

Available Marketing Resource



Focus areas

- How marketing fits within the operating structure
- Community Solutions Marketing Team
- Marketing's role as an enabling function
- Focusing on high-impact marketing activity
- Marketing request process
- Marketing support FAQs

Operating model



Who are Community Solutions Marketing?

Who	Role	Focus	Responsibility
Leah Holmes	Marketing Team Leader	Leah's initiatives centre on Community Solutions Marketing Strategies and implementation, driving growth and supporting Community Solutions in realising key business goals.	<ul style="list-style-type: none"> • Team management • Business Partner • Marketing strategies and implementation • Budget management
Ebony Hutton	Marketing Advisor	Ebony & Rachel are responsible for supporting and executing marketing campaigns with the goal to increase awareness, engagement and customer acquisition and retention.	<ul style="list-style-type: none"> • Campaigns • Stream leader meetings • Test & learn campaigns • Campaign events • Projects • Local Area Marketing requests • Events (Event kit audit, Events) • Marketing Administration • Projects (Annual Event review, etc) • Social media content and channel owner • Email marketing & automation • Digital advertising
Rachel Crawford	Marketing Advisor		

Branding - Community Solutions and BRACE

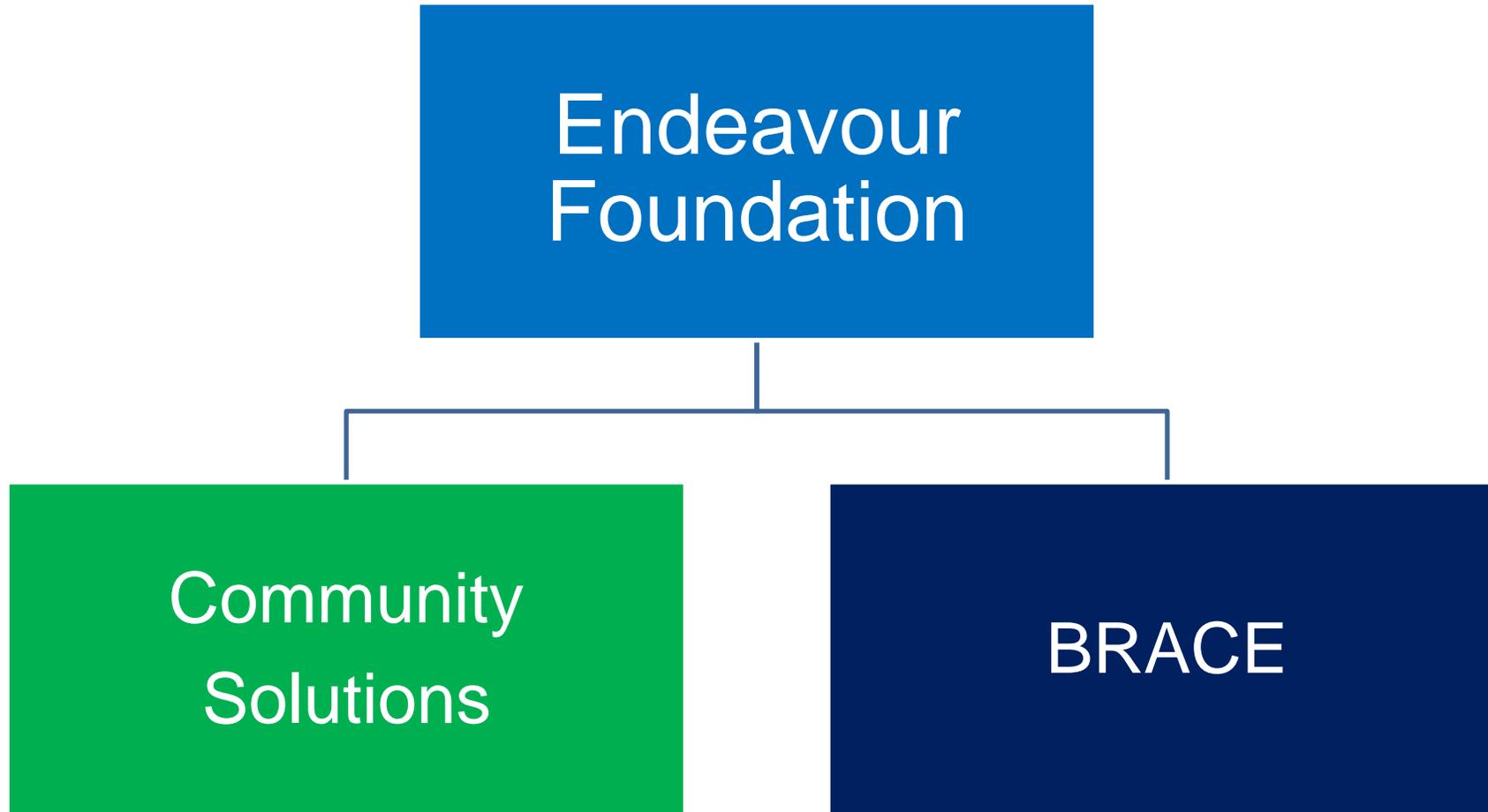
It's important to make the distinction between Community Solutions which is the external facing brand name and Community Solutions Group which is our legal business name. The business should not be called Community Solutions Group, CSG, CSG Ltd or BRACE Ltd in any communications unless for legal purposes.

