



FREE, FRESH & FIT CHAMPIONS CAMPAIGN

Jurisdictional Workshop 2026

ACKNOWLEDGEMENT

We would like to Acknowledge the Traditional Owners of the land that we meet on today, we pay our respects to the Elders past, present and emerging. We would like to extend that respect to other Indigenous people present.



OUR REGION



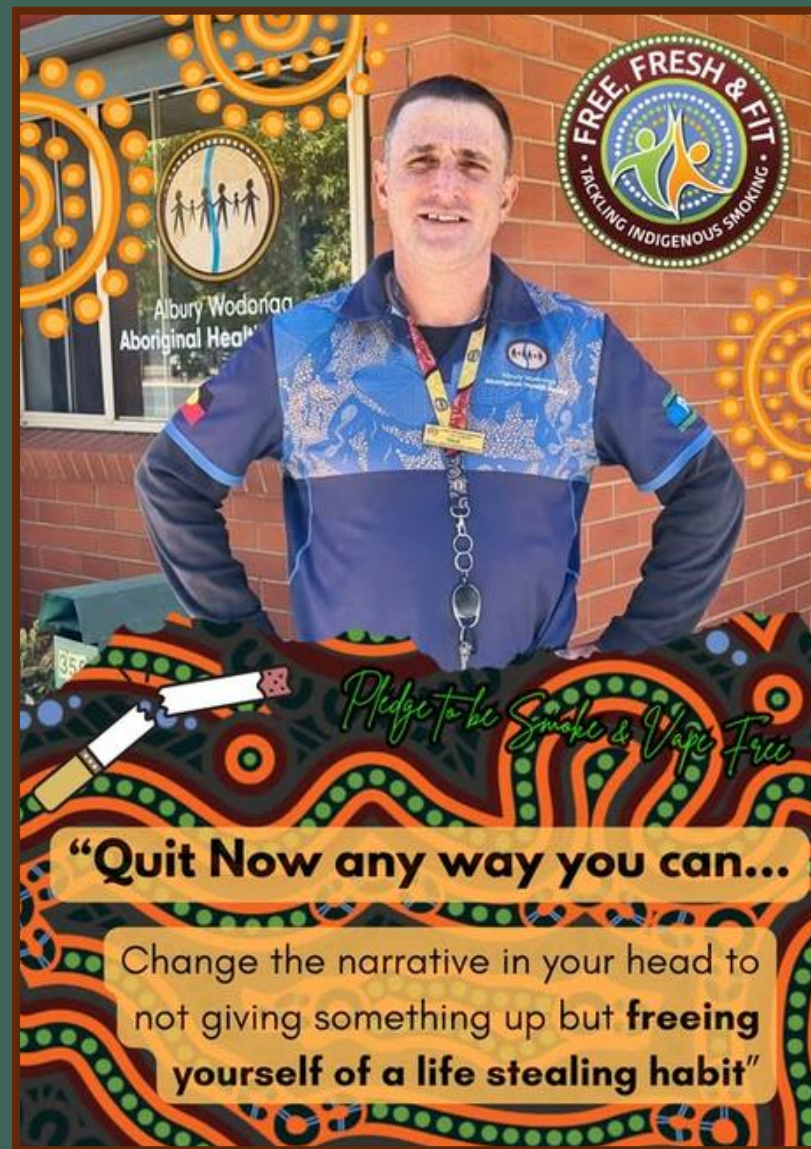
We cover the Riverina/Orange region of NSW, which covers 36 LGA's and reaches from the Mudgee area down to the Victorian Boarder.

We have 9 TIS workers located in Griffith, Orange and Albury.



