

Biscuit News

Girl Guides Australia Issue 2 | 2018

In this issue

Biscuit update!
Delivery Issues
PR Campaign
Biscuit Campaign Resources
Recipe Call Out
#whatbiscuitareyou

Biscuit Update!

The production of our Girl Guide biscuits went all according to plan. MBC have packed all our biscuits and most orders are now in the process of being delivered by Toll, our distribution company. In fact a number of units will have received their biscuits orders and hopefully if you have you will taste tested the 2018 biscuits.

We would love to share images on our website and Facebook of your Guides taste testing so please email your pics to communications@girlguides.org.au

Delivery Issues

We hope that if all goes according to the delivery schedule all orders will have been delivered by the end of April. If you have any problems with your order please contact MBC customer service [ASAP](mailto:Customer.Service@modernbaking.com.au) via email Customer.Service@modernbaking.com.au and provide full details of the issues with images of any damaged products.

More details can be found on the last page of the delivery advice booklet "How to Track Your Order" available in the Leaders' password protected section of the Girl Guides Australia website.



\$3.50 RRP
Traditional Vanilla Biscuit
(20 IN A CARTON)

\$3.50 RRP
Mini Choc Chip Biscuit
(12 IN A CARTON)



\$4.00 RRP
Gluten Free
Butter Shortbread
(32 IN A CARTON)



PR Campaign

For our Diamond Anniversary we have appointed a PR agency to help drive biscuit sales and to build greater awareness of Guiding in the community.

As part of the media campaign the PR agency will be strategically targeting National, State and Regional media outlets and producing a PR DIY Local Media Kit for members of Guiding to use. (Available via the GGA website). The PR agency will also be working to provide media opportunities to promote Guiding in your State.

We would love to hear from you if you know of any exciting biscuit opportunities or have any existing media contacts we can build on. Please email these details to louise@girlguides.org.au.



Biscuit Campaign Resources

Sales Resources to help you in your biscuit sales have been uploaded to the Leaders' password protected section of the GGA website. Other resources available include the 2018 Girl Guide Biscuit Information Booklet, the PR DIY Local Media Kit and Social Media Resources.

Leaders: Please access the resources can be accessed using your Leaders' username and password. **Members:** If you do not have access to the resources please contact your local Leader or State Office.

Biscuit Recipe Call Out!

Calling out to all cooks and taste testers ...

We are producing a series of recipe cards that can be handed out to help promote your biscuit sales and are keen to hear what is your most loved and popular Girl Guide Biscuit recipe? Please email your favourite recipes to communications@girlguides.org.au so that we can add it to our 2018 Girl Guide Biscuit Recipe cards. These will be available to download from the GGA website and shared on Facebook, Instagram and Pinterest.



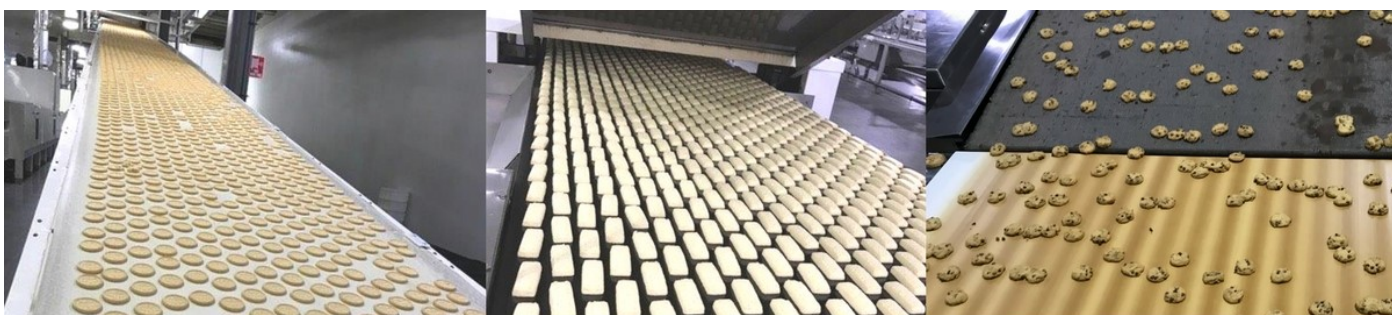
#whatbiscuitareyou

Come and join us to spread the word online about our biscuits! We are developing an engaging Social Media resources to use on our platforms. You are invited to use the approved images, posts and hashtags on your Guiding and personal pages and groups and to share our posts too. These will be found in the biscuit resources on the GGA website.

And look out too for our fun campaign coming soon to our Facebook page... and tell us #whatbiscuitareyou!

Don't forget to share your sales tips ...

If you have any hints and tips to help your Guiding community in their Girl Guide biscuit sales, please email them to communications@girlguides.org.au and we will share them on our Facebook and Pinterest pages.



2018 Girl Guide Biscuits in production - Traditionals, Butter Shortbreads (GF) and Mini Chocolate Chip

Look out for our next issue with further updates on the 2018 biscuit fundraising campaign!