

# Victorian Government | Businesses Reopening Stakeholder Pack

21/10/2021



# 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](https://CORONAVIRUS.vic.gov.au)

# Guides and templates for you and your workers



# Guide 1

## HOW TO CHECK THE VACCINATION STATUS OF YOUR CUSTOMERS

### Customer checks in using QR Code

All customers must check-in using the Service Victoria QR code



Check-in displays additional tick

If your customer's check-in displays an additional green tick, they are fully vaccinated and allowed to enter the venue



Allowed to enter



Check-in displays question mark

If your customer's check-in displays a red question mark, they are not authorised to enter the venue unless they are able to provide an acceptable proof of vaccination or a medical exemption



Not allowed to enter



# Guide 2

## HOW TO CHECK THE VACCINATION STATUS OF YOUR WORKERS

### Worker checks in using QR Code

All workers must check-in using the Service Victoria QR code



Check-in displays additional tick

If your worker's check-in displays an additional **green tick**, they are fully vaccinated and **allowed to enter work**



Allowed to work



Check-in displays question mark

If your worker's check-in displays a **red question mark**, they are **not authorised to enter the venue** unless they are able to provide an acceptable proof of vaccination or a medical exemption



Not allowed to work



# Guide 3

## 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'



# Guide 4

## 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



# Guide 5

## PROOF OF COVID-19 VACCINATION STATUS

Customers aged 16 or over must show proof of COVID-19 vaccination or a signed medical exemption as a condition of entry to most businesses. **Here is what is accepted:**

<p><b>COVID-19 digital certificate via the Service Victoria app</b></p> 	<p><b>Printed copy of COVID-19 digital certificate together with photo ID</b></p> 	<p><b>Printed copy of Immunisation history statement together with photo ID</b></p> 	<p><b>Medical exemption together with photo ID</b></p> 
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**COVID-19 digital certificate saved to smartphone**





# 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.



# Posters and flyers for display



# 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**

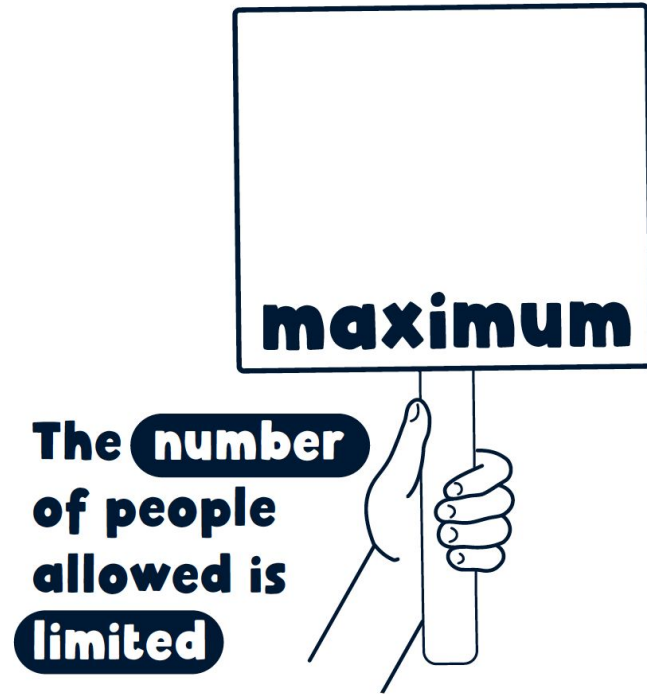
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Poster updated October 2021



[Download Link](#)



# Poster 1



The **number**  
of people  
allowed is  
**limited**

COVIDSafe Settings are in place

For more information go to  
[CORONAVIRUS.vic.gov.au](https://www.coronavirus.vic.gov.au)

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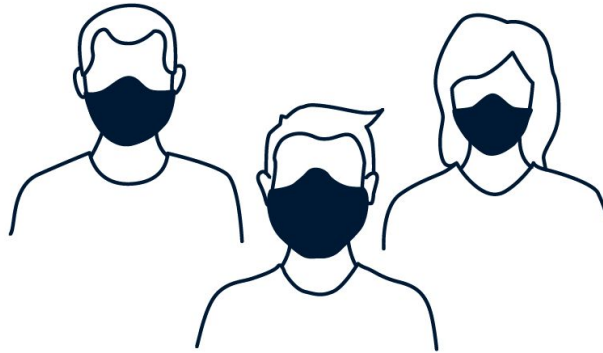


[Download Link](#)



# Poster 2

**You must wear  
a **face mask**  
at this **location****



**COVIDSafe Settings are in place**

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

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# Poster 3

## **Face masks can be removed to confirm identity**

**You may be asked by staff to remove  
your face mask to confirm your identity**



Police, banks, post offices  
and other services such  
as retail, can ask you to  
remove your face mask to  
confirm your identity

