Get Ready Queensland

Key messages and branding guidelines for councils

2018-19

qld.gov.au/getready

Get Ready Queensland is about building our resilience to deal with the extreme weather and natural disasters that are a part of living in our state. Its aim is to make Queensland Australia's most disaster resilient state.

Resilience is about more than just good preparation or effective responding: it needs a mindset that accepts extreme weather is a part of living in Queensland and prepares to handle it accordingly.

The Queensland Government is determined to do all it can to foster this new mindset. Our four year strategy includes a new public education campaign, an annual week of community events focused on getting ready for extreme weather, and a $2 million local government funding program to help councils deliver local initiatives that not only make their communities safer, but help everyone bounce back more quickly after a natural disaster.

In 2018-19 the Get Ready Queensland program is managed by the Queensland Reconstruction Authority, the state's permanent disaster recovery agency.

This guide sets out the branding and corporate identity guidelines, and key messages for the Get Ready Queensland program.

Resources and information for councils is available at www.qldreconstruction.org.au/get-ready-qld-for-councils

For further information, please email the Get Ready Queensland team at getreadyqld@qld.gov.au or phone (07) 3008 7206.

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Key messages for Get Ready Queensland (year round)

- The Get Ready Queensland program is a year-round, all-hazards, resilience building initiative to help communities prepare for natural disasters.
- When it comes to extreme weather events in Queensland, it's not a matter of 'if' but 'when'.
- Having a 'WHAT-IF…' plan could be the difference between staying safe or putting yourself and your family in danger.
- Queensland is the most vulnerable state in Australia to natural disasters, exposing our communities and infrastructure to repeated damage from devastating cyclones, floods and other natural disaster events.
- Since 2011, Queensland has been hit by more than 60 significant natural disasters resulting in devastating loss of life and more than $14 billion in damage to public infrastructure.
- Experience shows that communities that are well prepared and supported before a disaster occurs are more resilient and able to recover faster.
- Queenslanders have proven time and again we are resilient people.
- We need to continue building that resilience as we learn to respond, adapt and develop strategies to prepare for the next inevitable disaster.

Key messages for Get Ready Queensland Week (8–14 October 2018)

- Get Ready Queensland Week 2018-19 is October 8-14.
- The Get Ready Queensland 2018-19 program provides local governments across Queensland with $2 million in state funding to help them improve their communities' resilience.
- This week is Get Ready Queensland Week and COUNCIL/STATE AGENCY NAME is urging all Queenslanders to check their 'WHAT-IF?' plan and get ready for the upcoming disaster season.
- Get Ready Queensland Week is the perfect time to get Queenslanders thinking about how they can prepare for any surprises summer may have in store.
- Get Ready Queensland Week encourages greater community connectedness, an understanding of individual and community risk and vulnerability, planning and procedural preparation and availability of local resources.

Media protocol

Councils and state government agencies undertaking media for the Get Ready Queensland program are requested to send details of scheduled media events and media releases to getready@qld.gov.au.

Namestyle logo

All disaster preparedness activities delivered using 2018-19 Get Ready Queensland Program funding must use the Get Ready Queensland name, logo and branding.

Where possible use the Get Ready Queensland logo with website address as a call to action.

The Get Ready Queensland namestyle logos are available for download via zip file at www.qldreconstruction.org.au/get-ready-qld-for-councils.

If you have any queries about Get Ready Queensland branding and use of logos please contact Get Ready Queensland team on (07) 3008 7202 or via email to getreadyqld@qld.gov.au.

