

# Cookaborough Collateral Templates

This pack features a collection of collateral options designed to help you build, activate and engage your customer database.

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# Promotional posters

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

NDIS TEMPLATES

Select option A →

Select option B →

Select option C →

Select option D →

Select option E →

Select option F →

Select option G →

Select option H →

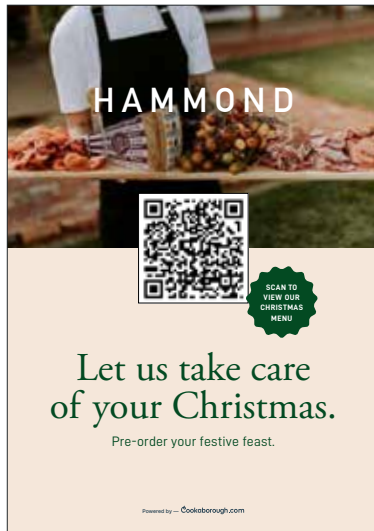
# Moments + events posters

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

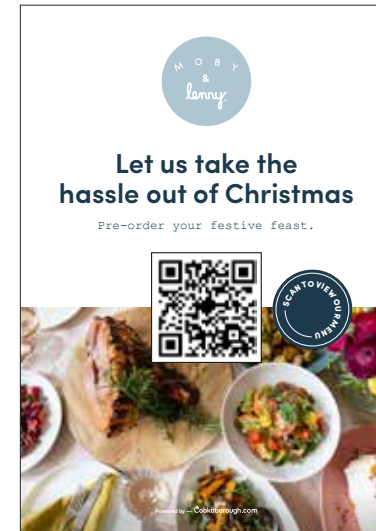
NDIS TEMPLATES



Select option A →



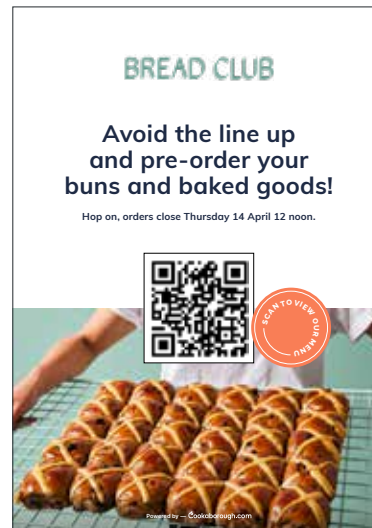
Select option B →



Select option C →



Select option D →



Select option E →



Select option F →

# Promotional flyer

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

NDIS TEMPLATES

Double sided DL flyer

Relish Mama

The week ahead has never looked so delicious!

Plan ahead and pre-order our take home meals.

SCAN TO VIEW OUR MENU

See overleaf for details →

Select option A →

HERE'S HOW TO PRE-ORDER

1. Scan the QR code to see our weekly menu
2. Choose your meals and add them to your cart
3. Choose 'Delivery' or 'Pick Up'
4. Make payment online
5. Enjoy your meals in the comfort of your own home

OUR WEEKLY MENU CYCLE

**Menu opens:** Thursday 9am  
**Menu closes:** Sunday 12pm  
**Pick up:** Wednesday 3:30pm - 6pm  
**Deliveries:** Wednesday 3pm - 6pm

Relish Mama

1/347 Bay Road, Cheltenham  
03 9553 4846 | info@relishmama.com.au  
cookaborough.com/relish-mama

Double sided A6 postcard

MARÇI

MAKE THE WEEK AHEAD EASY AND DELICIOUS

Pre-order our wholesome fuss free ready-made meals.

