

Employer obligation campaign

Stakeholder kit

June 2025



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Introduction

Victoria's Portable Long Service Authority (the Authority) has developed a communication campaign aimed at employers in the community services, contract cleaning and security industries to raise awareness of their legal obligation to be registered with the Authority.

This is the Authority's second fully integrated digital campaign and was informed by market research and user experience testing with both workers and employers.

As an important stakeholder with essential connections across Victoria's community services, contract cleaning and security industries, we ask for your support in sharing the information in this kit through your networks.

The Stakeholder kit includes links to videos, press ads, brochure, postcard and social media posts.

It also contains material translated into six languages which you can share. All the materials are available on our **website**.

You can also find employer information on our **campaign page**. Workers can also be directed to our website: **plsa.vic.gov.au/employer**

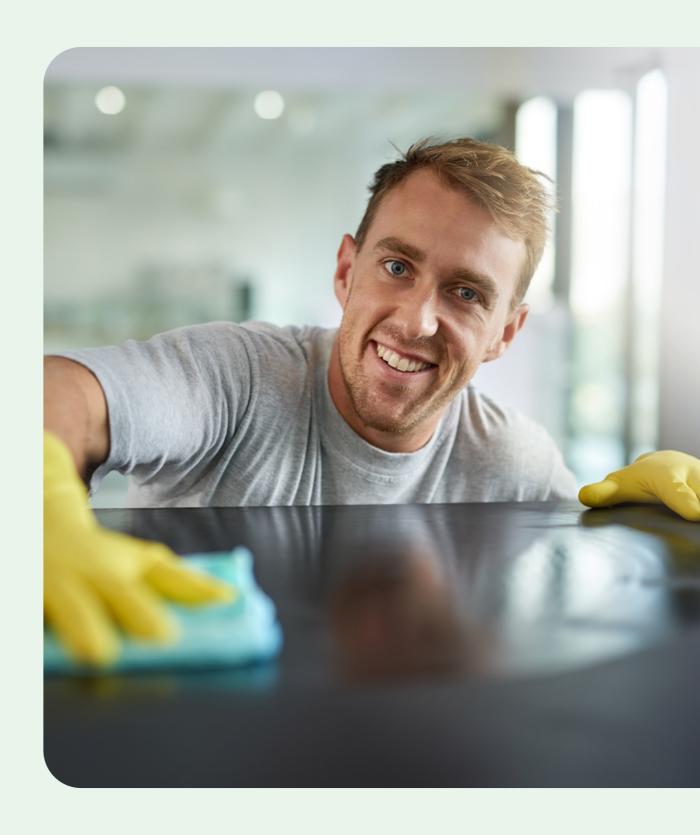
We appreciate your contribution to this important employer obligation campaign - if you have any questions, please contact us at **communications@plsa.vic.gov.au**



Messaging

If you are an employer in the community services, contract cleaning or the security industry you must ensure you and your workers are registered.

To register your workers and find out more visit plsa.vic.gov.au.



Press ads — Various sizes

■ Download asset

290 x 202.5mm



190 x 128mm



260 x 186mm



190 x 128.5mm



210 x 148.5mm



262 x 188mm



Videos — 30 second ratios 1:1, 4:5, 9:16, 16:9

♣ Download asset

Example stills from the 30 second video:













Videos — 15 second ratios 1:1, 4:5, 9:16, 16:9

15 second video cut-downs based on the Hero video. Two video varitions are available across four formats.