Full colour with URL, and without URL

Mono with URL, and without URL

Reversed for solid background colour with URL, and without URL

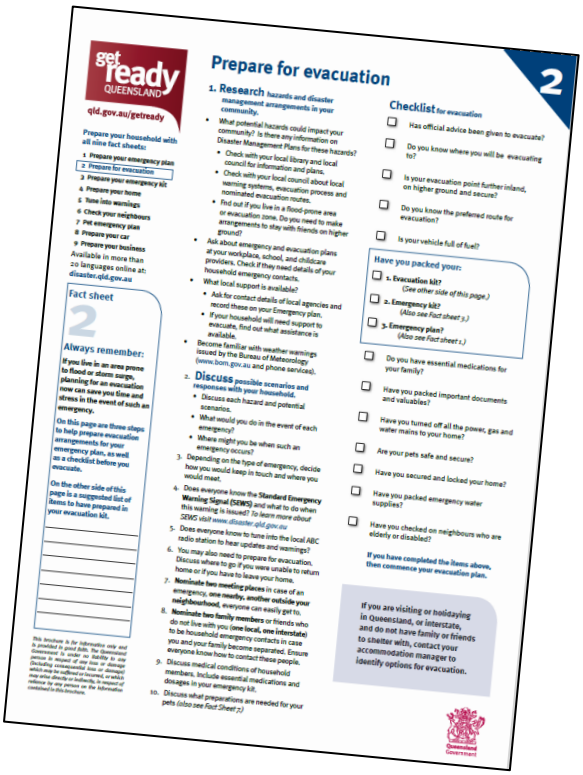
Fact sheets

There is a series of Get Ready Queensland A4 fact sheets to assist you in preparing for disasters available on the public website at www.qld.gov.ua/getready. These files are also available to download in a zip file at www.qldreconstruction.org.au/get-ready-qld-for-councils.

The Get Ready Queensland A4 fact sheets are on the following topics:

- Prepare your emergency plan
- Fridge/pantry household emergency plan
- Prepare for evacuation
- Prepare your emergency kit
- Prepare your home
- Tune into warnings
- Check your neighbours
- Pet emergency plan
- Prepare your car
- Prepare your business

Please note that the Get Ready Queensland fact sheets about preparing your household for disaster are available in more than 20 languages at www.qld.gov.au/emergency/dealing-disasters/prep-disaster-other-languages.



Portal option for ordering co-branded materials

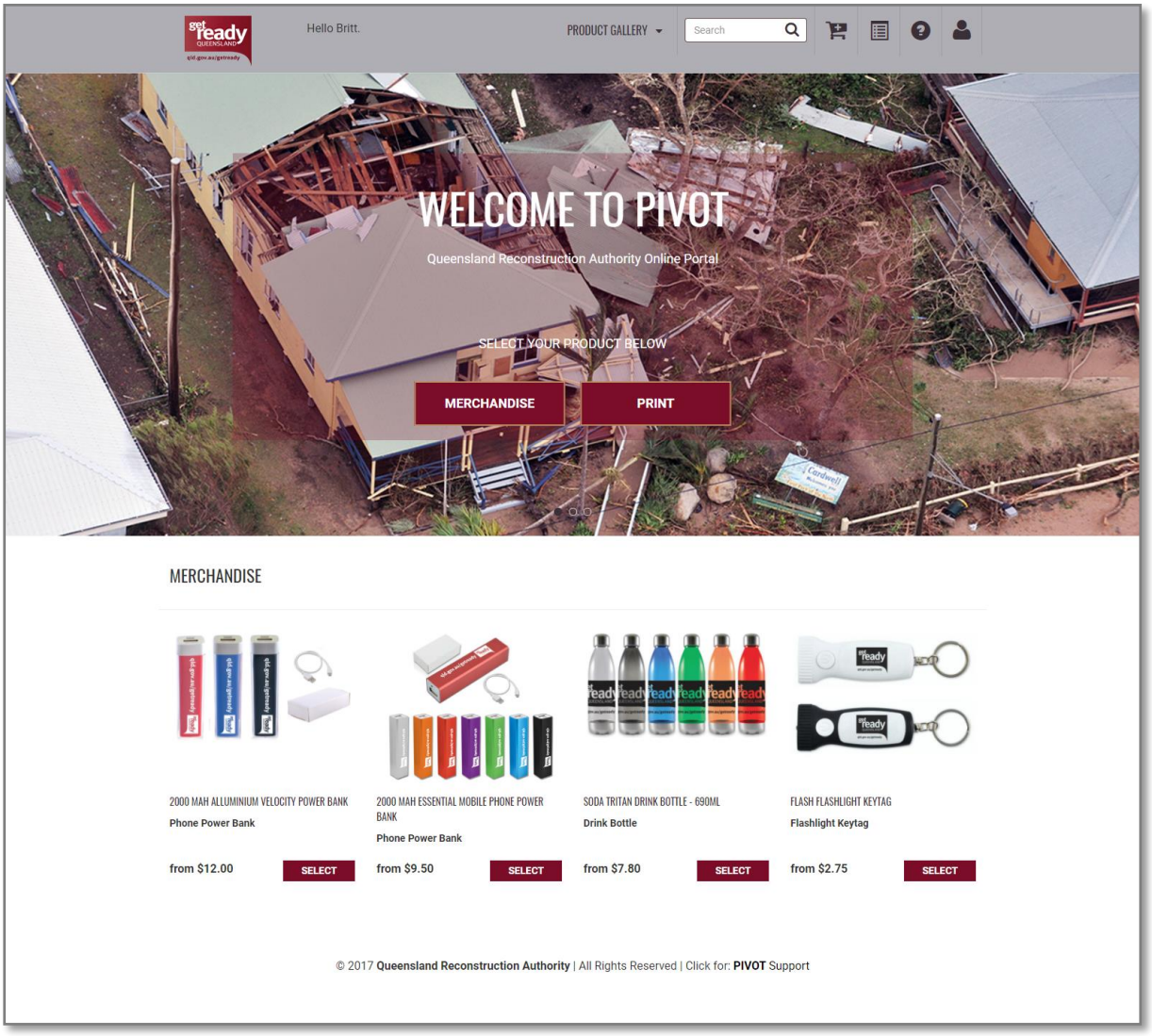
An online Get Ready Queensland portal has been set up to provide an easy option for councils to order print materials and collateral for delivery.

