Tasmanian Government Corporate Brand Identity and Communications Policy

First Edition
September 2024

Communications Unit
Department of Premier and Cabinet

Tasmanian
Government

Acknowledgement

In recognition of the deep history and culture of this island, we acknowledge and pay our respects to all Aboriginal people, the traditional owners of this Country, and recognise their continuing connection to Land, Sea, Waterways and Sky. We pay our respect to Elders past and present, and acknowledge and value their contribution and cultural knowledge.

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1. Overview of this Policy

1.1 Key changes

A number of changes have been introduced, including the compilation of the Communications Policy and the separate Style Guide and Logo Policy into the one *Tasmanian Government Corporate Brand Identity and Communications Policy*. Ultimately, this new Policy will be transformed into a website resource, providing guidance and advice, along with templates, practical examples and shared resources.

This new, combined Policy has been developed in consultation with Tasmanian agency communications managers and staff from across government, to reflect feedback collected over recent years and incorporate best practice recommendations and advice. The changes also reflect an emphasis on accessibility, inclusivity and a more contemporary brand identity for the Tasmanian Government.

Key changes are:

Brand hierarchy

A brand hierarchy has been created to help explain the use of the Tasmanian Government's brand identity – the master brand – across government by each specific user group.

Change of font

Cessation of the use of Gill Sans and introduction of new font

Arial is now the mandatory Tasmanian Government corporate font. The previous font family, Gill Sans does not meet accessibility requirements and is therefore no longer to be used. Arial is freely available on Tasmanian Government issued devices and must be used for internal and external publications (including documents, posters, email and even email signatures).

Alternatively, Noto Sans can be used for professionally designed documents – produced internally or externally. This font can be activated through Adobe fonts.

The font used on the Tasmanian Government logo will not be affected. This logo and its graphic and written elements are protected as a trademark under the *Trade Marks Act 1995*.

Licensing requirements

A new section has been added, providing Tasmanian Government agencies with a reminder of their obligations to ensure font and other proprietary elements are correctly licensed.

Corporate brand identity

Basewave removed

The basewave is not required and should be phased out by 31 December 2024.

Mono versions (black and white) of the Tasmanian Government logo are preferred

In keeping with a more contemporary look and to meet accessibility requirements, preference should be given to the mono black and reversed white versions of the Tasmanian Government logo. These versions stand out when displayed alongside other logos and are aligned with the simple look of the Tasmanian brand.

Colour palette changes

The Department of Premier and Cabinet's (DPAC) Communications Unit is working with Tasmanian Government agencies to develop their own individual secondary colour palettes. For some agencies a strong visual language based on images might be more appropriate than a colour palette. This approach will help to build a recognisable identity for each agency.

These palettes will complement the Tasmanian Government brand but will replace the extensive secondary colour palette previously available. Agency/department colour palettes will be shared on the Communications website when approved.

Signage and hoarding

Additional guidelines on brand application for signage and construction hoarding have been developed and examples will be included in the Toolbox on the Communications website.

Increased emphasis on accessibility and inclusivity

The Tasmanian Government has an obligation to ensure that the materials it provides, both publicly and within agencies, are accessible. To help make it easier for agencies to produce accessible and inclusive communications, additional guidance and resources have been added to the Policy.

1.2 Who should use this Policy?

All Tasmanian Government agencies are bound by this Policy, specifically:

- Department for Education, Children and Young People
- Department of Health
- Department of Justice
- Department of Natural Resources and Environment Tasmania (including Inland Fisheries Service and Parks and Wildlife Service)
- Department of Police, Fire and Emergency Management (including State Fire Commission)
- Department of Premier and Cabinet
- Department of State Growth
- Department of Treasury and Finance.

Other Tasmanian Government-related organisations are encouraged to use this Policy to guide their communications. However, these organisations, and other entities, are bound by this Policy when using the Tasmanian Government logo.

Advice, approvals and exemptions

For advice, contact your agency's Communications Manager, or email communications@dpac.tas.gov.au

The Department of Premier and Cabinet's (DPAC) Communications Unit is responsible for approving external communications, in particular:

- submissions for an exemption from mandatory elements of the policy
- development of graphic devices, sub-brands and new departmental brands
- department identity
- updates to an existing or previously approved:
  - graphic device
  - sub-brand
  - department identity or similar
  - and any new materials being produced that use these elements.
- campaigns
- campaign exemptions
- television commercials (TVCs)
- new Tasmanian Government websites
- new Tasmanian Government electronic communications – social media channels and electronic direct mail (EDM).

Please note: Use of the Tasmanian Government logo by a third party must be authorised by your agency's Communications Manager prior to application.

Exemptions

- There are some specific exemptions that fall outside the scope of this Policy, and can be agreed to in consultation with DPAC.
- This includes teaching materials produced by Department for Education, Children and Young People.

For enquiries or clarification, email communications@dpac.tas.gov.au

1.3 Key principles of Tasmanian Government communications

When developing communications for government there are key principles that should always be front of mind.

All Tasmanian Government communications activities must:

Meet accessibility requirements

Provide information through various channels and formats that meet the needs of the diverse Tasmanian community, including meeting mandatory accessibility standards and requirements.

Engage the community

Encourage community engagement and behavioural change through the provision of information and consultation.

Be timely and accurate

Ensure that accurate and relevant information about policies, programs, services and opportunities is disseminated or made available to the community in a timely manner.

Be mindful of language and tone

Communications should be in Plain English and must be culturally sensitive, fair and unbiased. Unacceptable language (including blasphemy, personal slurs or swear words) and/or threatening content is prohibited.

Be inclusive, objective and apolitical

Information should be presented in unbiased, factual and objective language and not contain personal opinions. Communications should reflect the Tasmanian State Service (TSS) Principles, and should be apolitical and perform their function in an impartial, ethical and professional manner.

2. Corporate brand identity

2.1 Tasmanian Government corporate brand identity

The Tasmanian Government's corporate brand identity (the brand) is a valuable asset and must be respected, used consistently and maintained at all times to protect the integrity of the government's public image. The application of this Policy across the Tasmanian Government intends to make it easier for the Tasmanian community to more easily recognise government activities, information, services and opportunities.

Strengthening visibility and consistency

The Tasmanian Government is a well-recognised and trusted brand. By using a cohesive approach to the application of brand, we can maximise its impact and reach. To do, this the brand should be applied adhering to Policy directions and care should be taken not to dilute it through sub-brands, corporate and business unit entities and campaigns. To assist with this approach, the government is introducing a brand hierarchy.

2.2 Tasmanian Government corporate brand hierarchy

The Tasmanian Government corporate brand hierarchy (brand hierarchy) has been developed to show the different groups of government brands and how they are to be used within the context of the Tasmanian Government's corporate brand. The brand hierarchy has been designed to promote, encourage and aid a consistent and easy application of the *Tasmanian Government Corporate Brand Identity and Communications Policy* across all Tasmanian Government entities and the marketing and communications materials and assets they produce and manage.

The brand hierarchy consists of five brand groups and can be compared to a solar system. The Tasmanian Government corporate brand is the master brand, or the 'sun' in the illustration below. The further brand groups are away from the master brand the less impact it has, meaning that fewer master brand elements need to be applied.

Master brand   Department brand   Sub brand   Endorsed   Stand-alone
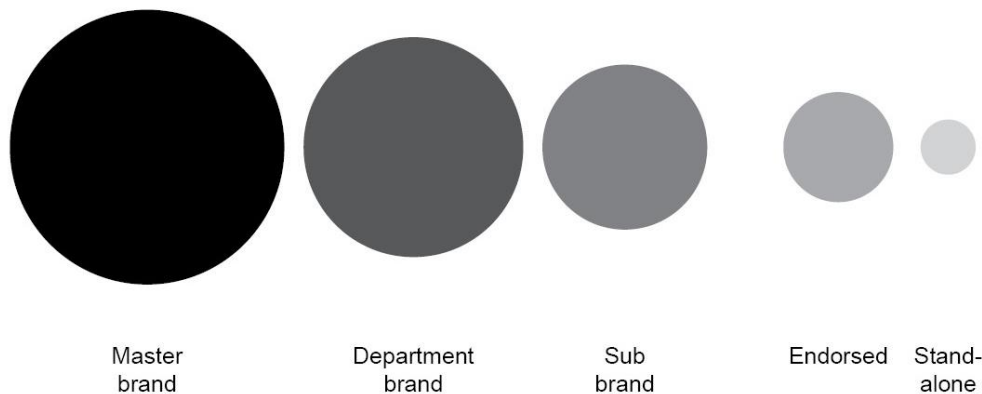
Master brand is the overarching Tasmanian Government's corporate brand. This applies to all Tasmanian Government corporate communication and marketing assets and activities, including: major policies and related activities such as campaigns, public notices, stationery, signage, work wear, merchandise, websites and other digital assets.

Department brand is how the individual departments present themselves, including all their internal and external facing communications and marketing activities; for example, campaigns, development of graphic devices, websites, social media, eDMs.

The departments are:

- Department for Education, Children and Young People (DECYP)
- Department of Health (DoH)
- Department of Justice (DoJ)
- Department of Natural Resources and Environment Tasmania (NRE Tas)
- Department of Police, Fire and Emergency Management (DPFEM)
- Department of Premier and Cabinet (DPAC)
- Department of State Growth (State Growth)
- Department of Treasury and Finance (Treasury).

Approved sub-brands include all Tasmanian Government sub-brands and public-facing government entities. A sub-brand is an area of the Tasmanian Government that has been given permission to develop its own logo as an extension of the Tasmanian Government brand for operational, communications and/or marketing purposes to best communicate what it does and engage effectively with its audience/s.

Contact the Department of Premier and Cabinet (DPAC) Communications Unit for the sub-brand style guide, including examples of how sub-brands apply their identity to internal and external facing communication and marketing assets and collateral.

This applies to:

- Ambulance Tasmania
- Child and Family Learning Centres
- Consumer, Building and Occupational Services (CBOS)
- Inland Fisheries Service
- Libraries Tasmania
- Royal Hobart Hospital
- Screen Tasmania
- Service Tasmania
- State Emergency Service
- Tasmania Fire Service
- Tasmania Health
- Tasmania Parks and Wildlife Service
- Tasmanian Institute of Sport
- Tasmanian Museum and Art Gallery (TMAG)
- Tasmania Police
- Tasmania Prison Services
- Traffic Inspectors
- Training Tasmania
- WorkSafe Tasmania.

Endorsed includes Tasmanian Government entities with a strong public-facing presence and all Tasmanian Government authorities.

Endorsed entities should apply the Tasmanian Government brand for corporate and internal facing communication activities. When marketing to a broader external audience, the relevant entity or authority's branding style guide applies.

This applies to:

- Brand Tasmania
- Environment Protection Authority Tasmania
- Forest Practices Authority
- Marine and Safety Tasmania
- Port Arthur Historic Site Management Authority
- Royal Tasmanian Botanical Gardens
- Tourism Tasmania
- Wellington Park Management Trust.

Stand-alone refers to independent entities, which while government funded, act independently of government. This includes all Tasmanian Government boards, councils, commissions, courts and government business enterprises.

Brand elements

The brand elements listed for print, web, video and social media have to be applied, if used, as per the *Tasmanian Government Brand and Communications Policy.*

Each 'group' will specify what you can (✔) and can't (✖) do and should (✔) and shouldn't (✖) use.

- ✔ Mandatory elements (must be used)
- ✖ Not required elements (optional)

Review period

As the Tasmanian Government brand hierarchy is a new addition to the *Tasmanian Government Brand and Communications Policy*, it needs to be tested and reviewed to make sure it works in a whole-of-government context.

The recommended review period is:

- first review after 6 months
- second review after 12 months.

More information

For suggestions, enquiries or clarification, please contact the Department of Premier and Cabinet Communications Unit via email: communications@dpac.tas.gov.au

Master brand identity

The master brand is the overarching, corporate Tasmanian Government brand.

