



Worker engagement campaign

Stakeholder kit

February 2025



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Introduction

Victoria's Portable Long Service Benefits Authority (the Authority) is undertaking a communication campaign for workers in the community services, contract cleaning and security industries to raise awareness of their right to portable long service leave.

The campaign was developed following market research and user experience testing with workers and it is the first of its kind for some time. It also includes campaign materials translated into ten relevant languages.

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

This pack includes links to audio and visual files, social media posts, brochures, and postcards in multiple languages for you to share. Materials are also available on our **website**.

You can also direct workers to our **campaign page**.

We appreciate your contribution to this important worker support campaign – if you have any queries, please contact the Authority's Communications and Engagement team at **communications@plsa.vic.gov.au**



Messaging

If you work in community services, contract cleaning or the security industry you may be eligible for portable long service leave.

Find out if you are eligible at plsa.vic.gov.au.



Campaign assets

Press Ads — Various sizes

Download assets

188 x 262mm

Portable long service leave that moves with you.

Community ServicesContract CleaningSecurity


If you work in community services, contract cleaning or the security industry, you may be eligible for portable long service leave.


It's called portable long service because it moves with you, even when you change employers.

About 400,000 Victorian workers are already registered. Should you be one of them?

Find out if you are eligible at [plsa.vic.gov.au](#)

Portable Long Service Authority





186 x 260mm

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Portable Long Service Authority





148.5 x 210mm

Portable long service leave that moves with you.

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Portable Long Service Authority





Campaign assets

Video — Hero, 30 seconds

Download asset

Stills from video:



Campaign assets

Videos — 1:1 Square & 9:16 Portrait, 15 seconds

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

[Download assets](#)

Stills from video 1:



9:16 example still



Stills from video 2:



Campaign assets

Digital display ads — animated GIF, various sizes

Available in the following formats: Banner, MPU, Leaderboard, and Skyscraper.

Leaderboard 728 x 90px

Portable long service leave that moves with you.

If you work in

Community Services

Contract Cleaning

Security

You may be eligible.

Community Services

Contract Cleaning

Security

Find out more

plsa.vic.gov.au

Portable Long Service Authority

VICTORIA State Government

Banner 320 x 50px

Portable long service leave that moves with you.

If you work in

Community Services

Contract Cleaning

Security

You may be eligible.

Community Services

Contract Cleaning

Security

plsa.vic.gov.au

Portable Long Service Authority

VICTORIA State Government

Skyscraper 120 x 600px

Portable Long Service Authority

Portable long service leave that moves with you.

If you work in

Community Services

Contract Cleaning

Security

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Find out more

plsa.vic.gov.au

VICTORIA State Government

MPU 300 x 250px

Portable long service leave that moves with you.

If you work in

Community Services

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Security

You may be eligible.