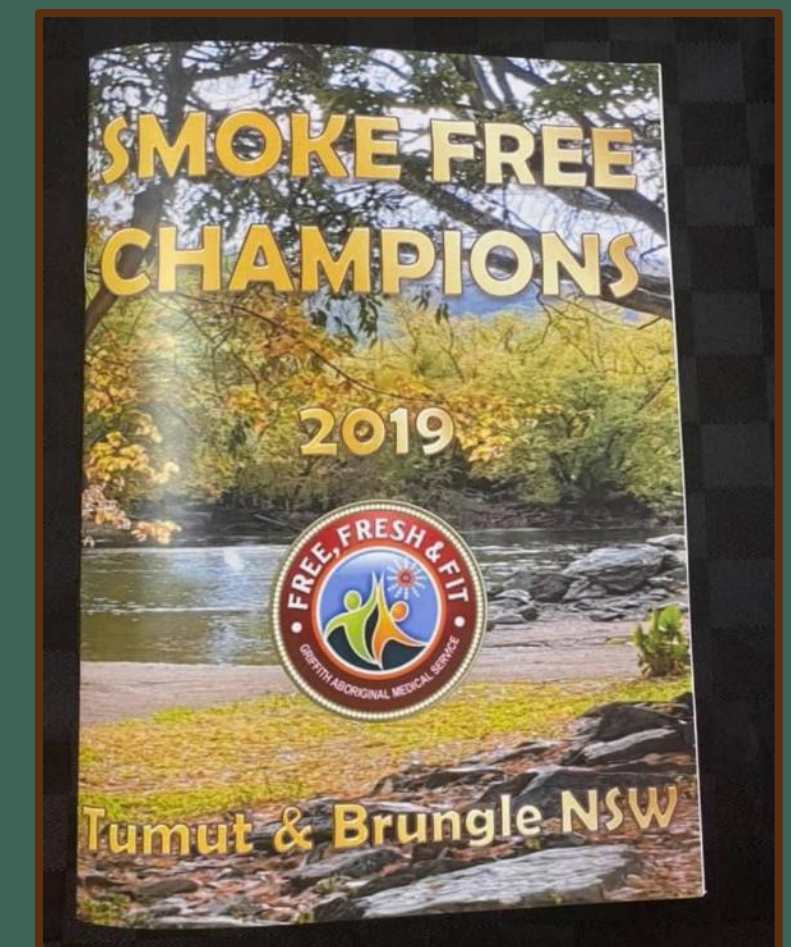
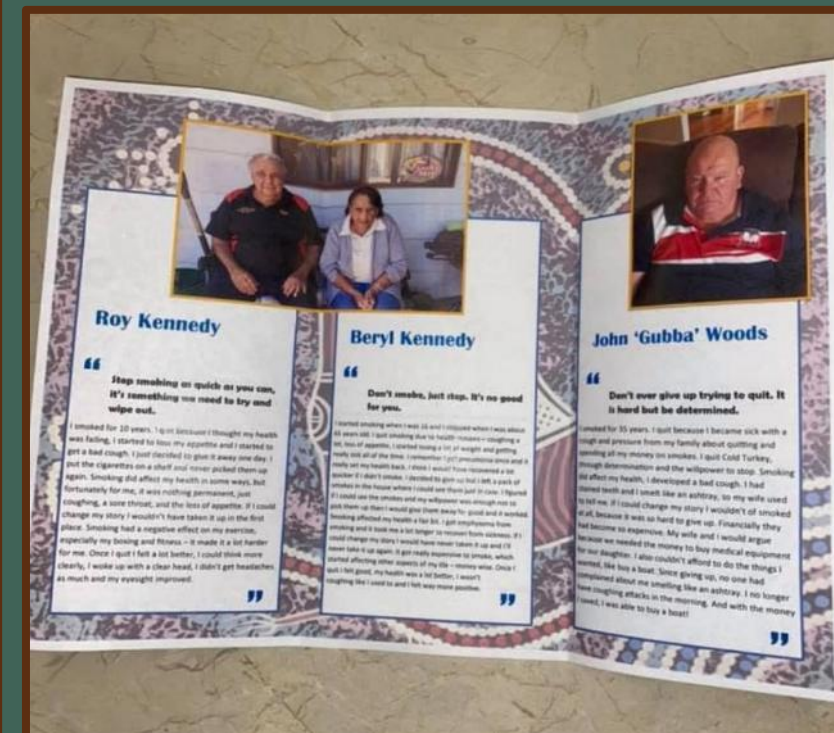
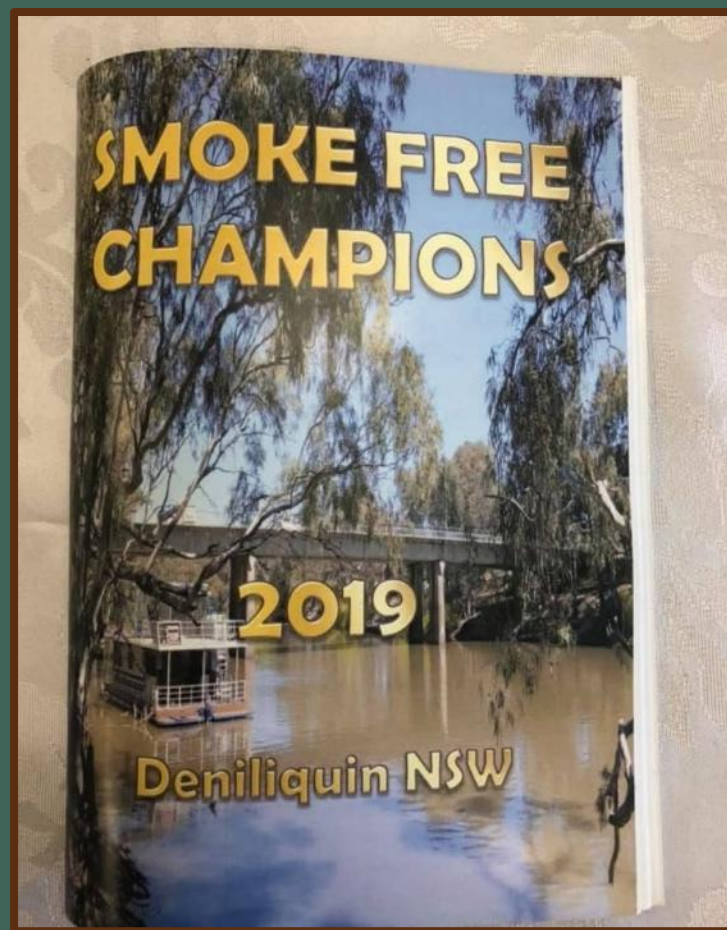
CHAMPIONS CAMPAIGN

Our Smoke Free Champions campaign aims to showcase local community advocates that have quit smoking/vaping or have never smoked to share their stories to encourage other Indigenous people, particularly youth, to avoid uptake or quit.



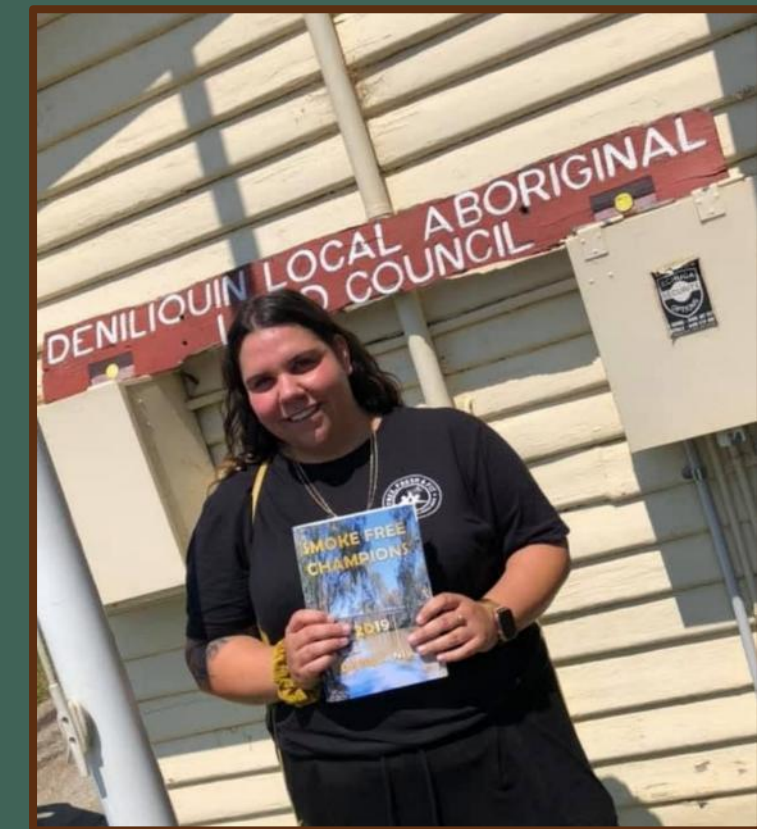
CHAMPIONS BOOKS

Originally, we created books that featured Champions from Griffith, Lake Cargelligo, Deniliquin, Tumut/Brungle, Darlington Point, Hay, Leeton, Young and Cootamundra, showcasing a total of 100 champions and their stories.



CHAMPIONS BOOK LAUNCHES

Following the development of each book, we would celebrate by holding a launch in each community, where we would invite the Champions along, provide a morning tea or lunch and present everyone with a copy of the book and a thank you gift for becoming an advocate for their communities.



