

PUBLICITY GUIDE

Industry Workforce Advisor program

May 2025

Contents

Overview	3
Acknowledgement statement.....	3
Using the acknowledgement statement	3
Queensland Government Coat of Arms.....	3
Applying the Coat of Arms	4
Co-branding	4
Size	4
Colour.....	5
Quick usage guide.....	5
Media releases.....	5
Media approved lines.....	6
Good news opportunities.....	6
Social media.....	6
Department social media handles.....	6
Holding an event	6
Photography and consent forms.....	7
Consent at events	7
Contact us	7

Overview

Organisations participating in the Queensland Government's Industry Workforce (IWA) program are encouraged to promote their work and develop marketing material that will help to achieve its objectives and raise awareness of its work.

This guide provides practical information to help funded organisations meet their contractual obligations under Section 26 of the *Publicity and Public Statements* of the Services Agreement.

Program name

The correct style when describing the program	Industry Workforce Advisor program before shortening subsequent mentions to the program
The correct style when describing an individual industry project	[Industry] Industry Workforce Advisor project E.g. Community Services Industry Workforce Advisor project
The correct style when describing an individual industry project manager	[Industry] Industry Workforce Advisor E.g. Community Services Industry Workforce Advisor

Acknowledgement statement

Acknowledging the support of the Queensland Government is a condition of funding. Any staff who develop promotional materials or who may act as a spokesperson for this project should read Section 9 *Acknowledgement of Funding* in the Services Agreement carefully.

Using the acknowledgement statement

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

The Industry Workforce Advisor program is supported and funded by the Queensland Government.

You are required to include the statement in materials related to the funded project. Examples include external reports, media releases, speeches, newsletters, magazine articles, advertising, videos and websites. Exceptions apply to some digital advertising formats where space is limited.

Queensland Government Coat of Arms

The Queensland Government grants program organisations a non-exclusive, royalty free, non-transferable licence to use the Coat of Arms in its marketing and advertising materials solely for the purpose of promoting this program — **with departmental approval required each time the Coat of Arms is applied**. Standard versions of the Coat of Arms can be found at the [SharePoint page](#).

Applying the Coat of Arms

You have the option to place the Coat of Arms on IWA promotional material for the duration of the program. If you choose to include the Coat of Arms, then the promotional materials need to be emailed to the department's Corporate Identity Coordinator at communication@desbt.qld.gov.au for review, before materials can be distributed or published.

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

The 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 Coat of Arms may be used in 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.

 Queensland Government <small>AUSTRALIA ET FIDELITATE</small>	 Minimum size 15mm high	Option 1 (preferred) Two-line side stacked logo
 Queensland Government	 Minimum size 20mm high	Option 2 Two-line stacked logo
 Queensland Government	 Minimum size 7mm high	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

Organisations must:

- not modify the Coat of Arms in any way without the consent of the Queensland Government
- not sub-liscence 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 these guidelines.

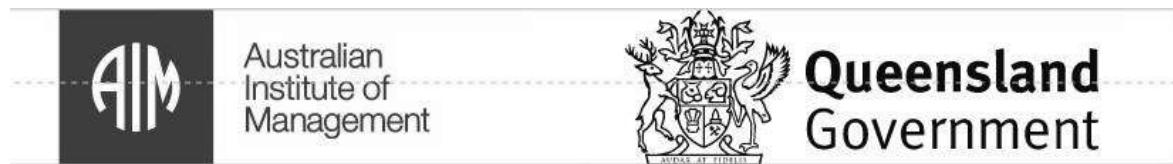
Co-branding

Size

When the 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 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.

Example:



Colour

When working with partner brands it is permissible to use colours for the Coat of Arms other than those specified in the colour palette. The Coat of Arms can be reproduced in the dominant or highlight colour of the partner brand. Please contact the department's Communication team at communication@desbt.qld.gov.au to discuss other design queries.

Quick usage guide

Activity	Queensland Coat of Arms	Funding acknowledgement statement	Your organisation's logo
Media releases (organisation writes)	✗	✓	✓
Home page of your website	✗	✗	✓
Webpages relating to IWA	✗	✓*	✓
Newspaper advertising	✓ Departmental approval required	✓	✓
IWA-specific project marketing material, including brochures, flyers, banners, posters and videos**	✓ To be used in line with specifications outlined in this guide	✓	✓
General organisational marketing material (brochures, flyers, posters banners etc.)	✗	✗	✓
Stationery items for your organisation (letterhead, envelopes, business cards, etc.)	✗	✗	✓
General emails from your organisation	✗	✗	✓

Note*: You must clearly identify which parts of your organisation's business is funded under the program.

Note:** For IWA-related videos, the funding acknowledgement and Coat of Arms should appear on an outro slide.

Media releases

The Queensland Government reserves the right to issue public statements about the projects it funds and retains the right to release information in the first instance for key project milestones, such as funding announcements, project launches, project outcomes or similar.

If a funded organisation identifies a media opportunity related to this program or a milestone

event, please email industryadvisors@desbt.qld.gov.au at least six weeks prior to confirm whether the department or Minister plans to make an announcement or wishes to be involved.

