



# Employer obligation campaign

Stakeholder kit



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# Introduction

The Portable Long Service 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.

As an important stakeholder, we ask for your support in sharing the information in this kit throughout your networks.

The stakeholder kit includes social media tiles, videos, press ads and brochures. We also have social media tiles translated into 6 community languages.

Our campaign assets can be **downloaded from our website**.

We appreciate your help to this important campaign. If you have any questions, please contact us at [communications@plsa.vic.gov.au](mailto: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](https://plsa.vic.gov.au).

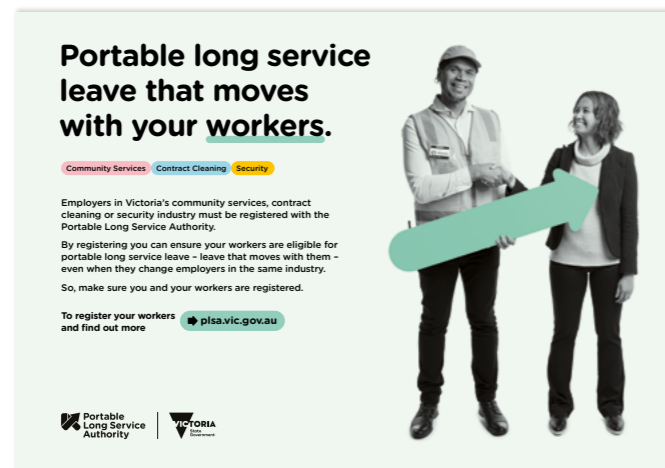


# Campaign assets

## Press ads — Various sizes

Download asset

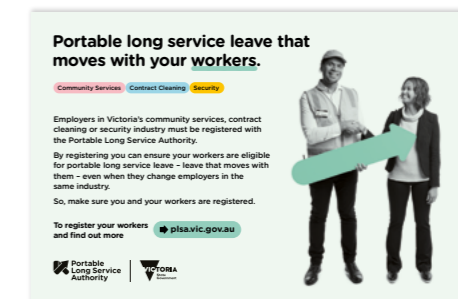
290 x 202.5mm



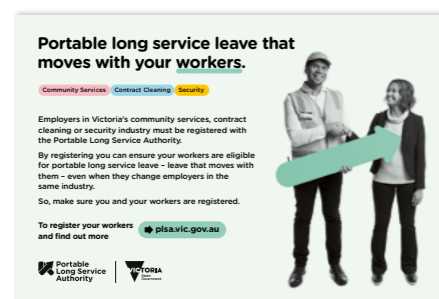
260 x 186mm



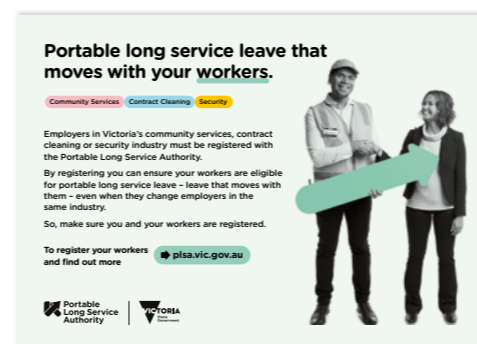
190 x 128.5mm



190 x 128mm



210 x 148.5mm



262 x 188mm

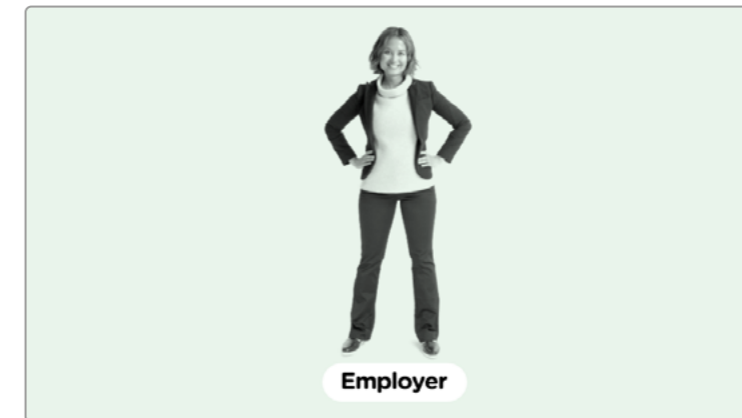


# Campaign assets

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

Download asset

Example stills from the 30 second video:



