



**FREE
MEDITATION**

For mental, emotional,
physical & spiritual wellbeing


HH Shri Mataji - founder

 **FREE
IN-PERSON CLASSES**
Australia-wide

 **FREE
ONLINE COURSES**
in over 10 languages



 freemeditation.com.au


Presented by
Sahaja Yoga Meditation Australia

Westfield



AUSTRALIAN FREE MEDITATION

— 2026 PROMOTIONS CAMPAIGN —



Introducing more Australians to Sahaja Yoga meditation
through a national promotions campaign.



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OUR VISION

A coordinated national promotional campaign to introduce more Australians to the experience of Sahaja Yoga meditation by directing visitors to freemeditation.com.au for
**FREE IN-PERSON CLASSES,
ONLINE COURSES & RESOURCES**



freemeditation.com.au



NOTE: All images are used for the mock-ups in this presentation.
Poster design is not final.



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DIGITAL DISPLAY IN SHOPPING CENTRE (AI IMAGE). POSTER DESIGN IS NOT FINAL

WHAT WE ARE PROMOTING



FREE IN-PERSON CLASSES

Australia-wide



FREE ONLINE COURSES

In over 10 languages



PODCASTS & TALKS



**ONLINE MEDITATION
& OTHER RESOURCES**



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inspired by
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oh!

DIGITAL BILLBOARD (AI IMAGE). POSTER DESIGN IS NOT FINAL

TARGET PROMOTIONAL CHANNELS



INDOOR AND STREET DIGITAL DISPLAY BOARDS & BILLBOARDS
(Provided by external partners)



SOCIAL MEDIA (organic and paid), GOOGLE SEARCH
(Provided by our organisation's volunteers)



COMMUNITY NOTICE BOARDS
(Provided by our organisation's volunteers)



FLYERS AND LETTERBOX DISTRIBUTION
(Provided by our organisation's volunteers)



DIGITAL BILLBOARD (AI IMAGE). POSTER DESIGN IS NOT FINAL

HOW THE ADVERTISING WORKS



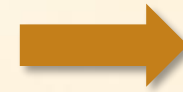
ADVERTISE

Across multiple
media platforms



VISITOR SCANS/VISITS

freemeditation.com.au



FREEMEDITATION.COM.AU

Visitor has access to classes,
courses & resources

From the website, visitors can easily find
free in-person classes, online courses in over 10 languages,
podcasts, online meditation and other resources.

LOCAL PROMOTION EXAMPLE



Volunteers distribute flyers in coffee shops/health food stores, libraries/community centres, supermarket noticeboards, and letterbox distribution.

(AI IMAGES USED FOR MOCK-UPS)

TIMELINE & BUDGET



In consultation with prospective partners/advertising providers of shopping centre and street digital displays and outdoor billboards, **we will develop a realistic campaign strategy, timeline and budget.**

Once we understand what could be achieved, we will **approach our members and supporters to raise donations specifically to fund the campaign.**

As a not-for-profit community organisation, we will also seek opportunities to include:

- Community or not-for-profit advertising rates
- Unsold or remnant digital inventory
- Off-peak advertising opportunities
- Bonus or value-added digital exposure
- Community partnership or sponsorship opportunities

ABOUT SAHAJA YOGA MEDITATION



Sahaja Yoga meditation was founded by Her Holiness Shri Mataji Nirmala Devi in India in 1970 and has since grown into a worldwide movement practiced in over 100 countries.

Shri Mataji's free meditation was introduced to the Australian community in 1981. Since then, our volunteers have continued to offer meditation classes completely free of charge, with no memberships or ongoing fees.

The benefits of regular meditation are mental, emotional, physical and spiritual wellbeing.

Sahaja Yoga meditation is open to newcomers of all ages.

WEBSITES & CONTACT



Public target website: freemeditation.com.au



Information website for prospective partners:
freemeditation.com.au/promo2026



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Thank you!