If you are given approval to issue your own media release, **you must include the funding acknowledgement for the program**. Note: the release does not need to be approved by the department unless quotes from the Minister or other Members of Parliament are to be included.

Media approved lines

- The Queensland Government has partnered with [insert name of funded organisation] to provide direct support to small and medium employers to address workforce challenges including retention and attraction of diverse and underrepresented cohorts, to diversify and grow their workforce.
- The Industry Workforce Advisor program maximises workforce participation ensuring all Queenslanders have access to employment opportunities to build a stronger more capable workforce.
- Industry Workforce Advisors work with industry stakeholders and strategic networks including peak bodies to develop a sustainable workforce pipeline, supporting sector growth.
- Industry Workforce Advisors connect employers to industry-based initiatives, grant funding, employer incentives and support to maximise workforce participation, including underrepresented groups and people in rural, regional and remote areas.

Good news opportunities

The department is always looking to promote the programs it funds through its communication channels, including online good news stories, case studies, and social media.

These communication channels provide an avenue to promote the program and the outcomes of your project, as well as marketing your organisation.

If you have stories about exceptional achievements or newsworthy activities, please email the key points to the Industry Workforce Advisors program team at industryadvisors@desbt.qld.gov.au.

Information about your story should include:

- A few dot points about the achievement or activities that are relevant to the department and the funded project.
- Photograph/s with each person named in order (photo consent forms or implied photo consent forms should be included with submission – see attachments). Minimum 500KB for image size.
- Contact name, phone and email details of the story subject so we can talk with them about their experience.

Social media

Department social media handles

We encourage you to follow us on Facebook via [@SkillsforQld](#) and LinkedIn at [Department of Trade, Employment and Training](#). Additionally, please tag us in your social media posts about

IWA activity. For example: 'Great event today with @SkillsforQld!' or 'Great event today with the Department of Trade, Employment and Training' via LinkedIn.

Holding an event

If you are holding an event to celebrate a significant milestone in your funded project, you may like to 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 form located in the Templates library on the SharePoint page. Email the completed form to industryadvisors@desbt.qld.gov.au.

Photography and consent forms

Please ask stakeholders identified in any good news opportunities you want to submit to the department to complete a Queensland Government Consent Form. 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 consent form is available on the SharePoint page and as an attachment at the end of this guide.

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

Consent at events

Consent for filming and photography at an event can be included as a part of the event registration process, noting that the registration form would need to include either:

- Terms and Conditions in the form that outline what the consent covers, or
- A link to the consent form which contains all the information.

Implied consent posters should also be on display at the event to reinforce the message that participants may be included in photographs and future promotional material.

If participants do not wish to be photographed or filmed, they should advise the organisers of the event as soon as possible, as per the information on the implied consent poster at the end of this guide.

Contact us

Industry Workforce Advisor program
Email: industryadvisors@desbt.qld.gov.au

Strategic Communication
Email: communication@desbt.qld.gov.au

Film/Photo Consent Form

Activity/location/context/purpose: IWA [industry name] [other details here]

Date: _____ (insert date)

I, _____ (insert name),

of _____ (insert address):

For parents/legal guardians of children (if applicable)

1. declare that I am the parent/legal guardian of the following child or children

(collectively, "the Children")

2. agree to the State of Queensland, its employees, officers, agents and contractors ("the State")

- (a) making images or recordings, whether sound, digital or otherwise, of me and the Children ("Images and Recordings");
- (b) using, publishing or reproducing the Images and Recordings in any form (in whole or in part) and by any medium, including but not limited to newspapers, magazines, brochures, television advertisements, promotional videos, websites, CD-ROM or other multi-media, for public relations, promotions, commercial and advertising purposes ("Promotional Materials"), social media platforms; and
- (c) retaining or storing the Images and Recordings (including those incorporated into Promotional Materials), in hard copy or digitally;

3. agree that the rights granted to the State under clause 2 of this Photo Consent Form are perpetual and that I will not receive any payment, royalty or other consideration (whether monetary or otherwise) from the State in connection with the making, use or storage of the Images and Recordings;

4. agree to the State collecting, storing, handling, accessing, managing, transferring, using and disclosing personal information about me and the Children, including but not limited to our name, details and image, in connection with the Images and Recordings or the Promotional Materials;

5. acknowledge and agree that any Promotional Materials which refer to me and the Children, expressly or by implication, are, at the date of publication, made in good faith and are not intended to defame or offend me or the Children or bring me or the Children into disrepute and, to the best of the State's knowledge, are true and correct;

6. agree that the State is the owner of the copyright in the Images and Recordings and the physical Images and Recordings; and

7. acknowledge that a representative of the State has explained the contents of this Photo Consent Form to me and I am signing this Photo Consent Form of my own free will, on the full understanding and comprehension of the terms of this Photo Consent Form.

Signed by:

Print name

Signature

Date

Witnessed by:

Print name of witness

Signature

Date

Contact Officer:

Department/Agency:

Phone:

Email: