, chinese philosophy, cultural history, chinese cuisine

Live date: 9 Feb - 19 Feb

Video click-to-plays: n/a



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2

Mobility, stretching and strength. 🧘 Access these workouts from home to help you stay fit, strong, mobile, and happy. Brought ...see more



TOGETHER.VIC.GOV.AU

**15 exercise programs by a physiotherapist**

LEARN MORE

Reach: 32,088

Engagement: 4,599

Link Clicks: 3,292

Targeting: Victorians aged 50-65+ interested in sports, physical fitness, physical exercise, old age

Live date: 28 Jan - 28 Feb

Video click-to-plays: n/a



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3

Sound on. Enjoy six guided movement classes by CHUNKY MOVE, featuring unique and less familiar locations in Melbourne.



TOGETHER.VIC.GOV.AU

**Chunky Move Guided Movement Classes**

WATCH MORE

Reach: 20,103

Engagement: 8,364

Link Clicks: 3,038

Targeting: Victorians aged 18-65+ interested in Barre, Lululemon Athletica, Mecca Maxima, Pilates, Meditation, Yoga, Dance

Live date: 1 Feb - 15 Feb

Video click-to-plays: 6,345



Victoria Together

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4

No matter what your perfect date night looks like, we've put together a few ideas that everyone can enjoy without leaving home!



TOGETHER.VIC.GOV.AU

**Date night: Valentine's Day at home**

LEARN MORE

Reach: 27,815

Engagement: 2,298

Link Clicks: 2,209

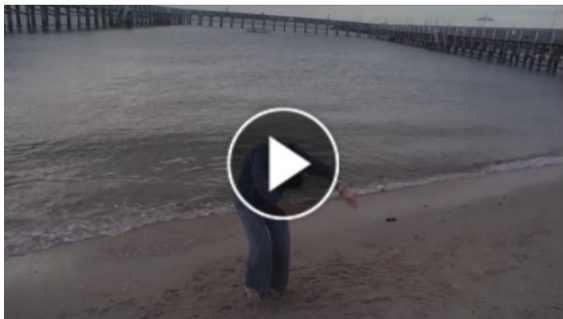
Targeting: Victorians aged 50-65+ in complicated, domestic, married and open relationships. Also, those who are married and engaged.

Live date: 10 Feb - 14 Feb

Video click-to-plays: n/a

5

Sound on.  Enjoy six guided movement classes by **CHUNKY MOVE**, featuring unique and less familiar locations in Melbourne.



TOGETHER.VIC.GOV.AU  
**Move with Chunky Move**  
Let's dance.

WATCH MORE

Reach: 15,984

Engagement: 5,701


Link Clicks: 2,120

Targeting: Victorians aged 18-65+ interested in Pilates, Yoga, Dance

Live date: 25 Jan - 31 Jan

Video click-to-plays: 4,851

6

Sound on.  Join us on a culinary journey across **Mornington Peninsula**, highlighting the region's extensive range of local ...see more



TOGETHER.VIC.GOV.AU  
**Mornington Peninsula's 3 Farmers and a Chef series**

LEARN MORE

Reach: 27,815

Engagement: 2,298

Link Clicks: 1,545

Targeting: Victorians aged 25-65+ interested in food, cheese, farm, Maggie Beer, Melbourne Food and Wine Festival, Tasty, cooking, recipes, organic food

Live date: 1 Feb - 15 Feb

Video click-to-plays: 46,453

The background consists of several overlapping, irregular shapes in a vibrant orange color against a white background. The shapes are angular and somewhat organic, creating a modern, abstract composition. The text is centered within the largest, most prominent orange shape.

# Working with galleries

## Exploring art in regional Victoria

We have put together a list of art galleries dotted around Victoria's regional towns that you can check out from the comfort of your home, or when you next hit the road.

[See more →](#)



# Gippsland Art Gallery online

The Gippsland Art Gallery presents new art adventures that you can take from the comfort of your own home.



# Arts Festivals in regional Victoria

1 / 6



See highlights and behind the scenes of some of the most artistic and creative festivals regional Victoria has to offer, funded by Regional Arts Victoria.



## ART IS...Festival

Australia's only co-created arts festival.



## Lake Bolac Eel Festival

A look at Lake Bolac's Eel Festival.



## Lorne Sculpture Festival

Sculpture festival on Lorne's foreshore.





**Arts Access Victoria**



**Regional Arts Victoria**



**Tarra Warra Museum of Art**



The background is a solid orange color with several white, angular, geometric shapes scattered across it. These shapes are irregular polygons of various sizes and orientations, creating a modern, abstract design. The word "Learnings" is centered in the middle of the page in a white, sans-serif font.