This applies to all Tasmanian Government corporate communication and marketing assets and activities including major policies and related activities such as campaigns, public notices, stationery, signage, work wear, merchandise, websites and other digital assets.

The master brand is a base layer which includes all the Tasmanian Government corporate brand elements. Examples of assets which fall under this category are the www.tas.gov.au website and stationery.

Using the master brand as a base, agencies/departments may then apply their departmental style elements, which will create the department brand. The Tasmanian Government corporate brand elements must be used in a consistent manner as described in the Brand Application section to ensure a consistent look and feel.

Who: Tasmanian Government

For details on which Tasmanian Government brand elements need to be used and how, please see below:

Print:

- Tasmanian Government logo bottom right corner (first page) ✔
- Corporate font (Arial or Noto Sans) ✔
- Corporate colour palette ✔
- Consistent visual imagery style ✔
- Accessibility ✔
  (ensure there is an accessible version of the document; a professionally designed version is also possible)

Web:

- Tasmanian Government logo header (top left) ✔
  (or Tasmanian Government logo and entity name lock-up – refer to Logo on Government Websites page 35.)
- Tasmanian Government logo footer (bottom left preferred) ✔
- Corporate font (see Web fonts page 41) ✘
- Corporate colour palette ✔
- Consistent visual imagery style ✔
- General government links in footer ✔
  (see Tasmanian Government Websites)
- Accessibility ✔
  (Web Content Accessibility Guidelines (WCAG) AAA recommended and needed if the website is funded or partially funded by the Australian Government; minimum AA is required)

Video:

- Tasmanian Government logo one-second end screen in templated lock-up ✔
- Corporate font (Arial or Noto Sans) ✔
- Corporate colour palette ✔
- Consistent visual imagery style ✔
- Accessibility ✔
  (use captions, alt text, etc)

Social media post:

- Tasmanian Government logo ✔
  (Tasmanian Government logo on the social media account is sufficient)
- Corporate font (Arial or Noto Sans) ✔
- Corporate colour palette ✔
- Consistent visual imagery style ✔
  Accessibility ✔
  (e.g., If the caption doesn't cover contents of image, alt text may be needed).

Exemptions

In special circumstances exemptions may apply and these should be discussed with your agency's Communications Manager. Examples where an exemption may apply include:

- Professionally designed content
- Campaigns

Department brand identity

The department brand is how individual departments present themselves, including all their internal and external facing communication and marketing activities; for example, campaigns, development of graphic devices, websites and social media.

Who: All Tasmanian Government departments and agencies

- Department for Education, Children and Young People (DECYP)
- Department of Health (DoH)
- Department of Justice (DoJ)
- Department of Natural Resources and Environment Tasmania (NRE Tas)
- Department of Police, Fire and Emergency Management (DPFEM)
- Department of Premier and Cabinet (DPAC)
- Department of State Growth (State Growth)
- Department of Treasury and Finance (Treasury)

Print:

- Tasmanian Government logo bottom right corner (first page) ✔
- Corporate font (Arial or Noto Sans) ✔
- Department colour palette and/or visual style ✔
- Consistent visual imagery style ✔
- Accessibility ✔
  (ensure there is an accessible version of the document; a designed version is also possible)

Web:

- Tasmanian Government logo header (top left) ✔
  (Tasmanian Government logo and entity name lock-up – refer to Logo on Government Websites page 35.)
- Tasmanian Government logo footer (bottom left preferred) ✔
- Corporate font (see Web fonts page 41) ✘
- Department colour palette and/or visual style ✔
- Consistent visual imagery style ✔
- General government links in footer ✔
  (see Tasmanian Government Websites)
- Accessibility ✔
  (WCAG AAA recommended and needed if the website is funded or partially funded by the Australian Government; minimum AA is required)

Video:

- Tasmanian Government logo one-second end screen ✔
- Corporate font (Arial or Noto Sans) ✔
  (for any text appearing in the video, excluding captions)
- Department colour palette and/or visual style ✔
- Consistent visual imagery style ✔
- Accessibility ✔
  (use captions, alt text, etc.)

Social media post:

- Tasmanian Government logo ✔
  (Tasmanian Government logo on the social media account is sufficient)
- Corporate font (Arial or Noto Sans) ✔
  (for any text appearing in tiles)
- Department colour palette and/or visual style ✔
- Consistent visual imagery style ✔
- Accessibility ✔
  (e.g., If the caption doesn't cover contents of image, alt text may be needed).

Exemptions

In special circumstances exemptions may apply and these should be discussed with your agency's Communications Manager. Examples where an exemption may apply include:

- Professionally designed content
- Campaigns

Approved Tasmanian Government sub-brands

A sub-brand is an area of the Tasmanian Government that has been given permission to develop its own logo as an extension of the Tasmanian Government brand for operational, communications and marketing purposes. Approved sub-brands include all Tasmanian Government sub-brands and public-facing government entities.

Applies to:

- Ambulance Tasmania
- Child and Family Learning Centres
- Consumer, Building and Occupational Services (CBOS)
- Inland Fisheries Service
- Libraries Tasmania
- Royal Hobart Hospital
- Screen Tasmania
- Service Tasmania.
- State Emergency Service
- Tasmania Fire Service
- Tasmania Health
- Tasmania Parks and Wildlife Service
- Tasmanian Institute of Sport
- Tasmanian Museum and Art Gallery (TMAG)
- Tasmania Police
- Tasmania Prison Services
- Traffic Inspectors
- Training Tasmania
- WorkSafe Tasmania

Print:

- Sub-brand and Tasmanian Government logo lock-up bottom right corner (first page) ✔
- Approved sub-brand fonts ✔
- Approved sub-brand colour palette ✔
- Consistent visual imagery style ✔
- Accessibility ✔
  (ensure there is an accessible version of the document; a designed version is possible)

Note: The approved style guide for the sub-brand applies.

Web:

- Sub-brand logo top header (top left) ✔
- Tasmanian Government and sub-brand logo lock-up footer (bottom left preferred) ✔
- Approved sub-brand font ✘
  (choose a generic sans serif font option or ensure correct licensing if approved font is chosen)

- Approved sub-brand colour palette ✔
- Consistent visual imagery style ✔
  General government links in footer ✔
  (see [Tasmanian Government Websites](#))
- Accessibility ✔
  (WCAG AAA recommended and needed if the website is funded or partially funded by the Australian Government; minimum AA is required)

Note: The approved style guide for the sub-brand applies.

Video:

- Tasmanian Government and sub-brand logo lock-up one second end screen ✔
  (use the sub-brand and Tasmanian Government logo lock-up)
- Approved sub-brand font ✔
  (for any text appearing in the video, excluding captions)
- Approved sub-brand colour palette ✔
- Consistent visual imagery style ✔
- Accessibility ✔
  (use captions, alt text, etc.)

Note: The approved style guide for the sub-brand applies.

Social media post:

- Tasmanian Government logo ✘
  (Sub-brand logo on the social media account is sufficient.)
- Approved sub-brand font ✔
- Approved sub-brand colour palette ✔
- Consistent visual imagery style ✔
- Accessibility ✔ (e.g., If the caption doesn't cover contents of image, alt text may be needed).

Note: The approved style guide for the sub-brand applies.

Exemptions

In special circumstances exemptions may apply and these should be discussed with your agency's Communications Manager. Examples where an exemption may apply include:

- Professionally designed content
- Campaigns

Endorsed

The endorsed brand includes Tasmanian Government entities with a strong public-facing presence and all Tasmanian Government authorities.

Endorsed entities should apply the Tasmanian Government brand for corporate and internal facing communication activities. When marketing to a broader external audience, the relevant entity or authority's brand style guide applies.

Applies to:

- Brand Tasmania
- Environment Protection Authority Tasmania
- Forest Practices Authority
- Marine and Safety Tasmania
- Port Arthur Historic Site Management Authority
- Royal Tasmanian Botanical Gardens
- Tourism Tasmania
- Wellington Park Management Trust.

Please note the below rules apply to corporate documents, as we acknowledge that marketing efforts may be more successful in the public domain without the Tasmanian Government branding.

Print:

- Tasmanian Government logo bottom right corner (first page) ✗
- Corporate font (Arial or Noto Sans) ✗
- Corporate colour palette ✗
- Consistent visual imagery style ✗
- Accessibility ✔
  (ensure there is an accessible version of the document; a designed version is possible)

Important note:

Please include the following or similar statement, as applicable, in all corporate documents:

> '[insert name of entity] is a State Authority and is funded by the Tasmanian Government.'

The Tasmanian Government logo can be, but does not have to be, included. The above text can be displayed either inside the front cover or at the end of the document.

Marketing materials do not need to include this statement.

Web:

- Tasmanian Government logo header (top left) ✗
- Tasmanian Government logo footer (if used bottom left preferred) ✗
- Corporate font ✗
- Corporate colour palette ✗
- Consistent visual imagery style ✓
- General government links in footer ✗
- Accessibility ✓
  (WCAG AAA recommended and needed if the website is funded or partially funded by the Australian Government; minimum AA is required)

Important note:

Please include the following or similar statement, as applicable, in website footer:

> '[insert name of authority] is a State Authority and is funded by the Tasmanian Government.'

The Tasmanian Government logo can be, but does not need to be, included.

Video:

- Tasmanian Government logo one-second end screen ✗
- Corporate font (Arial or Noto Sans) ✗
- Corporate colour palette ✗
- Consistent visual imagery style ✓
- Accessibility ✓
  (use captions, alt text, etc.)

Social media post:

- Tasmanian Government logo ✗
- Corporate font (Arial or Noto Sans) ✗
- Corporate colour palette ✗
- Consistent visual imagery style ✓
- Accessibility ✓
  (e.g., If the caption doesn't cover contents of image, alt text may be needed).

Exemptions

In special circumstances exemptions may apply and these should be discussed with your agency's Communications Manager. Examples where an exemption may apply include:

- Professionally designed content
- Campaigns

Stand-alone

Stand-alone entities are independent, which although government funded, act independently of government. This includes all Tasmanian Government boards, councils, commissions, courts and government business enterprises.

Print:

- Tasmanian Government logo bottom right corner (first page) ✗
- Corporate font (Arial or Noto Sans) ✗
- Corporate colour palette ✗
- Consistent visual imagery style ✓
- Accessibility ✓
  (ensure there is an accessible version of the document; a designed version is also possible)

Web:

- Tasmanian Government logo header (top left) ✗
- Tasmanian Government logo footer ✗
- Corporate font ✗
- Corporate colour palette ✗
- Consistent visual imagery style ✓
- General government links in footer ✗
- Accessibility ✓
  (WCAG AAA recommended and needed if the website is funded or partially funded by the Australian Government; minimum AA is required)

Video:

- Tasmanian Government logo one-second end screen ✗
- (use the sub-brand and Tasmanian Government logo lock-up)
- Corporate font (Arial or Noto Sans) ✗
- Corporate colour palette ✗
- Secondary colour palette ✗
- Consistent visual imagery style ✗
- Accessibility ✓
  (use captions, alt text, etc.)

Social media post:

- Tasmanian Government logo ✗
- Corporate font (Arial or Noto Sans ✗
- Corporate colour palette ✗
- Consistent visual imagery style ✓
- Accessibility ✓
  (e.g., If the caption doesn't cover contents of image, alt text may be needed).

2.3 Corporate brand identity elements

The Tasmanian Government corporate brand identity has four main elements:

1. a logo
2. a chosen font
3. a colour palette
4. a visual imagery style (photography, video and infographics).

2.4 Tasmanian Government logo

The Tasmanian Government logo (the logo) is both an identifying device and a visual representation of the Tasmanian Government brand essence.

The logo consists of two elements:

- the Tasmanian Tiger
- the words 'Tasmanian Government' written in Gill Sans.

The two elements are not to be:

- separated
- used separately in any way
- rotated
- colour changed
- distorted in any way
- reproduced as a graphic
- animated.

For a more contemporary look and feel, and to meet accessibility standards, the **mono black** or **reversed white** versions of the logo are the preferred versions to use when producing communications and marketing materials for the Tasmanian Government.