For further clarification:

- Legally registered business name: Community Solutions Group LTD and BRACE LTD.
- Registered training names: Community Solutions and BRACE.
- The use of the CSG acronym and logo causes confusion when engaging with stakeholders, etc. As such, please do not use CSG visually or verbally. Community Solutions and BRACE are preferential and accurate.

Brand - Registered Trading Name	Legally Registered Business Name	Parent Entity	Trading Contracts / Services
Community Solutions	Community Solutions Group Ltd	Endeavour Foundation	<ul style="list-style-type: none"> • Disability Employment Services • Workforce Australia • ParentsNext • Skilling Queenslanders for Work • Apprenticeships & Traineeships (GTO) • School Leavers Employment Support • COSY • B2B Recruitment • Support Coordination • Specialist Behaviour Support • Psychology • Play Therapy
BRACE	BRACE Ltd	Endeavour Foundation	<ul style="list-style-type: none"> • Vocational Training • Foundation Skills

How Community Solutions and BRACE fit within Endeavour Foundation.



The key pillars that make up Community Solutions and BRACE.

Employment

- Workforce Australia (WFA)
- Disability Employment Services (DES)
- ParentsNext
- Skilling Queensland for Work
- School Leaver Employment Support
- Youth Programs

Specialist Services

- Behaviour Support
- Support Coordination
- Therapeutic Services
- WorkReady Psychology



Education & Training (BRACE)

- Vocational Training Courses
- Foundation Skills Courses
- National Disability Coordination Officers

Apprentices & Training

- Apprenticeships
- Traineeships
- Pre-apprenticeships
- Mentoring

Marketing – ‘Our role’ as an enabling function

Community Solutions Marketing

- **‘Proactive’ marketing – 70% of Marketing resource**
 - Marketing are focused on building and strengthening our brand, whilst enabling growth across our core Employment, NDIS and Education and Training contracts and programs. They achieve this through high impact activities.
 - Marketing also support with growth marketing strategies.
- **‘Reactive & Enabling’ marketing – 30% of Marketing resource**
 - More commonly known to the business as a ‘Marketing Request’. These are made up of:
 - Social Media posts
 - Print & flyer requests
 - Signage
 - Ad hoc events
 - Good news stories
 - Webpage updates.

Communications and Engagement

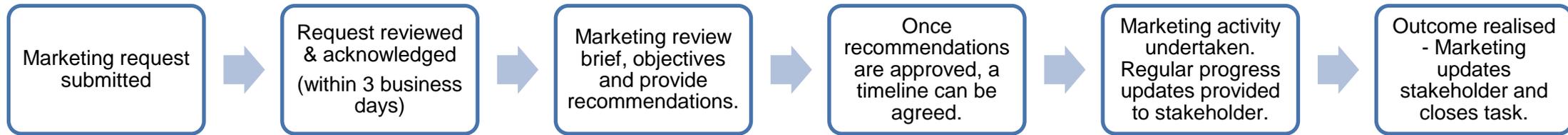
- Formerly known as the Advocacy, Communications and Engagement team or #TeamACE.
- Communications and Engagement are responsible for providing professional, timely, relevant and compassionate communication and engagement with stakeholders:
 - Specific projects
 - Updates and changes impacting existing customers or staff
 - Emergency communications (disasters, emergency situations, staff or customer safety risks).
 - Find out more [here](#).
- Communications and Engagement also support with internal communications via channels such as:
 - #TeamPossible newsletter.
 - Your Weekly update newsletter.
 - Connections is a monthly newsletter (end of month) distributed to people we support, families and carers.
 - Our internal intranet has all the information you need to know about Endeavour Foundation and Community Solutions. As well as [how to request Communications and Engagement Support](#).

