



Two Crowns

Helping the Cause:

5 tips on how to communicate your support for the Australian Bushfire Relief.

1. If you want to show support, then do just that.

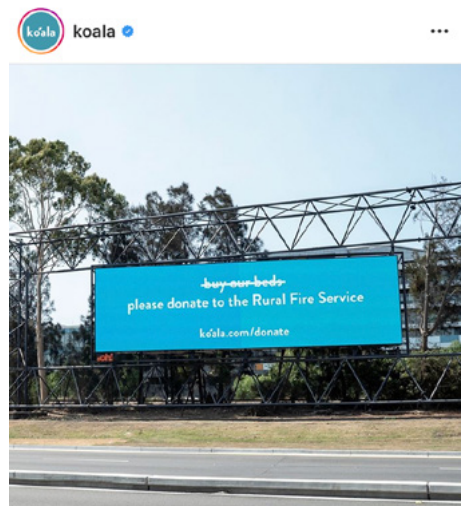
Do it with empathy and no expectation of an action that benefits you or your business in return UNLESS it is directly related to the bushfires. For example, you may have a staff member who has been affected and want to raise money for them, in that instance, that would then be appropriate to ask people to donate.

You can show your support with words, with a gesture or donations but if you are aiming to demonstrate your support, then in your communications focus on that message of support (giving) only (not receiving).

Think about what channels you can use to communicate to your stakeholders: social media and the news or blog section of your website are a good start.

Do not utilise this as a sales opportunity. It's not the time for leveraging for the purpose of sales. It comes across as insincere and, well, greedy.

See a great example from Koala mattresses shown to the right. They are demonstrating clearly that they are not pushing their own agenda and encouraging others to help.



2. Use kind, gentle language

Now is not the time to be overly formal or procedural. Demonstrate actions, kindness and sincerity. It's not 'business as usual' for so many people and their businesses, so even if you are usually a

formal operation, acting this way during a time that is traumatic for many, comes across as cold and disconnected.

Whatever your political leaning, Scott Morrison has been widely accused of not

demonstrating empathy in the way that he has communicated, and this has been highly detrimental to his reputation. Don't make the same mistake in your leadership or in your business.

3. Demonstrate actions

At the moment, we are experiencing a media frenzy with celebrities, businesses and Australians alike. Many people will be fatigued by seeing and hearing the same messages over and over again. If you are communicating about the fires, it is preferable to clearly state what you are doing rather than simply showing your support with words.

Now is not the time for just communicating, it's a time of clearly expressing specific actions and providing how you are helping your customers, clients and communities.



4. Demonstrate leadership

If you're in a larger corporate or professional environment, it is important that your Managing Director, CEO or business leader provides a constructive public statement around the initiatives

that you have planned in support. Communicate what your business is doing and how you are helping your staff, customers and communities.

It may be more suitable for smaller organisations to focus their communications on connections to community (which still demonstrates leadership within the community).

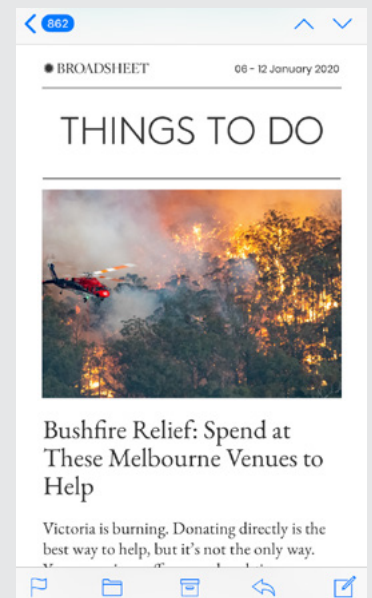
5. Consider the relevance to your product or service

If you are compiling an action plan or thinking of ways your business can support raising funds or helping in other ways, ensure that they are directly relevant to your product or service. It doesn't necessarily have to be only about money.

