

Skilling Queenslanders for Work

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Publicity Guide

Overview

Organisations participating in the *Skilling Queenslanders for Work* initiative are encouraged to promote their projects and develop marketing material, as required, to recruit participants and promote their successes.

This guide provides practical information to help funded organisations meet their contractual obligations regarding communications and marketing, in accordance with 'Section 33 Publicity and Public Statements' of the Services Agreement. It outlines expectations and requirements for delivery of a Skilling Queenslanders for Work project, as set by the Department of Trade, Employment and Training (DTET).

Acknowledgement of funding

Acknowledging the support of the Queensland Government is a condition of funding. You should read Section 33 of the Services Agreement carefully and ensure all people involved in undertaking promotions on behalf of your organisation are aware of its contents.

Using the acknowledgement statement

On materials related to your funded project, you are required to use one of the following acknowledgement statements:

This Skilling Queenslanders for Work project is proudly funded by the Queensland Government.

or

This training is proudly funded by the Queensland Government through its Skilling Queenslanders for Work initiative.

You are required to include the statement in funding-related materials. Examples include annual reports, media releases, speeches, newsletters, magazine articles, advertising and websites.

Please note: for merchandise, including T-Shirts, the acknowledgement can be shortened to '*Funded by the Queensland Government*' due to both space limitations and aesthetics.

Using the Queensland Coat of Arms

You have the option to place the Queensland Coat of Arms on your Skilling Queenslanders for Work project's promotional material for the duration of the funding period. However, if you choose to include the Coat of Arms, then the promotional materials will need to be reviewed and approved by the department's Communication team before they can be finalised and made public.

The Coat of Arms should always be located on the front of your collateral, preferably in the bottom right position. Promotional materials may include brochures, posters, event invitations, newsletters, advertising and websites.

The Queensland Government grants funded organisations a non-exclusive, royalty-free, non-transferable licence to use the Coat of Arms in its marketing and advertising materials for the funding period and solely for the purpose of promoting the funded project.

Organisations must:

- Not modify the Coat of Arms in any way without consent of the Queensland Government
- Not sub-licence or assign the use of or transfer the Intellectual Property in the Coat of Arms without the consent of the Queensland Government
- Use the Coat of Arms in accordance with this publicity guide.

Please contact the Communication and Media team at communication@desbt.qld.gov.au to request electronic files of the Queensland Coat of Arms for your funded project material.

Acknowledgement and logo quick use guide

Type of item	Queensland Coat of Arms	Funding acknowledgement statement	Your organisation's logo
Media releases (organisation writes)	✗	✓	✓
Home pages of your websites	✗	✗	✓
Web pages relating to program funded projects	✗	✓*	✓
Newspaper advertising for participants	Optional (departmental approval required)	✓	✓
Specific funded project marketing material, including brochures, flyers and posters	Optional (departmental approval required)	✓	✓
Organisational marketing material e.g. brochures, flyers and posters	✗	✗	✓
Stationery items for your organisation (letterhead, folders and business cards, etc.)	✗	✗	✓
General emails from your organisation	✗	✗	✓

* You must clearly identify which parts of your organisation's business is funded under the program. For videos related to the project, the funding acknowledgement and/or Coat of Arms should appear on an outro slide.

Media releases

The Queensland Government reserves the right to issue public statements about Skilling Queenslanders for Work and retains the right to release information in the first instance for key project milestones, such as funding announcements, project launches, graduations and project outcomes.

If you are planning to issue a media release regarding a milestone event, such as a project launch or project graduation, please email the Skilling Queenslanders for Work team via sqwapps@desbt.qld.gov.au at least six weeks prior to confirm whether the department or Minister are planning to make an announcement.

Organisations need to apply relevant funding acknowledgements in media releases. Media releases do not need to be approved by the department, unless quotes from the Minister or other Members of Parliament are to be included.

Approved media lines

The following lines may be used in media releases relating to Skilling Queenslanders for Work funded projects:

- Skilling Queenslanders for Work provides skills development, training and job opportunities to unemployed, disengaged or disadvantaged Queenslanders through a suite of targeted skills and training programs.
- Skilling Queenslanders for Work focuses on developing an individual's skills, supporting them to begin a learning pathway to a certificate III qualification, and providing direct assistance to those Queenslanders that need extra support to enter and stay in the workforce.
- ****Insert program name**** is one of eight programs that make up the Queensland Government's *Skilling Queenslanders for Work* initiative.
- Skilling Queenslanders for Work funds not-for-profit community-based organisations to deliver projects that respond to the needs of local job seekers and employment opportunities in their area.