Logo formats

There are two formats of the Tasmanian Government logo:

Horizontal format

Vertical format

Select the format that achieves the most effective representation in the space available.

Logo versions

Mono black

The mono black logo is a preferred logo.

Black vertical logo

Black horizontal logo

The mono black logo can be applied to:

- a white background
- an image background if the contrast is sufficient and the background behind the logo is plain.

Reversed white

The reversed white logo is a preferred logo.

Reversed white vertical logo

Reversed horizontal logo

The reversed logo may only be reproduced in white.

The reversed white logo can be applied to:

- a black background
- another colour background if the contrast is sufficient
- an image background if the contrast is sufficient and the background behind the logo is plain.

Mono blue

The mono blue logo is **not** preferred.

Blue vertical logo

Blue horizontal logo

The mono blue logo should **only** be used where the mono black logo is not sufficient for the purpose of document security (e.g. forms and drivers licences).

The mono blue logo may only be produced in:

- **blue** PMS 653 | CMYK 94/57/4/18 | RGB 0/90/150 | HEX 005A96

The mono blue logo can be:

- applied to a white background
- an image background if the contrast is sufficient and the background behind the logo is plain.

Colour

The colour logo is **not** preferred because, depending on the background to which the logo is applied, the olive colour is not always accessible.

Colour vertical logo

Colour horizontal logo

The colour logo can only be applied to a white background.

The coloured version of the logo contains three colours:

- **black** CMYK 0/0/0/100 | RGB 0/0/0 | HEX 000000
- **blue** PMS 653 | CMYK 94/57/4/18 | RGB 0/90/150 | HEX 005A96
- **olive** PMS 618 | CMYK 14/10/85/27 | RGB 172/163/56 | HEX ABA238

The logo must not be reproduced in any other colours.

Logo size

The minimum size for reproduction of the logo is:

- 20 mm wide for the vertical logo
- 30 mm wide for the horizontal logo.

Vertical logo minimum size 20mm   Horizontal logo minimum size 30mm

Exemptions

- The logo can only be used smaller than recommended when the surface area of the object demands it (e.g. on pens, lanyards, USB sticks, pins or name tags).
- The preferred alternative to the logo when surface area is limited is the use of the relevant URL (e.g. www.tas.gov.au, www.dpac.tas.gov.au).

Logo exclusion zone and positioning

The logo must be surrounded by an exclusion zone of clear space. This applies to every version of the logo and all applications.

Exclusion zone around the logo is measured by the 'T' in 'Tasmania'

The logo **must not** be placed:

- directly next to another logo, the edge of a page or an advertisement
- next to a graphic device.

The logo must be placed:

- on a solid background or on an image background only if the contrast is sufficient and the background behind the logo is plain
- on the bottom right corner on all printed and digital publications.

Logo position on a portrait document
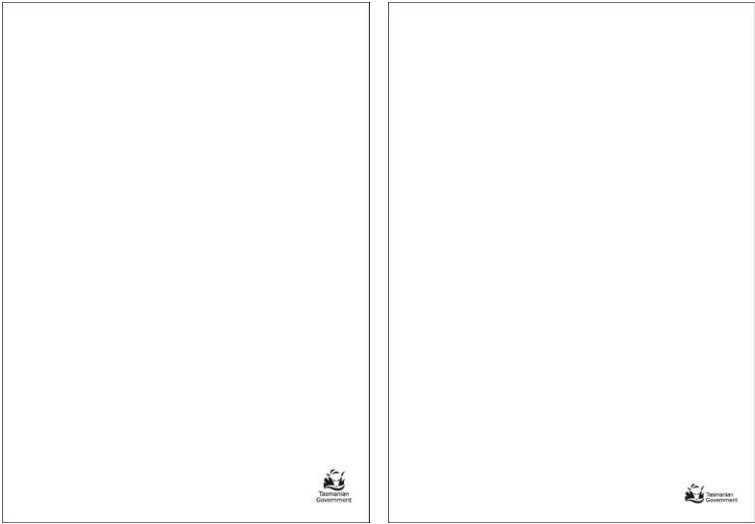
Logo position on a landscape document
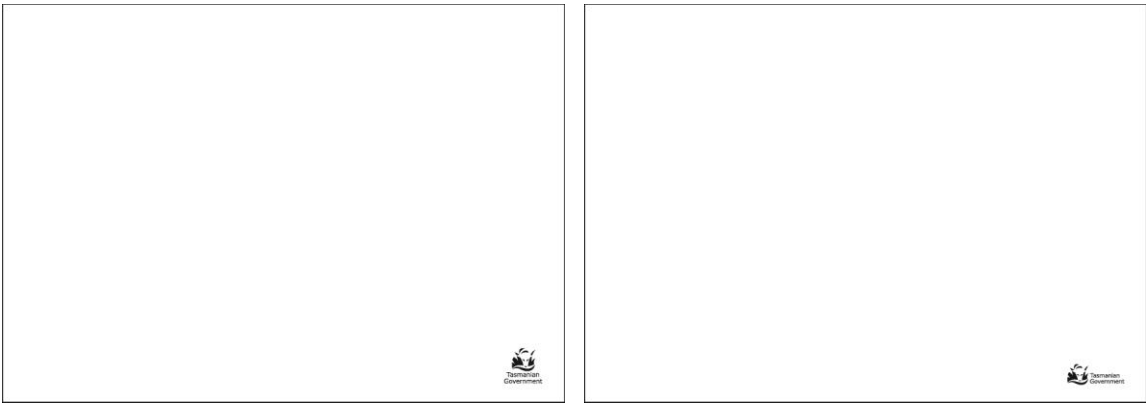
Note: Examples not to size.

Exemptions

Exemptions to the placement apply under certain circumstances, including:

the header and footer of Tasmanian Government entity websites (see Tasmanian Government Websites for positioning)

- visual content used for social media posts (see the relevant brand hierarchy, under the Social media post heading)
- videos and video advertising (see the relevant brand hierarchy, under the Video heading).

Logos on agency print media

- **Cover page** (any type of cover page, including single page)
  - right bottom corner: the logo left bottom corner: the department, business unit and URL relating to the project.

- **Reports**
  - the logo can be repeated on back page as part of contact details
  - don't use logo on internal pages.

- **Double-sided single page** (for example: FAQs, factsheets, info sheets, executive summaries)
  - the logo should appear on the front page only.
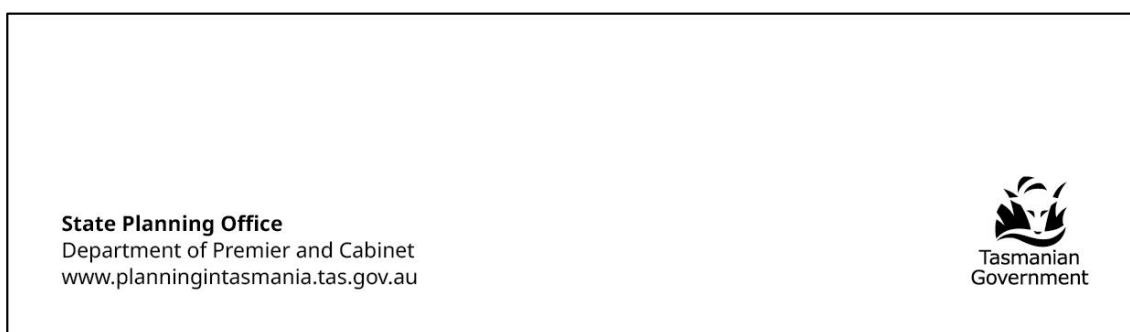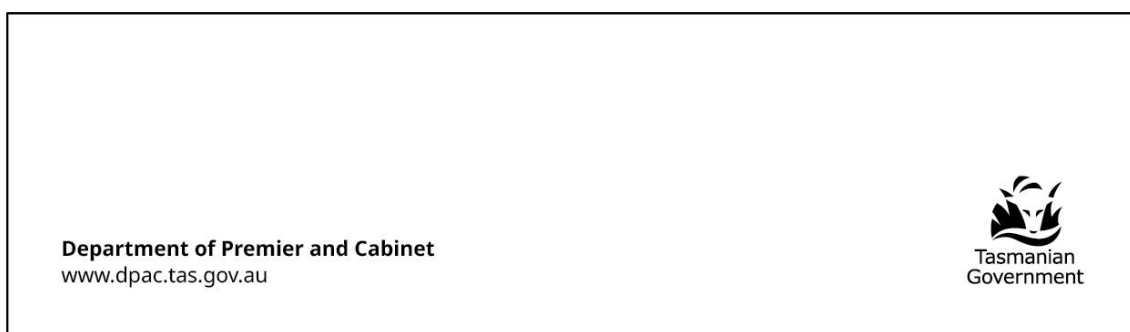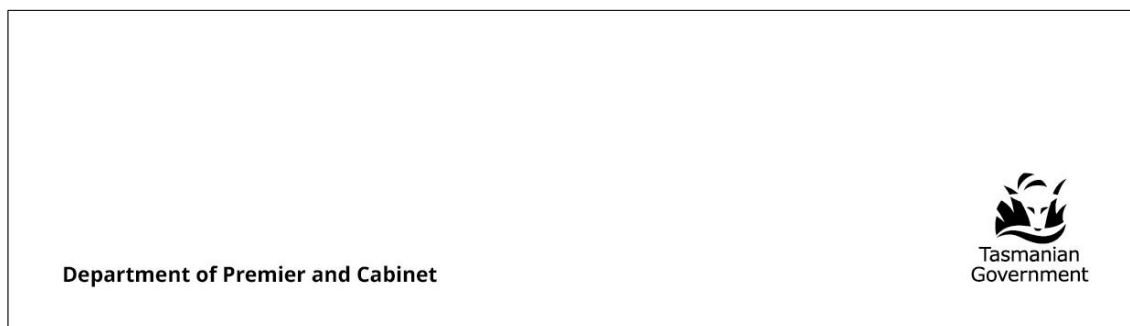
Department of Premier and Cabinet

Tasmanian Government

Department of Premier and Cabinet
www.dpac.tas.gov.au

Tasmanian Government

State Planning Office
Department of Premier and Cabinet
www.planningintasmania.tas.gov.au

Tasmanian Government

Department of Premier and Cabinet

Tasmanian Government

Department of Premier and Cabinet
www.dpac.tas.gov.au

Tasmanian Government

State Planning Office
Department of Premier and Cabinet
www.planningintasmania.tas.gov.au

Tasmanian Government

Where to find Tasmanian Government logo files

All available Tasmanian Government logo versions in common file formats can be downloaded from www.tas.gov.au/communications/toolbox/tasmanian-government-logos

Logo files should be provided to external contractors who are undertaking work for the Tasmanian Government. External contractors should also be provided with a copy of this Policy.

Where clarification is required, contractors may email communications@dpac.tas.gov.au

Authorisation for logo use

The use and correct application of the logo must be authorised by the relevant agency's Communications Manager or equivalent prior to marketing and/or communications materials entering the public domain.

The responsibility to obtain approval for external contractor's use of logos lies with the contracting agency.

For clarification, please email communications@dpac.tas.gov.au

Logo variations

The Tasmanian Government's involvement in community programs, projects, events and campaigns must be clearly communicated through consistent use of the Tasmanian Government brand and written recognition.

The following logo variations are available for this purpose: 'Initiative of', 'Sponsored by', 'Supported by' and 'In partnership with'.

Initiative of

Use the 'Initiative of' logo when a Tasmanian Government entity is managing an event, program, campaign or initiative and the government's relationship to the project might be unclear. On communications and marketing collateral:

- minimum logo size applies
- this Policy applies
- logos of other supporting organisations and graphic devices should appear in the top three-quarters of the page.
- 'Initiative of the Tasmanian Government' must be the only logo to appear in the bottom quarter of the design area.

