

# Business Launchpad Communication Toolkit

July 2023

This communication toolkit is available from the [Queensland Government Publications Portal](#) and supports the promotion of [Business Launchpad](#) (BLP) to audiences and stakeholders.

Included in this kit are:

- Key Messages
- Key Imagery
- Social media posts
- Video Content
- Newsletter content
- A4 promotional flyer
- Email banner

Please assist us by promoting BLP to your colleagues and audiences in your networks and channels.

For more information, contact [communication@desbt.qld.gov.au](mailto:communication@desbt.qld.gov.au)

## Key Messages

[Business Launchpad](#) (BLP) is a free online tool making it easier to navigate business regulations in Queensland.

BLP simplifies the compliance process by pulling together all the relevant licences, permits and other regulatory information from across all levels of government to one place.

BLP allows users to create business profiles, making it easier to find comprehensive, up-to-date and tailored information, helping users run their business in a compliant manner.

Business owners, operators and intenders can save information, set reminders, and search for what is needed for current and future planning.

With all business-types, industries and locations within Queensland covered, BLP is the go-to place to find out what you need, no matter the type of business or the stage of business journey.

*That's one small step for your business, one giant leap for your peace of mind.*

Take one small step and visit [launchpad.business.qld.gov.au](http://launchpad.business.qld.gov.au) to get started!



# Key Imagery

## [Newsletter – Option 1](#)



## [Newsletter – Option 2](#)



## Social media posts

Use the following hashtags **#QLDbusinesslaunchpad** **#businesslaunchpad** on posts and tag **@businessqldgov** to increase engagement.

### Post One



Business Launchpad (BLP) is your go-to place to find all the regulations you need to do business in Queensland.

Whatever business you're in, use BLP to see all the licencing, permit and regulatory info for your business in one place.

Take one small step and visit BLP to get started – [launchpad.business.qld.gov.au](https://launchpad.business.qld.gov.au)

**#QLDbusinesslaunchpad #businesslaunchpad @businessqldgov**

[Download image](#)

### Post Two



Business Launchpad (BLP) is a free online tool making business regulations easier to navigate in Queensland.

With all industries and locations covered, easily find tailored info for your business that is easy to follow.

Take one small step and visit BLP to get started – [launchpad.business.qld.gov.au](https://launchpad.business.qld.gov.au)

**#QLDbusinesslaunchpad #businesslaunchpad @businessqldgov**

[Download image](#)

### Post Three



Business Launchpad (BLP) is a free online tool making regulatory compliance easier for businesses in Queensland.

Create a business profile to see tailored, industry and location-specific information for your business, all brought to one place.

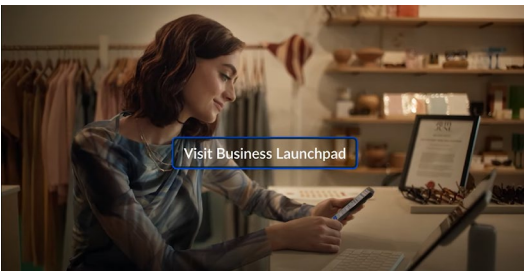
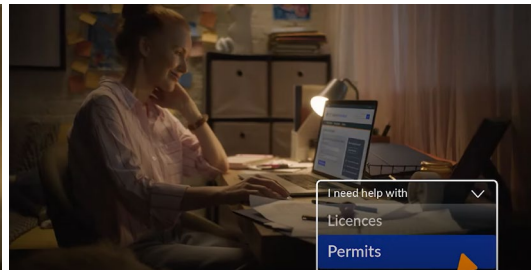
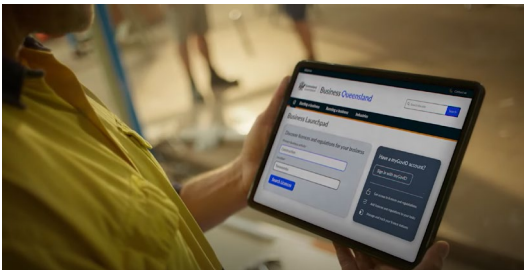
Take one small step and visit the website to get started – [launchpad.business.qld.gov.au](https://launchpad.business.qld.gov.au)