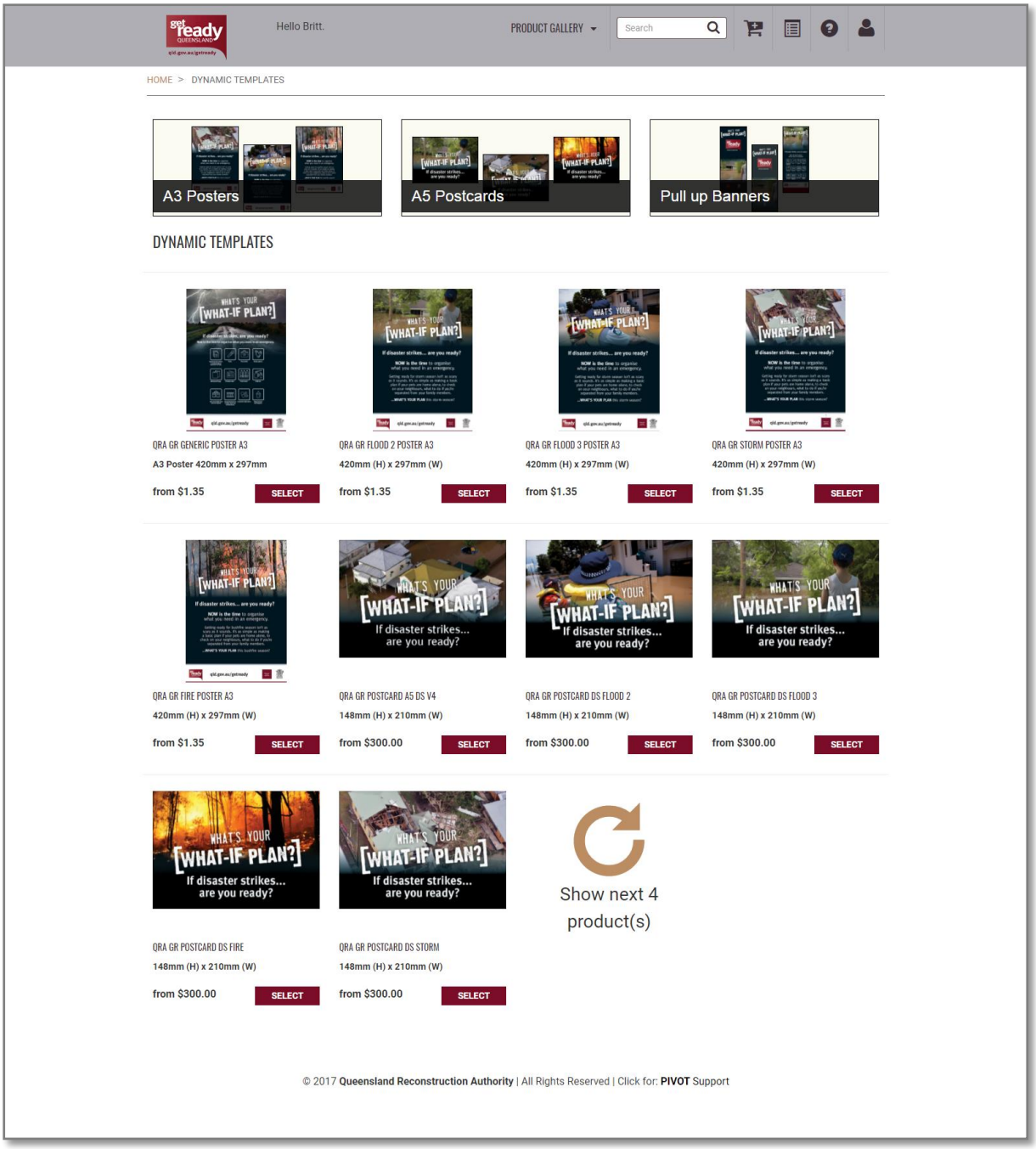
Dynamic templates have been provided to allow for councils to upload their logo for co-branding.

