Invitation and reminder email templates

People matter survey for local government 2023

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# Template 1 – Promotion email from head of organisation

**Keep any text highlighted in green, as it’s vital information for survey participants.**

**Review text highlighted in yellow as you may need to insert information unique to your council.**

**Send this email at least 1 week before the survey starts.**

**[Subject line]**

People matter survey for local government 2023 coming soon

**[Email copy]**

Dear <colleagues>

You’ll soon receive your invitation to take part in the 2023 People matter survey for local government.

The survey has been developed in consultation with the Commission for Gender Equality in the Public Sector to help local councils report on progress made towards gender equality in their workplace.

The survey is relevant to all employees regardless of where and how you work, including on the frontline.

The survey will be open from **Monday 29 May to Friday 23 June 2023**.

The survey is a safe and anonymous way for you to have your say.

You’ll be asked how you experience different aspects of our workplace, including gender equality, diversity, inclusion and cultural safety.

Your feedback will help support you and improve our workplace and culture.

We take the results from the survey seriously, as they help ensure the local government workforce reflects the diversity of the Victorian community.

We encourage you to be open and honest in your responses.

**Your privacy and anonymity**

The survey is conducted by the Victorian Public Sector Commission (VPSC), which runs the independent survey and uses strict rules to protect your privacy and anonymity at every stage.

To protect you, the VPSC:

* uses an anonymous survey link and everyone in your organisation receives the same survey link
* de-identifies all data that employers get
* de-identify individual survey responses. This means our organisation can’t identify individuals when the data is reported
* won’t collect identifying information such as name, date of birth or employee ID
* separate open-text responses from other data. Our organisation won’t know where the comments came from or who made them
* won't release team or demographic group results when there are fewer than 10 responses (for example, a demographic group could be all women aged 40-49).
* won’t release demographic results, if fewer than 30 people in your organisation do the survey
* will never share your email address and will delete it at the end of the survey period, if you use it to save and return to the survey later

All information is handled in line with Victorian and Commonwealth law.

Read the [People matter survey data collection statement](https://vpsc.vic.gov.au/peoplematterprivacy) to find out more.

Regards

Name  
<Organisation head/title>

# Template 2 - Invitation email

**Review text highlighted in yellow as you may need to insert information unique to your council. Please tailor as required and insert the survey link provided to you.**

**Keep any text highlighted in green, as it’s vital information for survey participants.**

**Send this email on the day the survey starts.**

**[Subject line]**

Invitation to take part in the People matter survey for local government 2023

**[Email copy]**

Dear <colleagues>

<I/We> invite you to take part in the People matter survey for local government 2023.

The survey is a safe and anonymous way for you to have your say.

You’ll be asked how you experience different aspects of our workplace, including gender equality, diversity, inclusion and cultural safety.

The survey is relevant to all employees regardless of where and how you work, including on the frontline.

Your feedback will help support you and improve our workplace and culture.

We take the results from the survey seriously, as they help ensure the local government workforce reflects the diversity of the Victorian community.

We encourage you to be open and honest in your responses.

**How to start the survey**

You have until **Friday 23 June 2023** to do the survey.

Start your survey [Include your survey link here]

If you can’t do the survey in one sitting, you can save and return later from the same desktop or mobile device.

**Help with the survey**

If you need technical help with the survey, contact your Survey Coordinator on <phone number> or email <email address>.

Or email [enquries@genderequalitycommission.vic.gov.au](mailto:enquries@genderequalitycommission.vic.gov.au)

**Your privacy and anonymity**

The survey is conducted by the Victorian Public Sector Commission (VPSC) which runs the independent survey and uses strict rules to protect your privacy and anonymity at every stage.

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Regards

Name  
<Organisation head/title>

# Template 3 - Reminder email

**Review text highlighted in yellow as you may need to insert information unique to your council. Please tailor as required and insert the survey link provided to you.**

**Keep any text highlighted in green, as it’s vital information for survey participants.**

**Send this reminder at least 3 days before your survey closes.**

**[Subject line]**

Reminder: the People matter survey for local government 2023 closes soon

**[Email copy]**

Dear <colleagues>

This is your reminder that you have until **midnight Friday 23 June 2023** to take part in the People matter survey for local government 2023, if you haven’t completed it already.

The survey is a safe and anonymous way for you to have your say.

You’ll be asked how you experience different aspects of our workplace, including gender equality, diversity, inclusion and cultural safety.

Your feedback will help support you and improve our workplace and culture.

We take the results from the survey seriously, as they help ensure the local government workforce reflects the diversity of the Victorian community.

We encourage you to be open and honest in your responses.

**How to start the survey**

You have until **midnight Friday 23 June 2023** to do the survey.

Start your survey [Include your survey link here]

If you can’t do the survey in one sitting, you can save and return later from the same desktop or mobile device.

**Help with the survey**

If you need technical help with the survey, contact your Survey Coordinator on <phone number> or email <email address>.

Or email [enquries@genderequalitycommission@vic.gov.au](mailto:enquries@genderequalitycommission@vic.gov.au).

**Your privacy and anonymity**

The survey is conducted by the Victorian Public Sector Commission (VPSC) which runs the independent survey and uses strict rules to protect your privacy and anonymity at every stage.

To protect you, the VPSC:

* uses an anonymous survey link and everyone in your organisation receives the same survey link
* de-identifies all data that employers get
* de-identifies individual survey responses. This means our organisation can’t identify individuals when the data is reported
* won’t collect identifying information such as name, date of birth or employee ID
* separate open-text responses from other data. Our organisation won’t know where the comments came from or who made them
* won't release team or demographic group results when there are fewer than 10 responses (for example, a demographic group could be all women aged 40-49).
* won’t release demographic results, if fewer than 30 people in your organisation do the survey
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Regards

Name  
<Organisation head/title>