**#QLDbusinesslaunchpad #businesslaunchpad @businessqldgov**

[Download image](#)

## Video Content

- 30 second | Hero – [YouTube Link](#)
- 15 second | Hero – [YouTube Link](#)
- 15 second | Construction – [YouTube Link](#)
- 15 second | Retail – [YouTube Link](#)





## Newsletter Content

Please use the content below in newsletters, publications or similar channels.

### HEADLINE:

**Take one small step with Business Launchpad**

### COPY:

[Business Launchpad](#) (BLP) is a free online tool that makes it easier to navigate business regulations in Queensland.

BLP simplifies the compliance process by pulling together all the licences, permits and other regulatory information from across all levels of government to one place.

BLP allows users to create business profiles, making it easier to find comprehensive, up-to-date and tailored information, helping users run their business in a compliant manner.

Business owners, operators and intenders can save information, set reminders and search for what is needed for future activities and planning. BLP saves users time, effort and from uncertainty, and ensures all the information is easy to follow.

All business-types, industries and locations within Queensland are covered, making BLP the go-to place to find out everything needed, no matter the type of business or the stage of the business journey.

Take one small step for your business and visit [launchpad.business.qld.gov.au](https://launchpad.business.qld.gov.au) to get started!



## A4 information flyer

This A4-size Business Launchpad flyer can be distributed at receptions, meetings, on bulletin boards, at events or other similar channels.

[Download promotional flyer](#)

**Business Queensland**

Queensland  
Good jobs  
Better services  
Great lifestyle

Business Launchpad

Discover licences and regulations for your business

Primary business entity  
Construction  
Licence  
Remittance  
Search Licences

Have a myGovID account?  
Sign in with myGovID  
Get access to licences and regulations  
Add business registrations to your user  
Manage and track your current status

Regulations

Licences

Permits

# Business Launchpad

Whatever business you're in, Business Launchpad is your helpful and easy-to-use online tool where you can find everything you need to know about licences, permits and regulations.

Search, save, and set reminders. All in one place.

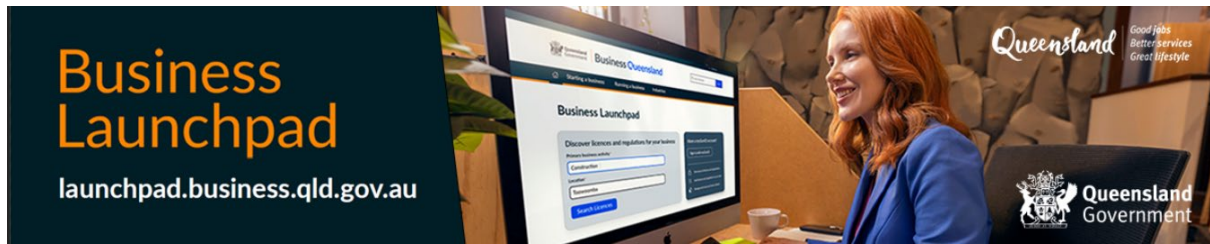
Search Business Launchpad

launchpad.business.qld.gov.au | 13 QGOV (13 74 68)

Queensland Government

## Email Banner

This [email banner](#) is available for use at the bottom of email signature blocks.



Please hyperlink signature blocks to [launchpad.business.qld.gov.au](https://launchpad.business.qld.gov.au)

## Media opportunities

For media requests or opportunities, contact [media@desbt.qld.gov.au](mailto:media@desbt.qld.gov.au)

## Contact Us

Please contact [communication@desbt.qld.gov.au](mailto:communication@desbt.qld.gov.au) for assistance with campaigns, messaging engagement or promotion.

This communications toolkit, the assets contained within, and other materials to assist are available from the [Queensland Government Publications Portal](#).