Learnings

## Each week Victoria Together...

Publishes and promotes over **50+ pieces** of content from our partners

Has between **10,000** and **20,000** website visitors

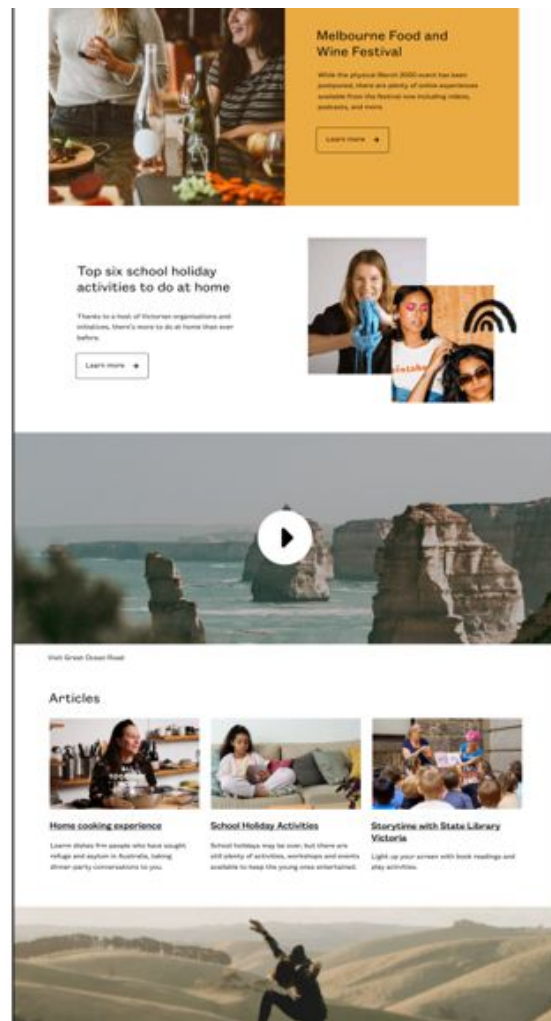
Reaches over **1 million** people on Facebook

Reaches over **300,000** people on Instagram

<b>Facebook</b>	<b>27,000+ followers</b>
<b>YouTube</b>	<b>3,000+ subscribers</b>
<b>Instagram</b>	<b>5,600+ followers</b>



**Partners 90+ Victorian orgs**



## What we've learnt about our audience along the way

They want high quality online content from grassroots organisations

For some physical restrictions are a continuation of a life they've already been living.  
These groups have been socially isolated before COVID

They want to experience events digitally, alongside members of their community

They want Interactive and immersive content and digital experiences

Many expected these online experiences will be enjoyed into the future, and beyond  
COVID



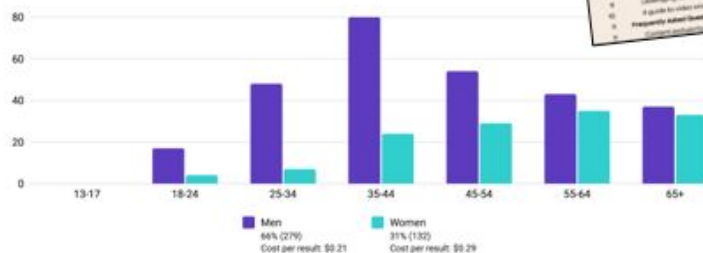
# How we can help you reach your audience

Support you to make great digital content

Provide a publication platform for your content to live

Target and amplify your content on our social channels

Provide analytics and insights



The background is a solid orange color with several white, angular, geometric shapes scattered across it. These shapes resemble stylized mountain peaks or abstract architectural elements. The shapes are primarily located in the upper and lower portions of the frame, leaving a large, clear orange area in the center where the text is placed.

Get in touch

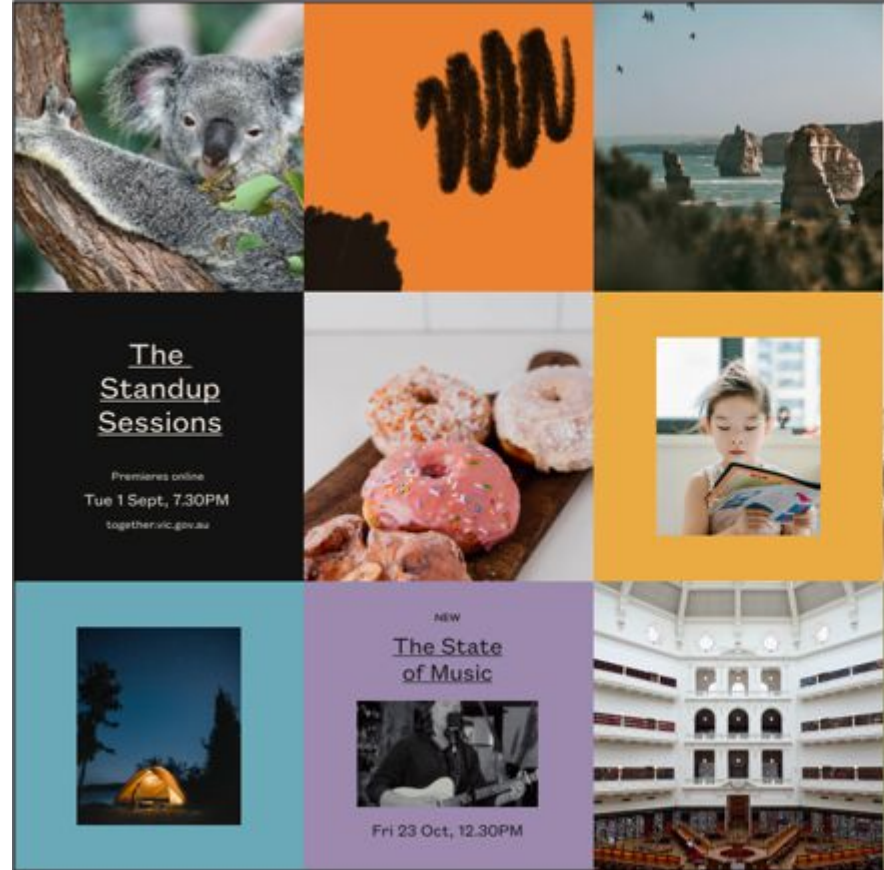
# Key contacts

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