

Media, Marketing and Communications Process

1.0 Purpose

- (a) The purpose of the Media, Marketing and Communications Process (the Process) is to ensure:
- i. messaging is consistent across all Health and Wellbeing Queensland funded prevention Programs;
 - ii. relevant key health messages of Health and Wellbeing Queensland are promoted; and
 - iii. appropriate acknowledgement of the support provided by Health and Wellbeing Queensland is adhered to.
- (b) The Process applies to You and requires You to:
- i. comply with the Process in respect of any advertising, promotion, marketing or other communication (including online) of the Services provided by You during the Term **(Program)**;
 - ii. ensure consistent messaging in media, communications and marketing material, including use of relevant Health and Wellbeing Queensland and Queensland Government branding;
 - iii. appropriate use of the Queensland Government identity.
- (c) The Process includes:
- i. Contacts for consultation on media, marketing and communications;
 - ii. Media relations;
 - iii. How branding is to be applied;
 - iv. Cross promotion opportunities;
 - v. Other engagement opportunities;
 - vi. Approval processes;
 - vii. Monitoring and evaluation; and
 - viii. Health and Wellbeing Queensland Brand Guidelines (as set out at <https://hw.qld.gov.au/documents> and as updated by Us from time to time).

2.0 Contacts

- (a) To ensure clear lines of communication, each party will nominate appropriate contacts for consultation on media, marketing and communications.

Us/Health and Wellbeing Queensland:

Communications and Engagement

Email: contracts@hw.qld.gov.au
Communications Lead - Partners
Phone: 0409 486 260

You. As set out in the Funding and Service Details.

3.0 Media relations

- (a) All publicity and media opportunities, releases and reactive media enquiries related to the Program will be provided to Health and Wellbeing Queensland as soon as practical to, where appropriate, provide opportunity and adequate notice to the Queensland Minister for Health and/or Health and Wellbeing Queensland to promote the Program, attend media opportunities/activities and issue media statements, or provide responses to reactive enquiries.
- (b) All publicity and media opportunities and releases related to the Program will acknowledge Queensland Government funding for the Program using the following clause: Funded by the Queensland Government through Health and Wellbeing Queensland.
- (c) The Health and Wellbeing Queensland brand along with the Queensland Government Coat of Arms, in adherence with the Health and Wellbeing Queensland Brand Guidelines (<https://hw.qld.gov.au/documents>) will be included on relevant media releases that acknowledge and/or promote the Program.
- (d) If either party proposes to make a public announcement in relation to the Program:
- i. The relevant party must provide to the other party a notice of the proposed announcement at least ten Business Days prior to the announcement.
 - ii. Where possible, that announcement will be launched as a joint announcement in an agreed form.
 - iii. Nothing in the Process restricts Your right to conduct public relations activity that is not directly related to the Program, without Our approval.

4.0 Branding

(a) Queensland Government branding

- i. All materials to promote the Program requires Health and Wellbeing Queensland namestyle and Queensland Government Coat of Arms, in adherence with the Health and Wellbeing Queensland Brand Guidelines (<https://hw.qld.gov.au/documents>).
- ii. The Health and Wellbeing Queensland branding must be used in adherence with the Health and Wellbeing Queensland Brand Guidelines.
- iii. Materials to promote the Program include but are not limited to websites, social media posts, flyers, invitations, newsletters, stickers, brochures, reports, and other print and digital resources.

(b) Website/Online

- i. Subject always to Our prior approval, We will be acknowledged as a Government Contributor through the placement of the Health and Wellbeing Queensland name style and the Queensland Government Coat of Arms as set out in the Health and Wellbeing Queensland Brand Guidelines (<https://hw.qld.gov.au/documents>), a hyperlink to www.hw.qld.gov.au (or as nominated) and a small paragraph approved by Health and Wellbeing Queensland about Health and Wellbeing Queensland and the Queensland Government on the Service Provider's website.
- ii. You may be acknowledged through the placement of a logo, and a hyperlink to the Program's websites or webpages on:
 - www.hw.qld.gov.au and any other digital channel managed by Health and Wellbeing Queensland; and
 - www.qld.gov.au/health.

(b) Service Providers

- i. You must provide Health and Wellbeing Queensland with a full suite of program logos, as well as a copy of your style guide and a minimum of two approved hero images (with full photo consent and free of any licensing restrictions) for use in Health and Wellbeing Queensland's media, marketing and communications activities that pertain to its partnership with You.
- ii. You must include #boostyourhealthy and @healthandwellbeing Queensland tags in all social media posts pertaining to program/s funded by Health and Wellbeing Queensland.

5.0 Cross-promotion opportunities

- (a) You agree to cross-promote appropriate Health and Wellbeing Queensland campaigns, initiatives, programs and support services.

- (b) We may provide additional campaigns, initiatives and programs to the You for cross-promotion at any time.

6.0 Other engagement opportunities

- (a) The following engagement opportunities are possible to further leverage the association of the parties:
 - i. Access to Service Provider spokespeople / ambassadors to attend and speak at Health and Wellbeing Queensland media events, and other Health and Wellbeing Queensland events and initiatives.
 - ii. Access to Service Provider spokespeople / ambassadors to create content and messaging for use on Health and Wellbeing Queensland owned channels.
 - iii. Access to Health and Wellbeing Queensland spokespeople / ambassadors to attend and speak at Service Provider events and initiatives.
 - iv. Access to Health and Wellbeing Queensland spokespeople/ambassadors to create content and messaging for use on Service Providers owned channels.

7.0 Approvals

- (a) You will submit an annual media, marketing and communications strategy by 1 July each year (first year is 30 days post contract execution) for approval. A template will be provided to You by Us for this purpose. If there are any major deviations to the approved strategy You must use reasonable endeavours to provide notice within ten business days of the proposed changes. The template is available on <https://hw.qld.gov.au/documents>
- (b) The parties will not use any media, marketing and communications materials about the Program that do not meet the Process without the prior approval of the relevant party.
- (c) Marketing and communication materials subject to approval are those used to promote the program and include, but are not limited to, new websites or major revisions to existing sites, paid social media advertising campaigns, flyers, invitations, newsletters, stickers, brochures, reports and other print and digital resources.
- (d) Requests for approvals of media, marketing and communication materials (excluding organic/unpaid social media posts and engagement) must be submitted to the relevant party's nominated contacts (see Section 2) and use the Publication and Distribution Request Form provided at <https://hw.qld.gov.au/documents>
- (e) Each party must use reasonable endeavours to provide the other party with written notice of its approval or disapproval for the proposed use within ten Business Days.
- (f) To ensure unnecessary costs (such as re-designing or re-editing) are not incurred, a creative rationale and any relevant elements (such as script and treatments) should be provided for approval prior to production commencing.

- (g) When seeking approval for media releases or marketing materials (such as brochures, videos, posters) artwork must be provided, along with the context as outlined in the Publication and Distribution Request Form as provided at <https://hw.qld.gov.au/documents>

8.0 Monitoring and Evaluation

- (a) Where available, the results from any monitoring and evaluation of media, communication and marketing activities will be detailed by You in the Media, Marketing and Communications Progress Reports. The template is available at <https://hw.qld.gov.au/documents>
- (b) You must provide Us with access to Google Analytics (for each online campaign or other targeted activity) or copies of any campaign reports generated by Your media supplier.