



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.

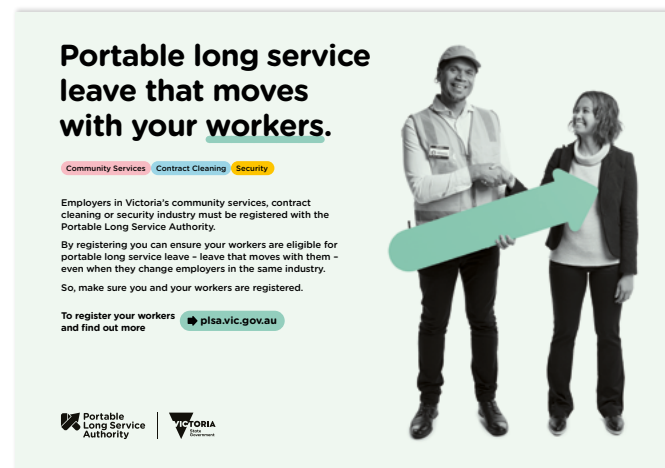


Campaign assets

Press ads — Various sizes

Download asset

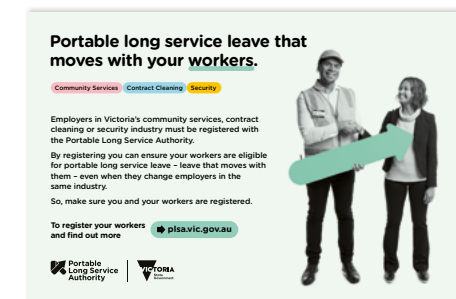
290 x 202.5mm



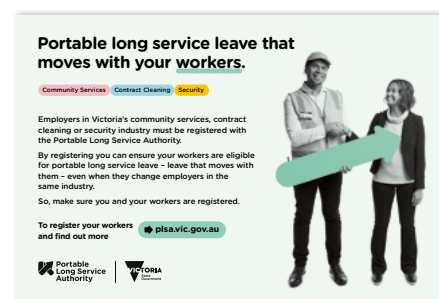
260 x 186mm



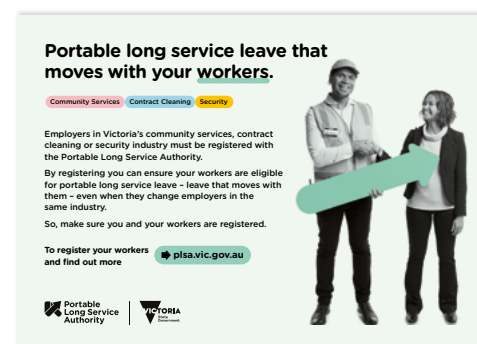
190 x 128.5mm



190 x 128mm



210 x 148.5mm



262 x 188mm

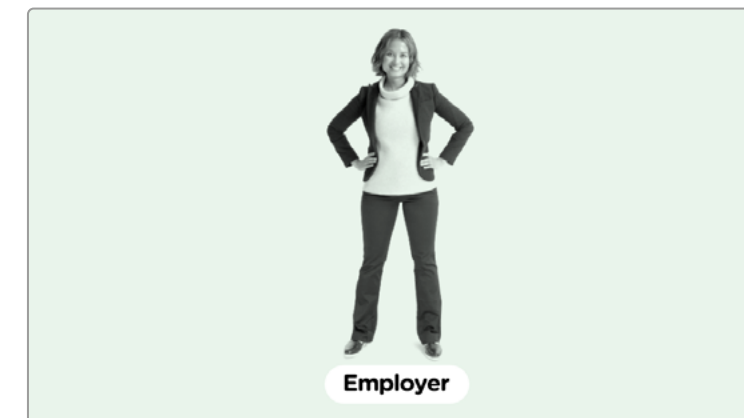


Campaign assets

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

Download asset

Example stills from the 30 second video:



Campaign assets

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:



Campaign assets

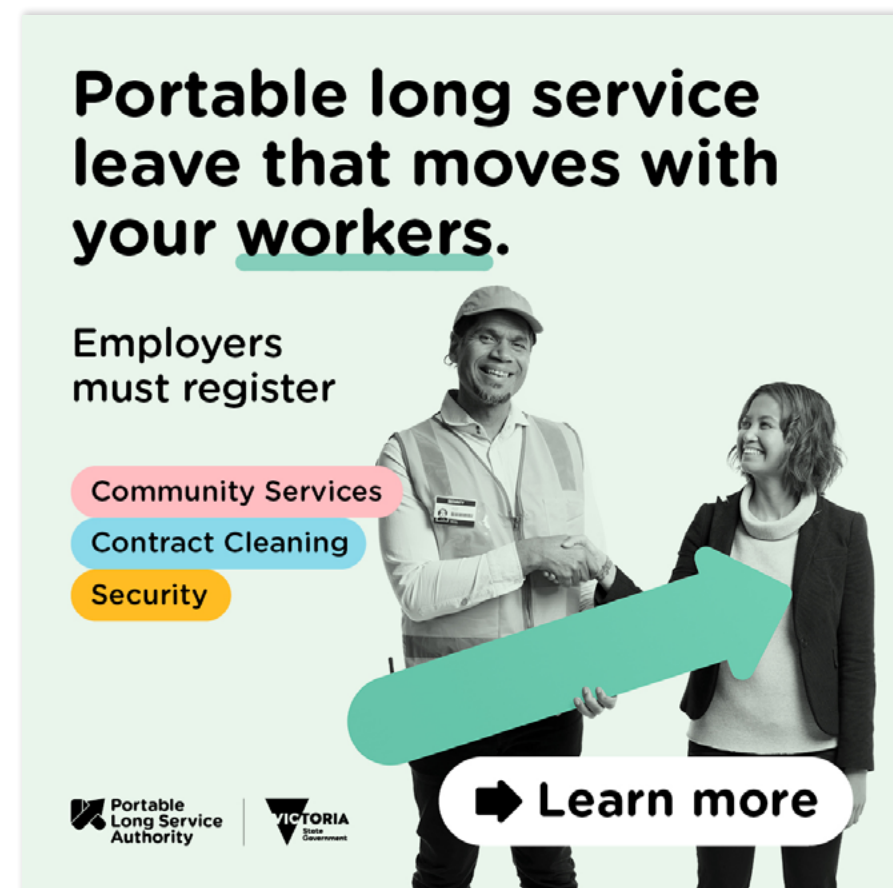
Social assets — Meta and LinkedIn

These assets have been translated into the following languages:

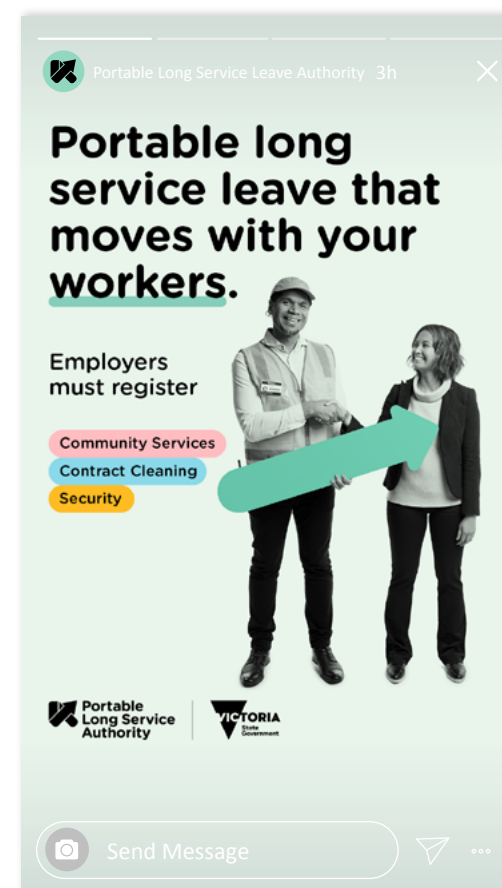
Traditional Chinese, Simplified Chinese, Vietnamese, Hindi,
Punjabi and Spanish