■ Download asset

Example stills from 15 second video A:











9:16 example still



Example stills from 15 second video B:









Social assets — Meta and LinkedIn

These assets have been translated into the following languages:

Traditional Chinese, Simplified Chinese, Vietnamese, Hindi, Punjabi and Spanish

■ Download asset

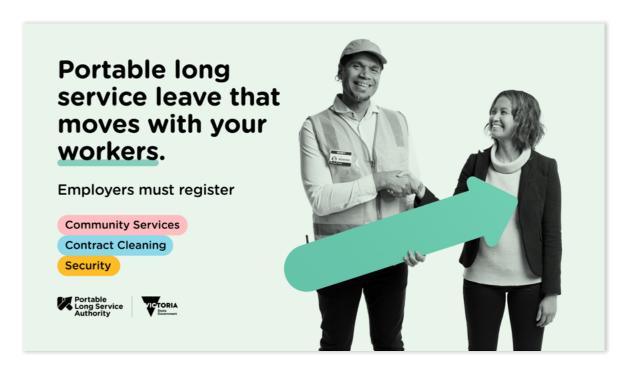
Square post



Portrait story post



LinkedIn



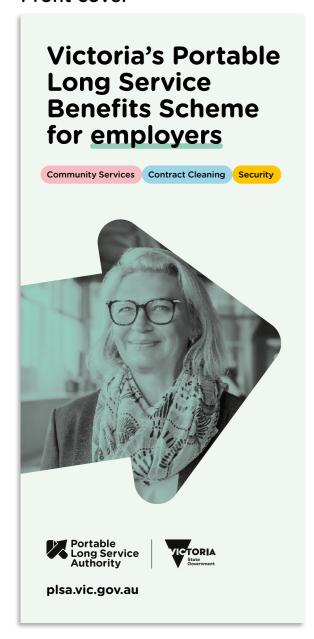
Stakeholder materials

DL brochure — Employers

You can request printed copies of the DL brochure by emailing communications@plsa.vic.gov.au

■ Download asset

Front cover



Exterior



Interior

Victoria's Portable Long
Service Benefits Scheme
(Scheme) allows workers
in community services,
contract cleaning and the
security industry to build up
long service leave based on
their time in the industry not just with one employer.

This means more flexibility and security for workers as they move between jobs.

The Portable Long Service Authority administers the Scheme.

What is portable long service leave?

The Scheme provides portable long service benefits to workers in Victoria's community services, contract cleaning and security industries. Workers can build up long service leave entitlements based on their time spent in the industry, rather than with a single employer. It is 'portable' because it moves with workers

It is 'portable' because it moves with worker if they change employers but remain in the industry.

Workers can be registered with multiple employers at the same time. If a worker is working for more than one employer in the same period, they accrue long service leave benefits with each employer.

How does portable long service leave work?



Register

You sign up your covered workers when submitting quarterly returns to the Authority. Workers then receive a welcome letter via email or mail.



Accrue

Each quarter, you record your workers' service and wages with us and pay a levy that is managed in a central fund



Acces

After at least 7 years of recorded service, your workers can apply for long service leave benefits that is paid out of the fund.

Employers who fail to register

Employers who are covered by the Scheme must register or face legal action including court proceedings.

To avoid penalties, complete the employe registration process at: www.vic.gov.au/portable-long-service-authority/employe information/register-your-business

Which employers should register?

Community services employers are nonprofit entities employing workers to perform community service work, or for-profit entities that employ workers to perform community service work for people with a disability.

Contract cleaning employers engage one or more workers to perform cleaning work for other people.

Security industry employers engage one or more workers to perform security activities for which they are licensed or registered under the *Private Security Act 2004*.

Employers do not need to register if they are:

- local, state or federal government bodies
- an entity that has a governing board appointed by a state or federal Act
- another statutory body.

Stakeholder materials

Postcard — A6 double-sided

This asset has been translated into the following languages:

Simplified Chinese, Traditional Chinese, Arabic, Hindi, Italian, Korean, Punjabi, Sinhalese, Spanish and Vietnamese.

■ Download asset

Front



Back

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How does portable long service leave work?

Register Accrue Access Employers sign up their Each quarter, employers After 7 years of recorded workers for the Scheme record their workers' service, their workers can and their workers will service and wages with apply for long service receive a welcome letter us, and pay a levy that is benefits that is paid out of the fund. via email or mail. managed in a central fund.

For more information, contact us at enquiries@plsa.vic.gov.au or call us at 1800 517 158.



For more information visit:

plsa.vic.gov.au/employer