Sponsored by

Use the 'Sponsored by' logo when a Tasmanian Government entity is entering into a sponsorship agreement. The sponsorship can be in-kind and/or financial. On communications and marketing collateral:

- minimum logo size applies
- only the logo specifications apply from this Policy
- if the logo appears with other sponsor logos, the words 'Sponsored by' may be removed.

Multiple government departments

Where multiple government departments or business units are sponsoring the same event, it is possible to apply for the addition of the entity name to the Tasmanian Government logo in a 'lock-up'. The logo lock-up (containing the Tasmanian Government logo and the department name, division or business unit name) is only to be used if the entity (department, division or business unit) needs to be specifically identified.

For example:

- Only one entity can be recognised per Tasmanian Government logo lock-up
- The black mono version of the logo is preferred
- To apply to use this option, please email communications@dpac.tas.gov.au

Supported by

Use the 'Supported by' logo when a Tasmanian Government entity is supporting an event, initiative, community program or similar with a government grant, funding or endorsement. The support can be in-kind and/or financial. On communications and marketing collateral:

- minimum logo size applies
- this Policy does not apply beyond the logo specifications
- if logo appears with other supporter logos, the word 'Supported by' may be removed.

In partnership with

Use the Tasmanian Government logo in lock-up with the partner logo when partnering with another organisation, company or institution to deliver a project, activity, event or initiative when both partners have an equal ownership.

The wording 'In partnership with' should be used in the general communication to make it clear how the entities relate to each other.

It is recommended that all partners agree, in writing, how the partnership will be branded and on what materials. This agreement should include a visual representation of the logo order and other specific partnership branding elements, including the approved acknowledgement line. All partners need to give written approval of the logo lock-up and brand application across all activity items.

This could be achieved through inclusion in:

- project style sheet or style guide (for campaigns, initiatives, events)
- sponsorship agreements
- grant guidelines, or
- partnership agreements.

On communications and marketing collateral:

- minimum logo size applies
- this Policy does not apply beyond the logo specifications
- the Tasmanian Government logo must be presented with equal representation alongside the partner logo
- the Australian Government logo takes lead over the Tasmanian Government, liaise with the Australian Government counterparts to ensure correct brand application.

Contact your agency's Communications Manager to ensure the appropriate logo use.

Examples of the correct application of logos will be provided at
www.tas.gov.au/communications

Government entity websites

It is important a consistent look is applied to all Tasmanian Government entity websites.

A logo lock-up (containing the Tasmanian Government logo and the agency name, division or business unit name) should be used.

For example:

The logo should be placed in the top left-hand corner of the website page. For examples, see: www.decyp.tas.gov.au, www.tas.gov.au or www.service.tas.gov.au

A note about brand application guidelines

Brand application guidelines and examples will be available at
www.tas.gov.au/communications/toolbox/tasmanian-government-brand-application

This will include signage and hoarding guidelines, stationery, uniforms, web links and other collateral.

2.5 Incorporating the 'Tasmanian' brand

The Tasmanian brand is managed by Brand Tasmania, a Tasmanian Government statutory authority established under the *Brand Tasmania Act*.

Brand Tasmania's strategy is focussed on bringing the Tasmanian brand to life and it has developed a range of assets and services to help its partners activate the Tasmanian brand in their own work.

These assets and services include workshops, digital assets, individual stories, sector stories, research, brand workbooks, a tone of voice guide, a photography guide, and the Tasmanian Mark. All these assets and resources are available to partners at toolkit.tasmanian.com.au.

The Tasmanian Mark operates as a 'place of origin' marker which Brand Tasmania partners can use on their collateral including packaging, digital assets, and signage. The Mark can also be used by Tasmanian Government agencies for administrative, educational, advertising and promotional purposes with approval from Brand Tasmania.

The Tasmanian Mark operates under a set of rules and conditions and with appropriate approval, it may be applicable to use the Tasmanian mark in agency communications for administrative, educational, advertising, and promotional purposes. The use of the Mark must support the promotion of Tasmania as a place to live, work, visit, study, trade with and invest in.

The Tasmanian mark in the Tasmanian Government context is to be applied as a graphic device. The rules and conditions of the *Tasmanian Government Branding and Communications Policy* apply. More detailed information can be found in the
www.tas.gov.au/communications/toolbox/incorporating-the-tasmanian-brand

Mandatory elements:

- Tasmanian Government logo (preferred in mono black or reversed white)
- Tasmanian Government font

Size and placement position for the Tasmanian Government logo apply.

Using the Tasmanian brand in a government context

The rules detailing how to the use the Tasmanian brand in government work have been developed to guide the consistent use of the Tasmanian brand and the application of the Tasmanian Mark across government communications. Both the Tasmanian Mark and the Tasmanian Government master brand are valuable assets and the correct application of the use of the Tasmanian Mark will help our audiences to recognise the work government delivers to the benefit of Tasmanians.

When using the Tasmanian brand (including the Mark), agencies should ensure that consideration has been given to how the use:

- strengthens Tasmania's image and reputation; and
- enhances the attractiveness of Tasmania as a place in which to live, work, study, visit, invest or trade; and
- maximises the profile, and the competitive position, of Tasmanian goods, services, experiences, and products in local, national, and international markets.

If you wish to use the Tasmanian brand (including the Mark):

- Discuss the appropriateness of use (including language, style and referral to the brand) with your agency Communications Manager.
- Agency Communications Manager should seek advice from Brand Tasmania if they are unsure whether the proposed use of the Mark is within the scope of the rules applicable to the Mark.
- If deemed appropriate, contact Brand Tasmania to seek approval for the use of the Tasmanian Mark for your project (no blanket approvals are given so you will need to seek approval for each use of the Mark).
- Notify DPAC Communications Unit at communications@dpac.tas.gov.au

You can:

- use the imagery (Tasmanian Partner Toolkit)
- adapt the story telling to illustrate Tasmania and Tasmanians in a humble and honest way (Tasmanian Partner Toolkit)
- use the simple black and white dominated visual language
- use, if approved, the Tasmanian Mark (use the mark like a graphic device, and only in accordance with the rules).

All Tasmanian Government agencies must:

- Ensure Tasmanian Government accessibility requirements are met. Visit [page 59 for more information on accessibility standards.
- Include Tasmanian Government logo (preferred in mono black or reversed white).

For further advice please contact communications@dpac.tas.gov.au

Exemptions
In special circumstances, such as event sponsorships, exemptions may apply. These should be discussed with your agency Communication Manager or the Communications Unit at DPAC via email communications@dpac.tas.gov.au.

2.6 Tasmanian Government fonts

Arial is now the mandatory Tasmanian Government corporate font. The previous font family, Gill Sans does not meet accessibility requirements and is therefore no longer to be used. Arial is freely available on Tasmanian Government issued devices and must be used for internal and external publications (including documents, posters, email, and even email signatures).

Alternatively, Noto Sans can be used for professionally designed documents – produced internally or externally. This font can be activated through Adobe fonts.

All templates using any of the Gill Sans font family or other non-authorised or premium fonts must be updated by **31 December 2024.**

Any new documents must use Arial or Noto Sans unless otherwise approved. Pre-existing and current documents should be replaced in a timely manner with external facing documents a priority.

Any other assets should be updated in line with agency asset replacement schedules.

New templates using Arial that comply with the policy requirements are available from the communications website https://www.tas.gov.au/communications/toolbox/templates.

These templates are not mandatory for use across government but can be used to guide the development of individual agency templates and other collateral considering accessibility requirements.

Exemptions

- these fonts apply unless an exemption and any applicable licensing has been obtained
- to apply for an exemption, speak with your Agency's Communications Manager in the first instance.

Fonts

Arial

This font is readily available on Tasmanian Government-issued computers. Font hierarchy and best practice styles, including point sizes, are illustrated in the corporate templates.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -.,?!

Arial Italic (12pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -.,?!

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -.,?!

Noto Sans

The Noto Sans font can be used for professionally designed documents only. This font can be accessed through Adobe fonts. More information on how to apply the font can be found on the [Communications website](#).

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 -.,?!

Noto Sans Italic (12pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 -.,?!

Noto Sans Bold (12pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 -.,?!

More Noto Sans styles are available if needed.

Exemptions

For font exemptions please contact the Communications Unit at DPAC via email: communications@dpac.tas.gov.au

Font use

Templated documents

For all templated Tasmanian Government documents produced for internal use, Arial must be used.

Templated documents refer to document templates prepared by each department or entity using Microsoft Office software (including Word, PowerPoint and Excel).

Templates prepared by DPAC Communications can be used by all Tasmanian State Service (TSS) employees but are not mandatory. Templates will be available at www.tas.gov.au/communications

In addition, each agency's Communications team can oversee the adjustment of these TSS templates to meet its own needs and approved brand identity.

Professionally designed documents

Professionally designed Tasmanian Government documents must use Arial or Noto Sans unless an exemption is provided by the DPAC Communications Unit and the appropriate licensing has been obtained by the relevant agency.

Professionally designed documents are documents that are developed by a design professional (TSS staff or external contractor) and may include, but are not limited to, annual reports, strategic plans, strategies and discussion papers.

Font size

All government communications material must meet accessibility standards. A minimum of 12pt body copy and appropriate line spacing is recommended for easy readability.

Heading font sizes are flexible but should exceed the body copy size of 12pt.

Font size in professionally designed documents, newsprint and advertising may be varied due to space and budget constraints. However, please consider alternative methods of advertising or providing the same information in an alternative and accessible format if the font size needs to be less than 10pt.

Typography and accessibility

To ensure information is accessible:

- use white space – clear space is important to visually divide big blocks of text
- create a logical, easy-to-follow structure for text
- provide space between lines of text
- avoid using words in all capitals because it reduces the readability as the words take on a uniform rectangular shape
- do not underline text – only use underlining for links
- use left-aligned text – a consistent left margin makes reading easier
- do not use double spaces after a sentence
- do not use italics except when writing the names of documents, referring to legislation or using Latin names.

Web fonts

Tasmanian Government websites must use a readable and accessible sans serif web font (for example Open Sans). Fallback fonts must be generic sans serif.

Please:

- ensure appropriate letter spacing and kerning for the best readability
- prioritise balanced proportions and clear letter forms
- avoid overly decorative designs that make it difficult to read
- make sure there is a clear distinction between similar characters, adequate contrast ratio, size scalability and WCAG compliance.

Choose sans serif fallback fonts that are readily available, with appropriate licensing, allowing free or unrestricted use.

Examples include open-source licenses like SIL, Open Font License (OFL) or Apache License.

Ensure the font includes a comprehensive range of special characters and supports Latin extended as required (e.g. accented characters).

Font family suggestions are:

- Open Sans
- Arial
- Helvetica
- Noto Sans.

A fallback font must:

- have a pixel width and kerning resembling the font of choice
- be set to sans serif.

Font licensing

When using copyrighted works or licensed products (e.g. images, photographs and fonts) it is the responsibility of the individual agency producing and/or in charge of producing marketing or promotional materials to ensure compliance with the Commonwealth's *Copyright Act 1968* and other relevant laws. This includes but is not limited to obtaining any required licences, permissions and/or including any acknowledgements.

The fonts included in this Policy have been selected to minimise the need to purchase additional licences and reduce the risk of copyright infringement.

Importantly, if an agency decides to use a different font for a specific purpose, that agency must ensure the correct additional licence(s) is purchased for the specific use of that font.

2.7 Visual imagery (including photography and videography)

Visual imagery (including photography and videography) is a key component of the Tasmanian Government brand. Imagery used should reflect the essence of Tasmania as a diverse and inclusive island state.

Visuals to consider are:

- Tasmanian Aboriginal culture
- the natural beauty of our island state
- our diverse and inclusive community
- our diverse agricultural sector
- a variety of leading educational institutions
- a range of sporting and cultural events, galleries and museums
- technological and scientific innovation
- infrastructure and built environment, from rural to city life
- our produce and products
- our community, in all aspects of life
- our workforce
- Tasmania as a gateway to Antarctica
- island textures (close-ups).