Download asset

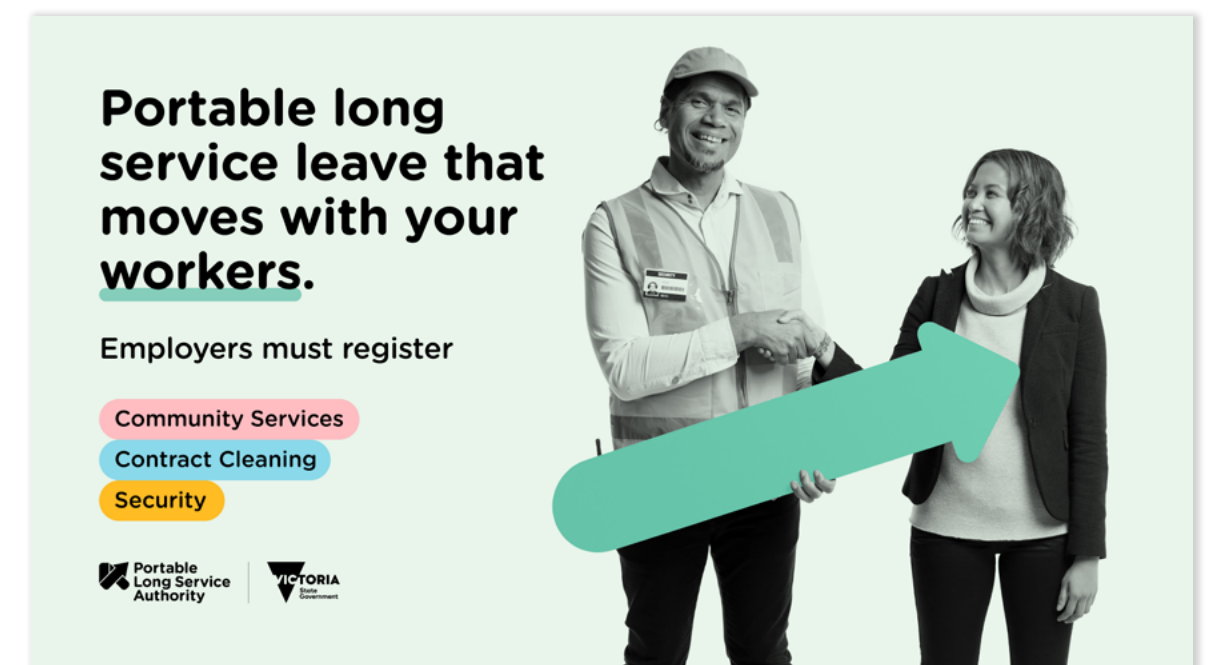
Square post



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](#)

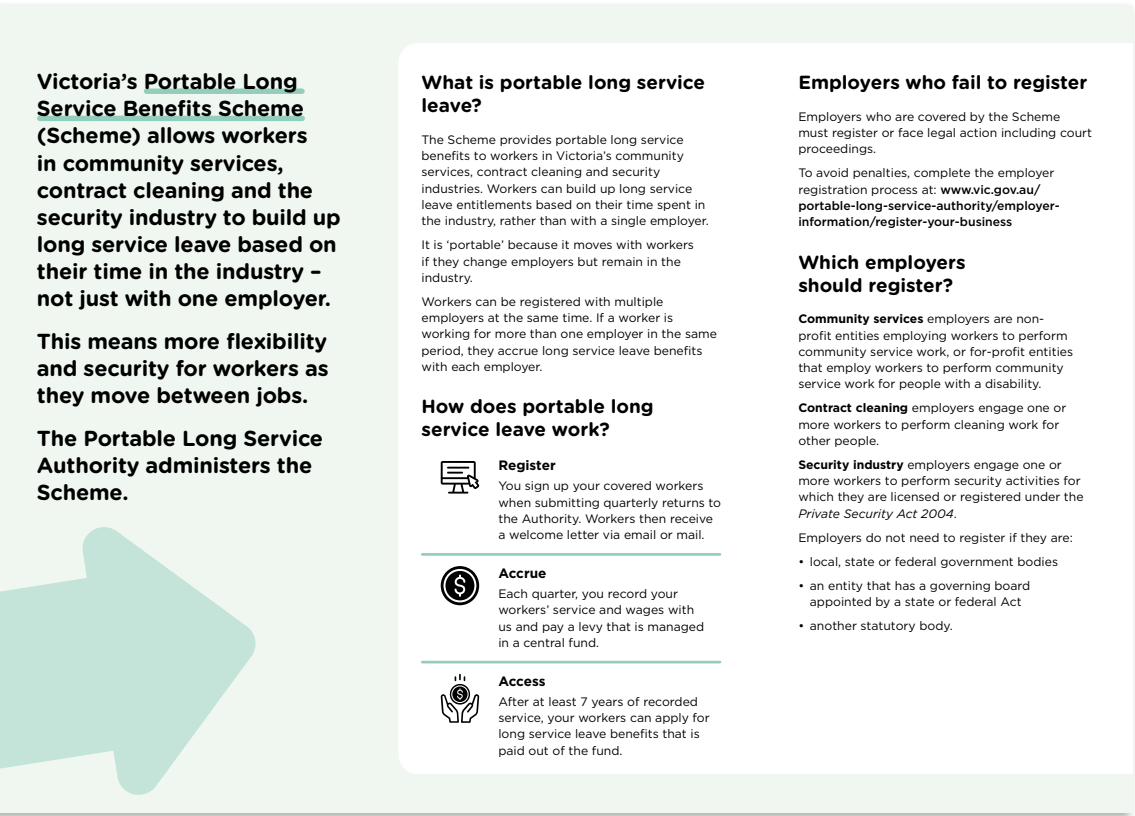
Front cover



Exterior



Interior



Stakeholder materials

Postcard — A6 double-sided

This asset has been translated into the following languages:

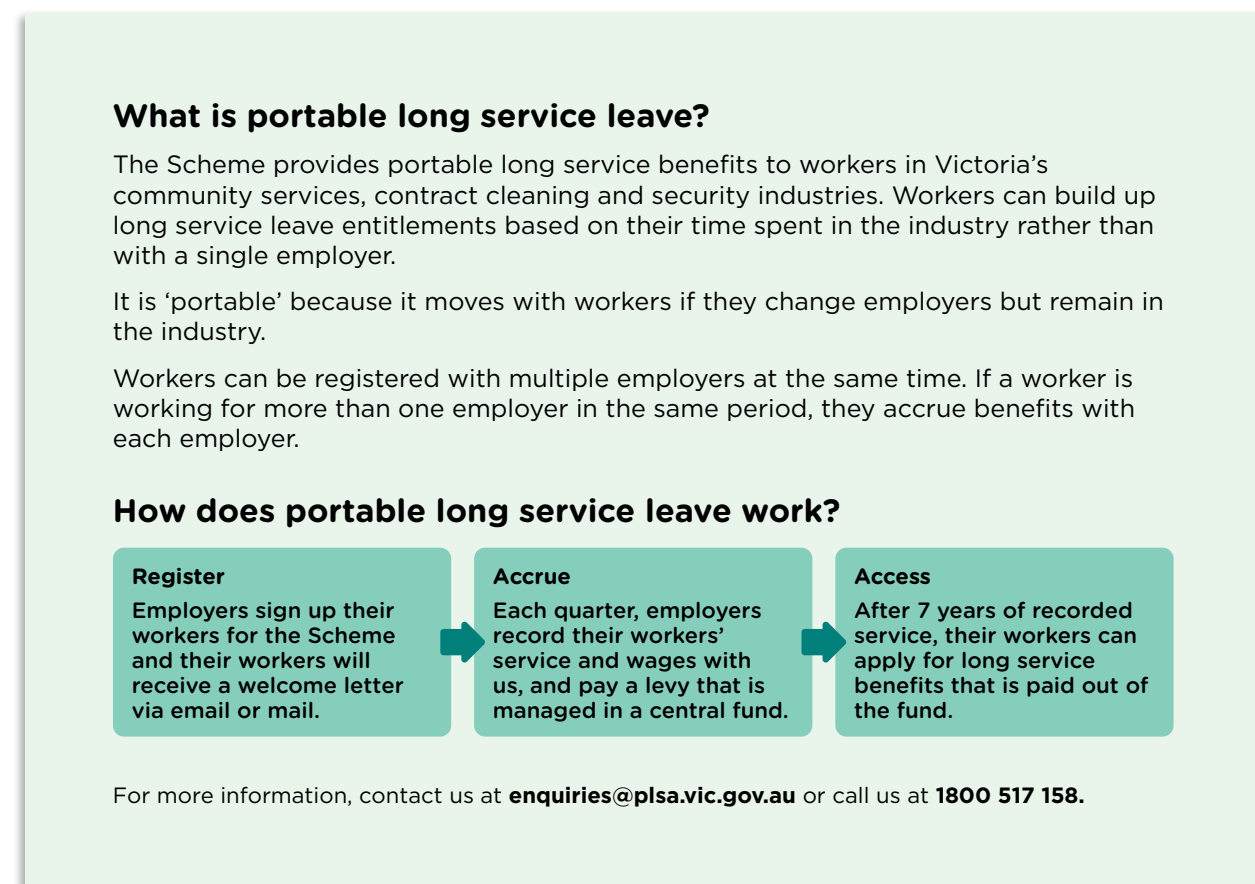
Simplified Chinese, Traditional Chinese, Arabic, Hindi, Italian, Korean, Punjabi, Sinhalese, Spanish and Vietnamese.

Download asset

Front



Back





For more information visit:

➡ plsa.vic.gov.au/employer