Some great examples of initiatives include:

- Australian tennis stars linking their support to 'number of aces' - keeping people engaged in the game, yet contributing through their performance.

- Tennis Australia's AO Rally for Relief event - a critical time as the Australian Open commences soon, this is on brand and in line with the timing.
- Broadsheet Melbourne, a publication designed specifically for reviewing and recommending the best places to eat, venues and entertainment in Melbourne, provided a list of cafes, bars and eateries that are supporting the cause in a number of ways, such as portions of sales, special ticketed events for donations and drop-off points for Foodbank Australia.



A reminder: Don't see this as an 'Opportunity' for sales.

It's not about opportunities for your business to receive, it's about creating opportunities for your business to help and to give to the communities affected.

Do not utilise this as a sales opportunity. It is more likely to hinder your brand than help your business at this time.

That's not to say your business should cease selling products or providing services during this period, but it is about not aiming to capitalise on it.

For example, a range of cafes and restaurants are providing donations such as \$1 per coffee sold or 20% of sales during the month of January and that is a positive way to encourage patronage, while contributing to the cause.

We hope that assists you over the coming months as you prepare for ways that you can contribute to the bushfire relief. If you require further advice or ideas on your communications plans, please contact us via twocrownsmarketing.com.au or contact Anne or Louise directly.



Anne Baker

0400 999 050
anne@twocrownsmarketing.com.au

If you are looking for ways to assist with the bushfire relief cause, we have compiled a number of organisations and initiatives below:



Louise Donellan

0421 486 156
louise@twocrownsmarketing.com.au

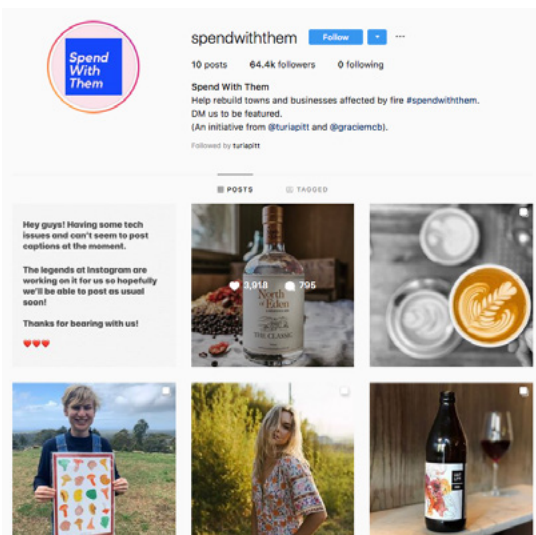
Alternative ways (other than monetary donations) to support those affected by the bushfires

As this is a crisis situation, monetary donations are the most effective and needed at this time, however, we have seen a number of fantastic initiatives from small businesses, friends and family that don't necessarily mean you or your business have to donate money to help.

These include:

1. Supporting local businesses simply by purchasing their goods.

Long after the fires are over and the media frenzy dies down, there will still be the issue of economic sustainability for many communities. Supporting local businesses can help. These may be every-day items that you already buy for organisations or your homes. Turia Pitt has started an Instagram account featuring such businesses, called @spendwiththem.



2. Providing items to Foodbank Warehouses

Foodbank are requesting the following items:

- Bottled water
- UHT milk
- Breakfast cereals
- Good quality tinned foods and meals (with ring pulls)
- Pasta, rice and noodles
- Grab-and-go foods like muesli bars
- Pet food

The locations, opening hours and contact information for each of Foodbank's state warehouses can be found [here](#).

3. Providing venues for food drop offs and trucks to load goods

A number of people and businesses have been lending or utilising their trucks to drop off food items to the Foodbank Warehouses. Many local communities and businesses are hosting donation parties or providing spaces where people can drop off food to be loaded into the trucks.

4. Listing your Properties for those who have been evacuated

Airbnb have set up pages to share free accommodation for people who are evacuating the fire zones. Find emergency housing or list your property via the [NSW](#) or [Victoria](#) page.