Commissioned images should consider government priorities and their potential use beyond one specific project.

The visuals should be of high quality, natural, reflective of our Tasmanian values, not over stylised or edited and well considered to support the subject matter.

A list of Tasmanian Government-owned and operated image libraries can be found in Appendix 1 – Useful Resources and will be available at www.tas.gov.au/communications

Infographics can be used to present information quickly and clearly. Visual imagery should also include a consistent approach to infographics, using a single suite or related items.

Compliance and acknowledgement

When using copyrighted works or licensed products (e.g. images, photographs and fonts) it is the responsibility of the individual agency producing and/or in charge of producing marketing or promotional materials to ensure compliance with the Commonwealth's *Copyright Act 1968* and other relevant laws. This includes, but is not limited to, obtaining any required licences, permissions and/or acknowledgements.

Be mindful of specific conditions relating to:

- contractual specifications for photographers or artists, including image rights, usage and ownership
- appropriate releases and permits (including talent release, location release and filming permits)
- applicable period of licensing (including for talent or image use)
- photos taken for commercial versus private use
- permissions relating to use of images recorded on private property or certain public locations such as local council property or educational institutions.

Desktop publishing

When creating marketing and communications materials in templated applications, please ensure you are complying with all elements of this Policy and give special consideration to:

- accessibility and inclusivity
- consistent style application.

Communication and marketing materials, and assets produced, should be approved by your agency's Communications Manager prior to production and distribution to ensure the correct brand application.

2.8 Colour palette

Corporate colour palette

The corporate colour palette consists of the 3 colours that make up the coloured Tasmanian Government logo. Due accessibility only the black and blue can be used as font colour on a white background. Departments are not limited to these colours.

BLACK	PMS 653	PMS 618
C 0 R 0	C 94 R 0	C 14 R 172
M 0 G 0	M 57 G 90	M 10 G 163
Y 0 B 0	Y 4 B 150	Y 85 B 56
K 100	K 18	K 27
HEX 00000	HEX 005A96	HEX ABA238

- **black** CMYK 0/0/0/100 | RGB 0/0/0 | HEX 000000
- **blue** PMS 653 | CMYK 94/57/4/18 | RGB 0/90/150 | HEX 005A96
- **olive** PMS 618 | CMYK 14/10/85/27 | RGB 172/163/56 | HEX ABA238

Secondary colour palette

The secondary colour palette has been discontinued. Instead, agencies are encouraged to develop their own secondary colour palette or design style (for example use of images in a certain way) to ensure a consistent and recognisable look and feel.

Ideally, departmental secondary colour palettes should relate to Tasmania, the colours of the land, coastal areas and sea, and/or the purpose of the agency.

Ensure accessible colour contrast when layering colours (e.g. black text on coloured background and coloured font on white background).

Once developed, agency colour palettes and/or style sheets must be submitted for approval to communications@dpac.tas.gov.au

All agency colour palettes will be published on the Communications website at www.tas.gov.au/communications

2.9 Basewave

The mandatory use of the basewave no longer applies and this brand asset is now being discontinued. Do not use the basewave in any new communications or marketing collateral. All existing templates with the basewave must be updated prior to 31 December 2024.

New templates will be available from the Communications website. These templates are not mandatory and can be used as reference guides for considering accessibility requirements when producing departmental templates.

Pre-existing and published documents are not required to be updated unless a new edition is being produced.

Any other assets, such as signage, should be updated in line with agency asset replacement schedules.

3. Communication methods

3.1 Advertising

The Tasmanian Government undertakes advertising to:

- promote government policies, programs and services
- promote engagement opportunities
- inform the public of their rights, obligations and entitlements.

Procurement of services must be carried out in line with the [Treasurer's Instructions (TIs)](#) and relevant agency processes.

When planning advertising, it is important to take into consideration:

- the relevance, accuracy and objectivity of the type and content of advertisement
- accessibility, compliance and accountability
- value for money.

Advertising types

Advertising can be broadly divided into two distinct streams:

Campaign advertising

Designed to reach a target audience to make it aware of any government activities or programs that may impact or engage it, or that the audience can engage with. This type of advertising includes, but is not limited to, a full or partial advertising campaign using multiple tools or single channel advertising such as print advertisements in local newspapers.

Non-campaign advertising

Routine advertising carried out by agencies relating to their operational activities. This may include, but is not limited to recruitment, employment, educational courses and enrolments, auctions and tenders, grants (including emergency funding), announcements, surveys, public and statutory notices, and emergency notices.

Requirements

When planning and procuring advertising, in addition to complying with this Policy, agencies must comply with https://www.purchasing.tas.gov.au/buying-for-government

Various types of advertising also have individual policy requirements. Regardless of the type of advertising being undertaken, accessibility, copyright, intellectual property and procurement guidelines must be adhered to.

Video commercials and videos relating to government programs

For television commercials, commercials or educational videos displayed on platforms such as YouTube, agencies must:

- include captions (either closed or embedded)
- display clearly on the end frame that the advertisement/video was produced by the Tasmanian Government by showing the Tasmanian Government logo
- show the static Tasmanian Government logo for one second on both 15-second and 30-second television commercials and longer videos
- obtain CAD (Free TV Australia Commercials Advice) approvals prior to screening.

Advertisements promoting employment opportunities, tenders and public notices

For press advertisements promoting employment opportunities, tenders and public notices, agencies must:

- place all Tasmanian Government print advertising for employment advertisements, tenders and public notices in the consolidated format in Tasmanian papers and, where appropriate, in interstate and overseas newspapers and/or journals.

Advertisements promoting programs and engagement opportunities

For press and digital advertisements promoting programs and engagement opportunities, agencies must comply with the requirements of this Policy on specific platforms, including but not limited to:

- print advertising in newspapers, magazines or other printed publications, including content partnerships
- digital advertising in online editions of newspapers, magazines or other digital publications, including content partnerships
- social media advertising, including paid content partnerships, content plans and schedules
- display advertising
- search engine marketing – per click and search engine optimisation (SEO)
- video advertisements
- email marketing campaigns.

Exemptions

In special circumstances exemptions may apply and these should be discussed with your agency's Communications Manager. Examples where an exemption may apply include:

- where there is a recognised need for a display advertisement to be placed in the early general news (EGN) or other non-classified section of newspapers or other publications to target specific audiences

- advertisements that market educational courses
- where an agency wishes to run routine government advertising outside the consolidated format.
- Selected platforms where policy requirements won't deliver optimal results

Selling or accepting advertising

From time to time, advertising opportunities are made by external parties, or government may facilitate publications where brand aligned, or industry partners have the opportunity to advertise.

This type of activity often falls under a 'sponsorship' or 'partnership' style arrangement.

If considering this type of activity, first consult with your agency's Communications Manager.

Campaigns

Campaigns are defined as a sustained series of communications activities used to inform, educate or change attitudes or behaviours of the target audience(s).

For the purposes of the Policy, a campaign includes a program of sustained communications activities, that:

- directly link to an election commitment or Government policy as identified by the Government Communications Office;
- involve a television media schedule or public consultation component;
- relate to a project or initiative that is topical in the media at the time of the campaign.

Before entering the campaign planning phase of a project, you **must**:

- contact your agency's Communications Manager and Procurement Officer
- complete a project plan
- understand the target audience – ideally through available research
- establish a budget and have budget approval
- ensure the initiation of the campaign and the campaign specifications are:
  - as described in procurement documents
  - approved by the agency's Communications Manager (or delegate) and the Head of Agency (or delegate when required) prior to seeking the services of a contractor or purchasing advertising
- ensure the Manager, Communications Unit, DPAC (or delegate), and the Government Communications Office approve campaigns and associated activities, including the creative concept prior to production and implementation of campaigns or new departmental brands relating to government commitments and announcements
- test the campaign internally (and externally when budget permits) to ensure the communications activities support the campaign objectives and resonate with the target audience.

Resources

Best practice examples of all types of advertising along with the following resources will be available at www.tas.gov.au/communications

3.2 Publications

Publications in various forms are used to deliver information to the public about Tasmanian Government programs, services, policies and opportunities.

Publications may include, but are not limited to (printed and digital versions):

- flyers, brochures, posters, fact sheets
- annual reports
- project and program strategies
- newsletters
- research papers
- articles for magazines or scientific and professional journals
- guidelines, protocols and policies
- photographic images and embedded videos
- digital publication platforms, including websites, electronic direct mail, social media and blog platforms
- third-party content published on government digital assets or printed materials.

Further resources will be available at www.tas.gov.au/communications

Digital publications

Digital productions, such as websites, electronic direct mail, social media, podcasts or other audio files and software applications, can be engaging and accessible tools for providing information to the public.

These types of productions are also effective ways to communicate with people with low levels of literacy or other barriers to accessing information.

However, when using digital formats, consideration should be given to also providing an alternative for audiences that may have limited access to, or use of technology, or prefer to receive government information through traditional means.

Third-party publishing platforms

Sometimes it is necessary to publish content on a third-party website (external site) or a digital platform, rather than a preferred Tasmanian Government platform, in order to reach intended audiences.

Examples of external websites and digital marketing and communications platforms that could be used to publish content include:

- social media platforms
- video sharing platforms
- wikis
- media-sharing sites
- blogs and online forums.

Risk considerations

The use of third-party platforms comes with some risk, and as such there are some special considerations, including:

- actions must be taken to negate the risk of defamatory content being published on government pages/presences; this action could include monitoring and moderating content and ensuring comments are turned off outside of business hours
- advice should be sought from your agency's IT teams regarding any potential cyber-security risks that use of the external platform may pose, and any mitigations that could be put in place to manage these
- Premier's Direction 1/2023 prohibits the use of TikTok on government devices.

Requirements of agencies

When publishing information on third-party websites or platforms, agencies must:

- ensure all new pages and sites set up to represent the Tasmanian Government are authorised by the respective agency's Communications Manager or their delegate
- maintain a register of all sites and presences and provide this routinely to the DPAC Communications Unit
- clearly identify the Tasmanian Government as the source of information published on external websites, either using the Tasmanian Government logo, or with a statement of ownership and complying with requirements of this Policy
- provide a link back to the publishing agency's website, as well as a clear way that users can contact the agency
- develop and make clear the agency's terms of use of the site, identifying what is inappropriate content and noting the government's right to remove it
- develop a process to guide how the agency will manage and moderate feedback, comments and formal complaints made via an external site that allows for user comments or interaction (e.g. a social networking site or wiki), and ensure responsible staff understand and implement these moderation expectations
- ensure the services and information resources provided via third-party platforms are comparable in quality, functionality and accessibility to those delivered on Tasmanian Government websites or by other means
- ensure records of government-sourced content and business transactions that occur on external platforms are accurately recorded, in accordance with the *Archives Act 1983* and the *Personal Information Protection Act 2004*
- respect privacy rights and copyright ownership in compliance with the *Personal Information Protection Act 2004* and the *Copyright Act 1968*
- ensure important or critical public information available on third-party platforms is available through other means for those who do not have access to these sites
- ensure content published is accessible using Plain English.

Recommendations to agencies

When publishing content on third-party platforms, it is recommended that agencies:

- understand the resourcing required to maintain the site, especially moderation and content generation, before commencing projects using these channels
- remove content from external sites where the project they relate to has finished and the content will no longer be maintained, while ensuring archiving and recordkeeping requirements are met
- read relevant terms of use and consider their implications for the intended use of the site. The site's terms of use may also affect the Tasmanian Government's status as the intellectual property or copyright owner of content
- consider producing guidelines that set out how staff should conduct themselves when representing their agency on sites that allow public comment and response, in accordance with the *State Service Act 2000* and Employment Direction No.12 of 2013 (Internet and email use by State Service Officers and Employees).

3.3 Media

For many Tasmanians, media organisation channels, such as newspapers, radio, television, digital news publications and the internet in general, are a primary source of news and information about government policies, programs, services and opportunities.

News media organisations locally, nationally and internationally play a significant role in reporting and commenting on government policies, programs, services and opportunities. It is important that agencies acknowledge and respect the role of media organisations and their needs.