Find out more

plsa.vic.gov.au

Portable Long Service Authority

VICTORIA State Government

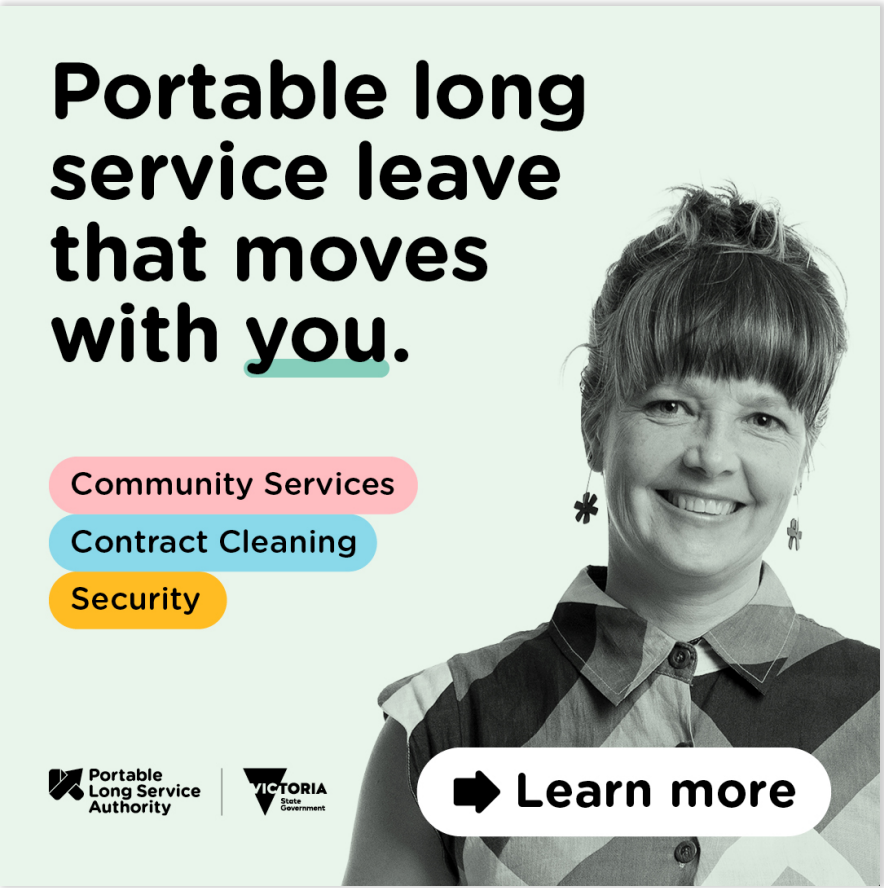
Campaign assets

Social assets — Meta, LinkedIn

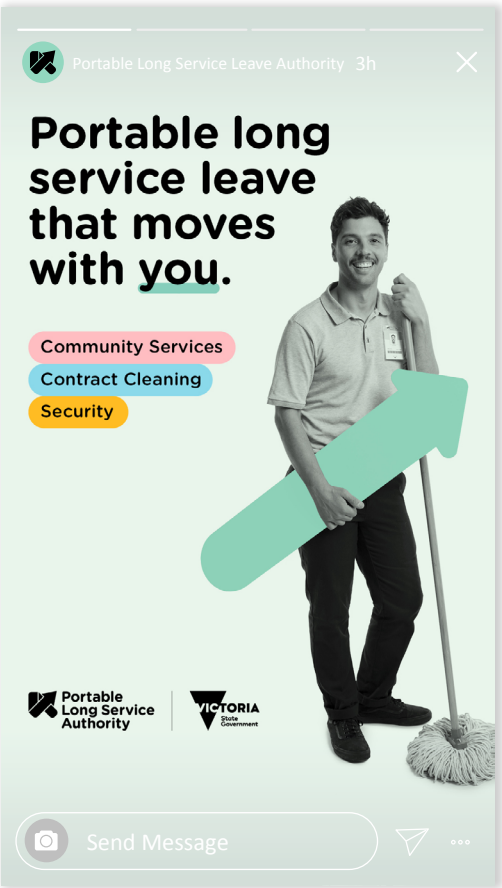
This asset has been translated into the following languages:
Simplified Chinese, Traditional Chinese, Sinhalese, Arabic, Korean, Italian, Vietnamese, Hindi, Punjabi and Spanish.

Download assets

Square post



Portrait story post



Stakeholder materials

DL Brochure — Workers

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

[Download asset](#)