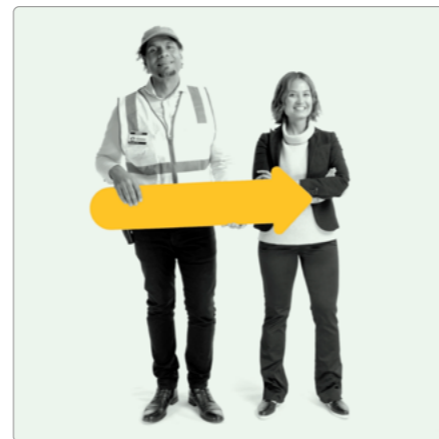
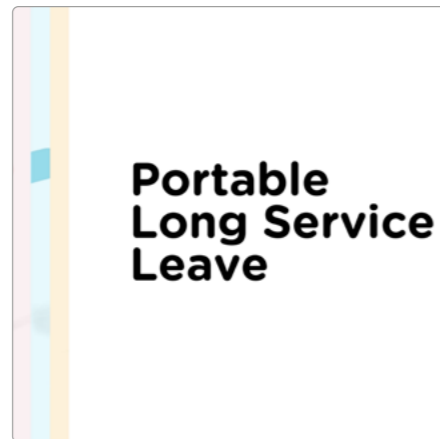
# Campaign assets

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

15 second video cut-downs based on the Hero video.  
Two video variations 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

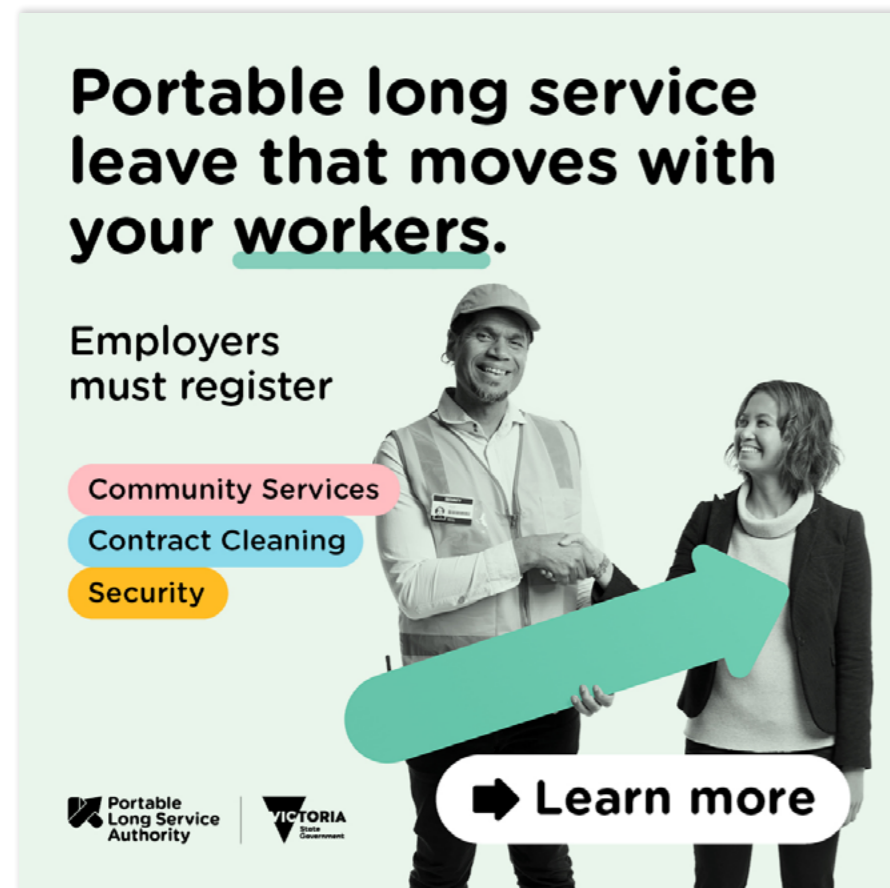
## Social assets — Meta and LinkedIn

These assets have been translated into the following languages:

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

Download asset

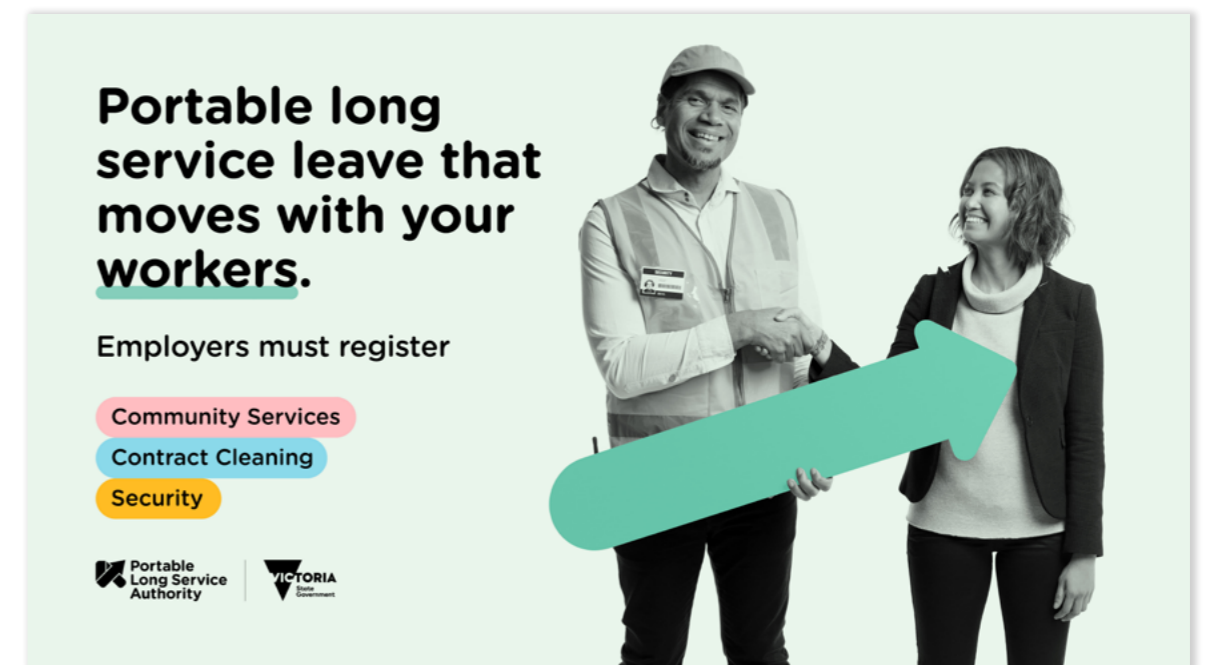
Square post



Portrait story post



LinkedIn



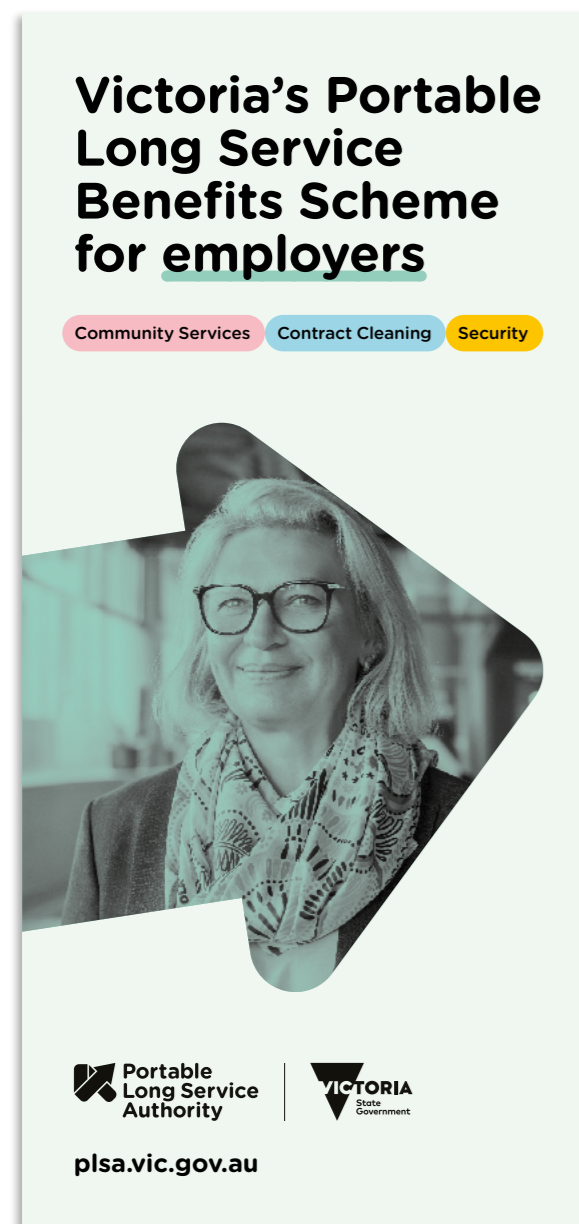
# Stakeholder materials

## DL brochure — Employers

You can request printed copies of the DL brochure by emailing [communications@plsa.vic.gov.au](mailto:communications@plsa.vic.gov.au)

