Victorian Government | Businesses Reopening Stakeholder Pack

21/10/2021

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Introduction

Victoria is reopening, in line with the Roadmap to Delivering the National Plan.
This means that from Friday 22 October 2021, people over the age of 16 must show they are fully vaccinated against COVID-19 as a condition of entry to some businesses.

To support businesses as they talk to their customers ahead of the new requirements, the following communications resources have been developed.

You can help by:

- Sharing the resources from this stakeholder pack with your network.
- Direct people to the Victorian Government's coronavirus website for all current information and updates: CORONAVIRUS.vic.gov.au

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Guides and templates for you and your workers

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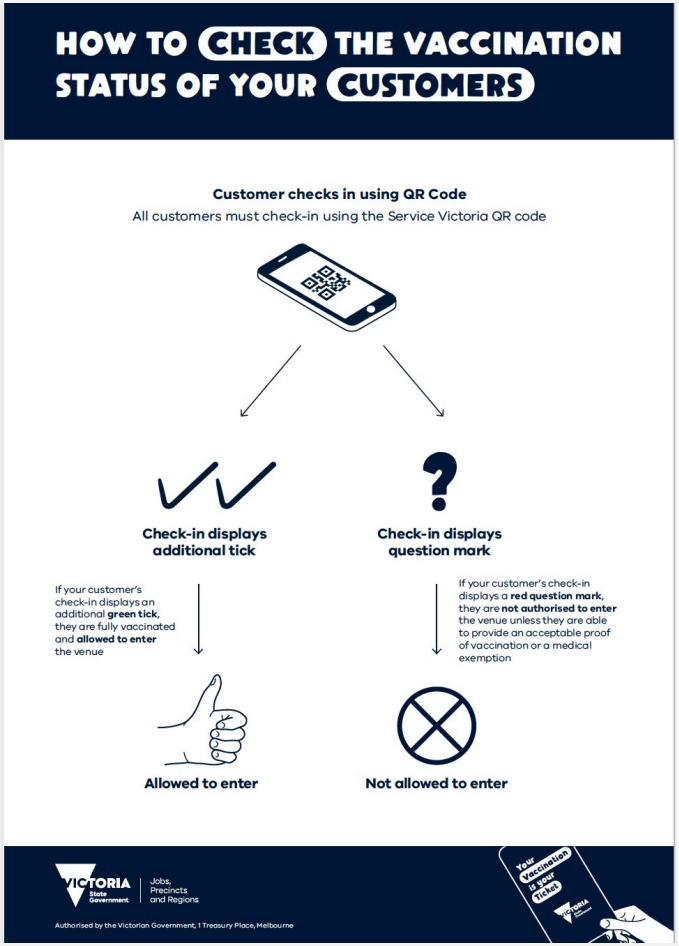
Guide 1



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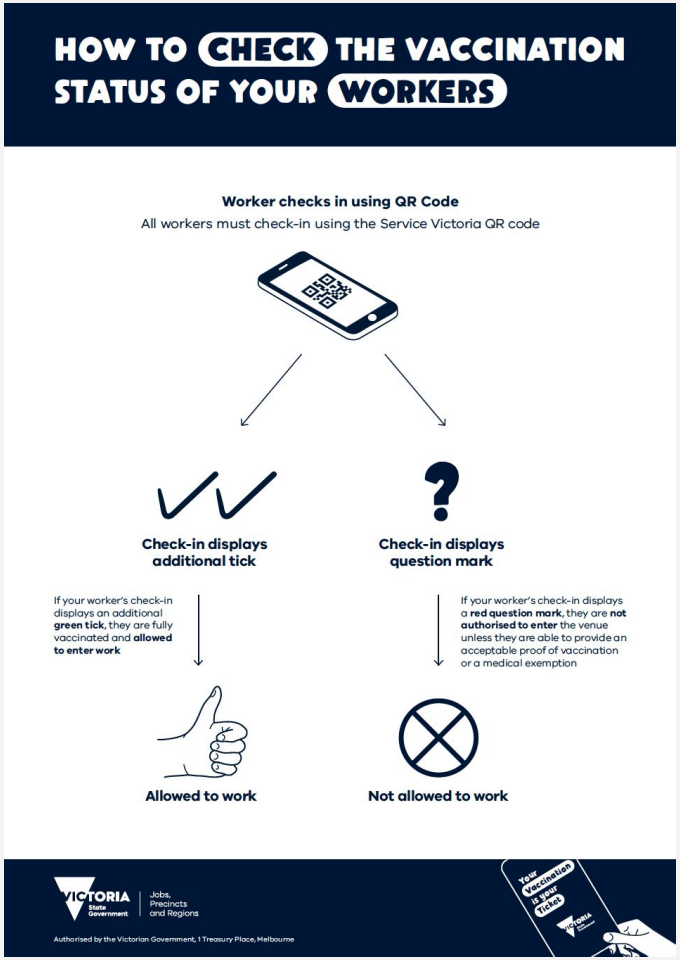
Guide 2



