

GAMBLING

## COMMUNITY BENEFIT FUND

# Media Pack

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**Congratulations on receiving your  
Gambling Community Benefit Fund (GCBF) grant.**

This media information pack provides advice on how to promote your organisation and the grant you have received. It includes information on how to correctly acknowledge the fund, and tips on how to promote your grant through media and social media channels.



**Queensland  
Government**



## Sharing your story

*Receiving a GCBF grant is great news for you and the wider Queensland community. We encourage you to use your social media platforms, local media outlets and other relevant contacts to share your story, and details of how your grant is benefiting the community.*



### *Share your "why"*

Share your story about how your business came to be. Tell people a little about yourself and why you're doing what you're doing. If you don't feel comfortable, find the next most passionate person in your organisation who can be 'the voice'.



### *High quality images are key*

A high-quality logo and high resolution photographs can make all the difference between being published or not.



### *Organisation facts*

Do your homework and be ready to promote some key facts about your organisation.

- How many people have you helped?
- How long have you been in business?
- Where are you located?



### *Think outside the box*

In addition to traditional media, share your story with local industry publications or blogs. Always look for ways to connect and increase your followers and your community of supporters!





## TIP!

*A media release template is similar to a letterhead with your logo in the top-right corner, today's date and a headline in bold (see below).*

## Sharing your story with the media

### Writing a media release

If you phone your local media outlet to share your good news, it's likely they'll ask if you have a media release prepared. If you're going to give it a go, keep these tips in mind:

- Include a catchy headline.
- Start with a strong angle by sharing the most important or interesting facts in the first sentences (e.g., how much grant money you received and what it will be used for).
- Identify a spokesperson within your organisation who can be quoted within the release, reinforcing your key points and giving your story colour and heart.
- Include contact details in case they would like to conduct an interview or take a photo.
- Keep it clear and concise! Aim for 300–400 words.
- Create a media release template (if you don't have one already). It doesn't need to be complex.

### Sending a media release

You may choose to send a release to your local media when you have been awarded your funding, and another when your project is ready to be launched.

For big projects, don't forget to attach a 'before' and 'after' photo so when you promote your project's completion, you are able to supply evidence of the project's success.

Once you have issued your media release, be prepared for the potential of a follow up interview, which means having an appropriate spokesperson for your organisation briefed and ready to go. Ideally, this will be the person quoted in your media release.

**YOUR LOGO**  
Today's date

### **MEDIA RELEASE**

#### **Your catchy headline here!**

Always start your media release off with the most exciting, or interesting message you have to share.

Expand on your introduction in the next couple of sentences. Then, provide quotes from your organisation's spokesperson, e.g. "We are thrilled that our program has been funded," said Mr Brown.

Sign off with a line about how a journalist can seek more information, including the best contact details.



Social media is a powerful way to share your organisation's important work and meaningful projects with the broader community.

We use Facebook and Instagram to share important updates on funding rounds, application tips, progress on previously funded projects, and inspiring community stories across Queensland.

We encourage you to share your successes on social media, such as completing a project after receiving a grant from us.

Be sure to tag us using our handle **@gcbfqld** so we can share it with our audience and help your story reach more people.

### Acknowledgment

If you choose not to use the provided social media tile or banner options but still want to promote your GCBF-funded project, ensure your post includes written acknowledgement, such as **"Funded by the Gambling Community Benefit Fund as part of the Queensland Government"**. This ensures the Queensland Government is appropriately acknowledged, in situations where the Coat of Arms is not being applied. Check the next page for more examples and guidance!

### Got questions?

For more information, please email us [cbfcommunications@justice.qld.gov.au](mailto:cbfcommunications@justice.qld.gov.au)



### TIP!

Promote your GCBF-funded project by sharing our pre-made social media tiles or using your own images with banners that acknowledge the government's contribution to your project.

Email [cbfcommunications@justice.qld.gov.au](mailto:cbfcommunications@justice.qld.gov.au) for the files.





## Recognising government contribution

There are guidelines on how a Queensland Government department should be formally acknowledged. Here's some instructions and proposed wording to help you navigate this process.

### Funding acknowledgements

It's important to acknowledge funding in your annual report, if one is produced, and any promotional materials that relate to the funded purpose.



Any written acknowledgement in promotional material must be accompanied by the Queensland Government Coat of Arms.

Examples of funding acknowledgements on grantee plaques and promotional material:

***"Proudly funded by the  
Gambling Community Benefit Fund"***

***"Funded by the Gambling Community Benefit Fund"***

***"With funding support from the  
Gambling Community Benefit Fund"***

If you acknowledge funding on materials where the Queensland Government Coat of Arms may not be fit for purpose (e.g., limited space on design), add ***"as part of the Queensland Government"*** to the end of your written acknowledgement.

### Using the Coat of Arms

If you wish to use the Coat of Arms on your materials, email us at [cbfcommunications@justice.qld.gov.au](mailto:cbfcommunications@justice.qld.gov.au) with the details of your intended use of the Coat of Arms and we will provide you with the correct format.

The Queensland Government Coat of Arms:

- is to be used to publicise your grant – not for any other purpose
- can be resized, however, must not be distorted (i.e. stretched, compacted)
- is not to be shaded or re-coloured
- is to be placed on a solid colour or clear background
- should not be reduced smaller than 20mm high and ideally should appear equal size to any other logos
- is preferably placed in the bottom-right hand corner, for communication and marketing materials.

***Please email a copy  
of your proposed content  
for approval prior to  
publication or production to:  
cbfcommunications  
@justice.qld.gov.au***





## Plaques

When creating a plaque recognising funding received from the GCBF, the project manager should liaise with all stakeholders to consider building name, date of opening, attending officials, funding partners, and company logos.

While the Queensland Government has strict protocols in place relating to official plaques, if the plaque being produced is not owned in any way by the government (i.e. grantee plaque), these approvals do not apply.

The project manager should email [cbfcommunications@justice.qld.gov.au](mailto:cbfcommunications@justice.qld.gov.au) to ensure correct placement of logos and reference to government officials.

The preference is for the Queensland Government Coat of Arms to appear on the bottom right-hand side of a plaque, with any additional logos placed to the left.

Example of plaque artwork

**Name of funded project**  
**was proudly opened by the**  
**Queensland Community Organisation**  
**on 17 October 2020**  
**with funding support from**  
**the Gambling Community Benefit Fund.**

Additional logo/s



**Queensland  
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