Approved program descriptors

The following lines can help explain the features of each Skilling Queenslanders for Work program:

Community Work Skills

- Community Work Skills offers tailored assistance to disadvantaged Queenslanders to gain nationally recognised skills and vocational qualifications up to a certificate III level.

Get Set for Work

- Get Set for Work funds intensive employment and training assistance over 12 months to young, disengaged Queenslanders aged 15–19 years. Participants will gain the skills and confidence to enter the workforce, go on to further training or go back and complete school.

Ready for Work

- Ready for Work assists disadvantaged Queenslanders to transition into the workforce through six to eight week-long short courses covering the practical skills they need to successfully seek work.

Work Skills Traineeships

- Work Skills Traineeships offer disadvantaged Queenslanders paid employment for up to six months on construction, community, social enterprise and environmental projects.

Youth Skills

- Youth Skills offers nationally recognised training, mentoring and intensive support to 15–24 year olds who are engaged with Youth Justice Services, Queensland Corrective Services or at risk of offending and engaged with the Queensland Police Service.

Community Foundation Skills

- Community Foundation Skills offers assistance to people who need to improve their reading, writing, maths, or computer skills to equip them with the knowledge and confidence necessary to take on further education, training or enhance employment opportunities.

Skill Up

- Skill Up offers tailored assistance to adult job seekers to upskill or reskill in entry level positions in high priority industries to maximise existing and future job opportunities.

Training qualifications and RTOs in advertising

When advertising or promoting Skilling Queenslanders for Work projects, Registered Training Organisations (RTOs) and their National Registration Numbers must be acknowledged where a qualification code and title or units of competency are detailed.

The following example would be acceptable:

*...as part of this project, participants undertake **CPC10120 Certificate I in Construction** with the Registered Training Organisation (RTO), **TAFE Queensland (Code 0275)**.*

Where reference is made to the **type of qualification only** and not the code or title, the RTO does not need to be identified.

The following example would be acceptable:

*...as part of this project, participants undertake formal training and assessment with a Registered Training Organisation (RTO) which will lead to a nationally recognised qualification in **construction**.*

If you are unsure about the wording of your promotion, please send a draft to sqwapps@desbt.qld.gov.au for verification.

Use of the phrase ‘fee-free training’

Community-based organisations funded to deliver Skilling Queenslanders for Work projects should refrain from using the phrase ‘fee-free training’, but are permitted to use the following phrases in relation to the training cost for participants: ‘No cost to participants’, ‘no charge to participants’, or ‘no out-of-pocket expenses’ — and only if funds cover student co-contribution fees. These fees are payable to the RTO delivering the training and assessment services under the program.

RTOs must refrain from using 'fee-free training' or related wording in any form, in accordance with [Skills Assure Supplier policies and agreements](#), and related marketing and disclosure directives.

Holding an event

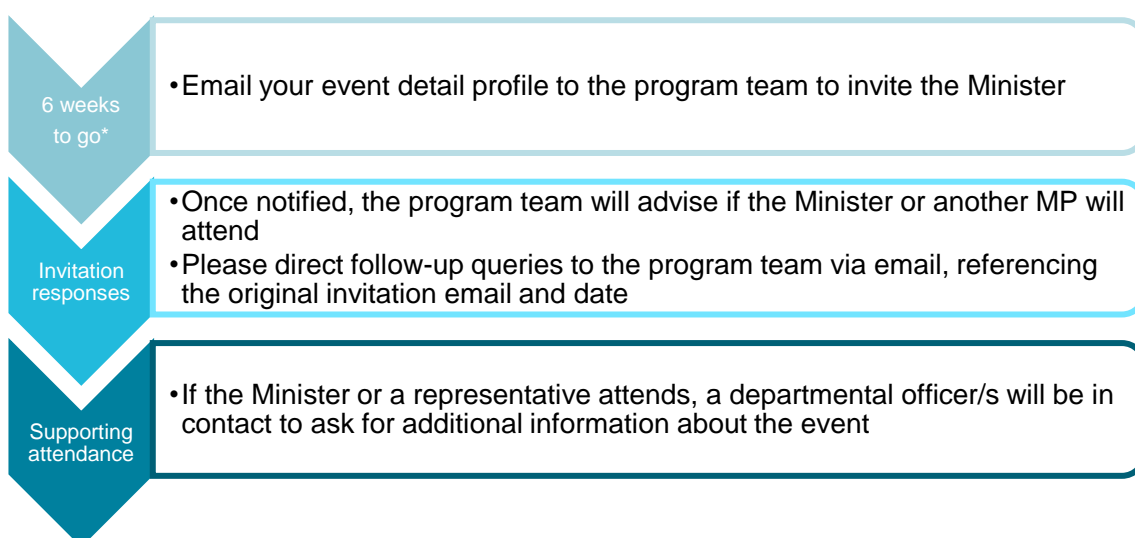
If you are holding an event to celebrate a significant milestone in your funded project, such as a launch or participant graduation, you are required to formally invite the Minister for Finance, Trade, Employment and Training to attend.