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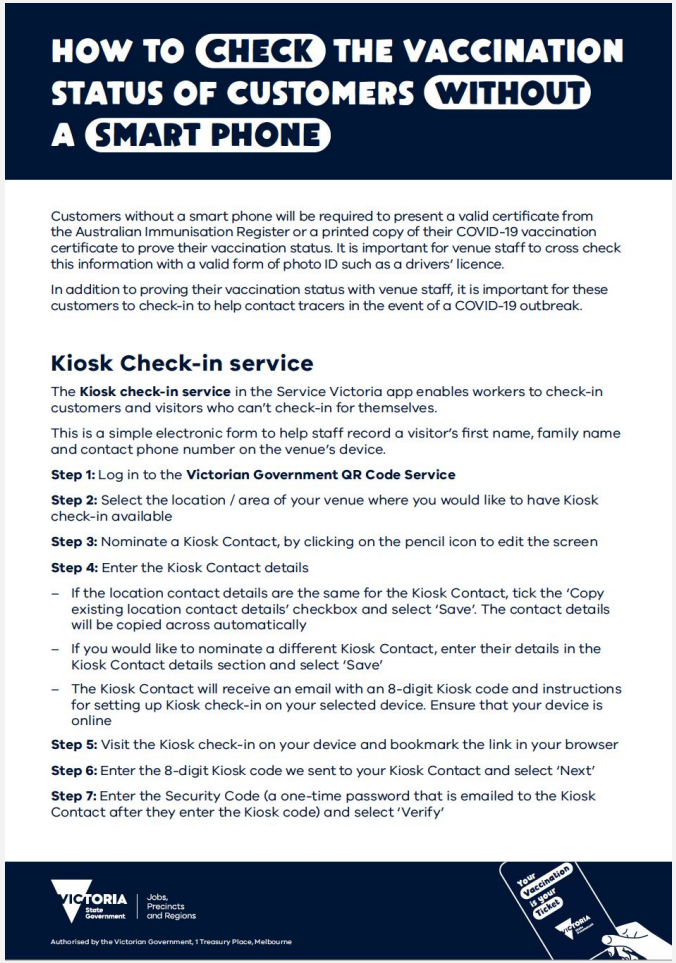

HOW TO CHECK THE VACCINATION STATUS OF CUSTOMERS WITHOUT A SMART PHONE

Customers without a smart phone will be required to present a valid certificate from the Australian Immunisation Register or a printed copy of their COVID-19 vaccination certificate to prove their vaccination status. It is important for venue staff to cross check this information with a valid form of photo ID such as a drivers' licence.

In addition to proving their vaccination status with venue staff, it is important for these customers to check-in to help contact tracers in the event of a COVID-19 outbreak.

Kiosk Check-in service

The **Kiosk check-in service** in the Service Victoria app enables workers to check-in customers and visitors who can't check-in for themselves.

This is a simple electronic form to help staff record a visitor's first name, family name and contact phone number on the venue's device.

Step 1: Log in to the **Victorian Government QR Code Service**

Step 2: Select the location / area of your venue where you would like to have Kiosk check-in available

Step 3: Nominate a Kiosk Contact, by clicking on the pencil icon to edit the screen

Step 4: Enter the Kiosk Contact details

- If the location contact details are the same for the Kiosk Contact, tick the 'Copy existing location contact details' checkbox and select 'Save'. The contact details will be copied across automatically
- If you would like to nominate a different Kiosk Contact, enter their details in the Kiosk Contact details section and select 'Save'
- The Kiosk Contact will receive an email with an 8-digit Kiosk code and instructions for setting up Kiosk check-in on your selected device. Ensure that your device is online

Step 5: Visit the Kiosk check-in on your device and bookmark the link in your browser

Step 6: Enter the 8-digit Kiosk code we sent to your Kiosk Contact and select 'Next'

Step 7: Enter the Security Code (a one-time password that is emailed to the Kiosk Contact after they enter the Kiosk code) and select 'Verify'

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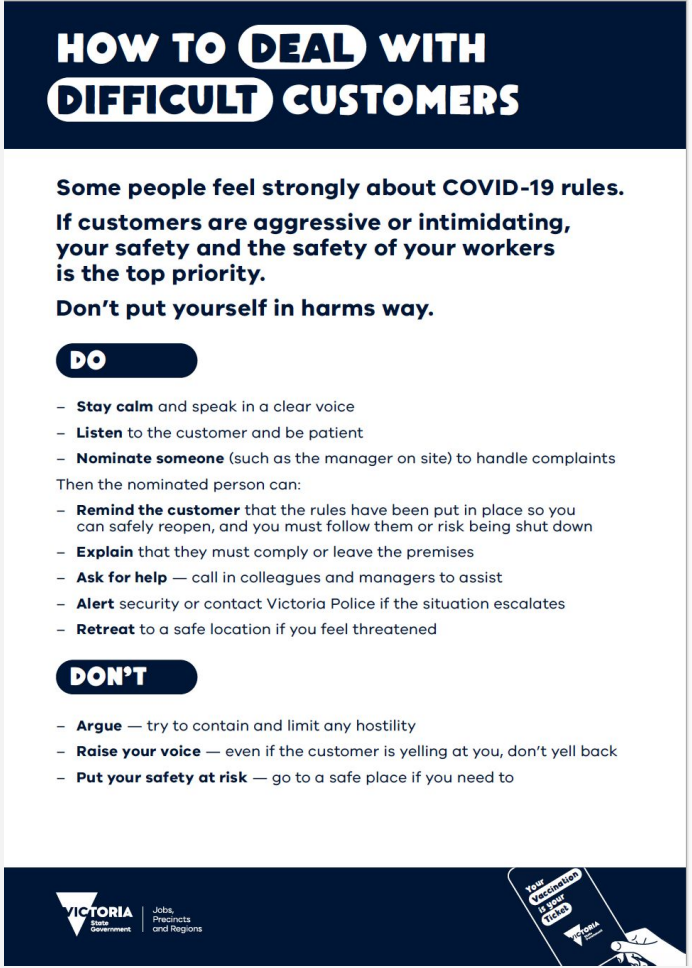

HOW TO DEAL WITH DIFFICULT CUSTOMERS

Some people feel strongly about COVID-19 rules.

If customers are aggressive or intimidating, your safety and the safety of your workers is the top priority.

Don't put yourself in harms way.

DO

- **Stay calm** and speak in a clear voice
- **Listen** to the customer and be patient
- **Nominate someone** (such as the manager on site) to handle complaints

Then the nominated person can:

- **Remind the customer** that the rules have been put in place so you can safely reopen, and you must follow them or risk being shut down
- **Explain** that they must comply or leave the premises
- **Ask for help** — call in colleagues and managers to assist
- **Alert** security or contact Victoria Police if the situation escalates
- **Retreat** to a safe location if you feel threatened

DON'T

- **Argue** — try to contain and limit any hostility
- **Raise your voice** — even if the customer is yelling at you, don't yell back
- **Put your safety at risk** — go to a safe place if you need to

