

2017 KEY DATES CAMPAIGN PLAN



MAY

DISABILITY AT WORK

- 15-16 May, Brisbane Convention and Exhibition Centre

WE BUYABILITY LAUNCH

- 17 May 10am-11am, HELP Enterprises Brisbane

BUYABILITY IMPACT TOOL TPV

- Third Party Verification completed

WEBSITE

- Phase one launch

JUNE

VIDEOS

- Begin phase two

SOCIAL MEDIA

- Launch all channels

BUYABILITY IMPACT TOOL

- Phase two build

MEMBERSHIP DRIVE

- Across Australia for additional pledges

JULY

WE BUYABILITY

- Supplementary events in Tasmania (Hobart, Launceston, Devonport)

WEBSITE

- Launch phase two - procurement platform

AUGUST

BUYABILITY IMPACT TOOL

- Phase two launch

SEPTEMBER

PARLIAMENTARY EVENT

- 5 September 8am, Parliament House Canberra

VIDEOS

- Phase two launch

OCTOBER

ONLINE CAMPAIGN

- Raising the profile of supported employment - using videos launched and advertising opportunities

NOVEMBER

BUYABILITY COME AND SEE

- 20-24 November, open days across Australia

DECEMBER

CEO MEETING

- 4-5 December, Hilton Sydney Breakfast Briefing - 2018 and beyond

ACCI EVENT

- TBC February 2018, Melbourne