Select option B →

HERE'S HOW TO ORDER

1. Scan the QR code to view our menu  
Order by Monday 11pm for Friday delivery or pick-up
2. Choose your meals  
Add your selection to your cart
3. Choose 'Delivery' or 'Pick Up'  
Deliveries: Friday 8:00am — 4:00pm  
Pick-up: Friday 7:30am — 6:30pm
4. Checkout  
Make payment online
5. Enjoy your meals

844 Glenferrie Rd, Hawthorn | 03 9819 9383 | catering@marci.net.au  
cookaborough.com/marci

# Window decal 150mm

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

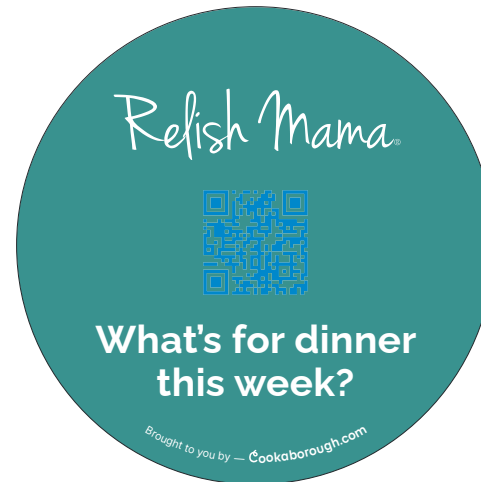
NDIS TEMPLATES



Select option A →



Select option B →



Select option C →



Select option D →

# Fridge magnets

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

NDIS TEMPLATES



90 x 55mm (Standard business card size)

Select option A →



55 x 90mm

Select option B →



70mm round

Select option C →



70mm round

Select option D →

# Customer thank you postcard A6

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

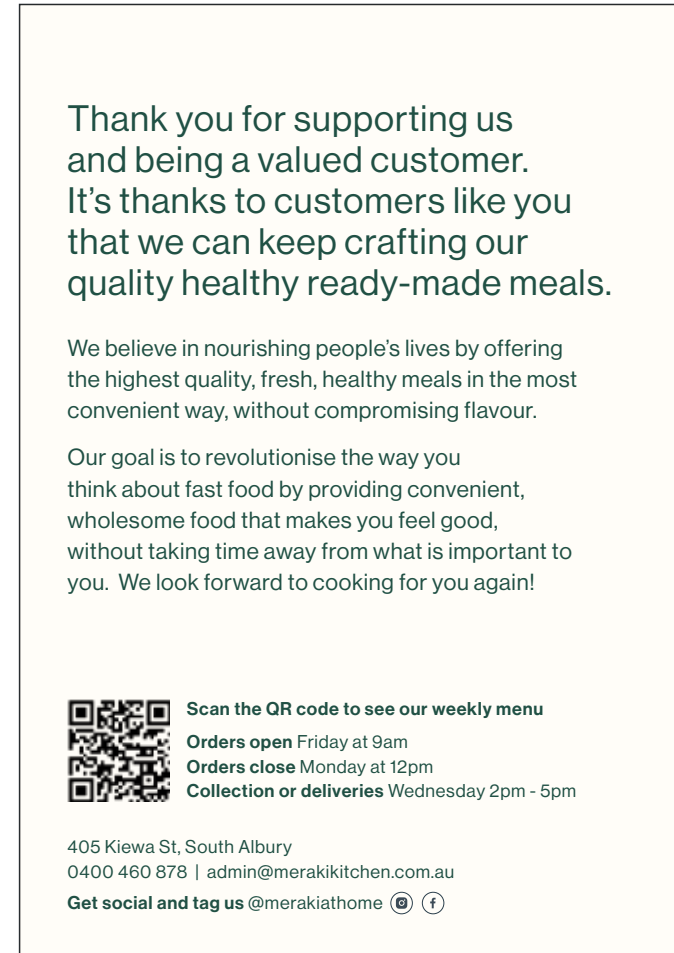
NDIS TEMPLATES

Front



Select →

Reverse





# Refer a friend postcard A6

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

NDIS TEMPLATES

**PIPPA'S KITCHEN** 

## Share the love!

We would like to thank you for your continued support by giving you **10% off your next 4 orders**. Please use the code **LOYAL10** at checkout for the discount to be applied.

Also, if you know anyone who you think would also enjoy our meals we'd greatly appreciate if you could pass the bottom half of this card on.

*Thanks, Pippa & James*

✂

TO: \_\_\_\_\_

FROM: \_\_\_\_\_

This card has been given to you by one of our loyal customers who thought you might like our delicious take home meals. As a small incentive to give us a try use the code **FRIEND10** at checkout to **receive 10% off**. The code can be used up to four times.

Scan the QR code to view our weekly menu and to place your order.



**PIPPA'S KITCHEN** 

Clayton South  
[cookaborough.com/pippaskitchen](https://cookaborough.com/pippaskitchen)  



Select →

## Calling card

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

NDIS TEMPLATES

Double sided postcard



Select →



# Gift voucher poster

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

NDIS TEMPLATES

Blackheath general store

## Give the gift of good food!

Purchase a gift voucher for that someone special by scanning the QR code below.



Simply choose your voucher amount and enter the voucher details. Once you have completed your purchase you will receive an email with a link to your voucher/s.


Powered by — [Cookaborough.com](https://Cookaborough.com)

Select option A →

## meraki

## Spoil someone special with the gift of good food!

Simply scan the QR code below to purchase a voucher.



Simply choose your voucher amount and enter the voucher details. Once you have completed your purchase you will receive an email with a link to your voucher/s.

Powered by — [Cookaborough.com](https://Cookaborough.com)

Select option B →

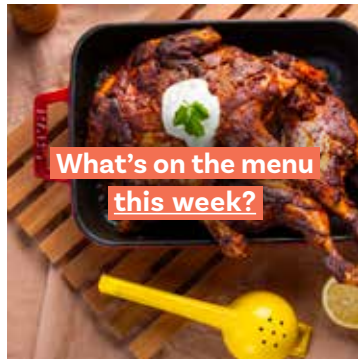
# Social media tiles

PRINT TEMPLATES

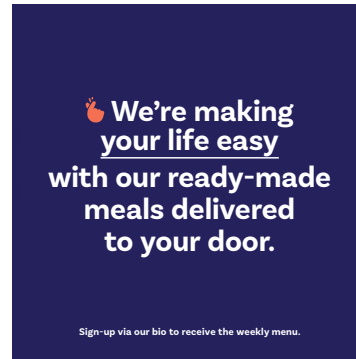
**SOCIAL MEDIA TEMPLATES**

HCP TEMPLATES

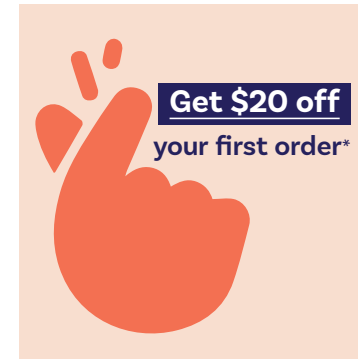
NDIS TEMPLATES



Select option A →



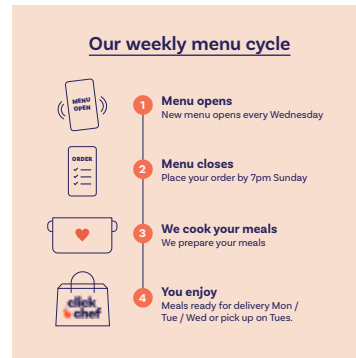
Select option B →



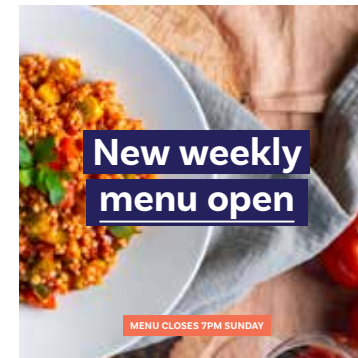
Select option C →



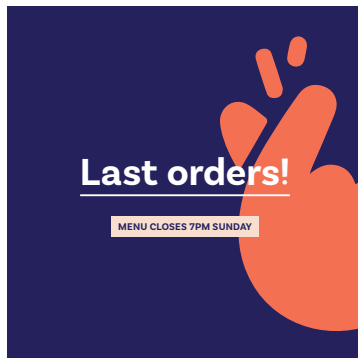
Select option D →



Select option E →



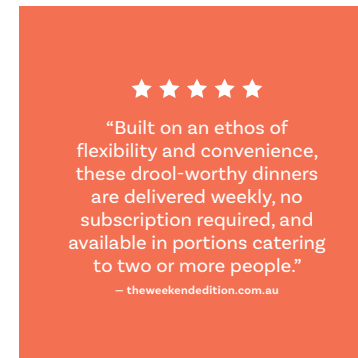
Select option F →



Select option G →



Select option H →



Select option I →

