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| Finalist pack |
| 2024 Victorian Public Healthcare Awards |
| OFFICIAL |

## Introduction

Finalists for the 2024 Victorian Public Healthcare Awards have been announced!

Congratulations on being selected as a finalist for the 18th Victorian Public Healthcare Awards!

Your hard work, dedication and contributions to public health have not gone unnoticed.

Being a finalist in these prestigious awards places you among the best in Victoria, setting you apart as an example of excellence and dedication. This is an achievement that not only enhances your professional standing but also brings pride to your organisation and community.

To help you celebrate, we've made a stakeholder pack complete with various resources. Inside, you'll find template copy for e-newsletters and social media, a social media tile, an updated finalist badge for your website, and more.

We encourage you to share this recognition with your networks, both professional andpersonal. When sharing on social media, feel free to use the hashtag **#VPHAwards**.

All resources mentioned below are available on the [Victorian Public Healthcare Awards finalist pack page](https://www.health.vic.gov.au/victorian-public-healthcare-awards/finalist-pack) <https://www.health.vic.gov.au/victorian-public-healthcare-awards/finalist-pack>

Award winners will be announced at the Awards Gala Night, which will be held at the RACV City Club, Melbourne on Tuesday 19 November.

We look forward to seeing your organisation there!

## Email/newsletter copy

#### The following copy may be adapted for use in emails or newsletters to promote yourself being listed as a finalist.

#### Suggested text

We’re a finalist in the 2024 Victorian Public Healthcare Awards!

We are thrilled to announce that we have been selected as a finalist in the 2024 Victorian Public Healthcare Awards!

We have been recognised in the [insert award category here] category for our work in [insert nominated project/work here].

The awards are a celebration of excellence in public healthcare and acknowledge the achievements of Victoria’s healthcare workers, volunteers, and public health services.

We're incredibly proud of this achievement, which is a testament to the hard work, dedication, and innovation of our team.

We invite you to share this exciting news with your networks, both professional and personal, using the hashtag #VPHAwards.

Winners will be announced at the 18th Victorian Public Healthcare Awards Gala Night on Tuesday 19 November.

## Social media copy and tile

The copy below may be adapted for use on your social media channels, please feel free to adapt and change to suit your audience and what this means to you, your service, and your community.



*Sample copy*

We’re excited to announce we’ve been named a finalist at the 2024 Victorian Public Healthcare Awards!

The awards acknowledge the achievements of Victoria’s healthcare workers, volunteers and public health services, and to be selected as a finalist is a testament to the hard work and dedication of our team and volunteers.

Thank you for being a part of our journey #VPHAwards.

**Local media engagement**

Being confirmed as a finalist for the Victorian Public Healthcare Awards is a huge achievement and we’re keen to help you to celebrate this news with local media within your respective communities.

If you are planning any stories with local media, we request that you please reach out ahead of time to the Department’s media unit at press@health.vic.gov.au.

**Digital banners**

We have a range of digital banners that you can use in your internal communications, which can be downloaded from our [Victorian Public Healthcare Awards finalist pack page](https://www.health.vic.gov.au/victorian-public-healthcare-awards/finalist-pack) <https://www.health.vic.gov.au/victorian-public-healthcare-awards/finalist-pack>.

#### These can be linked to our awards website for further information: [www.health.vic.gov.au/VPHAwards](http://www.health.vic.gov.au/VPHAwards)

#### Downloads

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| --- | --- | --- | --- |
|  |  |  | Email signature |
|  |  |  | Web banner |
|  |  |  | Finalist social media tile |

## Finalist video

We will be producing a 20-30 second video summarising each finalist project, which will be played on the night during the Gala Dinner. To achieve this, you will need to send photographs and short video clips that visually portray the work you have done and the people involved.

We’re working to some tight deadlines **and request your content by 27th September.**We would really appreciate your help in arranging this content quickly.

#### Self-filming guidelines

* Please record 10 x 10 second video clips on your mobile phone (or professional camera).
* We will be adding a voice over so there is no need to record voice or interviews, and please don’t include any graphics.
* Please hold your phone horizontally and capture a range of shots from different angles, and a mix between close-up and wide shots.
* Please ensure anyone featured in the footage or photographs has consented to it being used during the awards ceremony (it won’t be used elsewhere).

[**Here is a video of exactly what we’re after on vimeo**](https://vimeo.com/862227949/1204cce787)<https://vimeo.com/862227949/1204cce787>.

[](https://vimeo.com/862227949/1204cce787)

#### How to send the video and photo files:

WeTransfer is free to use and send files directly from your mobile phone or computer.

[**Here is a video demonstrating how**](https://vimeo.com/862228461/3f36429105) **on vimeo.** <https://vimeo.com/862228461/3f36429105>

You’ll be prompted to type in an email address to send the files to – please use: [creative@health.vic.gov.au](mailto:creative@health.vic.gov.au)

## Thank you

Congratulations on your well-deserved recognition as a finalist, and we appreciate your help in spreading the word about the Victorian Public Healthcare Awards.

If you have any questions about this pack or the awards, contact [healthcareawards@health.vic.gov.au](mailto:healthcareawards@health.vic.gov.au) or visit the Victorian Public Healthcare Awards webpage: [www.health.vic.gov.au/VPHAwards](http://www.health.vic.gov.au/VPHAwards)

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