

GAMBLING

# COMMUNITY BENEFIT FUND

## Media Pack



### Congratulations

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

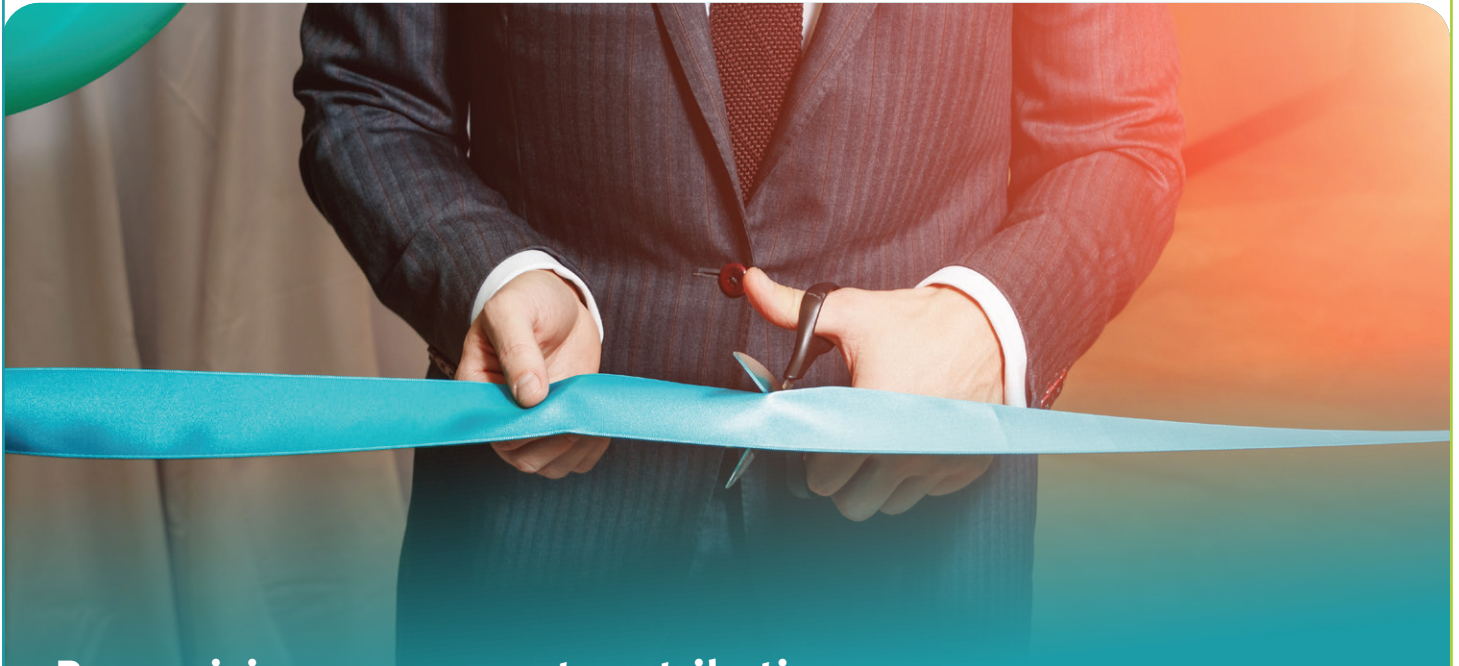
This media information pack provides advice on how to promote your organisation and the grant you have received.

It includes information on how to correctly acknowledge the fund, and tips on how to promote your grant through media and social media channels.



Office of Liquor and Gaming Regulation

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## Recognising government contribution

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

### **Funding acknowledgements**

An organisation must ensure funding is acknowledged in their annual report, if one is produced, and any promotional materials that relate to the funded purpose.

Examples of funding acknowledgements on grantee plaques and promotional material.

***“Proudly funded by the  
Gambling Community Benefit Fund”***

***“Funded by the Gambling Community Benefit Fund”***

***“With funding support from the  
Gambling Community Benefit Fund”***

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



### **Using the Coat of Arms**

Please contact the **Liquor, Gaming and Fair Trading (LGFT) Communication Unit** with details of your intended use of the Coat of Arms in order for us to provide you with the correct format.

The Queensland Government Coat of Arms:

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

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



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## Plaques

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

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

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

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

*Example of plaque artwork*

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

Additional logo/s



**Queensland  
Government**

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## Sharing your story

Receiving a GCBF is great news for you and the wider Queensland community.

We encourage you to use your social media platforms, local media outlets and other relevant contacts to share your story, and details of how your grant is benefiting the community.



### Show your heart

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



### Images are key

Make it easy for content publishers to use your logo by providing a high-quality artwork file. heart-warming high-resolution photograph can sometimes be the difference between being published or not.



### Organisation facts

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

How many people have you helped?

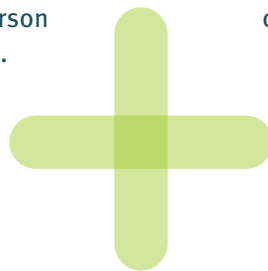
How long have you been in business?

Where are you located?



### Think outside the box

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



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## Sharing your story

### TIP!

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

### Writing a media release

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

- A catchy headline
- A strong angle – have the most important/interesting facts in the first sentences *ie. how much grant money you received and exactly what it will be used for*
- Identify a spokesperson within your organisation who can be quoted within the release, reinforcing your key points and giving your story colour and heart
- Include contact details in case they would like to conduct an interview or take a photo
- Don't drag it out, keep under 300–400 words
- Create a media release template (if you don't have one already). It doesn't need to be complex.

### Sending a media release

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

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

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

YOUR LOGO  
Today's date

### MEDIA RELEASE

Your catchy headline here!

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

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

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



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If referring to the GCBF in a newsletter or proposed media article, please keep in mind these key messages of the fund.

Not-for-profit groups operating in Queensland can apply for grants from \$500 to \$100,000\* over **4** rounds each year

**GCBF** allocates grants, to enhance their capacity to provide services, leisure activities and opportunities for Queensland communities

The fund has handed over \$1 billion to not-for-profit groups in the past **27** years (1994 – 2021)

*\*\$100,000 available in first round of each calendar year. Grants up to \$35,000 for remaining three rounds*



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## Sharing your story

### Social media acknowledgement

GCBF now has its own Facebook page. We use it to connect directly with community groups across Queensland, and share valuable tips for submitting a high-quality application, updates on past recipients, and also make important funding round announcements.

If you don't have one already, a social media page is a great way for your organisation to interact with like-minded groups and build a community following. We encourage you to promote your successes on social media, such as completing a project after receiving a grant (whether from us or otherwise).

If referring to our fund on social media, we'd love if you could tag us using our Facebook handle **@gcbfqld**

That way we can share your post with our audience or respond to any followers who may ask about how they can also apply for a GCBF grant.



**TIP!**  
 These two social media tiles help you promote your GCBF-funded project.  
 Email [LGFTcomms@justice.qld.gov.au](mailto:LGFTcomms@justice.qld.gov.au) if you would like a copy of the social media tiles.

**Got questions?**  
 For more information, please email us [LGFTComms@justice.qld.gov.au](mailto:LGFTComms@justice.qld.gov.au)