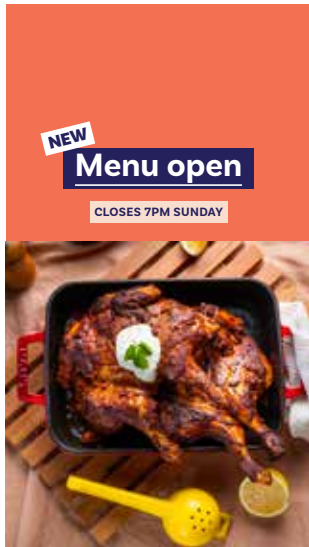
# Social media stories

PRINT TEMPLATES

**SOCIAL MEDIA TEMPLATES**

HCP TEMPLATES

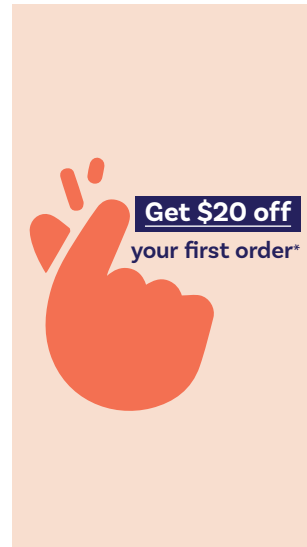
NDIS TEMPLATES



Select option A →



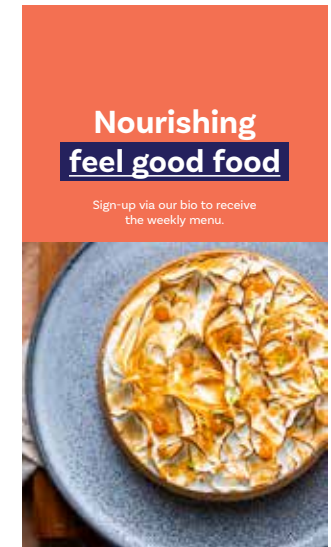
Select option B →



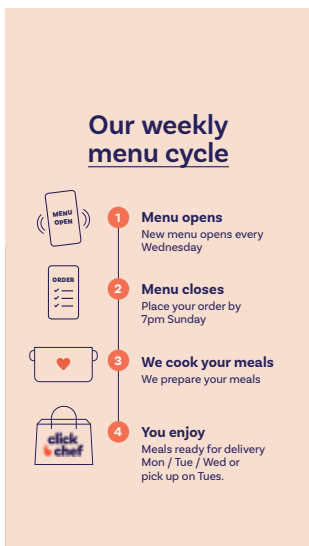
Select option C →



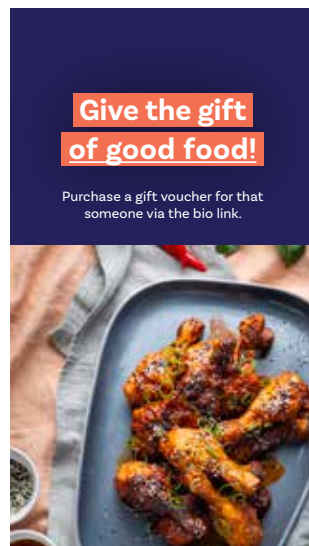
Select option D →



Select option E →



Select option F →



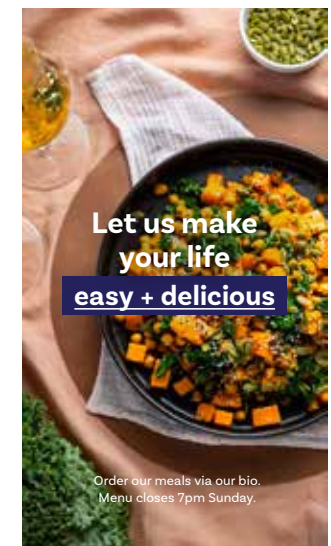
Select option G →



Select option H →



Select option I →



Select option J →

# HCP A4 flyers

PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

**HCP TEMPLATES**

NDIS TEMPLATES

## HCP Participant Information flyer

Home Care Package (HCP) recipients information

### Mary Street Kitchen Home Care Package (HCP) recipients

**At Mary Street Kitchen we believe everyone should be able to access affordable, locally made, nutritious meals which is why we are proud to have developed an offering specifically for HCP recipients.**

We only charge 30% of the meal cost upfront and then we do the administration and follow up for the remaining funds with your Care Provider.

**How does it work?**  
There is a quick, one-off process (outlined below) that you need to go through to be approved. Once you are up and running there is not more admin required.

**What is the process?**

**STEP 1**  
Apply via [www.cookaborough.com/cook/hcp](http://www.cookaborough.com/cook/hcp)

**STEP 2**  
Your Care Provider will receive the application for approval.

**STEP 3**  
You will be notified when approved, and be able to place your orders whilst only paying 30% upfront every time.

We liaise with your Care Provider to collect the remaining funds.

Scan for more information or to view our menu.

**Mary St. Kitchen**

22 Hill Street, Cremorne  
0409 123 456 | [hello@marystkitchen.com.au](mailto:hello@marystkitchen.com.au)  
[cookaborough.com/marystkitchen](http://cookaborough.com/marystkitchen)

Select →

## HCP Care Provider Information flyer

Home Care Package (HCP) Care Provider information