Establishing respectful working relationships with media organisations provides a channel for communicating with the Tasmanian community and domestic and international audiences (considering the nature of digital media reporting).

Media relations and spokespeople

Tasmanian Government ministers are accountable for presenting and explaining government policies, programs, services and opportunities to the public.

In addition to ministers, only approved agency spokespeople may speak to the media on behalf of the government. Approval to be a spokesperson must be sought from your respective agency's Secretary, as well as the Government Communications Office.

Media announcements

Media announcements may be generated by ministers or senior officials and TSS employees to provide media coverage for Tasmanian Government policies, programs, services and opportunities.

Examples of activities that may warrant a media announcement include the:

- launch of a new program, project, service or opportunity
- announcement of funding through grant funding to community groups or to support priority business sector growth or emergency funding support
- opening of a new tourist attraction or building
- completion of a major infrastructure project
- opening of a Tasmanian Government-supported event
- release of a strategic report informed by community consultation
- release of a major campaign designed to have a significant economic benefit to the State
- release of government advice or announcement of policies on issues of public interest such as public health matters
- response to a crisis
- acknowledgment of the passing of a revered Tasmanian.

Media announcements must be made in consultation with your Minister's office, and agency Secretary, if required.

3.4 Events

The Tasmanian Government's attendance at events, exhibits and exhibitions, and conferences provides an opportunity to reach Tasmanians and targeted domestic and international audiences. These activities can be in-person or virtually and provide audiences with an alternative and direct way to access government information and an opportunity to engage with Tasmanian Government representatives face to face.

Note this Policy does not relate to exhibitions and events delivered by Tasmanian Government-owned cultural organisations such as the Tasmanian Museum and Art Gallery, Libraries Tasmania and the Royal Tasmanian Botanical Gardens.

It is important to ensure that events are accessible to all people. For more information regarding event planning, see the <u>Tasmanian Government Accessible Events Guidelines and Checklists</u> for guidance.

3.5 Sponsorships and partnerships

Sponsorship is used to build an association between two organisations via the exchange of money, goods, services or agreed collaborative marketing activities that benefit both businesses.

Partnerships are mutually beneficial and cooperative corporate relationships in which partners may share values, objectives, resources (human, material or financial), roles and responsibilities to achieve jointly desired outcomes. Partnerships may exist between two or more parties and can include partners external to government (both businesses and organisations).

Guidelines for acknowledgment of sponsorship and partnership arrangements can be found in section 2, Corporate brand identity.

More information is available in the Toolbox at www.tas.gov.au/communications.

3.6 Internal communications

Internal communications support the achievement of organisational goals by:

- creating a positive organisational climate where staff have feelings of trust, awareness, openness, security, involvement and confidence, particularly between the executive group, managers and employees in line with agency values
- keeping staff informed of agency projects, activities, objectives, policies and compliance
- establishing open and continual communication two-way channels
- recognising and celebrating staff innovation and achievements
- enhancing employee engagement.

It is important that even communications intended for only internal audiences adhere to this Policy, particularly in relation to the use of the Tasmanian Government brand, as this will assist to promote a consistent look and feel across government and reinforce appropriate branding choices across all agencies.

3.7 Special circumstances

Issues and crisis media

Strategic issues or crisis management enables the anticipation and tracking of problems and opportunities that can impact on the government, its operations, brand perception and stakeholders, including the Tasmanian community.

Through issues or crisis management, the government can identify and address any gaps between the expectations of its stakeholders and its performance, and take considered action that may involve organisational change and/or a communications strategy or campaign.

Effective communication is an integral part of issues management because of the potential for an unmanaged issue to become a crisis and negatively impact an organisation's reputation, its ability to deliver services and its stakeholders.

Strategic issues management establishes the protocols for reacting to a crisis to help limit damage to reputation.

All crisis communications response and management should be initially directed to your agency's Communications Manager.

Emergency management communications

A planned, coordinated and strategic emergency management approach is imperative before, during and after times of emergency situations to:

- ensure consistent messaging is understood across government (prior to it being delivered to the community)
- prevent injury or loss of life
- help limit damage to assets, property, and reputation
- help maintain the delivery of public services
- assist in the process of recovery
- minimise impact on stakeholders
- influence and inform public debate and discussion
- help establish, maintain or restore public confidence in government.

Emergency management communications should be initially directed to your agency's Communications Manager and the Government Communications Office.

Caretaker arrangements

During the period preceding an election for the House of Assembly, the Tasmanian Government assumes a 'caretaker role'. The caretaker period begins at the time the House of Assembly is dissolved or expires and continues until the result of the election is clear, and, if there is to be a change of government, until the new government is appointed.

During the caretaker period, the business of government continues and ordinary matters of administration continue. The role of government agencies remains unchanged: the provision of all normal services should continue and statutory responsibilities are not affected. However, caretaker conventions are implemented to protect the apolitical nature of the State Service during an election campaign.

At the beginning of the caretaker period, individual agencies need to review all communications activity, including television and print advertising, newsletters and information on websites, to ensure it is apolitical and does not promote the government's policies or emphasise the achievements of the government or a minister.

Agency communications managers can provide advice from an agency perspective. Updated Caretaker Guidelines will be issued by DPAC prior to an election taking place.

Advice, approvals and exemptions

Your first point of contact is your agency's Communications Manager or similar function.

The Department of Premier and Cabinet's Communications Unit is responsible for approving:

- campaigns
- campaign exemptions
- television commercials (TVCs)
- new Tasmanian Government websites
- new Tasmanian Government social media channels

For more information and advice email: communications@dpac.tas.gov.au

CAD advice can be arranged through your advertising service provider.

4. Communication fundamentals

4.1 Accessibility and inclusivity

We put people at the centre of everything we do.

Every effort must be made to make information about Tasmanian Government services, products and opportunities available to all Tasmanians. All communications we produce must:

- meet accessibility standards, and
- be inclusive.

Meeting accessibility standards is a legal requirement and is in line with the *Disability Discrimination Act 1992*. We also need to be mindful of the government's commitment to Right to Information. Applying this essential approach to our work meets mandatory obligations and improves the quality of our communications. This benefits everyone and encourages inclusivity and respect.

The Tasmanian community, including Tasmanian State Service (TSS) employees, come from different cultural and linguistic backgrounds, and have varied accessibility requirements. The information we develop and deliver must consider the way individuals access and consume information.

Barriers to accessing information can be ongoing, temporary or situational. This means we must respond respectfully to changing communication needs. The accessible and inclusive content we produce must be tailored to target audiences and for each communication channel being used, including:

- digital communications – including websites, social media, emails, eDMs
- written communications – documents (printed and digital)
- visual communications – video and static imagery
- audio and verbal communication – how we talk to people, how we deliver presentations in person or via electronic platforms including radio, TVCs, film and videos, webinars, podcasts, webinars and social media.

For more information see the Accessibility section of the [Communications website](#).

As content generators, we also need to consider the *Right to information Act 2009*.

Meeting accessibility requirements and being 'inclusive'

As TSS employees, let's lead by example and set a positive standard for other organisations.

The Tasmanian Government produces various types of content to deliver information about government services, announcements or opportunities to a wide range of audiences within the Tasmanian community. Each type of content has specific accessibility requirements and inclusivity considerations. The guidelines below provide more information and tips about responsibilities and what needs to be considered.

Types of accessibility and inclusivity needs

People with disability

Almost one-quarter of Tasmanian people (24.6 per cent) have a disability. People with disability face a range of barriers to participation. Those with a vision or hearing impairment, intellectual disability or other disability that affects understanding or communication may have difficulty accessing spoken, written and audio-visual information. Some people take in information differently.

Literacy levels in Tasmania

Currently, literacy levels in Tasmania are lower than any other Australian state. Many Tasmanian adults struggle to read and understand the information they need to learn, work and live their lives. Although several government initiatives, such as 26TEN, are being delivered to help address this problem, it will be a number of years before literacy levels improve in Tasmania.

Levels of digital literacy skills need to be considered when developing communications, as well as the needs of people who do not have access to digital communications.

Tasmania's diverse community

The Tasmanian community is a multicultural community and a source of pride. English is therefore not the first language of many of our community members.

How to create accessible and inclusive communications

Creating communications using plain language is not just important for those with barriers to reading or understanding complex English: this approach ensures the message, and information, is easily understood.

Tips to help create accessible, inclusive and engaging written content

- use plain language
- use language and sentence structures that are simple and easy to read. This helps all users and is essential for some people
- aim to write content at a literacy level that is easily understood by 12 to 14 year-olds
- avoid unusual or technical words or phrases, or jargon. If these types of words or phrases are necessary, explain them in the first instance or by linking a glossary of terms in the document
- expand all acronyms on their first use, e.g. 'Department of Premier and Cabinet (DPAC)'. Remember that the usual audience generally does not work for the government.

Be inclusive and respectful in your terminology

Start by asking whether referring to someone's specific race, age, gender, sexuality, disability or cultural background is necessary or appropriate. Make sure the information being communicated or the service being promoted is relevant to the audience.

Always research the audience/s before planning how to communicate. Note if there is any publicly available information from trusted sources about preferred terminology, sensitivities, or important considerations (such as harmful stereotypes, slurs or offensive language).

Different community groups, business sectors and individuals prefer a certain language, language style or descriptors. Understanding when and how to refer to people is important, as is tailoring communications to meet their needs.

Where appropriate, respectfully engage with people from the relevant demographic to get 'lived experience' communication advice and to test the planned approach.

Tools

There are several tools available to help create accessible and inclusive content. Microsoft, Adobe and other platforms, including websites and social media, have built-in accessibility tools:

- Hemingway Editor – an online tool to help assess content accessibility, including use of Plain English and literacy level.
- 26TEN – a program dedicated to improving adult literacy and numeracy in Tasmania that includes various tools, including Plain English resources.

Visual and different types of media content

Using a mix of media and content types helps to deliver content in ways that are suitable for various audiences. Choosing what type of content to use, or various types of content, must be tailored to the needs of the intended audience.

It is important to take steps to ensure the visual tools used are accessible and inclusive. The guidelines below will provide you with information to assist you.

Visual content

Stills and video content can help communicate information in a quick 'story-form' way. Imagery can also be used to break up written content into blocks to make the user experience more engaging.

When planning and creating visual content, there are accessibility standards and inclusive considerations that need to be applied. An overview of these considerations is listed below.

Photographs and video

- Make sure all videos, such as training videos or advertisements, have captions. Include descriptions of important visual content, e.g. 'the Premier of Tasmania, Hon Jeremy Rockliff, enters the room to make an announcement to media about a trade delegation to New Zealand' NOT 'the Premier is in a room'.
- Provide transcripts for video and audio-only content and link these assets to the same place the original information is housed.
- Hire an Auslan interpreter for pre-recorded videos, such as announcements, informational and educational films.
- Avoid brightly flashing or rapidly flashing colours in videos. Be aware that when 'flashes' are faster than three times a second (such as strobe lighting), they can trigger seizures for people living with visual epilepsy and cause headaches for people with other sensitivities.
- Make sure any text in the video stands out from the background and accessibility standards are met in relation to colour contrast.
- Write helpful alternative text descriptions to describe images. Keep them short and to the point.
- If an image is also a hyperlink, the alternative text should describe the destination of the link, not just the image. For people using a screen reader, it is more important to know where the link is taking them than what the image contains.
- Write a transcript that explains what is seen and heard in the video, the voiceover and any other sounds.

Infographics

Using infographics is an excellent way to visually represent the information being communicated. There are nine types of infographics:

1. statistical – images that visually represent data such as graphs or pie charts
2. informational – images that visually communicate complex information for messages such as new ideas or making marketing or communications materials more engaging
3. timeline – images that are used to visualise a timeline or important dates
4. process – images that pull out and illustrate the most important elements of a process or activity in an interesting way
5. geographic – images and associated content that show a geographical place and data such as demographics or statistics
6. comparison – images that show and compare contrasting data
7. hierarchical – images that show data in ascending order of importance
8. list – a list of written content supported by graphic elements (images, colours and symbols)
9. resumé – use of graphic design elements to communicate professional experiences rather than copy text.

