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## Sydney Road Brunswick Precinct Ambassador Program Guidelines

Thank you for your interest in becoming a Sydney Road Brunswick Precinct Ambassador!  
This document, established by the Sydney Road Brunswick Association (SRBA), who market and represent the Sydney Road Brunswick precinct, outlines expectations, deliverables and how the program works.

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### Role Overview

Ambassadors help showcase the Sydney Road Brunswick precinct by creating engaging social content that positively highlights its businesses, experiences and community.

As an Ambassador, you will:

- Share stories and experiences that showcase the precinct, from your perspective
  - Highlight local businesses and hidden gems
  - Inspire others to explore, shop, eat, and enjoy all that the Sydney Road Brunswick precinct has to offer
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### Content Deliverables

As an Ambassador, you'll help showcase the precinct through a package of 5 posts, which will be published on the Sydney Road Brunswick precinct's social media channels and can include either:

- 5 short videos, or
- 3 videos + 2 multi-picture posts (carousel posts)

### Your content will:

- Be based on a pre-approved concept
- Be provided completed and ready for the Media Manager to post on the precinct's channels
- Accept cross-promotion on your own socials (set up via the collaborator function where possible)
- Be provided completed to SRBA within 2-4 weeks of engagement.

### Content dimensions:

- Reels: 1080 x 1920px
- Multi-picture/ Carousel posts: 1080 x 1350px

### Your content must:

- Be delivered fully completed and ready to post to SRBA channels
  - Follow a pre-approved concept
  - Be supplied in correct formats and resolution
  - Reflect the tone and values of the precinct, and be appropriate for diverse audiences and stakeholders
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### Cross-Promotion

- All Ambassadors will cross-promote their content on their own social channels
- Posts will be set up using the Instagram/Facebook collaborator function, arranged by SRBA

**Sydney Road Brunswick Association (SRBA)**

454 Sydney Road Brunswick

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**Remuneration**

You will receive 1x \$250 voucher for completing the full content package as outlined above, which can be arranged for any Sydney Road Brunswick precinct business, to be provided upon completion.

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**Ambassador Agreements**

By taking part in this program, I (the Ambassador) acknowledge and agree that:

- I will not approach any businesses as part of my Ambassadorship until SRBA has contacted them and confirmed that I may proceed.
- I will provide completed content, ready for posting to the Sydney Road Brunswick precinct's channels.
- I will cross-promote the content on my own social media channels, when invited by the collaborator function.
- I will ensure all content is accurate, respectful, and does not include defamatory, offensive, or inappropriate material.
- I agree for the content I have produced to stay online for a minimum of 12 months from the publish date.

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**Ambassador**

Printed Name:

Date:

Signature:

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**Sydney Road Brunswick Association (SRBA)**

Printed Name:

Date:

Signature:

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