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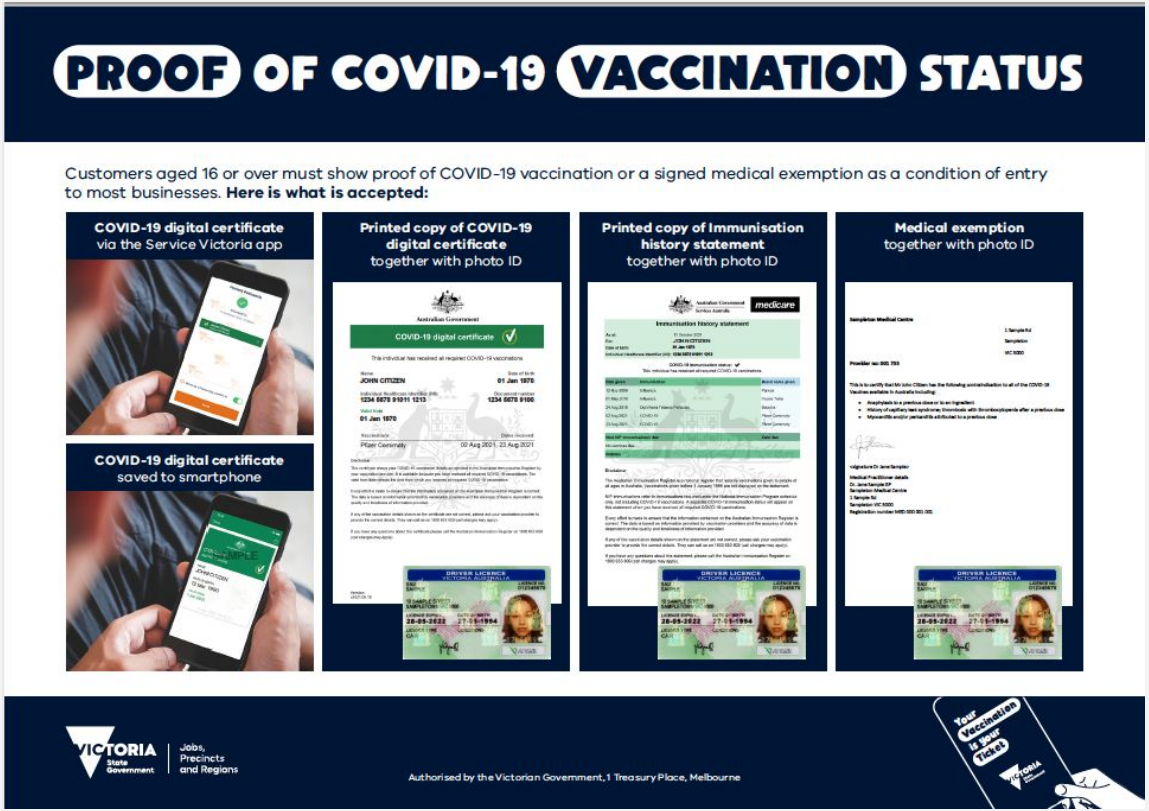

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Guide 6

TIPS FOR TALKING TO CUSTOMERS

Tips on what to say to customers, workers and visitors

Proof of vaccination status

THE RULE:

All visitors to the premises, including customers, workers and contractors, must provide proof of vaccination status before entry.

Encourage customers by saying:

- Make sure you have the Express Plus Medicare app - you can download it from the App store or Google Play store. Update your Service Victoria app at the App store or Google Play store. Open the Express Plus Medicare app. Tap 'Immunisation history'. Click on your name. Tap 'Share certificate'. You'll see a list of apps that you can share your certificate to. Tap 'share' next to Service Victoria. Read the conditions and then tap 'Accept and share'. Tap 'Add certificate'. Your COVID-19 digital certificate is now stored in your Service Victoria app and linked to the QR code check-in function.
- If you're having trouble getting the app, you can access support for the Express Plus app, Medicare online or myGov by calling 132 307 Mon - Fri: 7am – 10pm, Sat & Sun: 10am – 5pm. For help with accessing your COVID-19 Digital Certificate Immunisation History Statement Phone 1800 653 809 Mon-Fri between 8am and 5pm.
- Please check-in using the Service Victoria QR Code and a staff member will check to confirm your vaccination status before entry – it only takes a few moments.
- Thanks for your patience – this trial will help our business work through how we can check customers vaccination status so we can open up sooner
- You can upload your COVID-19 Digital Certificate to the Service Victoria app by following the instructions on this flyer.
- If you do not have a smart phone, the Australian Immunisation Register can issue you with a printed copy of your certificate. You can also download and print a copy of your COVID-19 vaccination certificate from myGov.
- We know this is new and we haven't done this before, but we're counting on you to support us so we can get back to normal.

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Posters and flyers for display

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Flyer

How to add your COVID-19 digital certificate to the Service Victoria app

Download your COVID-19 proof from myGov by following these simple steps:

Step 1. Create a **myGov account**, if you don't have one

Step 2. **Link Medicare** to **myGov**, if it's not already linked

Step 3. **Select** the **'Proof of COVID-19 vaccination'** quick link, then **select 'View history'**

Step 4. **Select** your name to download your **COVID-19 digital certificate** or **immunisation history** statement from your Medicare online account

Step 5. **Link** your **COVID-19 digital certificate** to the Service Victoria app by **selecting 'Share certificate'**

Step 6. **Tap 'share'** to Service Victoria, **click 'Accept and share'** and then **'Add certificate'**

Step 7. To prove your vaccination status with a business or venue, **scan** their **Service Victoria QR code**. Your check-in confirmation will reveal an additional **green tick** to prove you are vaccinated.