What does this mean for you?

With any Marketing request, it’s important to engage marketing as earlier as possible to ensure resource and budgets are available. With regards to ensuring your ‘proactive’ needs are planned for, please ensure you liaise with your GM ahead budgeting and the annual planning season.

Marketing Request Process

The [marketing request process](#) enables all Community Solutions stakeholders marketing needs to be heard and managed. These could contribute to high-impact activities. In the most part, these requests support local area initiatives.



Request type	Estimated Timeframe for Delivery (minimum)
Ad Hoc Events (e.g. school careers days)	4 weeks lead time
Paid Events (e.g. career expos, Regional Disability Expos)	To be established in approved event calendar
Print Existing Brand Material	2-3 weeks lead time
Update Brand Material	2-3 weeks lead time
New Brand Material	4 weeks lead time
Signage	8 weeks lead time
Social Media Post	2-3 days lead time
Good News Story	4-6 weeks lead time
Edit Webpage (small)	1-2 weeks lead time

Please note:

- Pre-planned activity and engaging with Marketing early will enable successful implementation of activities.
- These timeframes are a guide only and are dependent upon Marketing’s current workload, approval times, revisions, level of detail provided and stakeholder engagement.

Marketing support - FAQs

Questions	Answer
How are Marketing proactive initiatives decided?	<ul style="list-style-type: none"> Marketing develop and deliver strategies based on the organisational strategy and portfolio goals. High-impact strategies (please refer to slides 9 and 10 what is high impact marketing) and annual marketing plans are agreed upon by both General Managers (GMs) and Marketing for implementation.
What should I engage Marketing with?	<ul style="list-style-type: none"> Growth strategies (Including campaigns, events, brand, etc) Services changes Ad hoc requests for: print & flyers, signage, social content, adhoc events, good news stories & case study development; & webpage updates.
What support can I expect to receive	<ul style="list-style-type: none"> Recommendations based on business needs Facilitation of content development, social media posts, signage development and collateral orders Development of external communication materials
How do I engage Marketing?	<ul style="list-style-type: none"> Via the Marketing Request process Via your leader – Marketing work closely with all GMs to create and implement marketing growth strategies.
When should I engage with Marketing?	<p>At conception of project / service / idea (as early as possible) to ensure:</p> <ul style="list-style-type: none"> Clarity around strategy / need / objectives Resources and budgets are considered and locked in to enable outcome to be achieved
What is the purpose of a ‘Marketing request’?	<ul style="list-style-type: none"> Enables teams to be heard and to access marketing support on an ad hoc basis Enables Marketing to allocate and manage resources effectively.
How long will it take for my marketing request to be actioned?	<ul style="list-style-type: none"> This depends on the marketing need. Often case-by-case. View Marketing’s timeline guide.
How is work allocated?	<ul style="list-style-type: none"> Marketing will review all marketing supports required and allocated to marketing plans based on priority and capacity available. Timelines will be discussed and agreed with stakeholders. Where requested activity exceeds available capacity, this will then be prioritised with GMs. Each Marketing team member has role to deliver. Activities are assigned to team members based on their responsibility and capacity.
What are branded resources and how do I access them?	<ul style="list-style-type: none"> Powerpoint slides, letters, invitations Visit the intranet to access and download branded resources.
How do I order business cards?	<ul style="list-style-type: none"> Business card ordering sits outside of Marketing's accountability. Please speak to your leader for business card orders.
How do I order Lanyards?	<ul style="list-style-type: none"> Ordering Lanyards sits outside of Marketing's accountability. Please speak to Front of House - kellie.czosnek@communitysolutions.org.au

High-impact marketing

What is high-impact marketing activity?

✓ Activities that have a high-impact on Community Solutions bottom line.

Some examples:

- Campaign strategies
- Brand strategy
- Digital strategy
- Content strategy
- Media strategy



Example of high-impact

Brand Campaign and Disability Employment Services Campaign

See a summary of minimum resource that go into high-impact campaigns:

- **Strategy & planning**
- **Content & marcomms** (e.g., emails, collateral, web and ad content, scripts, case studies, value propositions, video, photography)
- **Campaign tactics** (including digital, press, events)
- **Digital innovations** (optimisation, online user experience / journey maps, pathways to enquire, search visibility, website management)
- **Media** (strategies, written media releases, media guidance and training)
- **Social media** (content, channels)
- **Data** (performance)
- Ongoing **reviews and optimisations**
- And more.