The portal includes a selection of A3 posters, A5 postcards, 200mm pull up banners and DL fridge magnets that have been set up as dynamic templates so that councils can upload their logo to co-brand with the Queensland Government's Get Ready Queensland program branding, and complete their order online.

Access the Get Ready Queensland communication and marketing portal at https://getready.sdxm.com.au/uStore/login.aspx?ReturnUrl=%2fustore%2f35%2fHome&StoreId=35 or via the link at www.qldreconstruction.org.au/get-ready-qld-for-councils.

The portal also has a selection of generic branded Get Ready Queensland collateral including promotional torch keyrings, water bottles, and mobile phone power banks for purchase.




get ready QUEENSLAND
qld.gov.au/getready
Hello Britt.
PRODUCT GALLERY
Search
HOME > DYNAMIC TEMPLATES
A3 Posters
A5 Postcards
Pull up Banners
DYNAMIC TEMPLATES
QRA GR GENERIC POSTER A3
A3 Poster 420mm x 297mm
from $1.35
SELECT
QRA GR FLOOD 2 POSTER A3
420mm (H) x 297mm (W)
from $1.35
SELECT
QRA GR FLOOD 3 POSTER A3
420mm (H) x 297mm (W)
from $1.35
SELECT
QRA GR STORM POSTER A3
420mm (H) x 297mm (W)
from $1.35
SELECT
QRA GR FIRE POSTER A3
420mm (H) x 297mm (W)
from $1.35
SELECT
QRA GR POSTCARD A5 DS V4
148mm (H) x 210mm (W)
from $300.00
SELECT
QRA GR POSTCARD DS FLOOD 2
148mm (H) x 210mm (W)
from $300.00
SELECT
QRA GR POSTCARD DS FLOOD 3
148mm (H) x 210mm (W)
from $300.00
SELECT
QRA GR POSTCARD DS FIRE
148mm (H) x 210mm (W)
from $300.00
SELECT
QRA GR POSTCARD DS STORM
148mm (H) x 210mm (W)
from $300.00
SELECT
Show next 4 product(s)
© 2017 Queensland Reconstruction Authority | All Rights Reserved | Click for: PIVOT Support

Co-branded advertising resources

Councils are encouraged to use the co-branded advertising templates and resources to promote Get Ready Queensland key messages and initiatives in their newsletters and/or local press. The design file template allows for council logos to be added (in the area of the pink box) and are available for download at www.qldreconstruction.org.au/get-ready-qld-for-councils.

Generic print resources

A3 posters

A selection of generic A3 Get Ready Queensland posters to promote Get Ready Queensland are available if councils wish to make their own print arrangements.

www.qldreconstruction.org.au/get-ready-qld-for-councils

A5 Postcards

A selection of generic A5 Get Ready Queensland postcards to promote Get Ready Queensland are available if councils wish to make their own print arrangements.

www.qldreconstruction.org.au/get-ready-qld-for-councils

[Front] [Back]

[Front] [Back]

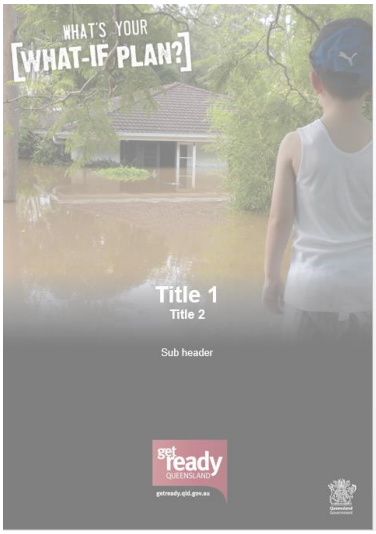
WHAT'S YOUR
[WHAT-IF PLAN?]
If disaster strikes, are you ready?