[Download asset](#)

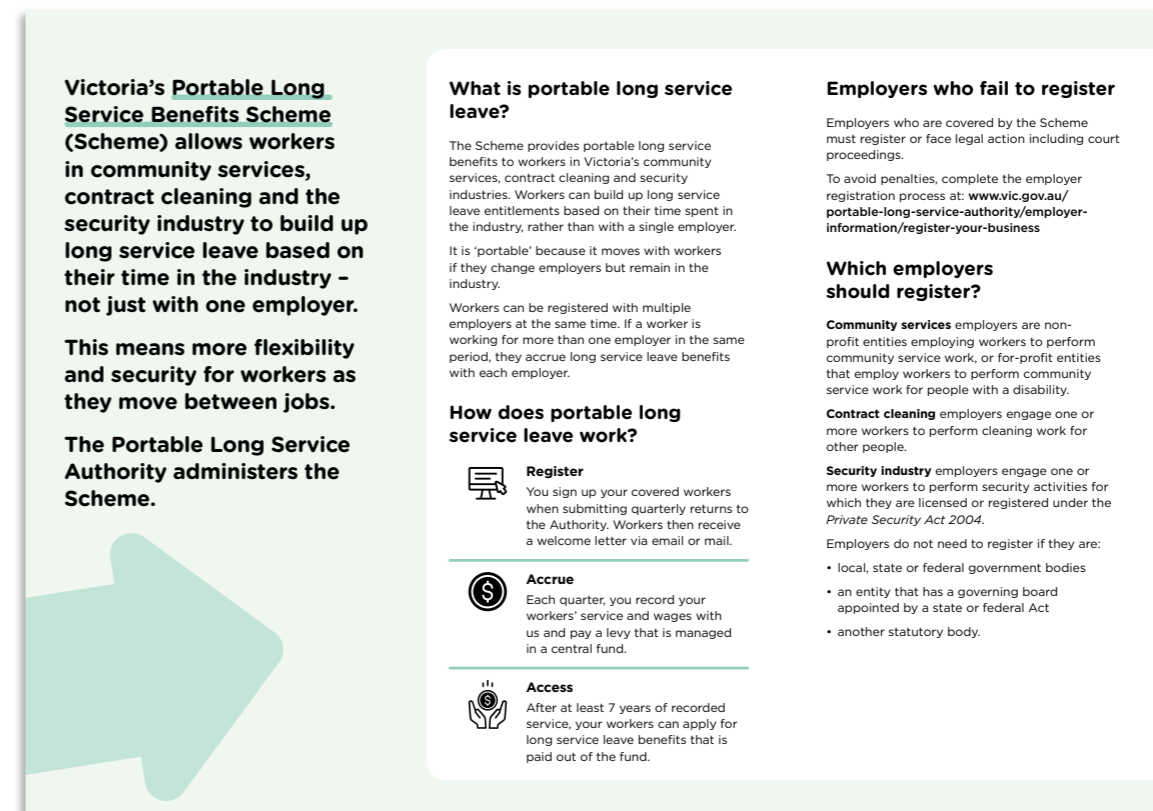
### Front cover



### Exterior



### Interior



# Stakeholder materials

## Postcard — A6 double-sided

This asset has been translated into the following languages:

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

Download asset

### Front



Victoria's Portable Long Service Benefits Scheme

## Long service leave that moves with you.

Community Services Contract Cleaning Security

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

Portable Long Service Authority

VICTORIA State Government

### Back

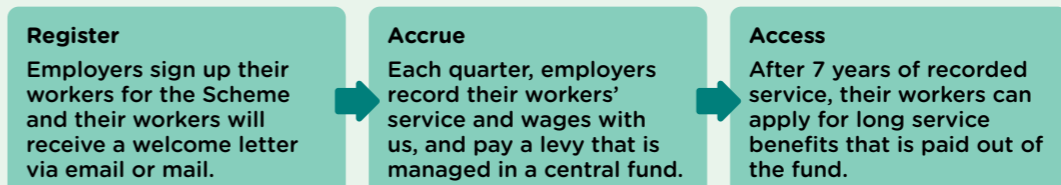
#### What is portable long service leave?

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?



For more information, contact us at [enquiries@plsa.vic.gov.au](mailto:enquiries@plsa.vic.gov.au) or call us at 1800 517 158.



For more information visit:

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