Invitations should be emailed at least six weeks prior and with alternative dates to maximise the opportunity for attendance by the Minister or another Member of Parliament as the Minister's representative.

Invitations should include a completed Event Detail Profile. This form is sent to funded organisations when Services Agreements are issued, or you can contact sqwapps@desbt.qld.gov.au to receive a copy. The Event Detail Profile captures all required invitation information.

Where possible, avoid scheduling events on Parliamentary Sitting Days as the Minister or Minister's representative won't be available. To view upcoming Parliamentary Sitting Days visit <https://www.parliament.qld.gov.au/work-of-assembly/sitting-dates/dates>.

Please email invitations and follow-up queries to the program team at sqwapps@desbt.qld.gov.au.



Social media

Building a social media community

To build a social media community the funded program, the use of hashtags is encouraged to tie public conversations from all different users into a single stream to make social posts more visible and increase engagement.

We encourage you to tag the department in your social posts about project activity, track posts via the hashtag and monitor engagement.

Approved social media hashtags

#SkillingQueenslandersforWork

#SkillingQueenslanders

#SkillsPower

Department social media handles

Follow or tag us on social media with the Meta [@SkillsforQld](#) and LinkedIn Department of Trade, Employment and Training.

Photography and consent forms

You are encouraged to ask all project participants and project trainers to complete a Queensland Government **Film/Photo Consent Form** at the start of the project. This ensures photos taken during the project can be used in conjunction with stories for use in Queensland Government publications and promotional material, as required. The Queensland Government Film/Photo Consent Form is available as part of the Skilling Queenslanders for Work Provider Kit published online [here](#).

Whenever a photograph or video footage is to be used, appropriate consent must be obtained from all identifiable persons in the image or footage prior to publication or distribution.

The Queensland Government consent form covers departmental publications, collateral and social channels only. It does not cover use in your organisation's publications, collateral or social channels. As such, a separate consent form for these channels is required where your organisation wishes to publish or distribute images or footage.

Good news stories and media opportunities

The department is always looking for ways to promote the programs and projects it funds through departmental communication channels, including good news stories and social media.




These communication channels provide an avenue to promote the success of the *Skilling Queenslanders for Work* initiative and the outcomes of your project, as well as marketing your organisation.

If you have stories about exceptional achievements of project participants or newsworthy activities, please send key points to sqwapps@desbt.qld.gov.au.

Use of the Coat of Arms

The Queensland Coat of Arms exists in various configurations, designed to meet requirements of specific usages – it must not be redrawn, recreated, digitally manipulated or altered in any way. It should never be obscured, distorted, rotated or cropped. It should not appear on busy backgrounds (e.g. photographs or graphics that may impact on its visibility, obscure or overpower it).

Colour preference is black. The Queensland Coat of Arms may be used in black or white if the background of the publication/design doesn't provide enough contrast to see clearly. The minimum clearance zone around the Coat of Arms is the width of the shield.

 <p>Minimum size 15mm high</p>	<p>Option 1 (preferred) Two-line side stacked logo</p>
 <p>Minimum size 20mm high</p>	<p>Option 2 Two-line stacked logo</p>
 <p>Minimum size 7mm high</p>	<p>Option 3 – Minimum size logo Options 1 and 2 must not appear below their minimum set sizes. Where this is not possible Option 3 must be used to ensure the legibility of both the symbol and text</p>

Co-branding

Size

When the Queensland Coat of Arms is used in a partnership context, careful consideration must be given to sizing and balance. One should not dominate the other – both logos should be scaled so they appear visually balanced. The Queensland Coat of Arms should appear at the bottom right hand corner of all material, and the other organisation's logo should appear at the bottom left hand corner of all material.

Size example:



Colour

When working with partner brands it is permissible to use colours for the Queensland Coat of Arms other than those specified in the colour palette. The Queensland Coat of Arms can be reproduced in the dominant or highlight colour of the partner brand.

Contact

For further information about the *Skilling Queenslanders for Work* initiative, please email sqwapps@desbt.qld.gov.au.

For communication and media enquiries, please email communication@desbt.qld.gov.au.