



COMMUNITY**SAFETY**MONTH

October



**Selling Community Safety
to the Victorian Government
and the Private Sector**

Jo Lamb

Community Safety Month - Crime Prevention Victoria





The Principles of Selling

- **Product**
- **Price**
- **Place**
- **Promotion**





Product

Community Safety Month

An activity based community initiative aimed at decreasing the incidence of crime, violence, injury and emergency in our community through the promotion of safe practices



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Product

Product Symbolism

What the product means to consumers?

Meanings can be:

- Symbolic
- Social
- Psychological

- **An ideal – a safe community**
- **Community Participation**
- **Joined up Government**
- **Government Involvement**



Product



Who stands behind the product?

- Victorian Government
- VSCN
- Reference Group and other key stakeholders



Packaging

First impressions count!

- Get attention
- Communicate information
- Create an impression

= product image





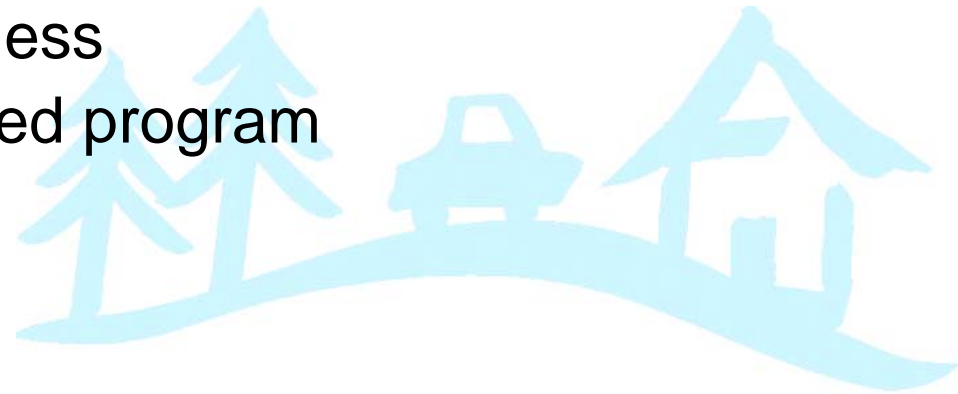
Price

Can you put a price on safety?

- Intangible

So what's the price tag?

- Perceived value
 - Family safety and security
 - Fewer Workcover / Public Liability claims
 - Community Cohesiveness
 - Government coordinated program





Place

Where will you find our product?

Channels of Distribution:

- Local Government
- State Government Departments
- Emergency Services Organisations
- Community Based Organisations
- Champions Program

The Challenge

Selecting, managing
and monitoring these intermediaries.





Promotion

Create demand

- Push the Unique Benefits
- High Impact Low Cost
 - Leader Newspapers
 - Transport
 - Safety Messages inherent in communications

How you promote the product depends on who the buyer is.





Promotion

Government

- Whole of Government/Joined up Government
- Community Participation
- Partnerships
- Growing Victoria Together Strategy
- Breaking down the Silos





Promotion

Private Sector

- Triple Bottom Line (Economic, Environment and Social)
- Community Responsibility
- Access to Networks/Channels
- Brand Image
- Benefits (internal and External)





Closing the Deal

- **Know your product**
- **Believe in your product**
- **Be prepared**
- **Find a common ground – you're creating a partnership**





Sealing the Deal

- Memorandum of Understanding
- Deliver on your deal
- Be inclusive – always look for potential opportunities.
- Follow up
- Say thank you

Think beyond this sale!