From an accessibility point of view for those that can see colour or determine different tones of colour, colour contrast requirements must be considered. The type of font incorporated into the imagery (if any) needs to meet accessibility standards as well.

Remember that screen readers cannot recognise or interpret images. A full transcript of the information being communicated via infographics of any type needs to be supplied as a separate file alongside the infographics.

Select images that are inclusive. Most infographic 'families' have a range of human illustrations that represent people from different cultural backgrounds, ages, gender and occupations.

Tables

Tables can be useful when presenting complex information or to make the content more engaging, but remember that tables are not easily understood by everyone.

When using a table for numerical data, use clear row and column headings to make it easier to understand the information and make sure there is 'padding' around table content. These style considerations also help people who use screen readers to navigate tables to access the intended information.

As with all materials, remember to present table content in a structured way.

Complex tables cannot be read using screen readers. To easily communicate this type of information, alternative media should be considered, such as written documents or audio files.

Audio

If it is not possible to present accessible content in a specific type of media, provide it in an additional accessible format, such as:

- transcripts for audio-only content, e.g. podcasts or radio interviews
- alternative text for images.

There is more information about audio communications in the Audio files section of this Policy.

Understand the impact of colour and contrast

Colour and contrast play a crucial role in whether people can understand the information being presented, or not.

Colour and contrast is important for people with low vision or colour blindness and for those accessing information in different conditions (particularly low light).

What to consider when using colour:

- Make sure the contrast between the text and background is greater than or equal to 4.5:1 for small text and 3:1 for large text.
- Use online tools to make sure your colour combinations are accessible or work with a graphic designer, where possible. Some free online options include Accessible Colour Palette Builder or Contrast Grid.
- Don't use colour alone to convey meaning. Use icons, written content and other visual elements to reinforce clear communication of the content.

Important: there are some exceptions with colour requirements. The above guidelines only apply to text and graphics that are essential for understanding the content or how something works.

In the case of logos or decorative graphic elements, these guidelines to using colour are not critical, but are still good practice regardless.

From an inclusive perspective, be mindful of what some colours represent to different cultures.

TSS internal graphic designers are also a good source of information and can provide advice regarding the use of colour and colour contrast.

Present information in a visually logical and structured way

We need to make it easy for our audiences to find the information they need quickly. People naturally skim webpages and documents for headings, images and links to help them find the information they are seeking; therefore, when drafting content, make sure these elements are considered a navigation 'tool' for users.

For people using assistive technology, including screen readers, a consistent and considerate layout is critical.

If the written information being created is particularly 'dense', a summary is beneficial for those who have reading challenges. This summary should be at the beginning of a document and, if possible, offer another way for people to access the information, such as via email or a phone conversation.

You should:

- Write clear page titles. This is the first thing a screen-reader user will hear and should align with the first heading on the page.
- Organise content with a clear structure using section headings. Describe the topics or the text that follows in the wording of the heading.
- Make sure users can navigate through all content in the intended order, regardless of the technology they are using. Use the same navigation elements across the service.
- Consider using lists to break up content and make it easier to digest.
- Don't rely on colour alone to structure pages. Not every person can differentiate between colours.
- Don't rely on sensory characteristics such as shape, size, visual location, orientation or sound to explain things.

Communication channels

The various types of communication channels used to tell people about government programs, projects, announcements and opportunities have different accessibility requirements and inclusivity considerations.

The guidelines in this Policy list the various channels and standards that need to be met, or considerations to apply when using each one.

Remember that many Tasmanians may not have access to digital forms of communication or be digitally literate. To ensure all people have the best possible chance of receiving the information they need, it is important to consider a mix of communication methods.

Digital channels

When creating digital content, all accessibility standards need to be applied where possible. Here are some tips:

- Use alternative text on all images and add a caption wherever possible.
- Underline all written links to indicate that the copy is a hyperlink. Also triple-check links and images that are linked (such as social media icons) to make sure they are working.
- Apply colour contrast standards.
- Choose accessible fonts and appropriate font size.
- Test digital content with a wide range of end users to ensure the content meets their needs and accessibility standards.
- There are also other ways to make digital content accessible, including using code.

Electronic direct mail (eDMs)

As well as the privacy requirements of using eDMs as a communication channel, accessibility standards need to be met when designing eDM templates and content.

There are numerous eDM platforms that can be used and most of them have inbuilt accessibility functions to help guide designs.

Email

Email is a quick and efficient way to communicate to internal and external audiences. Accessibility standards are often not applied and inclusivity is overlooked when using this channel. Refer to the Making emails accessible section on www.tas.gov.au/communications.

Email signatures are a good way to promote government activities or communicate a department's function or brand but are often not accessible.

Social media

Like all communication channels, accessibility and inclusivity needs to be top of mind when creating content for social media.

Most social media channels have their own built-in accessibility tools that help content creators meet accessibility requirements. These platforms update their advice regularly, so it is important to check often for any updates.

Links to social media platform accessibility guides

- Facebook
- Instagram
- LinkedIn
- Pinterest
- TikTok
- Vimeo
- X (formerly known as Twitter)
- YouTube

Reminder: TSS employees cannot have TikTok installed on any government devices. However, third-party providers can run advertisements, and other campaign assets, on this platform on behalf of government to reach an identified target audience that uses this channel.

Websites

It is mandatory for Tasmanian Government websites to meet Web Content Accessibility Guidelines (WCAG) level AA which is the current baseline accessibility standard for Tasmanian Government website content. However, aim higher whenever possible.

All government content creators should familiarise themselves with WCAG by reading the Web Content Accessibility Guidelines international standard.

The standard is integrated within these Policy guidelines to help you create inclusive content, but it is always a good idea to keep the standard in mind.

File types

Printed and digital collateral

Word and Portable Document Format (PDF) are the two main format options for government documents. Documents should be prepared in Microsoft Word. For a better design outcome, they can be fully designed in Adobe Creative Cloud. Word and Indesign files can be exported as PDF. Both file formats should be made available. A well formatted Word document is generally the most accessible version.

All government information should be published on a webpage in the first instance, rather than in a Word or a PDF.

Word documents are preferred for accessibility. However, PDFs can be made accessible. The lack of consistent mobile support and tagging structure make Word documents a preferred option for certain accessibility scenarios, such as screen readers.

Useful resources

- Information on PDFs and the correct use can be found via the Australian Style Manual.
- Creating accessible PDFs (adobe.com)
- Create and verify PDF accessibility, Acrobat Pro (adobe.com)
- Use the inbuilt Word Accessibility Checker while writing your document, which will check for issues such as colour contrast, alternative text and meaningful headings etc
- Make your Word documents accessible to people with disabilities - Microsoft Support
- Alt text, captions and titles for images | Style Manual

Audio files

Audio files and housing platforms are excellent alternate channels to deliver engaging content to people with accessibility needs.

File types include podcasts and MP3s; each file type or platform has accessibility standards, and inclusive considerations need to be applied.

Tips for creating accessible audio files

- Develop script content using a simple and friendly tone.
- Content should be short and broken into sections that people can easily pause and return to.
- The quality of the recording is important. Any background noise will interfere with people's ability to listen to what is being said.
- The pace of the information recorded needs to be steady and consistent.
- A full transcript of the recording, including words, sounds and explanations of the music, needs to be provided alongside the audio version.
- Most podcast platforms have enabled accessibility functions but when using these platforms make sure the third-party website meets accessible requirements.
- Make sure any imagery used to promote the podcast is accessible.

Verbal communication

Humans are social animals and respond to respectful interactions. Although digital communications are a cost-effective way to reach broad audiences, not all Tasmanians have the digital literacy skills or means (for a number of reasons) to access information presented in digital formats.

When delivering campaigns or programs, particularly stakeholder engagement activities, consider offering audiences the option of a phone contact. Roundtable sessions, community meetings and working with industry/community sector advocates/groups are all good channels to reach the intended audience.

Stay curious and continue learning

Accessibility and inclusivity are constantly evolving areas, with new information and improved practices regularly published along with the development of new technology.

While the guidelines in this Policy are a helpful starting point, it is always useful to do your own research to build an understanding of why and how these rules improve our communication.

Consider building a diverse reference group to draw on and test the accessibility of your communications.

Remember, accessibility and inclusivity improve the quality of content for everyone, not just particular groups. Start with accessibility in mind, don't make it an after thought.

You should:

- Regularly revisit these guidelines to become familiar with best practice.

- Visit the Applying accessibility to your communication section on the communications website
- Arrange to do other courses such as accessibility courses offered through Vision Australia.
- Do your own research into best practices and emerging technologies in accessible and inclusive communication.
- Research accessibility features of the software you are using.
- Continuously seek opportunities for professional development and training offered by the government to enhance your communication skills – see The Tasmanian Training Consortium or check the resources in your agency's online learning modules.

Aboriginal Acknowledgement

Including recognition of Aboriginal people as Traditional Owners of the Land in publications, events and meetings is one way to demonstrate respect for Aboriginal people and cultures.

The Tasmanian State Service Acknowledgement of Aboriginal People and Country and Welcome to Country Guide has been developed by the State Service Management Office and should be used to inform the development of an appropriate acknowledgment for communications.

In recognition of the deep history and culture of this Island, we would like to acknowledge and pay our respects to all Tasmanian Aboriginal people, the past and present Custodians of the Land upon which we meet/gather.

Further resources for acknowledging Aboriginal people will be developed and included in the Communications Toolkit at www.tas.gov.au/communications

For more information or assistance, contact the Office of Aboriginal Affairs:

Phone: 03 6165 8366

Email: OAA@dpac.tas.gov.au

Availability of information

The Tasmanian Government has a responsibility to ensure information about its policies, programs, services and opportunities is readily available and in accessible formats.

In addition to legal obligations, information produced must be catalogued, easily retrievable, secure and maintained.

Legal requirements

The public has a right to request all Tasmanian Government information and the Tasmanian Government is legally obliged to make sure that information it produces is readily available. To do this, there are formal processes that must be complied with.

Important links:

- _Right to Information Act 2009_ (commenced 1 July 2010)
- _Archives Act 1983_
- _Personal Information Protection Act 2004_

A list of Routine Disclosures is available on the Department of Premier and Cabinet's website.

Agency information must be made available in accordance with the _Right to Information Act 2009_, which provides for greater access to information held by government bodies by providing for Right to Information applications (Right to Information assessed disclosures) and by encouraging the voluntary regular disclosure of information (Routine Disclosures).

The underlying principle of the Act is that information held by public authorities belongs to the people of Tasmania and has been collected for them and on their behalf.

Additionally, Tasmanian Government agencies **must**:

- maintain a register or record of all publications (including digital publications such as electronic direct mail) for publishing each year in their annual reports or made available on each agency's website
- archive or record website content prior to it being retired or removed
- maintain a current, comprehensive, and well-structured identification or classification records system that provides an effective means for organising, locating and retrieving published information
- ensure all publications feature:
  - contact details for the originating agency and division/unit so that questions, comments, feedback, requests for further information or complaints can be received and dealt with promptly by the responsible people
  - acknowledgement of copyright
  - the title of the publication
  - the date of publication

- ensure information about an agency's mission, structure, programs, and services is publicly accessible through the agency's website and/or through www.tas.gov.au
- provide one copy of all publications to the State Library of Tasmania within one month after publication, as per the _Tasmanian Libraries Act 1984_.
- within one month of publication, deliver one copy of all publications to the Legal Deposit Unit of the National Library of Australia in accordance with the _Copyright Act 1968_.
- deposit copies of all electronic publications in the National edeposit service (NED) to fulfil the legal deposit obligations under the _Tasmanian Libraries Act 1984_.