Free accommodation will be available until 16 January 2020.

Organisations to donate to

We have compiled the latest list of organisations your business can contribute to help with the recovery:

Help the Firefighters

New South Wales

NSW Rural Fire Service directly benefit the volunteer firefighters on the frontline. [Donate here.](#)

Victoria

For those interested in supporting the efforts of Victorian firefighters, you can donate to the state's Country Fire Association [here.](#)

Help the Wildlife

Sydney University have estimated more than 480 million animals have died in Australia since September, as a result of the bushfires.

WIRES

To help the NSW wildlife victims, you can donate to the NSW Wildlife Information, Rescue and Education Service (WIRES) [here.](#)

Port Macquarie Koala Hospital

More than 2,000 koalas are feared to have perished in NSW since September.

The Port Macquarie Koala Hospital have raised more than \$2 million for the wildlife affected in that area, with the initial aim of using the money to distribute automatic drinking stations in the burnt areas to help in koala and wildlife survival. The organisation is now sharing the funds with other wildlife organisations in the fire affected regions across NSW. You can [donate here.](#)

WWF

The World Wildlife Fund have set up a "Help Save Koalas" fund.

They explain exactly where your money could go in helping to prevent koalas from becoming extinct:

- \$50 "could help plant the first 10,000 urgently needed trees in critical koala habitat."
- \$75 "could help provide emergency care and medicine for injured koalas affected by bushfires."
- \$100 "could help protect existing forest and woodland, and the wildlife that live there."
- \$150 "could help pressure governments to strengthen laws that prevent excessive tree-clearing, before it's too late."

You can [donate here.](#)

Help those affected

The Salvation Army

The Salvos have launched a disaster appeal to support the communities affected by the devastating bushfires.

To donate to the disaster appeal, you can call 13 SALVOS (13 72 58), donate at any Woolworths checkout, or donate online [here.](#)

Australian Red Cross

The Australian Red Cross have launched a joint disaster appeal with the ABC to support the communities affected by fires, and have raised more than \$2 million already.

[You can donate here.](#)

Vinnies

The St Vincent De Paul Society is also running a bushfire appeal, to help those affected rebuild their lives with food, clothing, furniture, other essentials, and funds to pay bills.

You can donate at any Vinnies store or head [here.](#)

Givit

Charities like Givit specialise in goods, where the **exact items people need are listed** via charities and the public can match that or register the items they have, in case someone has use for them.

Givit is currently running **two specific campaigns** supporting NSW and Queensland bushfire victims.

Foodbank

Foodbank is delivering emergency food relief and water to East Gippsland, helping firefighters and local communities caught up in the bushfires.

It is fundraising to send about 5,000 food relief hampers in the coming days.

You can [donate here.](#)

Gippsland Emergency Relief Fund

The Gippsland Emergency Relief Fund was established in 1978 and is operated by local volunteers for Gippsland communities affected by natural disaster events.

Donations can be made via Paypal at gerf.org.au, at any branch of the NAB across Australia, or in person at Alan Wilson Insurance Brokers at 40 Argyle St, Traralgon.

Bendigo Bank Bushfire Disaster Appeal

Bendigo Bank have partnered with The Salvation Army to establish an appeal that will raise funds for fire affected communities including East Gippsland, Hume, southeast New South Wales and Adelaide Hills.

You can make a donation [here.](#)

GoFundMe

GoFundMe pages have been set up for the Victorian communities of [Cudgewa](#) and [Mallacoota.](#)

Foundation for Rural & Regional Renewal

The Foundation for Rural & Regional Renewal (FRRR) have set up a Disaster Resilience and Recovery Fund to support communities affected by the ongoing bushfire crisis. The fund supports rural and regional communities to access much-needed funding for medium-to-long-term disaster recovery and resilience projects.

You can donate to the fund [here.](#)