CHAMPIONS POSTERS

We then transitioned from focusing on developing books to creating individual posters of our champions. These posters were developed and sent out to various organisations around the Riverina/Orange area, as well as, shared on our social media platforms.

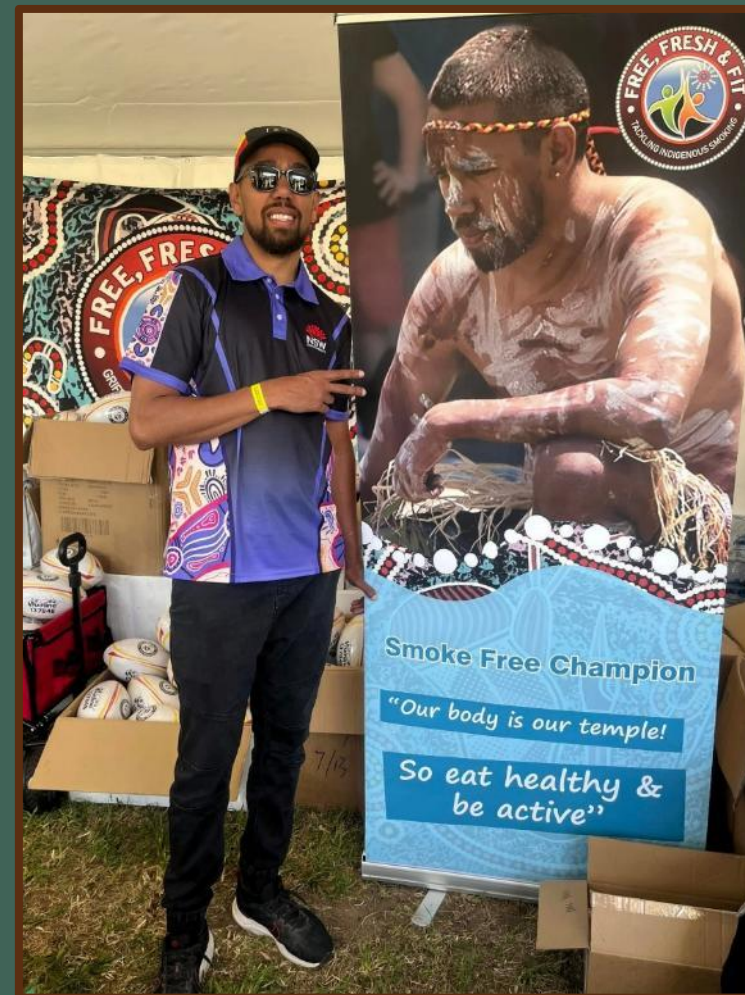


Since commencing the development of these posters in 2022, we have showcased 33 Champions. These posters have been distributed to over 80 services within our region.



CHAMPIONS EXPOSURE

We have also developed pull-up banners to display at our programs and events to publicise our champions, so, community are aware who our advocates are. Our Champions also attend our events to spread their messaging about being smoke and vape free and living a healthy lifestyle.