**Mary St. Kitchen** × **Trilogy Care**

### Trilogy Care Home Care Package (HCP) Meal Service

**At Mary Street Kitchen, we are passionate about providing Senior Australians in our community with a high quality and accessible service.**

Our menu has been developed specifically based upon feedback from our customers. We also only charge 30% of the meal upfront and liaise with the team at Trilogy Care to collect the remaining amount.

**How do I sign up?**  
You can sign up by letting the Trilogy Care team know you would like an account and they will pass on your details to us. Alternatively, you can do so directly this via scanning the QR code below; signing up to our account and applying via the 'My Account' section.

**How does it work?**  
Every Wednesday we send out a new menu that include a mixture of seasonal dishes with staple favourites. Orders need to be placed by Sunday night for delivery to your door either Monday or Tuesday. You can place your orders either online or by calling one of our team Friday mornings between 10am-12pm.

**Your personal chef!**  
When you deal with Mary Street Kitchen you are dealing with a local business that genuinely cares about your wellbeing. A key part of this is getting to know you and also ensuring you feel comfortable to call us at any time. We consider ourselves your very own personal chef!

**A little about us**  
Mary Street Kitchen has long been regarded as trusted meals providers for Melbourne. Our customers know us for our focus on the quality of our food, the fresh ingredients we use and our customer service.

In order to service Melbourne families with an affordable, locally produced meal solution we have started Mary Street Kitchen which will deliver high quality, nutritious meals delivered to the door made in our registered kitchen.

It is our love and enjoyment of good food, coupled with the belief that good food should be accessible to all Australians that makes us so passionate about working within the aged care sector.

Scan for more information or to view our menu.

