Love the Bay Campaign

Information for Batemans Bay businesses

What and why

The Love the Bay campaign is a local pride campaign.

Welcome to your Love the Bay Fact Sheet where we explain what this campaign is all about, and we show you how you can be involved.

Traditionally local pride campaigns are born out of a need to rally a community under a banner and ignite support for the cause of locals helping locals. These campaigns seek to create a better sense of ownership of a destination or location and increase the social capital and responsibility for a place.

Local pride is a banner.

Under the banner of local pride there is an opportunity to turn perceived negatives into positives.

For example, instead of us viewing impacts from the construction of our new bridge, we can frame this as positive progress and inspire conversations of what our future will look like. It is “glass half full” thinking, not the opposite.

This campaign is encouraging the next conversations, about activating our foreshore, town improvements, a new arts centre and other investment in Batemans Bay that will provide new social, economic and community building opportunities for the wider region.

The campaign is all about utilising the ‘positive people power’ in the community, to arm you with great tools, facilitate an understanding of the importance of your role in this program and encourage us all to live and enjoy the areas as we have always done.

How to get involved

We need local businesses to be our promoters and, to share the key messages of positivity, connectivity and growth that is happening all around us.

Local businesses can commit to ‘talking up The Bay’ and you are given license to openly invite others to join in a show of pride in whatever way has meaning to you.

Be a Promoters / Ambassadors: these businesses can get involved by:

- Liking, sharing of following our Facebook and Instagram pages: https://www.facebook.com/LoveTheBayBB/ https://www.instagram.com/lovethebaybb/
- Adding stickers / posters to shopfronts, offices and company vehicles
• Sharing stickers / posters with other businesses – use our key messages to have those conversations
• Wearing branded merchandise i.e. t shirts, caps
• Having positive conversations with customers and networks (see our key messages below as ideas for starting conversations)
• Use the brand / logo in your own marketing materials – co-market specific items with Love the Bay proudly displayed
• Sharing ‘Love the Bay’ campaign content via your own Facebook and Instagram account, tag or @lovethebaybb or #lovethebaybb
• Participate in, and support Love the Bay sponsored events – you will find out about these through Love the Bay social media
• Creating your own content to post to social channels – for example, you can post a photo of yourself standing next to / pointing to the sticker on their window, or the banner on your fence, with simple caption Love the Bay #lovethebaybb
• Show support through attendance at events that promote the campaign – you will find these on Love the Bay social media
• Share pre-written articles Love the Bay will provide, to your email distribution lists to extend campaign reach even further to other business networks

Key messages

The key campaign messages are aligned with the look and feel of the brand and aim to increase positivity and energy in and around the Bay.

It is best to use a “first-person” point of view in your communications: our, us, we.

The primary campaign message is Love the Bay!

All messages are of positivity, connectivity and growth that is happening as a result of investment in the community.

The secondary messages will include:

• Love the Bay because of [insert positive reasons why locals love the Bay], i.e. Love the Bay because of the oysters, Love the Bay because of the community, Love the Bay because it’s beautiful location
• Love where we live
• Growth of community and opportunity
• Opportunities to connect and improve our community
• Partnership project – committed to building/growing/improving the Bay
• Creating opportunities for growth
• Building the future of Batemans Bay
• Connecting the Bay
• Connecting the community
• Strengthening connections within the Bay community

Love the Bay logo material

You can access Love the Bay brand material and logo’s by clicking here.

Please check the Style Guide for the use of the logo suite.