

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.

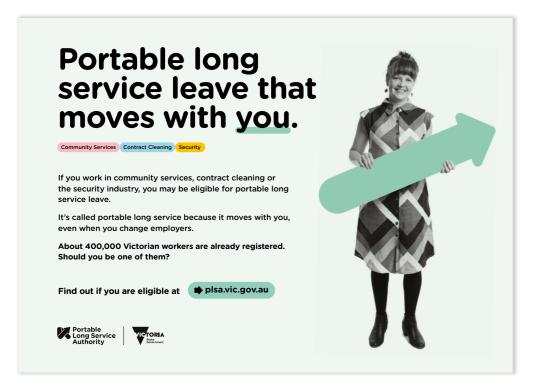
Find out if you are eligible at plsa.vic.gov.au.



Press Ads — Various sizes

♣ Download assets

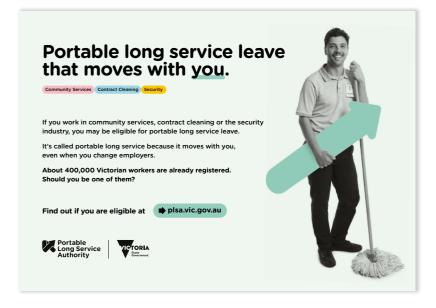
188 x 262mm



186 x 260mm



148.5 x 210mm



Video — Hero, 30 seconds

■ Download asset

Stills from video:











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

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

■ Download assets

Stills from video 1:











9:16 example still



Stills from video 2:







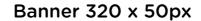


Digital display ads — animated GIF, various sizes

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









Skyscraper 120 x 600px



MPU 300 x 250px







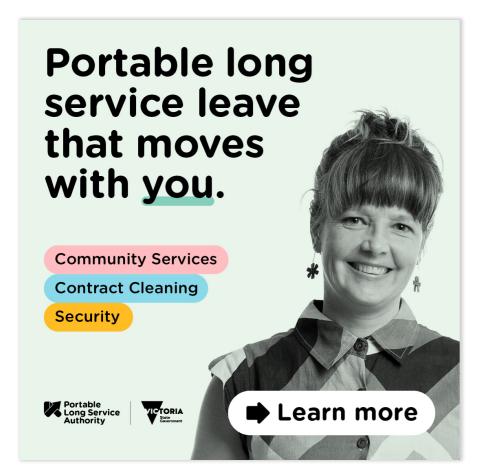
Social assets — Meta, LinkedIn

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



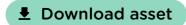
Portrait story post



Stakeholder materials

DL Brochure — Workers

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



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?

Under the Scheme, covered workers in Victoria's community services, contract cleaning and security industries 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 you if you change employers but remain in the industry.

If you work in the same industry for multiple employers, each employer must report your service hours with them.

How does portable long service leave work?



Your employer signs you up for the Scheme and you will receive a welcome letter via email or mail.



Accrue

Each quarter, your employer records your service and wages with us and pay a levy that is managed



Access

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

Accessing my portable long service leave

What should I do if I already have a worker ID? Log into the PLSA worker portal using your worker ID to check your service balance.

Tip: If you notice any missing entitlements, follow the instructions on the portal to

What if I don't have a worker ID?

First, check if your employer is registered with the PLSA go to the Employer Lookup page of our website: www.vic.gov.au/portable-long-service-authority/worker-information/find

My employer is registered but I'm not sure about my own registration status. What should I do?

Contact enquiries@plsa.vic.gov.au or call **1800 517 158** and we can check your registration status.

My employer isn't registered but I'm working in one of the three covered industries. What should I do?

Contact enquiries@plsa.vic.gov.au or call 1800 517 158.

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

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 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 benefits with each employer.

How does portable long service leave work?

Register Employers sign up their workers for the Scheme and their workers will receive a welcome letter via email or mail. Accrue Each quarter, employers record their workers' service and wages with us, and pay a levy that is managed in a central fund.

Access

After 7 years of recorded service, their workers can apply for long service benefits that is paid out of the 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/worker