**Mary St. Kitchen**

22 Hill Street, Cremorne  
0409 123 456 | [hello@marystkitchen.com.au](mailto:hello@marystkitchen.com.au)  
[cookaborough.com/marystkitchen](http://cookaborough.com/marystkitchen)

Select →

# HCP DL flyer

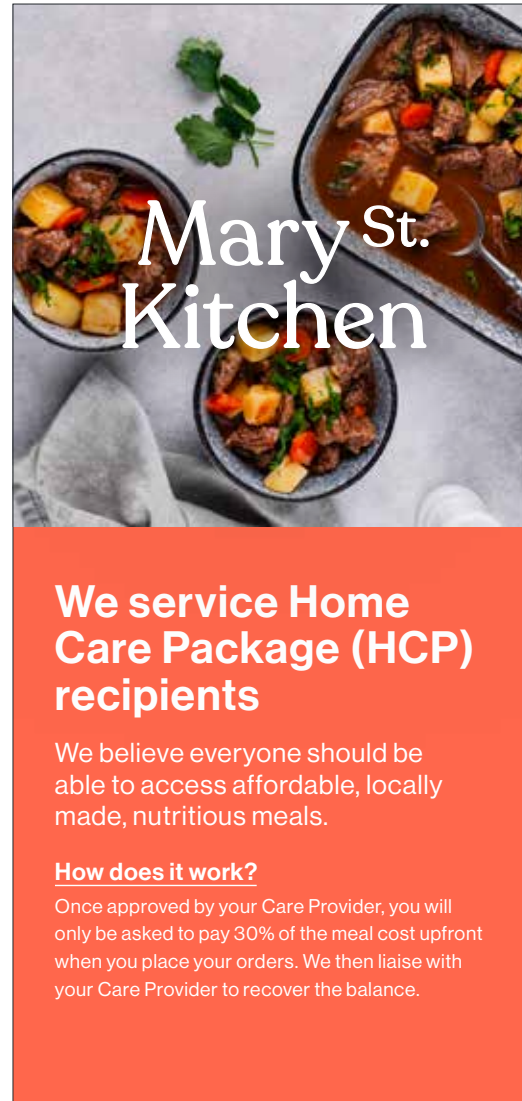
PRINT TEMPLATES

SOCIAL MEDIA TEMPLATES

**HCP TEMPLATES**

NDIS TEMPLATES

Flyer front



The flyer front features a top section with a photograph of three bowls of hearty, home-cooked meals, including meat, potatoes, and vegetables. The text 'Mary St. Kitchen' is overlaid in a large, white, serif font. Below the image is a solid orange background with white text. The main headline reads 'We service Home Care Package (HCP) recipients'. A sub-headline states 'We believe everyone should be able to access affordable, locally made, nutritious meals.' The section 'How does it work?' explains the payment process: 'Once approved by your Care Provider, you will only be asked to pay 30% of the meal cost upfront when you place your orders. We then liaise with your Care Provider to recover the balance.'

## Mary St. Kitchen

We service Home Care Package (HCP) recipients

We believe everyone should be able to access affordable, locally made, nutritious meals.

**How does it work?**

Once approved by your Care Provider, you will only be asked to pay 30% of the meal cost upfront when you place your orders. We then liaise with your Care Provider to recover the balance.

Select →

Flyer reverse

The flyer reverse is a white background with a grey header section. The main heading is 'What is the process?'. It contains a three-step numbered list: 1. 'Apply via www.cookaborough.com/cook/hcp', 2. 'Your Care Provider will receive the application for approval.', and 3. 'You will be notified when approved, and be able to place your order whilst only paying 30% upfront every time. We liaise with your Care Provider to collect the remaining funds.' At the bottom, the 'Mary St. Kitchen' logo is displayed in orange, followed by a QR code and contact information: '22 Hill Street, Cremorne, VIC', '0409 123 456', 'hello@marystreetkitchen.com.au', and 'cookaborough.com/marystreetkitchen'. Social media icons for Instagram and Facebook are also present.

## What is the process?

- 1 Apply via [www.cookaborough.com/cook/hcp](http://www.cookaborough.com/cook/hcp)
- 2 Your Care Provider will receive the application for approval.
- 3 You will be notified when approved, and be able to place your order whilst only paying 30% upfront every time.  
We liaise with your Care Provider to collect the remaining funds.

**Mary St. Kitchen**

Scan the QR code to view our menu and to create your Mary Street Kitchen account.

