



Media, communications and marketing process

These guidelines set out the requirements for any program, initiative or activity supported or funded by Health and Wellbeing Queensland. They ensure consistent, accurate messaging, appropriate recognition of Health and Wellbeing Queensland's support, and promotion of key health messages.

Your responsibilities

You are required to follow these guidelines:

- For any advertising, promotion, marketing, or other communication (including online) activities that you do in relation to your Health and Wellbeing Queensland funded program
- When using Health and Wellbeing Queensland and Queensland Government branding
- To ensure appropriate use of the Health and Wellbeing Queensland and Queensland Government brand and identity.

What these guidelines cover

- Contacts for consultation on media, marketing and communications
- Media relations
- How branding is to be applied
- Cross promotion opportunities
- Other engagement opportunities
- Approval processes
- Monitoring and evaluation
- Health and Wellbeing Queensland Brand Guidelines

Contacts

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

Health and Wellbeing Queensland:
Prevention Programs Lead
Email: preventionprograms@hw.qld.gov.au

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

Media relations

All publicity and media opportunities, releases and reactive media enquiries related to the Program, Initiative, Sponsorship or Partnership should be provided to Health and Wellbeing Queensland as soon as practical to do so.

- Where appropriate, please provide information about the opportunity with adequate notice to the Minister for Health and Ambulance Services and/or Health and Wellbeing Queensland to attend media opportunities/activities and issue media statements, or provide responses to reactive enquiries.
- All publicity and media opportunities and releases will acknowledge Queensland Government funding, using the following wording: *Funded by the Queensland Government through Health and Wellbeing Queensland.*
- The Health and Wellbeing Queensland logo along with the Queensland Government Coat of Arms, in adherence with the Health and Wellbeing Queensland Brand Guidelines should be included on relevant media releases to acknowledge and/or promote the funded Program or Initiative.
- If either party proposes to make a public announcement in relation to the Program or Initiative:
 - The relevant party must provide information about the proposed announcement at least 5 business days prior to the announcement.
 - Where possible, the announcement will be launched as a joint announcement in an agreed format.

Health and Wellbeing Queensland's approval is not required for public relations or media activities that are unrelated to the funded Program or Initiative.

How branding is to be applied

- All materials to promote the funded Program or Initiative must include the Health and Wellbeing Queensland logo and the Queensland Government Coat of Arms, in adherence with the [Health and Wellbeing Queensland Brand Guidelines](#).
- Materials to promote the funded Program or Initiative include, but are not limited to:
 - Websites, social media posts, flyers, invitations, newsletters, stickers, brochures, reports, videos and other print and digital resources.
 - It is acknowledged that it can be difficult to apply logos to some materials - please discuss with your key HWQld contact if there are any concerns.
- Website/Online: Subject to our prior approval, Health and Wellbeing Queensland will be acknowledged as a Government Contributor through:
 - the placement of the Health and Wellbeing Queensland logo and the Queensland Government Coat of Arms, as set out in the [Health and Wellbeing Queensland Brand Guidelines](#)
 - a hyperlink to www.hw.qld.gov.au (or as nominated)
 - a small paragraph approved by us about Health and Wellbeing Queensland and the Queensland Government on your website or any other websites affiliated with the Program, Initiative or Partnership.
- HWQld may promote the funded Program or Initiative through the placement of a logo, on:
 - www.hw.qld.gov.au and any other digital channels managed by Health and Wellbeing Queensland; and
 - www.qld.gov.au/health

Funded Initiatives and Programs:

- 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 2 approved hero images in landscape orientation (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. The supply of approved video content is also recommended but not a requirement.
- You must include #makinghealthyhappen and tag Health and Wellbeing Queensland in all social media posts pertaining to programs or partnerships funded by Health and Wellbeing Queensland. This can be in the main post copy, or in the first comment.
 - Facebook: [@healthandwellbeingqld](#)
 - Instagram: [@healthandwellbeingqld](#)
 - YouTube: [@healthwellbeingqld](#)
 - LinkedIn: [@Health and Wellbeing Queensland](#)
 - X: [@hw_queensland](#)

Cross-promotion opportunities

Where mutually agreed, cross-promotion activities appropriate to both organisations promoting campaigns, initiatives, programs, and support services can be conducted.

Other engagement opportunities

You agree to support further engagement opportunities pertaining to the funded Program or Initiative by providing, where appropriate:

- Access to Funded Initiative/Program spokespeople/ambassadors to attend and speak at Health and Wellbeing Queensland media events, and other Health and Wellbeing Queensland events and initiatives.
- Access to Funded Initiative/Program spokespeople/ambassadors to create content and messaging for use on Health and Wellbeing Queensland owned channels.
- Access to Health and Wellbeing Queensland spokespeople/ambassadors to attend and speak at Funded Initiative/Program events and initiatives.
- Access to Health and Wellbeing Queensland spokespeople/ambassadors to create content and messaging for use on Funded Initiative/Program's owned channels.

Approval processes

- 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 Health and Wellbeing Queensland for this purpose. If there are any major deviations to the approved strategy, you must use reasonable endeavours to provide notice within 10 business days of the proposed changes. The template is available on <https://hw.qld.gov.au/documents>
- Both parties will not use any new media, marketing and communications materials about the funded Program or Initiative without the prior approval of the other relevant party. Previously approved materials are fine to be reused.
- Marketing and communication materials subject to approval are those used to promote the funded Program or Initiative 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.
- 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 Contacts section) and use the Publication and Distribution Request Form provided at <https://hw.qld.gov.au/documents>
- Each party must use reasonable endeavours to provide the other party with written notice of its approval or disapproval for the proposed use within 10 business days.

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.

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 available from <https://hw.qld.gov.au/documents>

Monitoring and Evaluation

- 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>
- Where available, you are asked to provide Health and Wellbeing Queensland with access to Google Analytics (for each online campaign or other targeted activity) or copies of any campaign reports generated by your media supplier.

For more information

Please contact the Health and Wellbeing Queensland Communications and Engagement team on engagement@hw.qld.gov.au.