



## Harmony Day Scouts/Woolworths Promotion Wednesday 21<sup>st</sup> March 2012 Leader Information



Harmony Day, and its message of 'Everyone Belongs' will be held on Wednesday 21 March 2012.

Since 1999, the day has been set aside by the Department of Immigration and Citizenship to celebrate the cultural diversity of Australia. It's a time to reflect and celebrate how Australians from so many backgrounds are building a culturally rich and cohesive society.

Woolworths are, once again, offering Scouts Australia a chance to demonstrate our support for Harmony Day and raise our Groups' profiles within

local communities. They have invited Scout Groups to approach their local Woolworths stores to discuss whether the store can support a Scout Harmony Day activity. Such activities may include displays at the store, raffles or BBQs on Harmony Day, or the weekend prior or after.

The Harmony Day organisers will be offering free promotional items including posters, balloons, and stickers. In mid-January 2012 you will be able to register for this material to be sent to you on [www.harmony.gov.au](http://www.harmony.gov.au).

### How Can We Participate?

Your Group is invited to approach your local Woolworths store manager, seeking support to hold a Harmony Day event. Woolworths Head Office has committed to sending information to their store managers by early November, alerting them to your potential approach, and giving information on Harmony Day.

Each store manager has the discretion as to whether they are able to support Scouts and Harmony Day. Location also plays a factor in their ability to host a promotion, so keep in mind whether a store is freestanding, or part of a shopping centre, and the

amount of room that may be available. See the list of event ideas below, particularly if your local store is not suitable for on-site BBQs.

### **Approaching your local Woolworths Store**

Store managers may be less busy before noon on Tuesdays and Wednesdays, so this may be an appropriate time for you to contact them. If you are unsure of the contact details of your local store they are available on [www.woolworths.com.au](http://www.woolworths.com.au) under the 'Store Locator' tab.

In some locations you may also need to gain permission from the shopping centre management. This will be advised when you discuss the promotion with your store manager.

We know that many Scout Groups have built excellent relations with their local Woolworths stores over several Harmony Day promotions. We are also aware that not every Woolworths is able to participate every year, but we encourage you to try again this year, given that staffing and other commitments may have changed for some stores.

### **Key Tips from Successful Groups in the Past**

- Start your negotiations with your stores as early as possible;
- Take something official looking such as this letter along with you that will add credence to your request;
- Wear your uniform when meeting with the store managers
- Having negotiated the promotion with the manager, make sure you send the arrangements to them in writing (using Scouts Australia letterhead) as confirmation, including a contact name and number;
- Visit the store a week or two beforehand to confirm the arrangements and ensure the equipment (such as BBQs) is in working order;
- Ensure you discuss who in your Group is registering the event on the Harmony Day website and ordering the Harmony Day promotional material;
- On the day, arrive as early as possible, as often extra things need organising.
- Use the opportunity to tell the public about the wonderful things Scouting is doing in your area. Encourage your helpers to talk to the public;
- Take a photo album from your Group and try and have a range of youth members in uniform throughout the day;
- Make sure your Scouting promotional material is up to date with the latest brochures. Bright colourful banners are great at attracting attention;
- Please ensure that all your helpers observe correct food handling procedures!
- Leave the place as clean as you found it (or cleaner);
- Follow up with a thank you letter (again on letterhead), and use the opportunity to book in next year's Harmony Day event.

### **What Sort of Event Can Our Group Hold?**

As the locations and facilities vary between Woolworths stores, your Group needs to be flexible when approaching the store manager. Ideas that have worked for Groups in the past include:

- **Sausage Sizzle**  
Many stores have their own BBQ units which can be used. Store managers may donate the ingredients or sell them to Groups at cost. Groups may then keep profits, as well as display Harmony Day Promotional material, and other Scouting display material. This promotion is generally restricted to free-standing stores.

- **Raffle or Other Competition**

Your Woolworths store may be in a position to donate goods for, for example a multicultural food hamper, Easter eggs, a Woolworths Wish Gift Card or other prize available from the store. Otherwise you may need to purchase prizes or have them donated from elsewhere. You will need to discuss with your store manager where the prize will be displayed and where you can sell tickets. If it is outside the Woolworths store in a shopping centre, then the Centre Manager will generally need to be consulted as well.

- **General Display**

Woolworths may be able to allocate space for a general Scouts/Harmony Day display which you may use for information and recruitment. You may wish to ask people where they originated from, then sticking a spot onto the relevant country/city on a large map the Group had brought along. By the end of the day, you can see the cultural diversity of your community!

Just giving out the Harmony Day promotional material offers you a chance to communicate your message to the community. People love to see that Scouting is alive and well, and to hear what we are doing.

- **Participating in Other Harmony Day Festivals (with Woolworths' Support)**

Some Groups have participated in local community Harmony Day events with support or sponsorship from their local Woolworths store. This may be a solution where BBQs or on-site promotions are not a feasible option. If Woolworths does sponsor you, please ensure you provide some visual recognition of their support.

- **Other ideas**

Depending on the ages of the youth members involved, you may be able to fundraise by varying methods such as assisting shoppers, carrying shopping bags etc.

### **Register Your Event and Take Photos**

No matter what Harmony Day event you are planning, register your event at [www.harmony.gov.au](http://www.harmony.gov.au). Registration opens mid-January 2012, and allows you to order promotional material.

We also ask that you take photos of your event, and send them to your Harmony Day Branch contact, or Christina Gretton at National Office on [nat.commspublishing@scouts.com.au](mailto:nat.commspublishing@scouts.com.au). Photos are a great way of sharing ideas. We may also include them in reports and on the National website, to promote future Harmony Days.

Participating in a Harmony Day Event is an excellent way to demonstrate what Scouting is about to your community. Scouts Australia is keen to see as many Scouting Groups as possible participating in this event with its wonderful message of inclusiveness.

*With thanks to the following Groups who volunteered their tips for successful Harmony Day events: West Coast Region Victorian Branch, 1<sup>st</sup> North Frankston, Kingaroy, Ryde, 1<sup>st</sup> Waikerie, Cooma, 1<sup>st</sup> Corowa, Blackmans Bay.*