22 Hill Street, Cremorne, VIC  
0409 123 456  
hello@marystreetkitchen.com.au  
[cookaborough.com/marystreetkitchen](http://cookaborough.com/marystreetkitchen)

# HCP social media tiles + stories

PRINT TEMPLATES

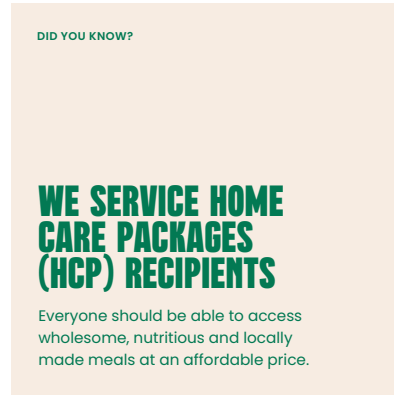
SOCIAL MEDIA TEMPLATES

**HCP TEMPLATES**

NDIS TEMPLATES



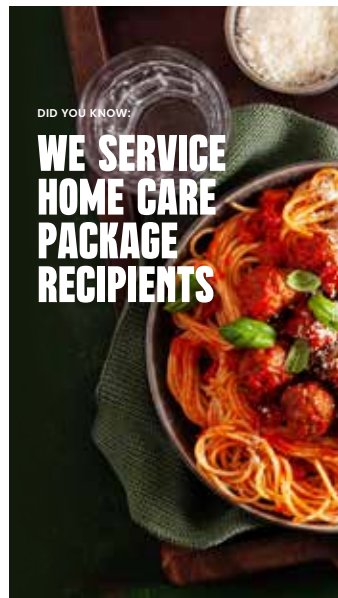
Select option A →



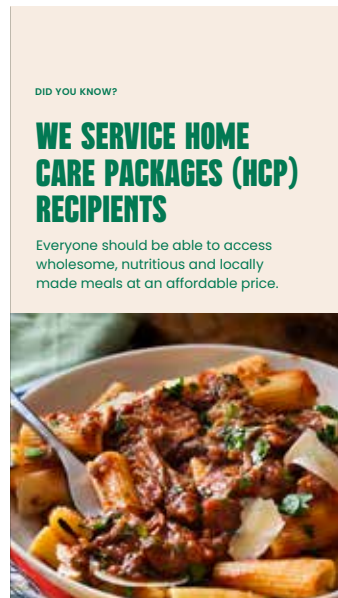
Select option B →



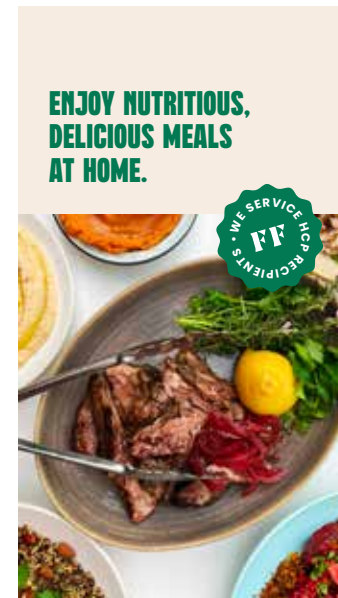
Select option C →



Select option A →



Select option B →



Select option C →



National Disability Insurance Scheme (NDIS) participants information

## Mary Street Kitchen National Disability Insurance Scheme (NDIS) participants

At Mary Street Kitchen we believe everyone should be able to access affordable, locally made, nutritious meals which is why we are proud to have developed an offering specifically for NDIS participants.

The NDIS guidelines allow certain participants the ability to access meal preparation as part of their funding. 70% of the cost of the meals – as well as the delivery fee – can be claimed back.

There is a quick, one-off process (outlined below) that you need to go through to be approved, however once up and running there is nothing else involved.

### How does it work?

If you are on a Plan Managed account, we only charge 30% of the meal cost upfront and then we do the administration and follow up with your Plan Manager, so you don't need to do anything.

If you are on a Self Managed account, we will provide you with an NDIS approved invoice of which you then claim back 70% via your online Portal.



### What is the process?

#### STEP 1

Sign up to our Cookaborough account via the link or QR code below.

#### STEP 2

Go to **My Accounts**.

