

# Nostalgic Roll up for WA campaign launches in AFL Grand Final week

Tuesday, 21 September 2021

Next phase of Roll up for WA campaign takes the audience on an emotional journey  
Personal WA stories will be told to encourage people to get the COVID-19 vaccine  
TV advert to air on the big screen during the historic AFL Grand Final in WA

The McGowan Labor Government has launched the next phase of its Roll up for WA COVID-19 vaccination campaign to help get as many Western Australians vaccinated as possible.

The emotive campaign reinforces the benefits of vaccination by featuring Western Australian personal stories of life before the COVID-19 pandemic, by reminiscing of a time when we were safely connected with the world and lived life without fear of a local outbreak.

The 60-second nostalgic television commercial was shot and directed in short-film style by emerging WA film director Melle Branson.

The commercial's soundtrack features renowned WA artist Stella Donnelly and the WA Symphony Orchestra, with their rendition of Louis Armstrong's classic 'What A Wonderful World'.

The commercial also stars Sheree, a young Aboriginal nursing student, whose roots stretch between the Nyiyaparli and Banjima people originating from Port Hedland, who is passionate about encouraging people to get the COVID-19 vaccine because she wants to keep her community safe.

With all eyes on WA hosting the 2021 AFL Grand Final this Saturday, the McGowan Government is leveraging the historic moment in WA by maximising opportunities to promote the campaign and benefits of getting the COVID-19 vaccine.

A Roll up for WA information and booking stand will be set up outside Optus Stadium for the Grand Final on Saturday, September 25 and the television commercial will be played across the big screens at Optus Stadium.

The information and booking stand is aimed at encouraging eligible members of the public to get vaccinated with staff on hand to help make appointments and answer any questions.

The campaign's next phase coincides with the recent announcement that all Western Australians aged 12 years and over can now roll up their sleeves for a COVID-19 vaccine at State-run clinic, participating GPs, participating pharmacies or Aboriginal Medical Services.

The \$3.6 million wide-reaching campaign will feature on digital, radio, television, print, out-of-home and social media advertising channels across the State.

Since the inception of Roll Up for WA with the initial campaign in April this year, more than 2 million COVID-19 vaccines have been administered in WA, which means more than one in four Western Australians are now fully vaccinated.

The campaign also includes an informative video series with respected medical professional Dr Karl. Through the video series, Dr Karl answers the most common questions about the COVID-19 vaccines.

All Western Australians who are receiving their COVID-19 vaccine, or who have received their vaccine, are encouraged to share photos online by using the hashtag #Rollup4WA.

For more information visit: <http://www.rollupforwa.com.au>

### **Comments attributed to Premier Mark McGowan:**

"The Roll up for WA campaign highlights the importance of getting vaccinated and the promising outlook for WA if we continue on our safe path out of this pandemic.

"The vital campaign serves as a poignant reminder that vaccination is the way out of the COVID-19 pandemic and that we should all *Roll up for WA* and work together to get life back to what we know and love, and safeguard what we're so lucky to have.

"My Government's safe and strong approach to the COVID-19 pandemic has put WA in a fortunate position to host a historic 2021 AFL Grand Final, at Optus Stadium.

"What better event to highlight the importance of vaccines than at the Grand Final.

"All eyes will be on WA this week as we host a historic AFL Grand Final as well as one of the biggest agricultural shows in the nation and see life in WA as it was before the pandemic – that's why it's so important we protect what we have, with high levels of vaccination.

"Getting vaccinated is a fundamental, collective value for all Western Australians and by doing this you're doing it for yourselves, your family and your community.

"WA, let's do this to safely get out of the pandemic and protect what we have so we can get back to international travel and live life without the fear of a local outbreak."

### **Comments attributed to Health Minister Roger Cook:**

"The brand awareness of the Roll up for WA campaign has been very positive. It has been a local campaign aimed directly at proud Western Australians.

"Now it's time to take another important step with this wonderful new TV commercial that has once again been conceived and produced by exceptional Western Australian talent.

"We need more young people getting vaccinated, particularly those aged under 30 who present a greater risk of quickly spreading any possible outbreak of COVID-19.

"We need the complacent to become committed, we need the hesitant to become heroes.

"We have been so fortunate in WA to enjoy our lives relatively free from COVID-19 and restrictions faced elsewhere.

"But if we want to reconnect with the rest of world we need to get fully vaccinated. There is no escaping this fact.

"It's never been more accessible to get a COVID-19 vaccine in Western Australia.

"We cannot be complacent. COVID-19 can spread quickly and widely.

"The more people who are vaccinated, the more we can protect our families, our friends and our whole community."

Premier's office - 6552 5000

Health Minister's office - 6552 6500