Workforce diversity census communication toolkit

Key messages

Inclusion and diversity

* As the state’s largest employer, we recognise the value in diversity and the benefits of leveraging the experiences and perspectives of all employees.
* The sector’s new [Inclusion and diversity strategy 2021–2025](https://www.forgov.qld.gov.au/inclusion-and-diversity-commitment) outlines a vision for a Queensland public sector for all, where everyone feels safe, respected and included.
* The Queensland public sector has committed to systemic change to create more inclusive and diverse workplace cultures where every employee can thrive.

Purpose of the communication campaign

* For many years employee diversity profile data has been collected within agencies, de-identified and provided at a high-level to enable an understanding of the entire [Queensland public sector workforce](https://www.forgov.qld.gov.au/queensland-public-service-workforce-statistics) diversity profile.
* In the past 12 months, there has been significant work to update our diversity definitions – aligning with national standards, contemporary language, and broadening definitions (e.g. recognising Australian South Sea Islanders, including non-binary as a gender option, and broadening scope for people from culturally and linguistically diverse backgrounds).
* For these reasons, all employees are being asked to consider the updated categories available to them and to take the time to ensure that their diversity data is up-to-date.
* Having accurate diversity data about our workforce can signal where initiatives are succeeding or where efforts might need to be focused for better future outcomes.
* Without data to give us a clear picture of what our Queensland public sector workforce looks like we won’t know what to celebrate, or what to improve. We can’t know this unless our employees provide us with their diversity profile.

Communication campaign

General

* Big change starts with you.
* By taking one small action and providing accurate information, you can help us understand our workforce profile, so we can implement the right programs for our employees.
* You can be confident that your information will be used in accordance with the [*Information Privacy Act 2009*](https://www.legislation.qld.gov.au/view/pdf/inforce/2017-06-05/act-2009-014), that your agency is bound by. The information you provide will be used for statistical purposes only and no information identifying you personally will be disclosed to any agency or person.
* By having a diverse and inclusive workplace, we can benefit from the different talents, experiences, and perspectives of all employees.
* The Queensland public sector recognises that a broad range of perspectives, approaches and ideas makes us a stronger, more creative public sector, better able to engage with and serve the community.
* As an employer, the Queensland public sector values who you are as an individual – the whole you.
* The Queensland public sector is committed to creating a public sector that is representative of the community we serve and where all employees feel safe, respected and included.
* This campaign is an initiative of the Public Service Commission on behalf of the Queensland public sector, and as part of our ongoing commitment to building an inclusive and diverse workforce.
* Update your diversity information now!

How to update your diversity information

**Payroll system:**

* Follow these steps to update your diversity information:
* log into payroll system
* select the tab which contains personal information
* check and update your diversity information
* save your changes.

**Paper-based form:**

* Visit our intranet homepage to find out how to update your diversity information.

Privacy and confidentiality

**Payroll system:**

* To help us, help you, and create a more diverse and inclusive workplace, please check and update your diversity information in ESS now (insert agency link).
* It will take less than five minutes to complete, and you can be confident that your information will be used in accordance with the [*Information Privacy Act 2009*](https://www.legislation.qld.gov.au/view/pdf/inforce/2017-06-05/act-2009-014)*.*
* The information you provide will be used for statistical purposes only and no information identifying you personally will be disclosed to any agency or person.
* Your data, once on file, is only accessible by appropriately authorised officers within your agency and shared-service provider.

**Paper-based form:**

* To help us, help you, and create a more diverse workplace, please complete the Workforce diversity census form (insert link to agency form or link to [sector-wide form](https://www.forgov.qld.gov.au/census)) and email to [XX@XX.qld.gov.au](mailto:XX@XX.qld.gov.au)
* It will take less than five minutes to complete, and you can be confident that your information will be used in accordance with the [*Information Privacy Act 2009*](https://www.legislation.qld.gov.au/view/pdf/inforce/2017-06-05/act-2009-014)*.*
* Your information will be entered into our payroll system by authorised officers for the purposes of data entry only.
* Your completed form will be confidentially destroyed once the data has been entered.
* Your data, once on file, is only accessible by appropriately authorised officers within your agency and shared-service provider.

More information

* Visit [Workforce diversity census](https://www.forgov.qld.gov.au/census), including frequently asked questions, to learn more.

Agency staff emails

Email to employees

**Subject line:** Big change starts with you!

Colleagues

Big change starts with you… update your diversity information today.