#### STEP 3

Go to the **NDIS/HCP section**.

#### STEP 4

Select **New Quote** and fill in your details.

#### STEP 5

##### Plan Managed option:

- You, Mary Street Kitchen and your **Plan Manager** will receive a copy of the **Quote**.
- The **Plan Manager** then approves your **Quote** or follows up any issues.
- Once approved, you can place an order.

##### OR

##### Self Managed option:

- You and Mary Street Kitchen will receive a copy of the **Quote**.
- You are able to place an order.
- The compliant invoice template will be emailed when every order is placed.
- You are then able to claim back 70% of the cost of your meal and delivery fee via your online Portal.

Mary St. Kitchen

Scan for more information or to view our menu.



22 Hill Street, Cremorne  
0409 123 456 | hello@marystkitchen.com.au  
cookaborough.com/marystkitchen



Select →

Flyer front

Select →

Flyer reverse

**WHAT IS THE PROCESS?**

**STEP 1**  
Sign up to our Cookaborough account via the link or QR code below.

**STEP 2**  
Go to My Accounts.

**STEP 3**  
Go to the NDIS/HCP section and select Apply.

**STEP 4**  
Select New Quote and fill in your details.

**STEP 5**  
**PLAN MANAGED OPTION:**


- You, Pippa's Kitchen and your Plan Manager will receive a copy of the **Quote**.
- The **Plan Manager** then approves your **Quote** or follows up any issues.
- Once approved you can place an order from Pippa's Kitchen.

**OR**


**SELF MANAGED OPTION:**

- You and Pippa's Kitchen will receive a copy of the **Quote**.
- You are able to place an order from Pippa's Kitchen.
- With each order you will receive an NDIS compliant invoice.
- You will then be able to claim back 70% of the cost of your order via your Plan Providers online portal.

Scan to view our menu and to create your Pippa's Kitchen account.



120/266 Osborne Ave, Clayton South  
0448 885 266  
pippa@pippaskitchen.com.au  
cookaborough.com/pippaskitchen



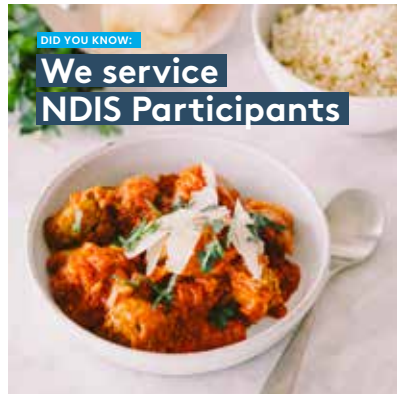
# NDIS social media tiles + stories

PRINT TEMPLATES

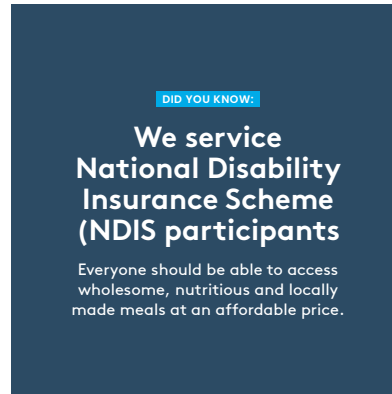
SOCIAL MEDIA TEMPLATES

HCP TEMPLATES

**NDIS TEMPLATES**



Select option A →



Select option B →



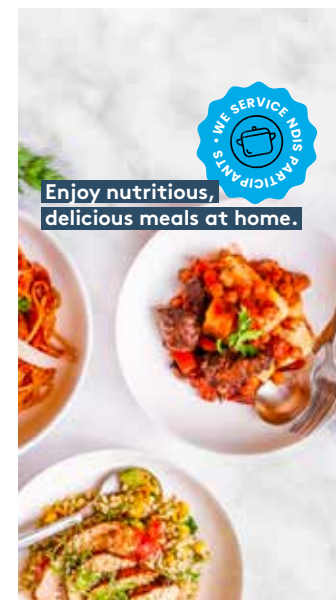
Select option C →



Select option A →



Select option B →



Select option C →