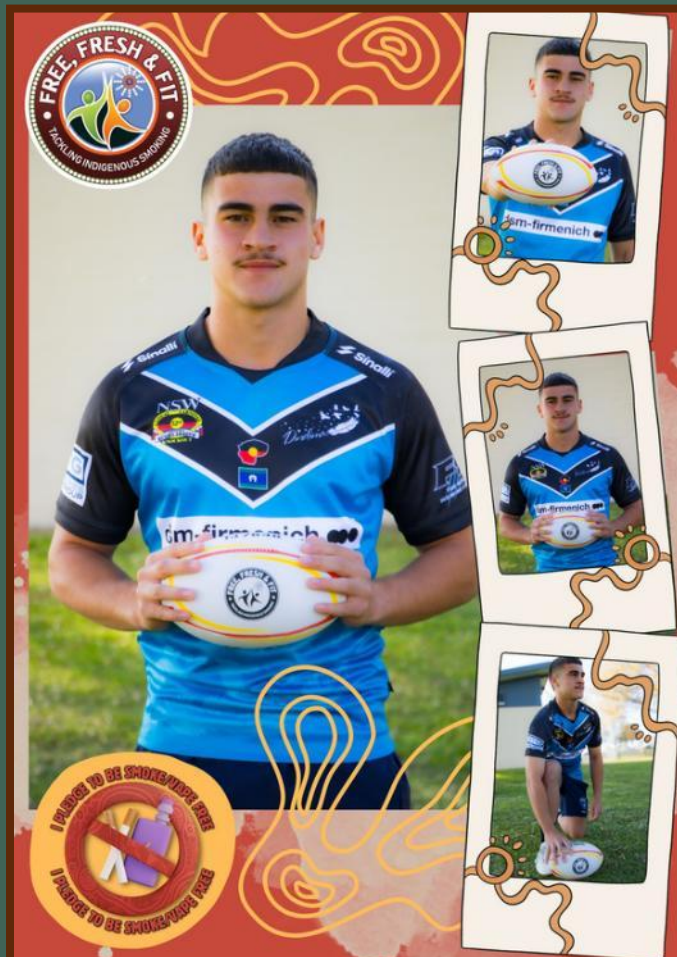
CHAMPIONS EXPANSION

We evolved the campaign to create more resources, such as, information pamphlets, TV Ads, billboards, short videos and social media posts.



YOUTH AMBASSADORS

We recruited one of our first youth ambassadors, Zayd Williams in 2024. Zayd was featured on our billboards, introducing the “Tackle Peer Pressure, Escape the Vape” campaign. Following the launch of these billboards Zayd was interviewed by 7NEWS Riverina regarding smoking, vaping and the illegal sale of tobacco within the Region.



THE BROTHER BOYS

Kyran and Bil are a comedy duo known as The Brother Boys on TikTok. We met The Brother Boys in May 2025, at an event in Coomealla. The Brother Boys were enthusiastic to the idea of collaborating with us to spread our messages on their various social media pages.

We realised that we wanted to target a range of audiences with a large focus on youth/young people around vaping. After brainstorming some ideas, we decided on using billboards, as well as TikTok, Instagram and Facebook on both The Free, Fresh & Fit and Brother Boys social media pages.

In December 2025, both the billboards and social media went live.



THE BROTHER BOYS

The Brother Boys made a comedy skit about Kyran's quit journey and encouraging other young Indigenous people to quit vaping. Alongside the skit posted across their social media pages, The Brother Boys posted stories of Kyran surprising Bil with the billboards.



THE BROTHER BOYS – TIKTOK



THE BROTHER BOYS – VIDEO

The analytics for the video across all social media pages is as below:

- Views - 144.3k
- Comments - 178
- Saves - 278
- Likes - 137.8k

The feedback from the social media campaign was fantastic, we have seen a growth on our own social media pages with new followers from outside our region to international followers.

Their videos are still getting likes, comments & shares weekly. The Brother Boys continue to interact with our posts, and we are looking forward to partnering with them for future projects.



THE BROTHER BOYS – BILLBOARD

The billboards were placed in various locations with high traffic. The data for the billboards is collected from traffic light sensors and anonymous mobile phone signal data to gather the most accurate representation of vehicles. The billboards ran from December to June.

The estimated impressions for the billboards are as below:

- Griffith/Hanwood South - 36 449 impressions per 4 weeks
- Mildura A - 182 482 impressions per 4 weeks
- Mildura B - 197 535 impressions per 4 weeks

The boys introduced a fun game that if you see a billboard ft Kyran and it is safe to do so, post a pic on your story and tag The Brother Boys!

We also ran a competition in March 2026 on our social media platforms, asking our followers to comment where they have seen our billboards.



NRL AMBASSADORS

In October 2025, we continued our “Tackle Peer Pressure, Escape the Vape” campaign with our new NRL ambassadors, Cody Walker from the South Sydney Rabbitohs and Brayden Trindall from the Cronulla Sharks.

In November 2025, our new TV Ads went live!

A photographer was present on the day of filming. The photos taken on the day have been developed into posters delivered to organisations, social media posts and information resources distributed at programs and events.



NRL TV ADS



BATHURST – SHARKS VS PANTHERS

In March 2026, the team attended the NRL's Cronulla Sharks vs Penrith Panthers Game held in Bathurst.

Our current ad campaign featuring Sharks player Braydon Trindall helped to boost our visibility in this location. The outcome of this was organisations approaching us to collaborate with them to deliver our services.

Whilst we were at the game 450 attendees pledged to be Smoke and Vape Free, and the community feedback from the day was extremely positive on the day and on our social media pages following the event.

