

## Return to office revitalisation toolkit

### Campaign background

The City of Parramatta has an active campaign to support our local businesses by encouraging employees to return back to the office. We recognise the shift from working from home back to the office potentially presents uncertainty for some. This program focuses on providing businesses information, encourages collaboration and incentivises working in our city. Our campaign is currently in market with a mixture of digital and outdoor advertising. In addition, we have curated tailored blog style content with 'things to do' for office workers. Our landing destination [atparramatta.com/workers](http://atparramatta.com/workers)

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### How to use this toolkit

This toolkit contains content to support creating a sense of belonging and confidence for workers spending time in our city. If you have questions about the content included, please contact us [marketing@cityofparramatta.nsw.gov.au](mailto:marketing@cityofparramatta.nsw.gov.au)

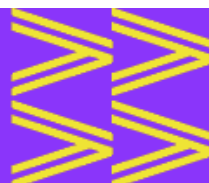
Please make sure to credit the City of Parramatta.

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### What's on for office workers

A coffee catch up en-route to a morning meeting. A brainstorming session around the whiteboard. And a Friday night toast to new projects, new connections and new promotions. It's time to switch off your screen and head into the office for work life, without the lag. After months of juggling and pivoting, offices across Parramatta CBD are swinging their doors open again for you to collaborate, connect, and create in person. Immerse yourself in the centre of a place where everything and anything happens, for everyone and anyone. It's where you go to kickstart your morning, conquer your lunch break and chill out after clocking off. From team bonding in the parklands and impressive client lunches to industry-wide networking events and after-hours shows, Parramatta's office life offers a vibrant world of colour from the desk to dusk. It's the best of work and play – and it's all yours for the taking.

**WORK AND LIFE, UNMUTED**  
Come back to work at Parramatta



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## Copy

### Example comms for intranet and internal social channels

- Explore the inspiration and unexpected possibility allowed by a face to face work environment. A coffee catch up en-route to a morning meeting. A brainstorming session around the whiteboard. And a Friday night toast to new projects, new connections and new promotions. Be inspired and visit [atparramatta.com/workers](https://atparramatta.com/workers)
- Parramatta is full of after-work adventures and simple conveniences during the day. From team bonding in the parklands and impressive client lunches to industry-wide networking events and after-hours shows, Parramatta's office life offers a vibrant world of colour from the desk to dusk. It's the best of work and play – and it's all yours for the taking. Be inspired and visit [atparramatta.com/workers](https://atparramatta.com/workers)
- Now that you're back in the office, it's time to make some plans with your city. From after-hours drinks and live music, to exhibitions, theatre and outdoor adventures – find an event you'll love and visit [atparramatta.com](https://atparramatta.com)

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## Assets

### Assets that can be used for comms on intranet and internal social channels

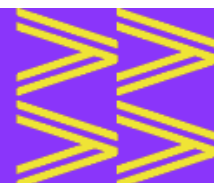
Find all our assets in our [corporate toolkit Dropbox](#).

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## Creative



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## Content

Our campaign video highlights the variety of things to do in the city. Share it alongside some of the copy above. You can access the video via our [corporate toolkit Dropbox](#).

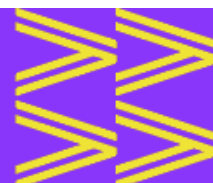


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## Contact

For more information or to request resized images, email [marketing@cityofparramatta.nsw.gov.au](mailto:marketing@cityofparramatta.nsw.gov.au)

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