In addition, it is recommended that, where applicable, agencies include the following details in publications:

- authoring names (the name of the department, not the name/s of individual employee/s)
- volume/issue number and International Standard Book Number (ISBN) or International Standard Series Number (ISSN).

Check in with your agency's Communications Manager if you have any questions.

Ensure the government is visible and identifiable to the public

Clear and consistent use of the Tasmanian Government's corporate brand enables Tasmanians and other audiences to recognise Tasmanian Government activities. Consistent use also improves awareness of, and access to, information about government policies, programs, services and opportunities.

This also builds confidence in the credibility and authority of information by clearly identifying the Tasmanian Government as its source.

A consistent government brand identity can also help identify communications that have not been produced by the Tasmanian Government. This is important in a world where cyber security is a risk.

4.2 Intellectual property

Intellectual property rights

Tasmanian Government agencies must be aware of their rights and obligations under intellectual property laws, including copyright, trademarks and moral rights, to ensure they both protect the interests of government and avoid infringing the rights of others.

Breaching any of these rights can be as simple as downloading images from the website and publishing them on any government communications without gaining permission from the owner or creator. TSS employees need to be particularly mindful of the risk to government by downloading and using visual and/or written content on government assets. This applies to both external or internal marketing and communications materials.

When using copyrighted works or licensed products (e.g. images, photographs and fonts), it is the responsibility of the individual agency producing and/or in charge of producing marketing or promotional materials to ensure compliance with the Commonwealth's _Copyright Act 1968_ and any other relevant laws. This includes, but is not limited to, obtaining any required licences, permissions and/or including any acknowledgements.

Agencies **must**:

- comply with the _Copyright Act 1968_
- manage the administration and licensing of Crown copyright
- display the Tasmanian Government Copyright and Disclaimer Notice on their website
- ensure all agreements for the procurement of communications goods and services consider intellectual property rights where required, such as:
  - design work
  - copy writing
  - electronic publications or artwork
  - research
  - photography services (stills and video)
  - music, soundbites or other audio files
- ensure all copyrighted works are managed and used with intellectual property rights in mind.

For further advice on who may work with Crown Law your agency's Communications Manager should be your first point of call.

Useful links

- Australian Copyright Council
- IP Australia

4.3 Planning and procurement

Planning, evaluation, and procurement

Developing marketing and communications strategies and the delivery of activities is a shared responsibility that requires consultation and cooperation in any agency and, at times, across government.

When planning communication activities, the following process needs to be undertaken:

- drafting (and approval) of a project plan, communications plan or activity matrix that clearly articulates the project objectives and intended audience(s)
- how identified objectives can be achieved, including through:
  - the delivery of key messages
  - designed assets
  - channels used
- mandatory use of the Tasmanian Government brand assets
- mandatory accessibility requirements
- communications risk matrix
- identification of approved spokesperson/people
- stakeholder engagement and/or collaboration
- methods of monitoring, reviewing, and evaluating activities across both campaign reach, impressions and engagement
- resources available (both human and financial)
- procurement requirements
- project debrief and future recommendations.

Cabinet submissions

Process-driven, accurate and quality communications are the key considerations when developing Cabinet submissions. The Tasmanian Government Cabinet Handbook is available to guide the development of communications for this purpose.

Agencies must:

- include a communications strategy with Cabinet Minutes involving policy changes, public announcements, new initiatives and major decisions
- the Cabinet Minute and associated communications strategy must be approved by the agency's Communications Manager.

Communications procurement

To assist in adhering to the correct procurement process (and approaching a suitable contractor to undertake the work), please contact your agency's Communications Manager and/or Procurement Officer prior to seeking quotes from external contractors.

Key considerations for the procurement of any communications goods or services must be planned considering the communications objectives that are driven by agency and whole-of-government strategies and policies.

Procurement must comply with the Treasurer's Instruction PF-1 Procurement Principles:

- value for money
- open, impartial and effective competition
- enhancing opportunities for local suppliers through the adoption of the Buy Local Policy
- observation of ethical procurement standards by buyers.

Agencies participating on the Marketing and Communications Services Panel managed by DPAC can easily access a suitable provider. More about the panel is available at www.tas.gov.au/communications

Useful links

- Buying for Government
- Treasurer's Instruction PF-1 Procurement Principles

Procurement approval process

Each project is different and different approvals apply. Please familiarise yourself with your agency's processes.

Advice, approvals and exemptions

Your first point of contact is your agency's Communications Manager.

For more information and advice, email: communications@dpac.tas.gov.au

5. Appendices

- Appendix 1 – Useful resources
- Appendix 2 – Relevant legislation
- Appendix 3 – Glossary of terms
- Appendix 4 – Roles and responsibilities

Appendix 1 - Useful resources

Writing guides and tools

- Accessible and inclusive content – Australian Government Style Manual
- Australian Government Style Manual
- Grammarly – an online Artificial Intelligence Writing Assistance tool
- Hemingway Editor – an online tool to help assess content accessibility, including use of Plain English and literacy level
- Tasmanian State Service Acknowledgement of Aboriginal People and Country and Welcome to Country Guide
- Department of Premier and Cabinet Writing Guide
- 26Ten – a program dedicated to improving adult literacy and numeracy in Tasmania that includes various tools, including Plain English resources.

Image galleries and visual style:

- Brand Tasmania - Tasmanian Partner Toolkit
- Department of Premier and Cabinet Media Library
- Tourism Tasmania Visual Library

Note:

The DPAC Communications Unit will be updating the Communications Toolkit regularly to provide users of the Policy with the information and tools that are needed.

For omissions or suggestions regarding an addition to the Toolkit, please contact communications@dpac.tas.gov.au

Appendix 2 - Relevant legislation

Legislation referenced in this Policy includes:

- *Archives Act 1983*
- *Copyright Act 1968 (Commonwealth)*
- *Disability Discrimination Act 1992*
- *Libraries Act 1984*
- *Personal Information Protection Act 2004*
- *Right to Information Act 2009*
- *State Service Act 2000*
- *Trade Marks Act 1995*

Appendix 3 - Glossary of terms

Must: The action is mandatory and must be done.

Must not: The action must never be done.

Recommended: The specified action is regarded as being 'best practice' in the context of the Policy but is not mandatory.

In some instances, there are valid reasons why a different action should be undertaken. In these situations, risks must be assessed and officers must seek advice from their agency's Communications Manager.

Copyright and **moral rights** provide legal protection for the owners or creators of content (such as imagery, websites including user-generated content, eDMs, blogs and social media platforms, music or sounds, services or products) by preventing others from doing certain things without permission.

Trademarks are typically requested to protect a brand, project, service or product and its origin by quality assuring its logo or other things such as a tagline, sound or smell, separate it from competitors.

What copyright means for Tasmanian State Service (TSS) employees: The copyright of materials created by TSS employees in the course of their employment and by any other person under the direction or control of the Crown is owned by the Crown, except by prior agreement to the contrary.

Intellectual property rights should be considered when establishing partnerships between the Crown and third parties. Considerations need to be given when investing in partnerships to develop content, co-present events or exhibitions or support of any kind.

Appendix 4 - Roles and responsibilities

The communications function is a shared whole-of-government responsibility that requires support, cooperation and interaction across agencies. Communication is most effective when specialists work in conjunction with agency management and staff, and ministerial officers, where appropriate, to meet the information needs of the public.

Tasmanian Government ministers

Under the Tasmanian parliamentary system, Tasmanian Government ministers are accountable and responsible for presenting and explaining government policies, priorities, strategies, decisions and opportunities to the people.

Tasmanian ministers are the principal spokespersons for government and their respective agencies in relation to ministerial portfolios. It is their role to provide leadership in establishing the priorities, overall themes and distribution of government communications.

Heads of Tasmanian Government agencies

The Head of Agency must play an active and visible role in steering, contributing to and maintaining a workable communication function for their agency.

Heads of Agency include secretaries of Tasmanian Government departments and chief executive officers of agencies.

Each Head of Agency also champions their agency's collaboration across teams and the upholding of their workplace values.

Heads of Agency are accountable for ensuring that:

- this Policy is implemented within their agency
- agency communications are aligned with government priorities, themes, and key messages for communications
- the communications function is fully integrated into the planning, management and evaluation of policies, programs, services and opportunities.

Government Communications Office

The Government Communications Office in the Premier's Office has responsibility for providing strategic advice, oversight and support on communications being developed and intended to be distributed.

The Government Communications Office advises the Tasmanian Government in relation to issues and managing day-to-day media relations, including media enquiries and releases.

Each agency's Communications Unit should have a good working relationship with their portfolio/s adviser in the Government Communications Office to foster a trusted and collaborative working relationship.

The Government Communications Office is responsible for:

- collecting and analysing information to provide high-level advice to government
- advising agencies of the government's priorities, themes and key messages for communications that underpin or inform government/agency communications plans and activities
- coordinating government communications programs and promotions
- liaising with and providing advice to ministerial offices on day-to-day media issues
- managing day-to-day media relations, including media enquiries and ministerial media releases, coordinating media relating to whole-of-government activities, including State budgets and other major announcements
- overseeing the development and implementation of Tasmanian Government media strategies
- overseeing the Premier's website
- reviewing and approving communications strategies, content and creative concepts for campaigns by Tasmanian Government agencies.
- reviewing and approving responses to media enquiries by Tasmanian Government agencies
- providing advice and approvals for campaign advertising in relation to content relating to Government policy, themes or messaging.

Communications Unit – Department of Premier and Cabinet

The Manager, Communications Unit, is responsible for:

- convening the whole-of-government communications managers meetings and setting the agenda
- liaising with the Department of Treasury and Finance in the negotiation of whole-of-government communications contracts.

The Communications Unit is responsible for:

- advice on this Policy
- maintenance and development of the [Communications website](), including the resources and toolkit
- providing advice and approvals for communications procurement, including reviewing Request For Quote or Request For Tender specifications and participating on tender evaluation panels
- administering the Marketing and Communications Services Panel of Preferred Providers for government
- providing advice and approvals for campaign advertising, the sale of advertising and reviewing evaluation of advertising campaigns where required
- providing advice to agencies on communications in a crisis or emergency as required, including sourcing communications staff to assist in the case of sustained incidents

- involvement as required in emergency communications management and planning, including whole-of-government and national counter-terrorism arrangements.

Agency communications managers

The role of agency communications managers – or their equivalent – is to oversee and coordinate the communications activities of their agency to support the effective communication of agency services, projects, programs and opportunities to the public.

Agency communications managers and delegates are also responsible for ensuring adherence to this Policy.

This is achieved through communication functions, including:

- corporate identity
- internal communications
- advertising
- print and online publishing
- social market research
- media relations
- digital communications
- event management.

Agency communications managers also share relevant information regarding strategic points of interest or issues with the Manager, Communications Unit (DPAC), who will then disseminate if required.

Agency communications managers, or their delegate, must:

- oversee the development, implementation, and evaluation of communications plans for their agency; allocation of communications and appropriate human and financial resources; and management of issues
- ensure agency communications planning and activity is coordinated, integrated and consistent with agency strategic objectives, particularly where communications staff are not centrally located
- assist communications officers through professional development, learning and training projects
- implement and communicate this Policy within their agency
- liaise with the Manager, Communications Unit (DPAC), regarding interpretation and application of this Policy
- liaise with the Government Communications Office to ensure all communications and marketing activities are consistent with whole-of-government priorities
- liaise with other agencies on cross-government or whole-of-government issues and projects
- develop effective communication plans before an emergency or crisis occurs and practise the efficacy of communications plans by testing or exercising emergency management protocols.

Tasmanian State Service staff

All staff, including senior managers, policy advisers, program managers and other specialists such as researchers, human resource officers, librarians and executive assistants, must meet the requirements of this Policy in all aspects of their work, as well as direct communications activities.

Managers and supervisors must ensure that their agency's Communications Manager, or their delegate, is informed of and/or consulted with on internal and external communications activities, where appropriate, under this Policy and agency-specific policies and procedures.

For clarification of the items noted in this Policy, the first point of contact is your agency's Communications Manager.