

# Skilling Queenslanders for Work

## 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 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 Employment, Small Business and Training (DESBT).

## 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.

For social media channels, please include #skillingqueenslanders on posts about your funded project, including any participant stories.

## 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 Corporate Identity Coordinator 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.

## Acknowledgement and logo quick use guide

Type of item	Queensland Coat of Arms	Funding acknowledgement statement	Your organisation's logo
Media releases (organisation writes)	x	✓	✓
Home pages of your websites	x	x	✓
Web pages relating to program funded projects	x	✓* <i>*You must clearly identify which parts of your organisation's business is funded under the program</i>	✓
Newspaper advertising for participants	Optional (departmental approval required)	✓	✓
Specific funded project marketing material, including brochures, flyers and posters	Optional (departmental approval required)	✓	✓
Social media posts regarding a funded project (including participant recruitment)	x	✓	✓
Organisational marketing material, including brochures, flyers and posters	x	x	✓
Stationery items for your organisation ( <i>letterhead, business cards, folders and business cards, etc.</i> )	x	x	✓
General emails from your organisation	x	x	✓

Please contact the department's Corporate Identity Coordinator to request electronic files of the Coat of Arms at [communication@desbt.qld.gov.au](mailto:communication@desbt.qld.gov.au).

## 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](mailto: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.

## 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 a six to eight week-long course covering the practical skills they need to successfully seek work.

### Work Skills Traineeships

- Work Skills Traineeships offer disadvantaged Queenslanders employment for up to six months on public works, community, hospitality, retail and environmental projects.

### Youth Skills

- Youth Skills offers nationally recognised training and support into employment 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](mailto: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

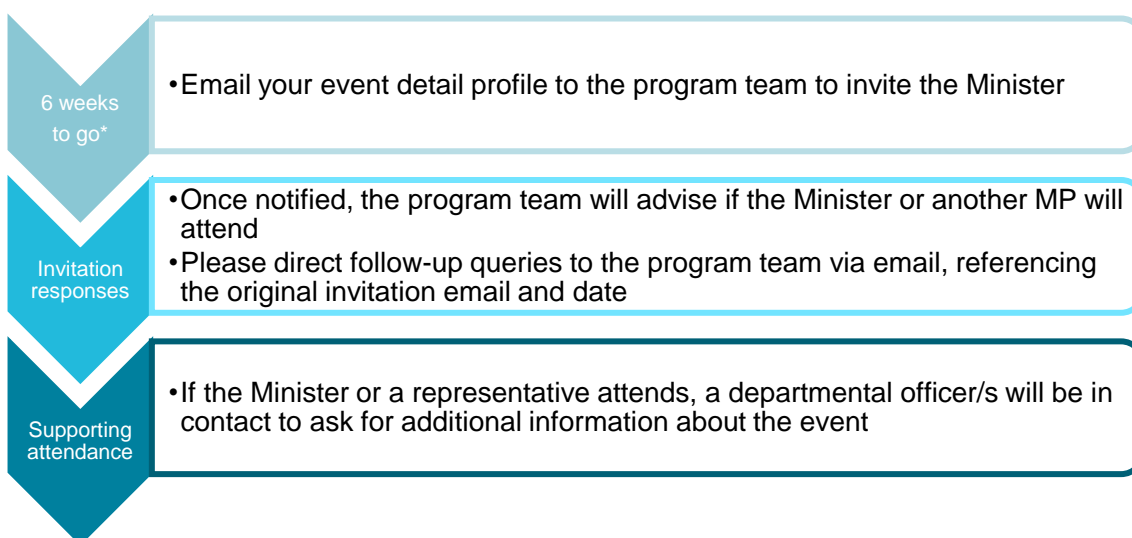
If you are holding an event to celebrate a significant milestone in your funded project, such as a launch or participant graduation, you are required to formally invite the Minister for Training and Skills Development to attend.

Please email invitations and follow-up queries to the program team at [sqwapps@desbt.qld.gov.au](mailto:sqwapps@desbt.qld.gov.au).

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.

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>

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](mailto:sqwapps@desbt.qld.gov.au) to receive a copy. The Event Detail Profile captures all required invitation information.



## 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 departmental publications and promotional material, as required. Consent forms are supplied with Services Agreements (emailed) and can also be accessed by emailing the program team.

## Good news stories

DESBT is always looking to promote the programs and projects that it funds through its departmental communication channels, including its social media.

These communication channels provide an avenue to promote 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 them to the program team via the contact details below.

## Contact

For further information, contact the Skilling Queenslanders for Work team at [sqwapps@desbt.qld.gov.au](mailto:sqwapps@desbt.qld.gov.au).