Who can I call if I need help?
Staff may be able to assist you in checking in if you need help.
If you need further assistance call the 24/7 Coronavirus Hotline.
1800 675 398

For more information go to CORONAVIRUS.vic.gov.au

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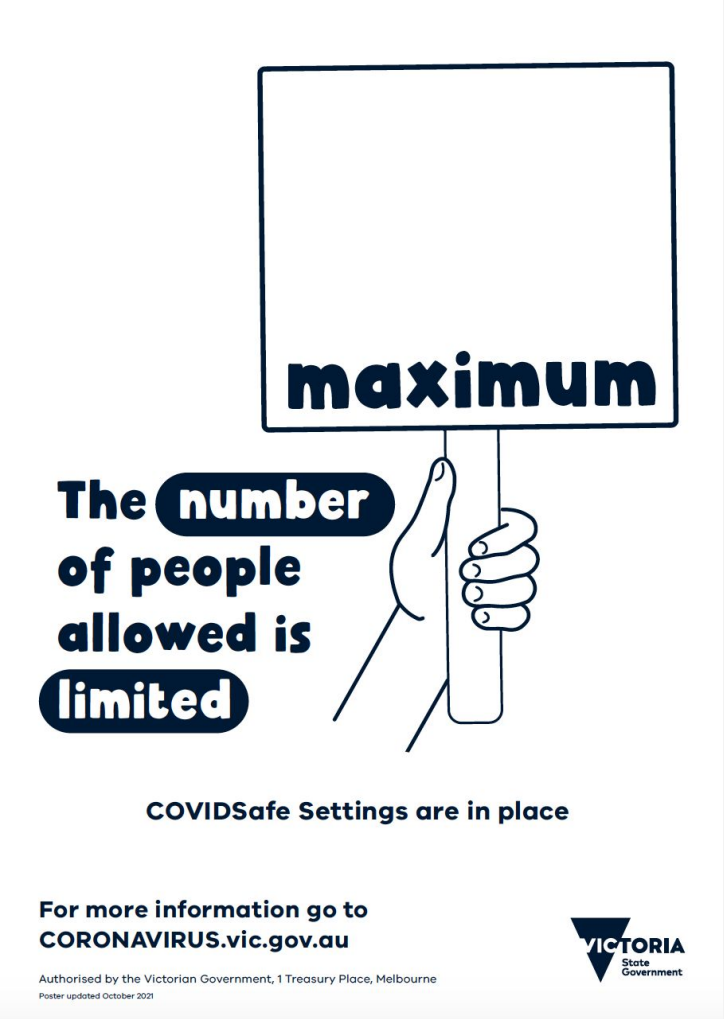
Poster 1



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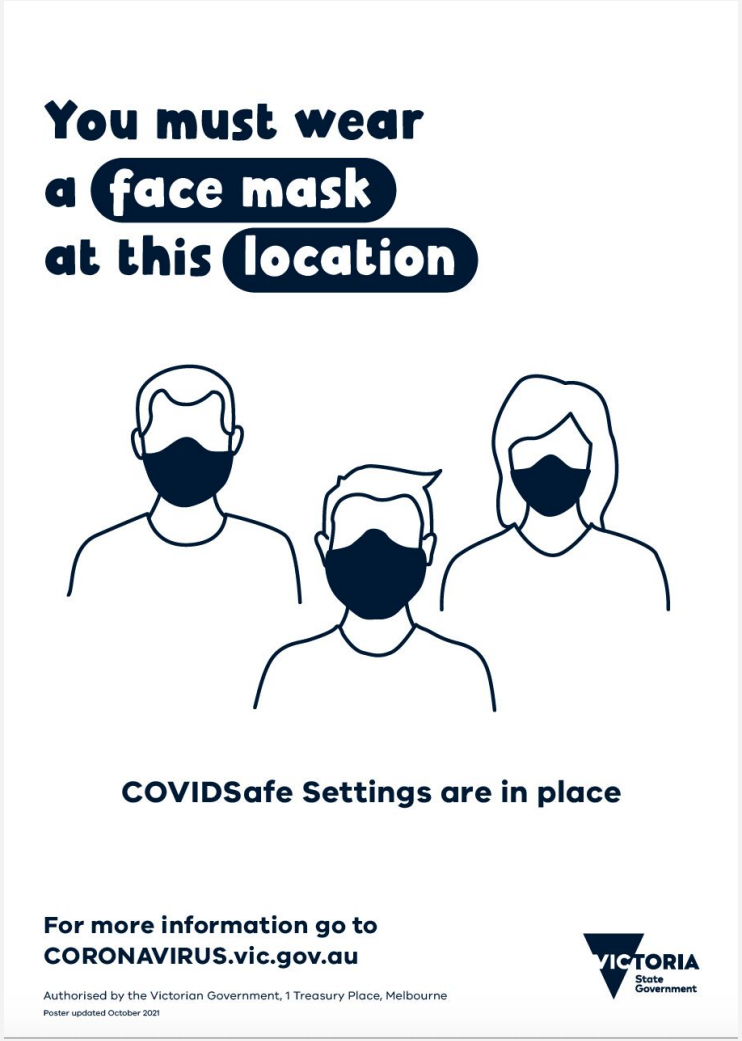

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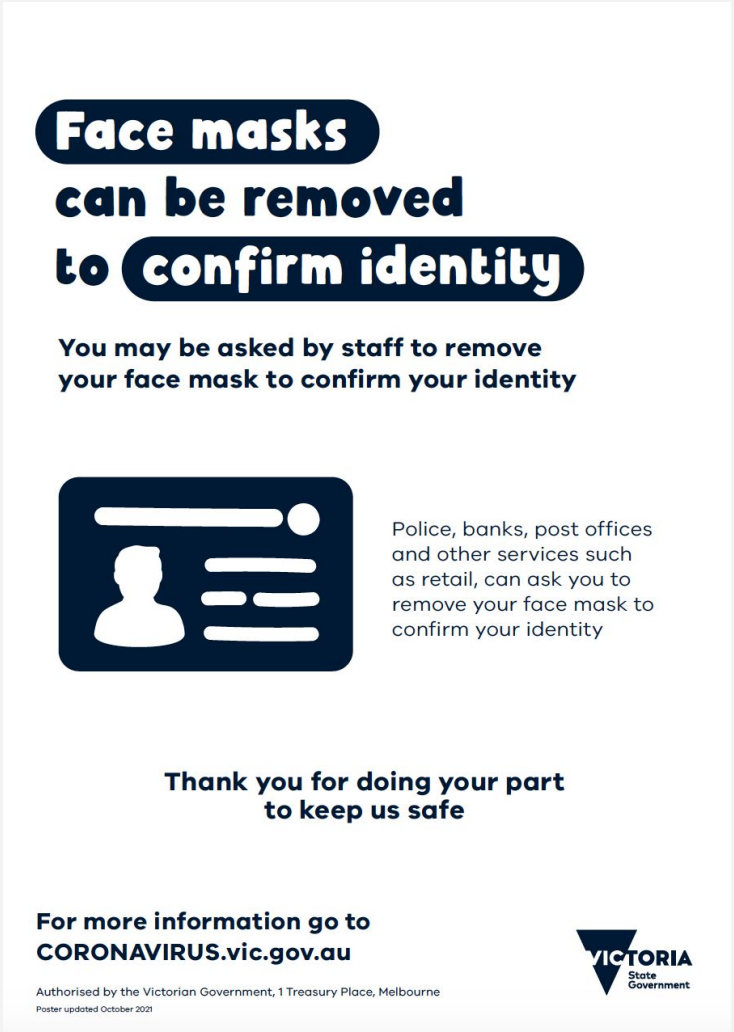

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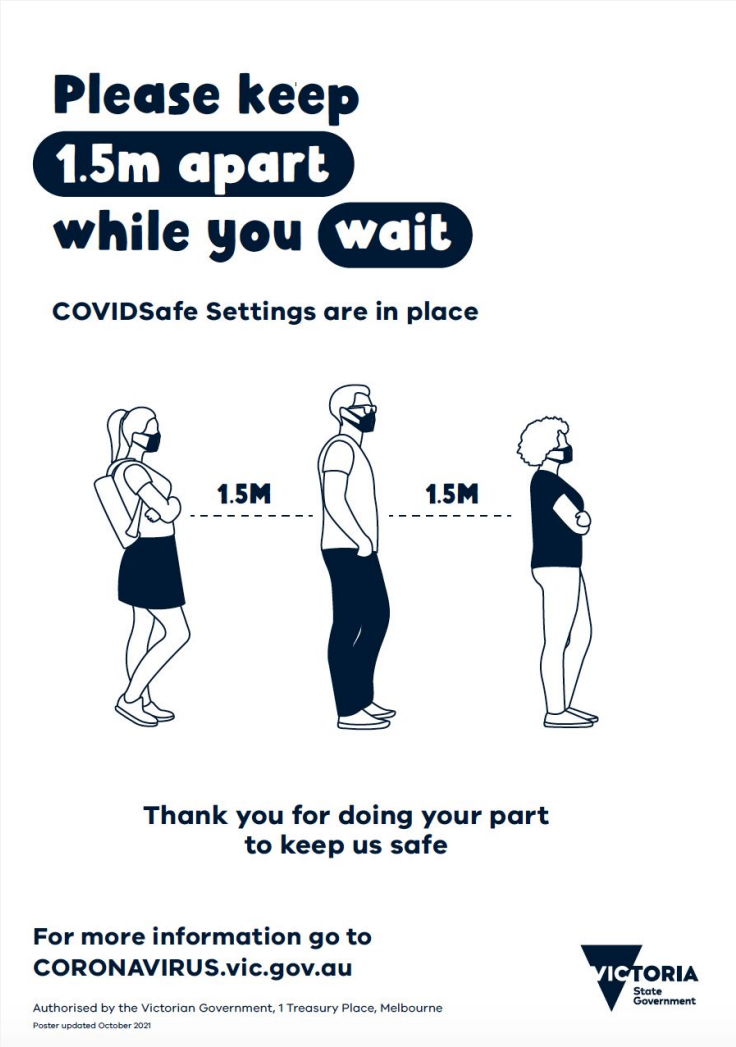

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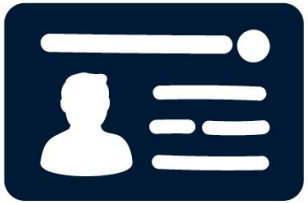
Poster 5

Are you from an area with stay at home directions?

This business is required to check your ID to confirm your postcode*



Click and collect, **delivery** or **takeaway** options may still be available

*If you are from an area with stay at home directions, but have not been there since restrictions were reviewed, you may provide a written declaration to that effect instead of photo ID.

For more information go to CORONAVIRUS.vic.gov.au

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Poster 6

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Poster 7

Proof of vaccination status required

1. Make sure you've added your COVID-19 digital certificate to the Service Victoria app

2. Scan the Service Victoria QR code

3. Show staff the two green ticks — you're good to go!

4. Wait for a staff member to confirm it's OK to enter

Thank you for doing your part to keep us safe

For more information go to CORONAVIRUS.vic.gov.au

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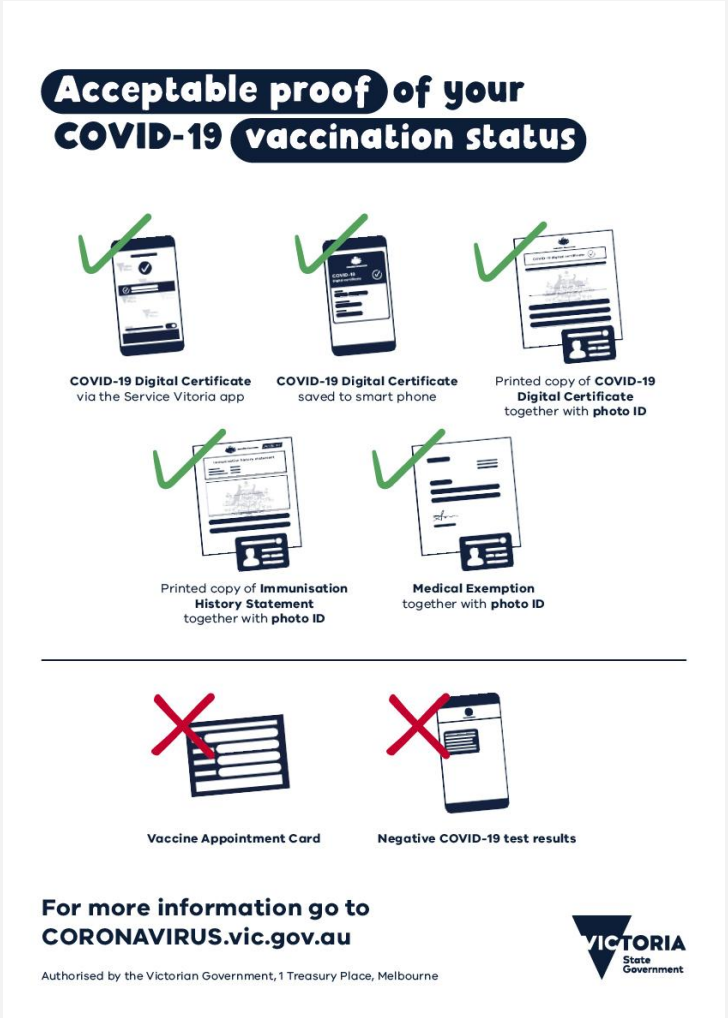
Poster 9



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Suggested web copy

Suggested Web Copy for industry groups and businesses

This template provides guide copy for your website:

Vaccination is your ticket to get back to **<**the pub, our place, in stores etc**>**.