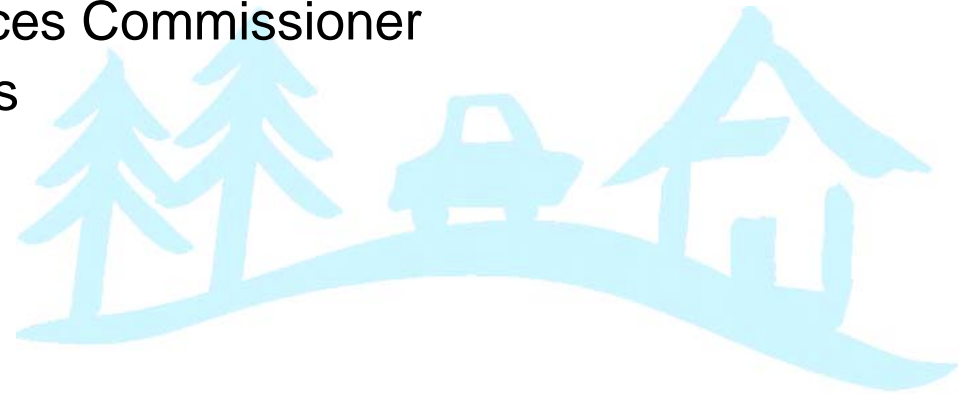
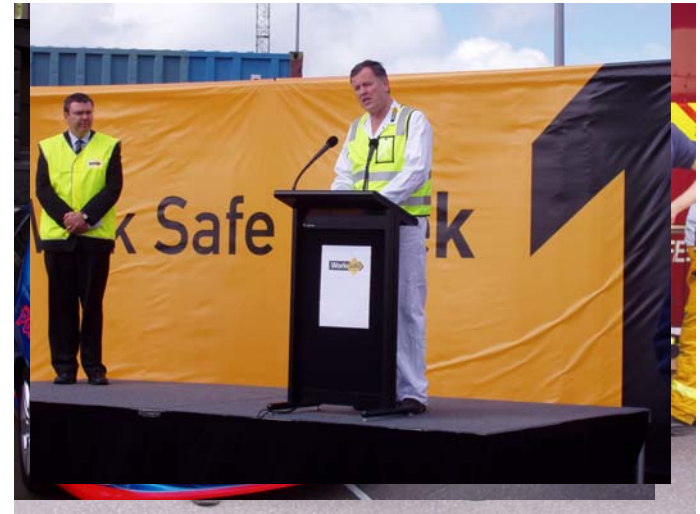
Community Safety Month Support 2003

Government

- Department of Justice
- Victorian WorkCover Authority
- MFB
- Victorian Multicultural Commission
- City of Melbourne

Coordinating agencies

- Crime Prevention Victoria
- Office of the Emergency Services Commissioner
- Department of Human Services
- Work Safe Week





Community Safety Month Support 2003

Private Enterprise

- Lockwood
- Kidde
- NIB
- Carmels Muesli Bars
- SPC







Community Safety Month is a safety awareness program aimed at reducing the risk of crime, violence, injury and emergency in the community through the promotion of safe practices and the development of positive safety attitudes.

Each October Victorians take steps towards enhancing their safety by organising safety related activities to address safety concerns in their community.

Activities are organised around the four themed weeks of Community Safety Month:

- Crime Prevention Week
- Emergency Services Week
- Injury Prevention Week
- Work Safe Week

Community Safety Month encourages a partnership-based approach, with over 1000 activities organised in partnership between two or more different organisations, groups or government agencies.

Key partners include Victorian safety agencies, businesses, community groups and state and local government.

Why should you take the steps to safety?

- Everyone has the power to make their community safer.
- Adopting safe practices dramatically reduces the risk of crime, violence, injury or an emergency event occurring.
- Even though Victoria consistently experiences rates of crime below those of the national average, these rates can be further reduced by more Victorians taking the safety and security measures recommended by safety professionals.
- For every hazard, there is a safety measure.
- Negative perceptions of safety can be diminished through accurate information and increased safety awareness.
- Through your action, you are able to prevent loss of life, an injury or an emergency occurring... to you, your family, work colleagues or a member of your community.

Follow the Community Safety Month path - no step is too small to making our community safer.



For further information and activity ideas visit

www.communitysafetymonth.org.au



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Take steps to safety