**Thank you for doing your part  
to keep us safe**

**For more information go to  
[CORONAVIRUS.vic.gov.au](https://www.coronavirus.vic.gov.au)**

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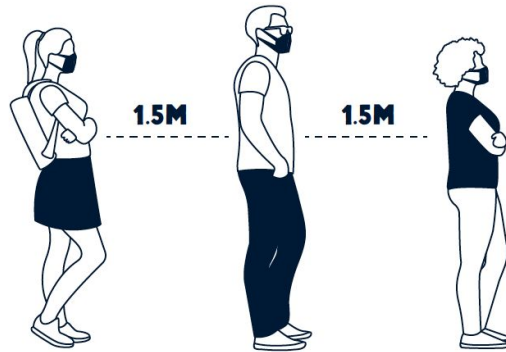
[Download Link](#)



# Poster 4

## Please keep **1.5m apart** while you **wait**

COVIDSafe Settings are in place



Thank you for doing your part  
to keep us safe

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

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[Download Link](#)



# 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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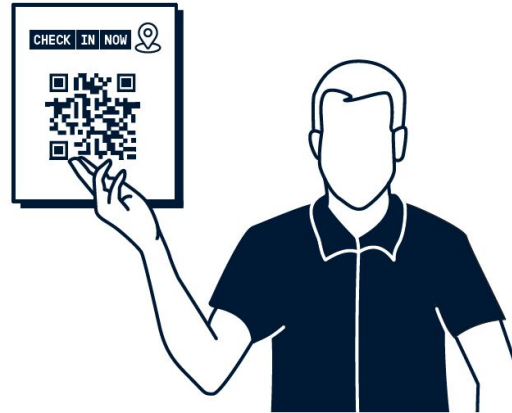
[Download Link](#)





# Poster 6

Please be  
**patient** and  
respect our **staff**



We appreciate your support  
and patience

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

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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 8

## **Proof** of **vaccination** **status** **required**



All people aged 16 years  
and over must be fully  
vaccinated to enter

For more information go to  
[CORONAVIRUS.vic.gov.au](https://CORONAVIRUS.vic.gov.au)

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# Poster 9

## Acceptable proof of your COVID-19 vaccination status



COVID-19 Digital Certificate  
via the Service Victoria app



COVID-19 Digital Certificate  
saved to smart phone



Printed copy of COVID-19  
Digital Certificate  
together with photo ID



Printed copy of Immunisation  
History Statement  
together with photo ID



Medical Exemption  
together with photo ID



Vaccine Appointment Card



Negative COVID-19 test results

For more information go to  
[CORONAVIRUS.vic.gov.au](https://CORONAVIRUS.vic.gov.au)

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[Download Link](#)



# 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



# 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](https://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 >



# Social Assets

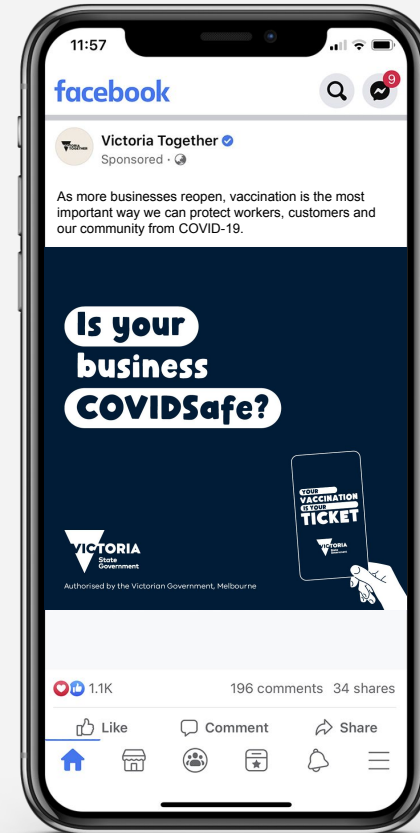


# Suggested Social post for industry groups and councils

## 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](https://coronavirus.vic.gov.au/plan).



# Suggested Social Post for businesses

## Post Copy:

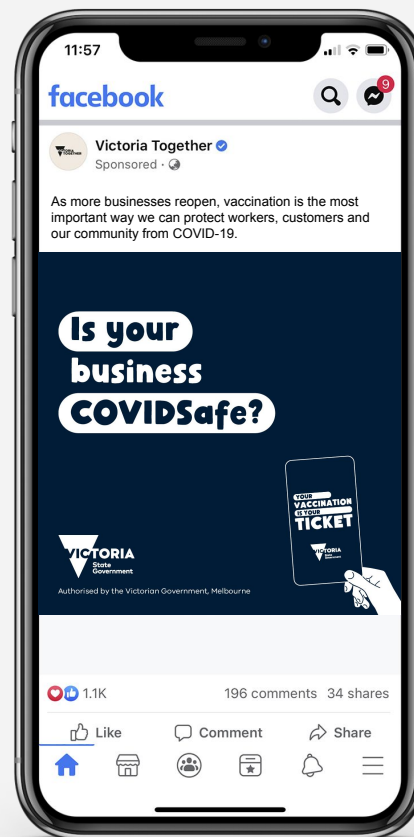
Vaccination is your ticket to get back to our place.

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](http://www.coronavirus.vic.gov.au/vaxproof)



# SMS, phone script and booking confirmation



# 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](https://coronavirus.vic.gov.au/get-your-covid-19-digital-certificate)

# 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](https://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](https://coronavirus.vic.gov.au)

Thank you