From Friday 22 October 2021, customers over the age of 16 at a variety of businesses must show their COVID-19 vaccination status as a condition of entry.

With everyone on-site fully vaccinated, we'll be able to open the doors to a greater number of patrons and serve more customers, helping to fast-track the recovery of our business.

The quickest and easiest way to show proof of vaccination is by adding your COVID-19 digital certificate to the Service Victoria app.

To add your COVID-19 digital certificate to the Service Victoria app, you'll need to be fully vaccinated against COVID-19 and have the latest version of the Service Victoria app installed on your phone.

You'll also need either:

- Medicare online account or Individual Healthcare Identifier linked to your myGov account
- and the latest version of the Express Plus Medicare app installed on your phone.

You can add your COVID-19 digital certificate to the Service Victoria app from the Express Plus Medicare app or your myGov account. The easiest way is through the Express Plus Medicare app.

Once you've added your COVID-19 digital certificate to your Service Victoria app, it will show proof of vaccination each time you check in to a venue.

Showing us your COVID-19 digital certificate is your way of contributing to a safer Victoria for all of us, everywhere.

EDM

YOUR
VACCINATION
IS YOUR
TICKET
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Suggested eDM copy for businesses and industry groups

This template provides guide copy for emails shared from your business:

Dear valued customers,

Vaccination is your ticket to get back to **<**the pub, our place, in stores etc**>**.

From Friday 22 October 2021, customers over the age of 16 at a variety of businesses must show their COVID-19 vaccination status as a condition of entry.

The quickest and easiest way to show proof of vaccination is by adding your COVID-19 digital certificate to the Service Victoria app

To add your COVID-19 digital certificate to the Service Victoria app, you'll need to be fully vaccinated against COVID-19 and have the latest version of the Service Victoria app installed on your phone. You'll also need either:

- Medicare online account or Individual Healthcare Identifier linked to your myGov account
- and the latest version of the Express Plus Medicare app installed on your phone.

You can add your COVID-19 digital certificate to the Service Victoria app from the Express Plus Medicare app or your myGov account. The easiest way is through the Express Plus Medicare app.

Once you've added your COVID-19 digital certificate to your Service Victoria app, it will show proof of vaccination each time you check in.

If you don't have a smartphone or are unable to use one, there are additional non-digital proof of vaccination status options available including an official copy of your Australian Immunisation Register vaccination certificate or a printed copy of your digital vaccination certificate from myGov.
Visit coronavirus.vic.gov.au/get-your-covid-19-digital-certificate to find out more.

Showing proof that you are fully vaccinated against COVID-19 is your way of contributing to a safer Victoria for all of us, everywhere.

Warm regards,
< signature **>**

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Social Assets

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Suggested Social post for industry groups and councils

Post Copy:

As more businesses reopen, vaccination is the most important way we can protect workers, customers and our community from COVID-19.

Learn how to make sure your business is COVIDSafe by visiting coronavirus.vic.gov.au/plan.

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Suggested Social Post for businesses

Post Copy:

Vaccination is your ticket to get back to our place.

From Friday 22 October 2021 all patrons over the age of 16 must show proof of COVID-19 vaccination status as a condition of entry.

Make sure to add your COVID-19 digital certificate to your Service Victoria app before you arrive.

Thanks for helping our business reopen safely.

Find out more at www.coronavirus.vic.gov.au/vaxproof

Download Link

SMS, phone script and booking confirmation

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SMS for businesses

SMS Copy:

Vaccination is your ticket to get back to our place. From Friday 22 Oct all patrons aged 16+ must show their vaccination status as a condition of entry.

For more info visit
coronavirus.vic.gov.au/get-your-covid-19-digital-certificate

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Suggested Phone Script for businesses

Phone Script:

From Friday 22 October 2021, all patrons over the age of 16 must show proof of their COVID-19 vaccination status as a condition of entry.

Before you arrive, please make sure you have added your COVID-19 digital certificate to the Service Victoria app or bring printed proof of vaccination with you.

You can find more details about how to add your certificate by visiting coronavirus.vic.gov.au

Suggested email copy for booking confirmation

Booking confirmation email copy:

Thank you for your booking. Please note that from Friday 22 October 2021, all patrons over the age of 16 must show proof of their COVID-19 vaccination status as a condition of entry.
Before you arrive, please make sure you have added your COVID-19 digital certificate to the Service Victoria app or bring printed proof of your vaccination with you.
You can find more details about how to add your certificate by visiting coronavirus.vic.gov.au

Thank you

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