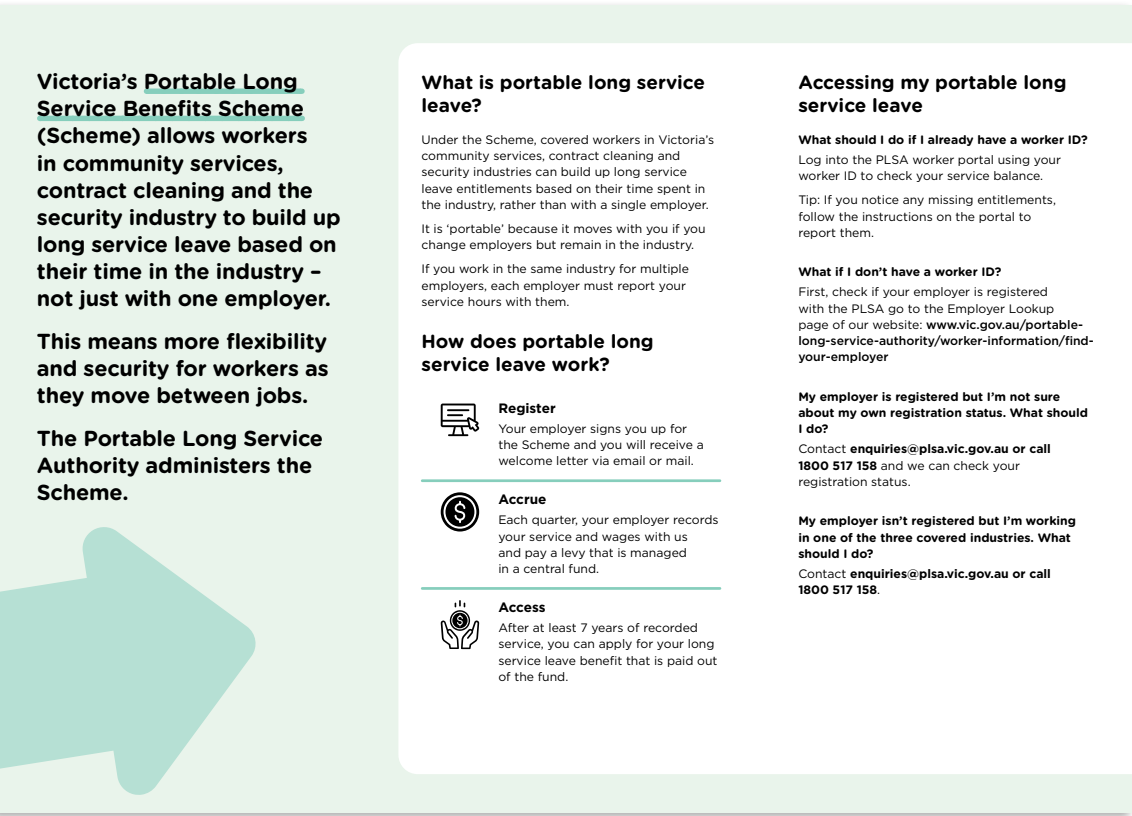
Front cover



Exterior



Interior



Stakeholder materials

Postcard — A6 double-sided

This asset has been translated into the following languages:

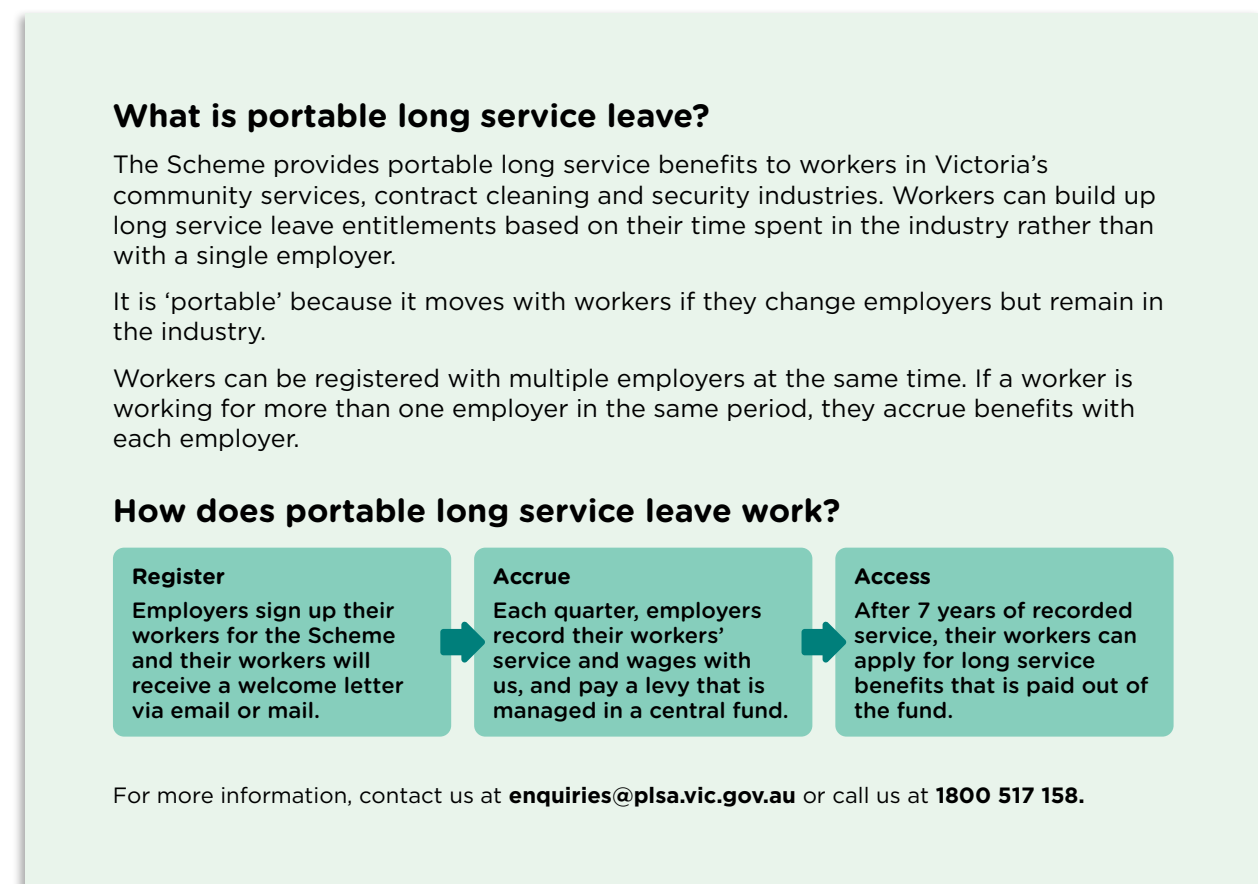
Simplified Chinese, Traditional Chinese, Sinhalese, Arabic, Korean, Italian, Vietnamese, Hindi, Punjabi and Spanish.

Download asset

Front



Back





For more information visit:

➡ plsa.vic.gov.au/worker

