Issue 9 / 2021

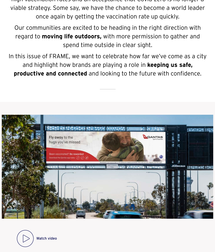
MOVING FORWARD

Can you feel it? Positivity is in the air...

Sydney appears on track to **fully vaccinate 70 per cent** of the population by mid-October – and we hope it will get to **80 per cent** and even higher shortly thereafter. In fact, Sydney is leading the country with high vaccination rates and an acceptance that Covid-zero is no longer a viable strategy. Some say, we have the chance to become a world leader once again by getting the vaccination rate up quickly.

Our communities are excited to be heading in the right direction with regard to **moving life outdoors,** with more permission to gather and spend time outside in clear sight.

In this issue of FRAME, we want to celebrate how far we've come as a city and highlight how brands are playing a role in **keeping us safe, productive and connected** and looking to the future with confidence.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