We will also be running our ads this weekend at the NRL Women's Magic Round held in Wagga Wagga.



NRL AMBASSADORS – BUS WRAPS

Following this, we enlisted a digital artist to design bus wraps, to be placed on buses in Orange, Bathurst, Albury and Lithgow.

Evaluation methods conducted by the bus company found people are twice as likely to remember campaigns that use transit advertising. We also used census data to pinpoint suburbs with a higher populations of Indigenous people, giving us opportunities to reach our targeted audiences.



GRIFFITH ELDERS CHAMPIONS

Following a delivery of one of our Beat the Boondah Smoking Cessation Programs with the Aunty Jeans group – we found the opportunity to showcase local Elders to become smoke and vape free champions. The Aunty Jeans program is a community-focused program to support Aboriginal people with/or at risk of chronic illness.

Multiple Elders in the group started sharing their stories about smoking when they were younger and how it has changed over the years. The stories continued to flow about their quit journeys and discussions about vaping and the new threat it poses to the younger generation began.

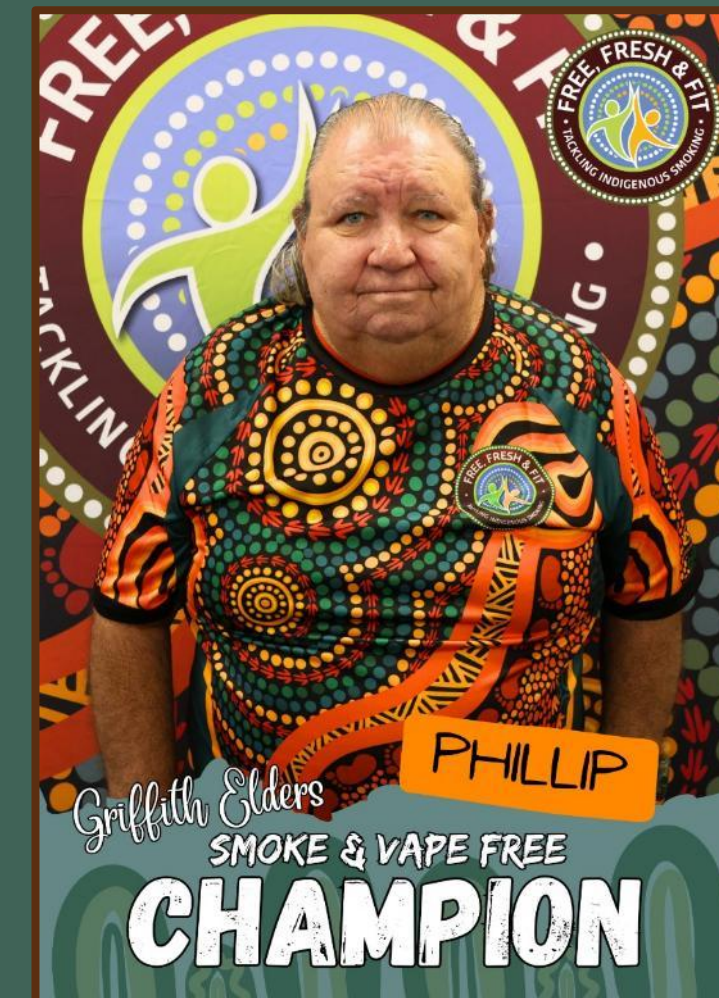
We decided to develop a campaign around sharing these stories and spreading the messaging about being smoke and vape free.



GRIFFITH ELDERS CHAMPIONS

We began filming individual stories.

Once filming was completed, we organised a photo shoot with the featured champions. These photos were used to produce posters and social media posts. The posters were distributed to 10 different services in the Region. The Elders also received their Smoke & Vape Free Champions kits, including shorts, polos and a singlet.



GRIFFITH ELDERS CHAMPIONS LAUNCH

Towards the end of June, we proudly launched our Griffith Elders Smoke & Vape Free Champions campaign.

Invitation were sent to our elders to attend the day. We played the finalised versions of each video, the champions also all received a copy of their poster and a gift box as a thank you for their involvement in the campaign.



GRIFFITH ELDERS CHAMPIONS LAUNCH



BEV'S VIDEO

WHAT
NEGATIVE
IMPACTS DID
SMOKING
HAVE ON
YOUR LIFE?



ANY
QUESTIONS?



THANK YOU

