



HERE FOR SA FACT SHEET

The #HereForSA campaign was developed to recognise, promote and build pride in the community sector.

Right now there are thousands of people working and volunteering in hundreds of organisations, all supporting South Australians in need.

We think it's time to give them a public shout-out – to show our support to the people who support South Australia.

This fact sheet has some information about the community sector and explains how you or your organisation can participate. You can also watch our campaign launch video here - <https://bit.ly/2PK2LWv>

IN SOUTH AUSTRALIA

- There are 37,000 people working in community services
- Community workers represent 4% of the South Australian workforce
- There are 765 organisations registered within the sector
- There are 54,209 community volunteers
- The total sector revenue is \$2.996bn, which is around 2.7% of the state economy (Gross State Product at current prices)

*Reference: the Australian Charities and Not-for-profits Commission

The campaign will feature workers and volunteers across the entire sector including those in: crisis care, aged care, community childcare, charities, social work, disability, mental health, child and family wellbeing, emergency relief, community centres, First Nations' support and advocacy, youthwork, homelessness, community legal centres, financial counselling and domestic violence support.

We want to highlight and celebrate employees and people who volunteer in not-for-profit community organisations: from support workers, advocates, carers, social workers, youthworkers and counsellors, to drivers, receptionists, policy officers, cleaners, customer service officers, CEOs, event organisers, finance officers, managers – and everyone else too!

**SUPPORTING YOU
SUPPORTING SA**



HOW TO PARTICIPATE

You can use the following key messages and campaign downloadables to create your own digital content.

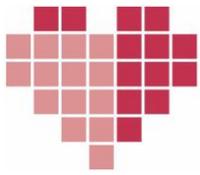
Remember to use the hashtag #HereForSA so your content is easy to find and share. If you can tag @SACOSS on Twitter, Facebook and LinkedIn, and we'll share your content too!

KEY MESSAGES

The campaign has the following key messages which you might adapt in your posts and communications:

- Community workers and volunteers provide essential support to South Australians when they need it most.
- We appreciate the important work you do for our community.
- Many of you are 'quiet Australians', working away from public eye. Your work might seem invisible but South Australia values the work you do.
- We acknowledge that community work is never easy. Many of you are working directly with people going through trauma and experiencing some of life's biggest challenges.
- We also appreciate the efforts and generosity of community volunteers.
- Not everyone can do what you do.
- We also value community organisations, big and small.
- We also recognise the many not-for-profits that are struggling to get the necessary funding for their important work.

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#HEREFORSA

CAMPAIGN DOWNLOADABLES

- a customisable photoframe
- Social media tiles to share
- Shareable graphic – collage of community workers and volunteers
- Shareable infographic
- Suggested posts
- A facebook cover banner

FOR CAMPAIGN PARTNER ORGANISATIONS, WE ARE ALSO OFFERING

- An email signature banner
- A stylesheet together with campaign logo if you'd like to create your own content

SOCIAL MEDIA POSTS

- Do you know someone who is #hereforSA? Take a photo of yourself, a friend or a work colleague (with their permission of course). Put it inside our customisable photoframe and post to social media
- Use the facts above, together with our pre-prepared tiles and share to social media to help promote the idea that the entire community services sector is #HereForSA
- Volunteer to be a case study to tell your story as part of the wider SACOSS campaign, by emailing tania@sacoss.org.au
- Help promote the idea that community services are #HereFor SA by using our prepared tiles together with some of the facts above
- Feature your organisation, telling a story of how you are #HereForSA.

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BECOME A CAMPAIGN PARTNER ORGANISATION

Please contact tania@sacoss.org.au if you'd like to talk to us about becoming a #HereForSA campaign partner organisation.

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