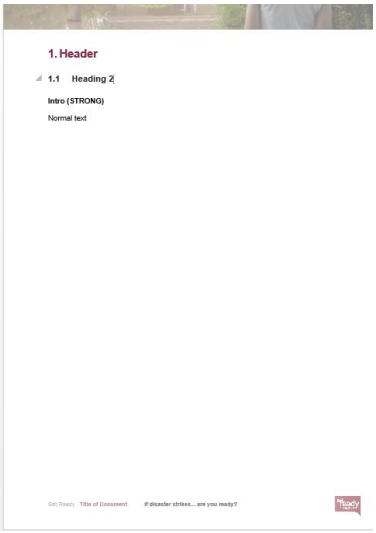
Now is the time to organise what you need in an emergency.
Important documents in sealed bags or scanned to a USB.
Torch.
First aid kit.
Sturdy gloves.
Waterproof bags.
Portable radio.
Fresh water.
Toiletries.
Non-perishable food and can opener.
Spare batteries for a radio, torch and mobile phone.
Essential medication.
Baby formula and nappies.
get ready QUEENSLAND
qld.gov.au/getready
Queensland Government

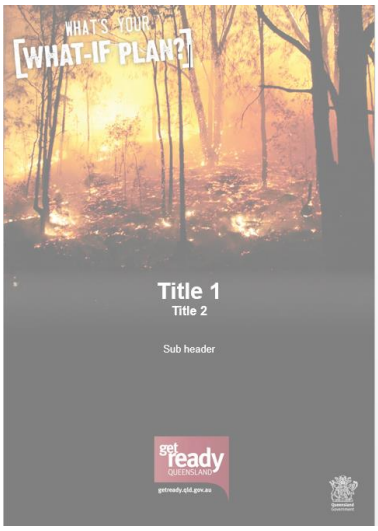
Word document templates

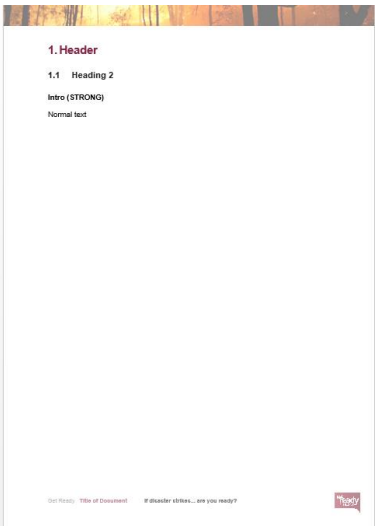
A selection of Word document templates is available for download to promote Get Ready Queensland or for use in planning and reporting on activities and initiatives.

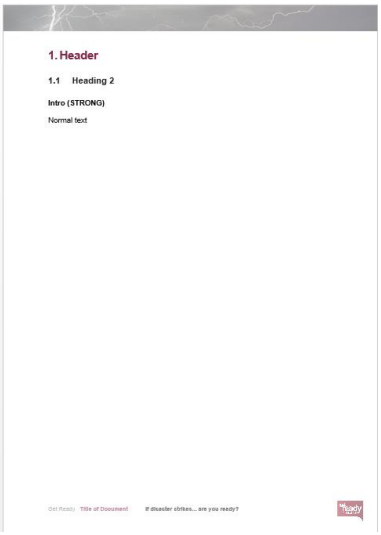
www.qldreconstruction.org.au/get-ready-qld-for-councils











Social media resources and acknowledgement

Councils should recognise the Get Ready Queensland program through their social media accounts by proactively arranging photographs and social media posts for Get Ready Queensland activities and initiatives. This includes applying the social media hashtag and tagging the Get Ready Queensland social media accounts:

Facebook - @GetReadyQueensland #GetReadyQueensland

Twitter - @GetReadyQld #GetReadyQueensland

A selection of social media tile images for councils to promote Get Ready Queensland through Twitter and Facebook are available for download at www.qldreconstruction.org.au/get-ready-qld-for-councils

A selection of cover images for Facebook are available for download.

www.qldreconstruction.org.au/get-ready-qld-for-councils.

