



# Worker engagement campaign

Stakeholder kit



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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. It also includes campaign materials translated into six community 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](mailto: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](https://plsa.vic.gov.au).





# Campaign assets

## Press Ads — Full Page

Download assets

374h x 260w mm

### Portable long service leave that moves with you.

Community Services

Contract Cleaning

Security


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 450,000 Victorian workers are already registered. Should you be one of them?

Find out if you're eligible at

[plsa.vic.gov.au](https://plsa.vic.gov.au)



 Portable Long Service Authority

 VICTORIA State Government

374h x 260w mm

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 Portable Long Service Authority

 VICTORIA State Government

# Campaign assets

Video — Hero, 30 seconds

Download asset

Stills from video:



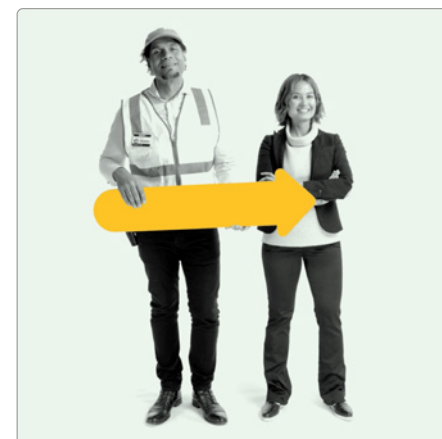
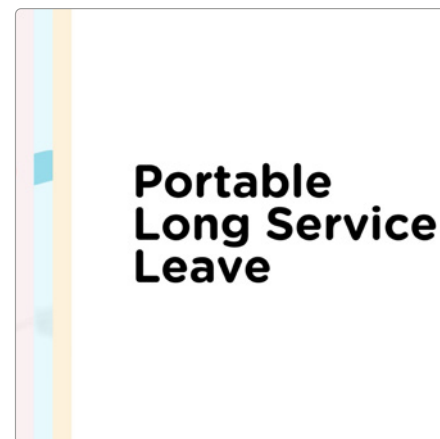
# Campaign assets

