

Campaign Toolkit



**Explore. Move.
Connect**

19 September 2022 - 16 October 2022

Artist: Wurundjeri Elder Aunty Kim Wandin

**Walking on Country, connecting with our history,
nurturing our body, mind and soul**



We respectfully acknowledge the traditional owners, the Wurundjeri people and other Kulin Nations, as the custodians of the lands across the Yarra Ranges on whose unceded lands our work in the community takes place. We pay respects to all Aboriginal community Elders, past and present, who have resided in the area and have been and always will be an integral part of the story of the region.



Wurundjeri Art Mapped walks Historical information

About Art and Sole

Art and Sole is a VicHealth funded collaborative project between Inspiro, Yarra Ranges Council and key community stakeholders, Wurundjeri Woi-wurrung Aboriginal Corporation and the Lilydale Historical Society.

Art and Sole aims to promote active living in Lilydale West through the celebration of Wurundjeri art, and installations of signed walks and maps. Signs will include cultural and historical information gathered by local community historians, and messages to encourage walking as an accessible physical activity.

Walking on Country is a strong, cultural reference to our enduring legacy as custodians of the land and the richness of intergenerational story telling. By listening and feeling with our ears, eyes and heart we can understand how connection to Country is interwoven through communities and time.

About the Campaign Toolkit

This toolkit is designed to provide organisations with resources that can be used across digital platforms to promote the Art and Sole campaign and its three key messages.

We encourage organisations to share campaign materials and content for the duration of the campaign from September 19th, 2022 to October 16th, 2022 and welcome the continued sharing of content beyond this timeframe. Sharing can include incorporating the campaign imagery and messaging across social media platforms, websites or in newsletters. Hard copy campaign images are also available to download for display.

Campaign Objectives

Build awareness and engagement with the Art and Sole project and the associated health messaging to:

- Increase active travel and recreational walking in Lilydale by providing easily accessible walking trails, wayfinding signs and maps.
- Enable a strong sense of place and connection to Wurundjeri Country, community and nature through art and the celebration of intergenerational story telling.
- Increase the knowledge and awareness of walking and the physical, mental health, social, cultural and environmental benefits.

Resources

The following resources can be downloaded and shared as posters and social tiles by following the instructions below.

- Click on the image you wish to use and follow the link.
- Right click and press 'Save Image As'.
- Upload the image to your social media.
- Copy the prewritten caption into the post.

Posters



Explore

Walking will get you places

Walk to the shops, station or school



Explore

Walking will get you places

Walk to explore Lilydale



Connect

Walk to connect to place.
Walk to connect to each other.

Open your heart and mind and reconnect to Country



Connect

Walk to connect to place.
Walk to connect to each other.

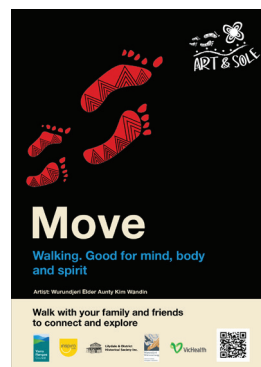
Connect to Lilydale's rich culture and history



Move

Walking. Good for mind,
body and spirit

Walk yourself to a healthier,
happier you



Move

Walking. Good for mind,
body and spirit

Walk with your family and
friends to connect and
explore

Social Tiles



Explore

Walking will get you places
Walk to the shops, station
or school

Suggested Caption

Use the Art and Sole wayfinding signs to map your walk
to school or to the station. Walking will get you places.
@yrcouncil @inspiro.health #vichealth



Explore

Walking will get you places
Walk to explore Lilydale

Suggested Caption

Explore and connect with Lilydale through Art and Sole.
Walking will get you places.
@yrcouncil @inspiro.health #vichealth



Connect

Walk to connect to place.
Walk to connect to each
other.
Open your heart and mind
and reconnect to Country

Suggested Caption

Use the Art and Sole QR codes to explore Lilydale's
Wurundjeri Wandoon stories, rich local history and
captivating Wurundjeri sculpture, Bour-deet. Wlk to
connect to place.
@yrcouncil @inspiro.health #vichealth



Connect

Walk to connect to place.
Walk to connect to each
other.
Connect to Lilydale's rich
culture and history

Suggested Caption

Use the Art and Sole wayfinding signs to connect you
with other local walking trails. Walk to connect with each
other.
@yrcouncil @inspiro.health #vichealth



Move

Walking. Good for mind,
body and spirit
Walk yourself to a healthier,
happier you

Suggested Caption

Walk yourself to a healthier, happier you. Walk to the
shops next time you need bread or milk. Art and Sole.
@yrcouncil @inspiro.health #vichealth



Move

Walking. Good for mind,
body and spirit
Walk with your family and
friends to connect and
explore

Suggested Caption

Meet your friends and family for a walk to explore Lilydale.
Art and Sole.
@yrcouncil @inspiro.health #vichealth

Newsletter Copy

Art and Sole is a VicHealth funded, joint initiative between Yarra Ranges Council, Inspiro, the Wurundjeri Woi-wurrung Aboriginal Corporation and the Lilydale Historical Society.

Art and Sole provides the community with opportunities to explore, connect and move around Lilydale West.

Starting at Poyner Reserve, explore the Wurundjeri story and sculpture of Bour-deet. Use the wayfinding signs to connect you to local walking trails and use the QR codes to explore Lilydale's cultural connections and rich history. Walking can take you to see places and hear stories you can't find by car.

While enjoying the walks, you'll notice how close everything is in Lilydale. The Art and Sole walks connect with local schools, parks, shops and public transport. Try walking to the shops next time you need bread, walk the kids to school an extra morning during the week or swap your morning drive to the station for a walk.

Connect to the Art and Sole landing page for information related to walking for good health and opportunities to get active in the Yarra Ranges.

Walking helps improve your health and wellbeing, the environment and connects you with your local community.

Walking trail map



Walking on Country, connecting with our history, nurturing our body, mind and soul.

Explore. Connect. Move

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Art and Sole provides the community with opportunities to explore, connect and move around Lilydale West.

Starting at Poyner Reserve, explore and experience the Wurundjeri story of Bour-deet. Use the seven wayfinding signs to explore the nine local walking trails of various lengths and levels. These walks connect with other well-known trails in Lilydale and local services including schools, the shopping precinct and Lilydale Station.

Enjoy the journey around Lilydale West, reading or listening to stories about Lilydale's rich Wurundjeri Wandooon culture and local history. Walking can take you places you can't find by car.

Increase your connection to Country, increase your connection with community and enjoy walking for good health.



Scan to learn more



Key Project Contacts

Inspiro Community Health

Megan McInerney

megan.mcinerney@inspiro.org.au

Yarra Ranges Council

Health and Wellbeing Team

healthandwellbeingteam@yarraranges.vic.gov.au



Lilydale & District
Historical Society Inc.