WHAT'S YOUR
[WHAT-IF PLAN?]
#getreadyqld

WHAT'S YOUR
[WHAT-IF PLAN?]
#getreadyqld
EMERGENCY KIT
FIRST AID KIT

WHAT'S YOUR
[WHAT-IF PLAN?]
#getreadyqld
EMERGENCY KIT
FIRST AID KIT

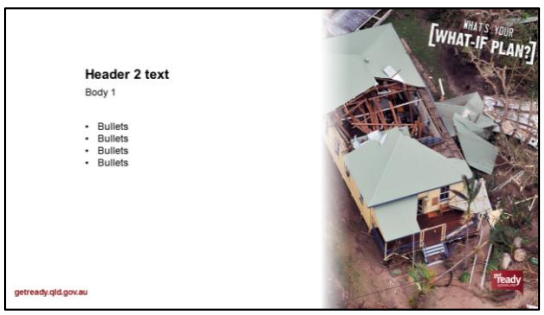
PowerPoint presentation templates

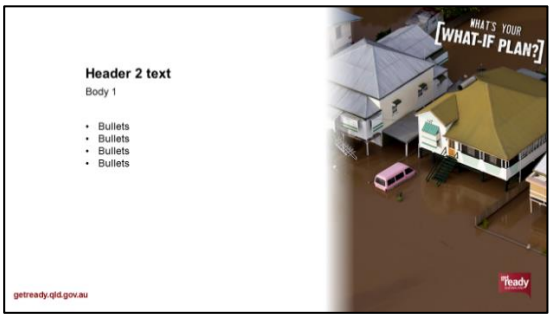
A selection of Get Ready Queensland PowerPoint presentation templates are available for download.

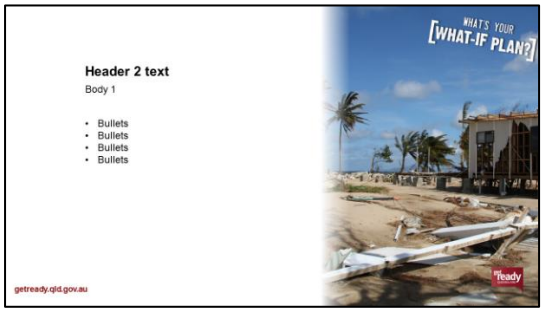
www.qldreconstruction.org.au/get-ready-qld-for-councils

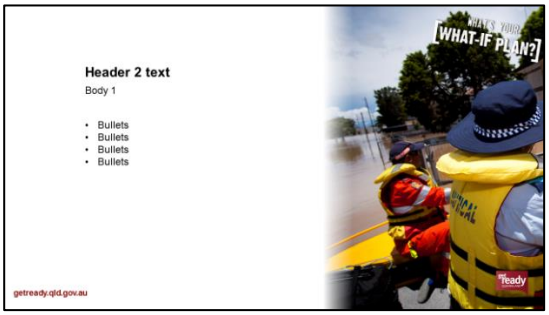
Cover slides

Content slides









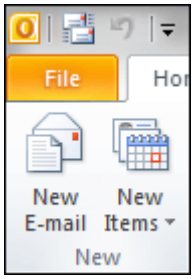
Email banners

A selection of Get Ready Queensland email banners are available for download at www.qldreconstruction.org.au/get-ready-qld-for-councils

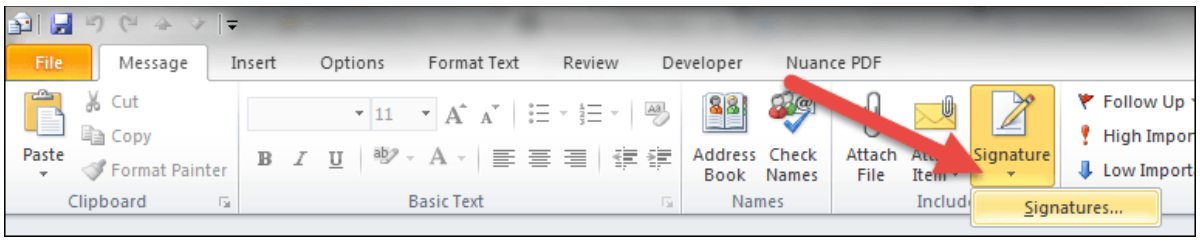
Instructions for adding the Get Ready Queensland banner to your email signature

Step 1. Save the email banner to your desktop or my pictures.