## 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:



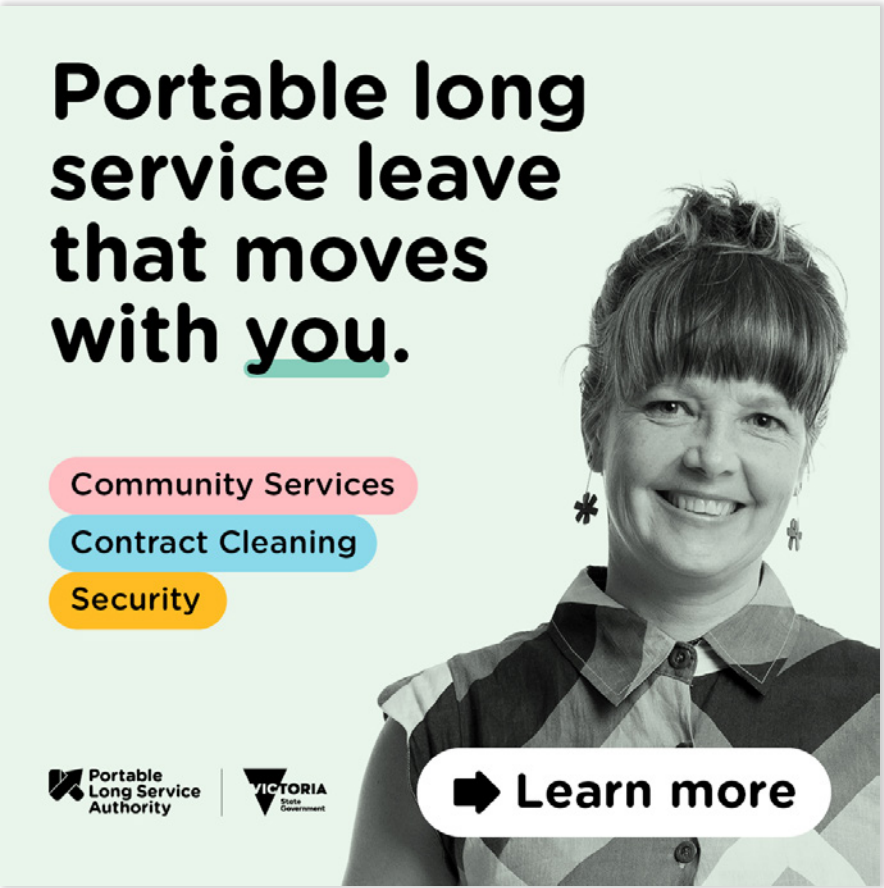
# Campaign assets

## Social assets — Meta, LinkedIn

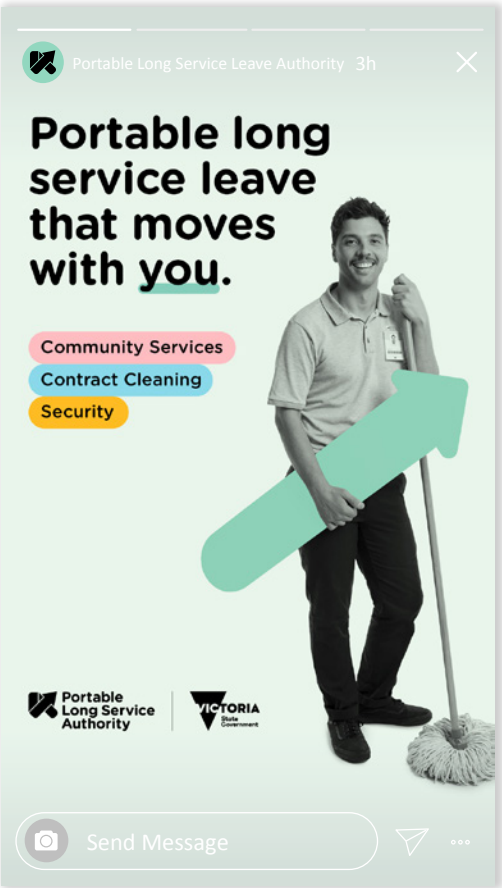
This asset has been translated into the following languages:  
Simplified Chinese, Traditional Chinese, Vietnamese, Hindi,  
Punjabi and Spanish.

[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](mailto:communications@plsa.vic.gov.au)

 Download asset

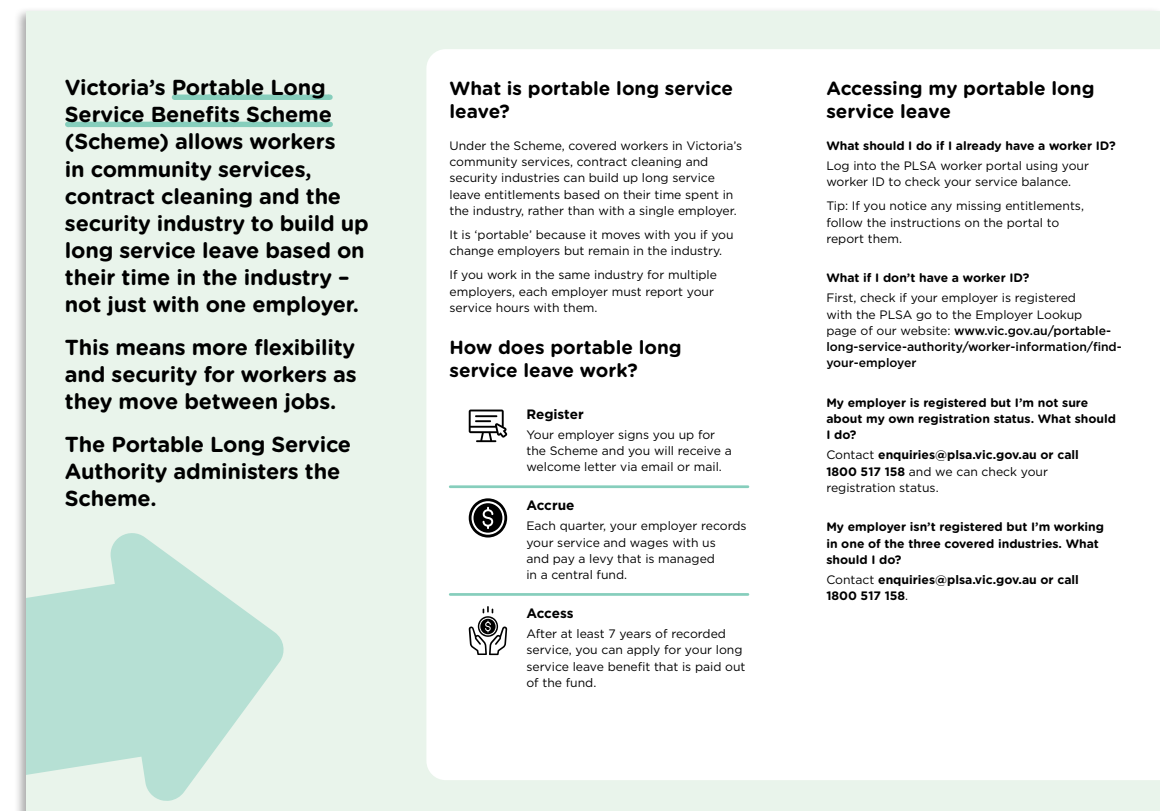
### Front cover



### Exterior



### Interior



# Stakeholder materials

## Postcard — A6 double-sided

This asset has been translated into the following languages:

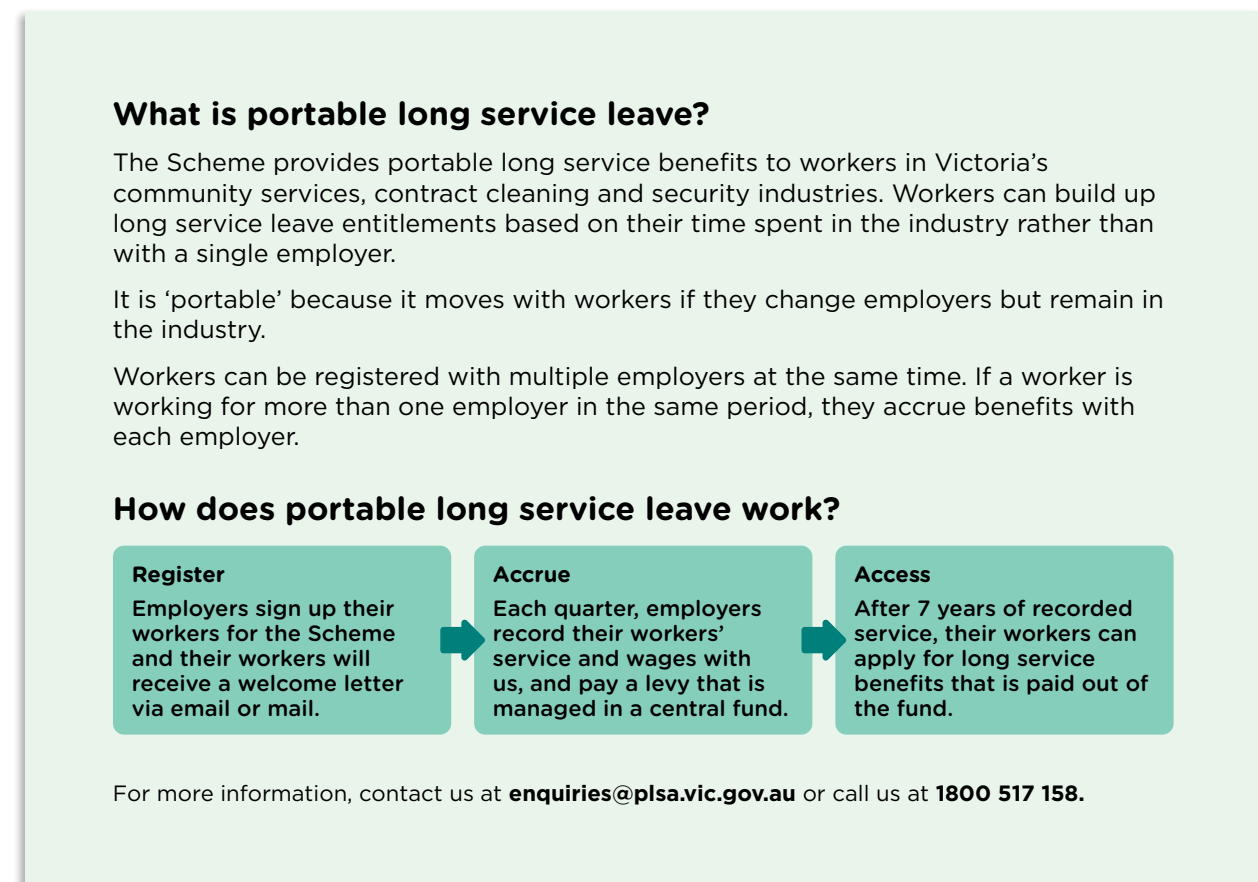
Simplified Chinese, Traditional Chinese, Sinhalese, Arabic, Korean, Italian, Vietnamese, Hindi, Punjabi and Spanish.

Download asset

### Front



### Back





For more information visit:

➡ [plsa.vic.gov.au/worker](https://plsa.vic.gov.au/worker)

