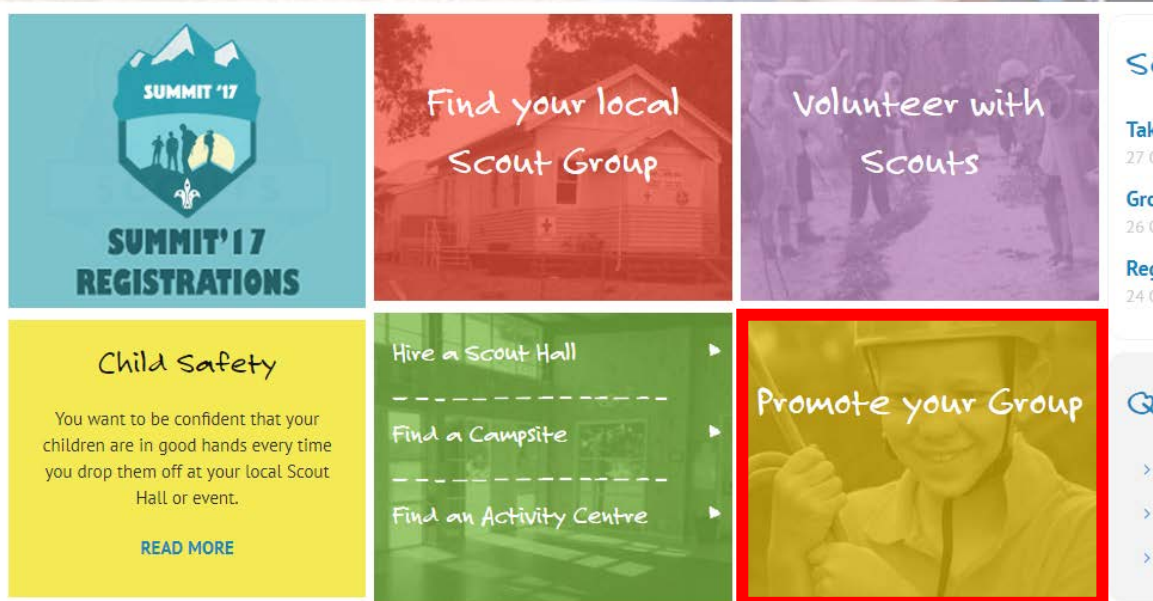


**SCOUTS AUSTRALIA NSW
SCREEN CAPTURE TOUR
HOW TO ACCESS MARKETING AND PROMOTIONAL MATERIALS**

1. Visit www.nsw.scouts.com.au

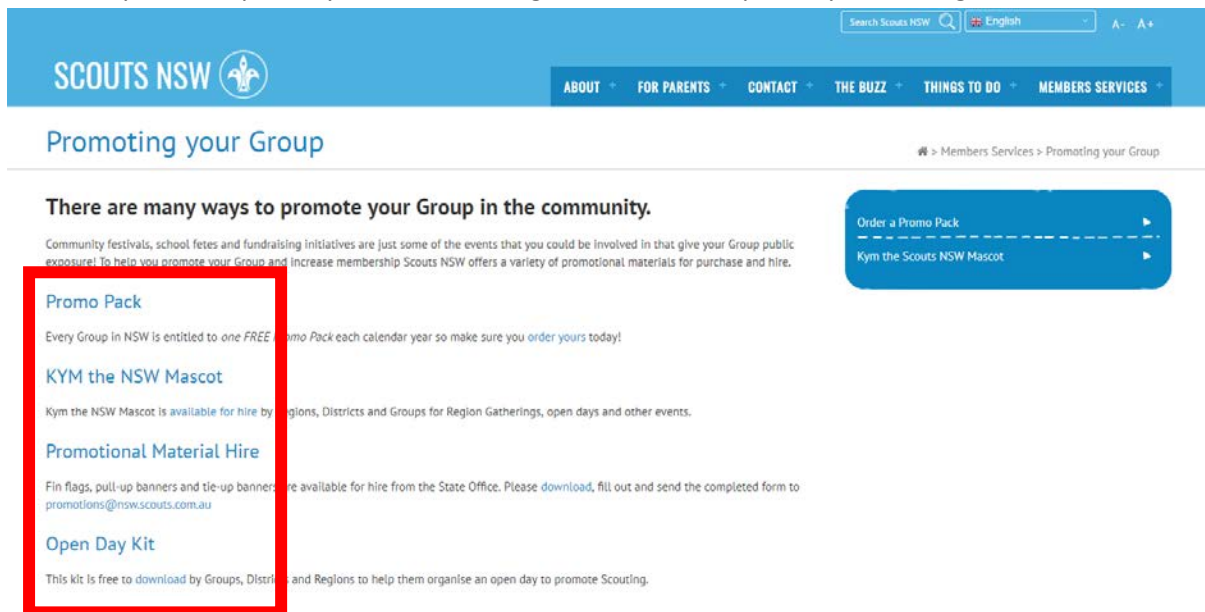


2. Click on the gold “Promote Your Group” feature display.



3. Click on the required subheading.

- Option 1: Promo Pack – click through to order a promo pack
- Option 2: KYM the NSW Mascot – click through to fill in hire form
- Option 3: Promotional Material Hire – click through to download equipment hire form
- Option 4: Open Day Kit – click through to download Open Day marketing materials



The screenshot shows the Scouts NSW website interface. At the top, there is a blue navigation bar with the Scouts NSW logo and a menu with items: ABOUT, FOR PARENTS, CONTACT, THE BUZZ, THINGS TO DO, and MEMBERS SERVICES. Below the navigation bar, the page title is "Promoting your Group". The main content area features a heading "There are many ways to promote your Group in the community." followed by a paragraph: "Community festivals, school fetes and fundraising initiatives are just some of the events that you could be involved in that give your Group public exposure! To help you promote your Group and increase membership Scouts NSW offers a variety of promotional materials for purchase and hire." To the right of this text is a blue button with two options: "Order a Promo Pack" and "Kym the Scouts NSW Mascot". Below the paragraph, there is a list of four promotional material options, each with a sub-heading and a brief description. The first two options, "Promo Pack" and "KYM the NSW Mascot", are highlighted with a red rectangular box. The "Promo Pack" option states: "Every Group in NSW is entitled to one FREE Promo Pack each calendar year so make sure you order yours today!". The "KYM the NSW Mascot" option states: "Kym the NSW Mascot is available for hire by Regions, Districts and Groups for Region Gatherings, open days and other events." The "Promotional Material Hire" option states: "Fin flags, pull-up banners and tie-up banners are available for hire from the State Office. Please download, fill out and send the completed form to promotions@nsw.scouts.com.au". The "Open Day Kit" option states: "This kit is free to download by Groups, Districts and Regions to help them organise an open day to promote Scouting."