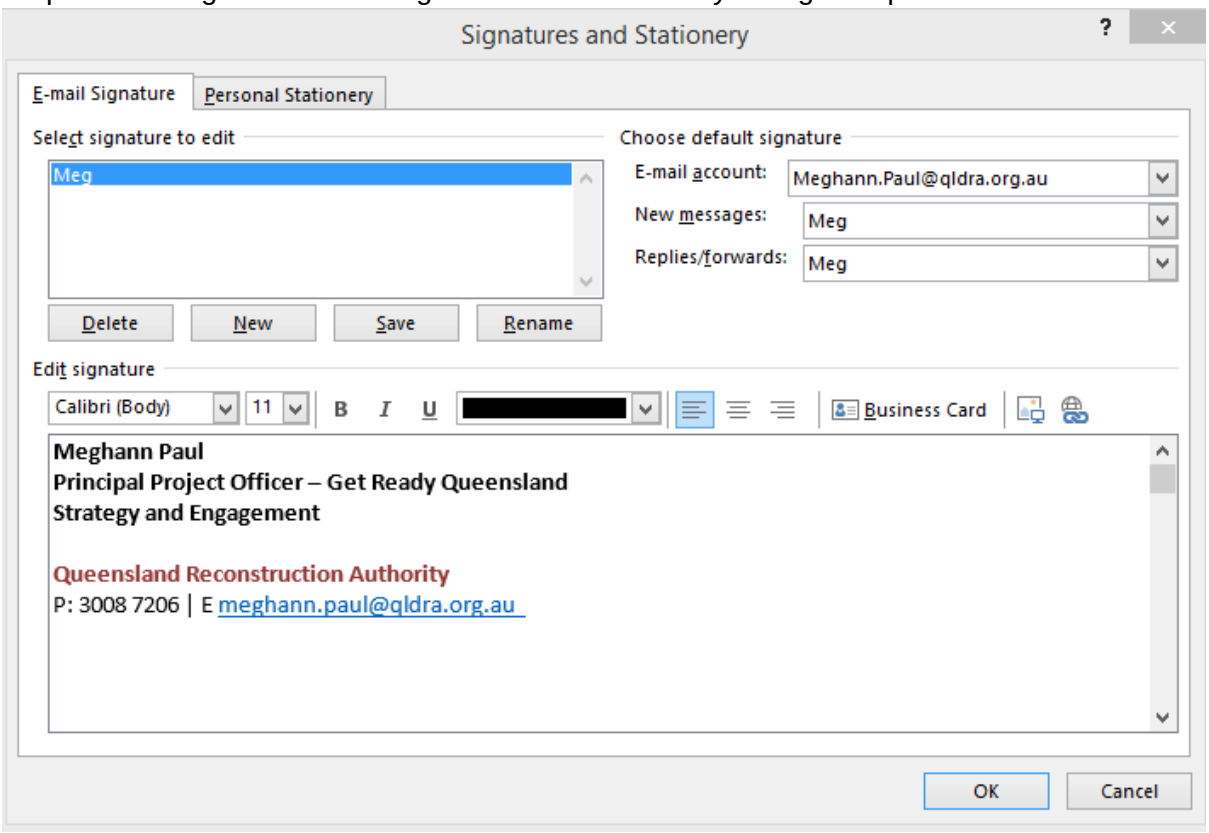
Step 2. From the Home tab in Outlook, click New E-mail.



Step 3. From the Message tab, click the downward triangle under the Signature button



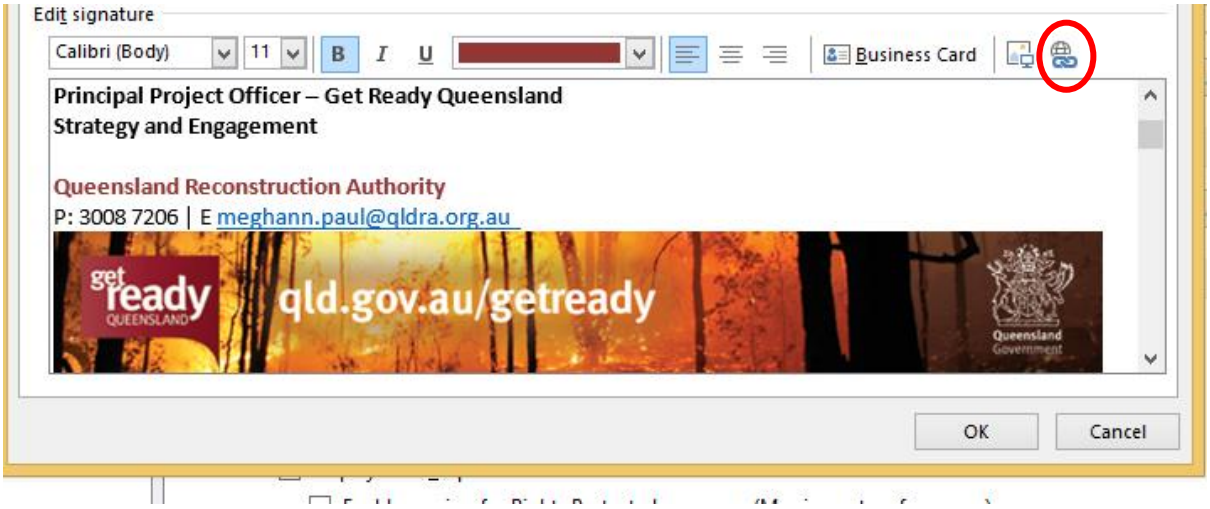
Step 4. Click Signatures - the Signatures and Stationery dialog will open.



Step 5. In the Edit signature section click the image button .

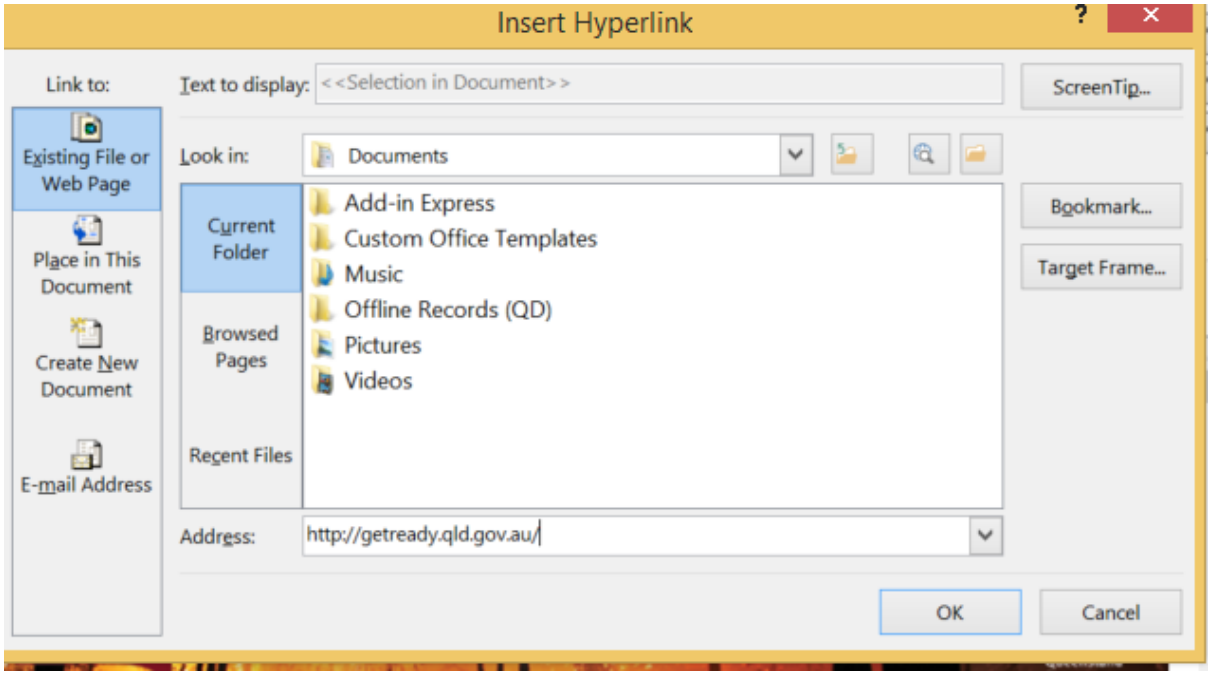
Step 6. Find the image in your drive, and click insert.

Click on the image and then select the Hyperlink button.



Step 7. Insert the following text into the address

http://getready.qld.gov.au



All done!