By taking one small action and providing accurate information, you can help us understand our workforce profile, so we can make changes needed to see greater gains. It’s about ensuring we have the right programs in place for our workforce.

To help us, help you, and create a more diverse and inclusive workplace, please check and update your diversity information in ESS now (insert agency link).

It will take less than five minutes to complete, and you can be confident that your information will be used in accordance with the [*Information Privacy Act 2009*](https://www.legislation.qld.gov.au/view/pdf/inforce/2017-06-05/act-2009-014).

The information you provide will be used for statistical purposes only and no information identifying you personally will be disclosed to any agency or person.

Your data, once on file, is only accessible by appropriately authorised officers within your agency and shared-service provider.

(Alternative content for those who do not have ESS and/or need to use a paper-based form).

To help us, help you, and create a more diverse workplace, please complete the Workforce diversity census form (insert link to agency form or link to [sector-wide form](https://www.forgov.qld.gov.au/census)) and email to [XX@XX.qld.gov.au](mailto:XX@XX.qld.gov.au)

It will take less than five minutes to complete, and you can be confident that your information will be used in accordance with the [*Information Privacy Act 2009*](https://www.legislation.qld.gov.au/view/pdf/inforce/2017-06-05/act-2009-014).

Your information will be entered into our payroll system by authorised officers for the purposes of data entry only.

Your completed form will be confidentially destroyed once the data has been entered. Your data, once on file, is only accessible by appropriately authorised officers within your agency and shared-service provider.

Even if you believe you have provided your diversity details before, we ask you to check this information as over time, some of this data may have become out-of-date.

As part of Queensland’s largest employer, we are uniquely placed to help create a Queensland public sector for all, where everyone feels safe, respected and included. We can also benefit from the different talents, experiences, and perspectives of all our employees.

This is an initiative of the Public Service Commission on behalf of the Leadership Board, and as part of the sector’s new [Inclusion and diversity strategy 2021–2025.](https://www.forgov.qld.gov.au/inclusion-and-diversity-commitment)

Visit [Workforce diversity census](https://www.forgov.qld.gov.au/census) or contact our Human Resources unit on (insert phone number) or [XX@XX.qld.gov.au](mailto:XX@XX.qld.gov.au) for more information.

Regards  
<Insert name>  
<Insert position title>

Follow up email to employees

**Subject line:** Reminder… it’s time to make your data count!

Colleagues

Recently I sent you an email, asking you to update your diversity information to help us better understand our workplace diversity profile.

If you have not had a chance to update your diversity information, I encourage you to do so.

Simply login into our payroll system (insert agency link) and select **Personal** from the **Employee tab**, update your details, and hit save.

(Alternative sentence for those who do not have ESS and/or need to use a paper-based form).

Simply complete the Workforce diversity census form (insert link to agency form or link to [sector-wide form](https://www.forgov.qld.gov.au/census)) and email to [XX@XX.qld.gov.au](mailto:XX@XX.qld.gov.au)

It will take less than five minutes to complete, and you can be confident that your information will be used in accordance with the [*Information Privacy Act 2009*](https://www.legislation.qld.gov.au/view/pdf/inforce/2017-06-05/act-2009-014).

Your information will help us better understand our workforce profile, ensure we have the right programs in place for our workforce.

I am committed to systemic change, creating more inclusive and diverse workplace cultures where you all can thrive and bring your authentic self to work.

Visit [Workforce diversity census](https://www.forgov.qld.gov.au/census) or contact our Human Resources unit on (insert phone number) or [XX@XX.qld.gov.au](mailto:XX@XX.qld.gov.au) for more information.

Regards  
<Insert name>  
<Insert position title>

Taglines

**Big change starts with you**

Change happens in our workplace when everybody counts. Update your diversity information today.

Link to: agency intranet site or [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census)

**It’s time to make your data count**

Help us implement the right workplace programs for you. Update your diversity information today.

Link to: agency intranet site or [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census)

Agency eNewsletter copy

**Big change starts with you**

By taking one small action and providing your diversity information, you can help us implement the right programs for our employees and build more diverse and inclusive workplaces.

Check and update your diversity information now (insert agency payroll system link).

(Alternative sentence for those who do not have ESS and/or need to use a paper-based form).

Print and complete the Workforce diversity census form (insert link to agency form or link to [sector-wide form](https://www.forgov.qld.gov.au/census)) and email to [XX@XX.qld.gov.au](mailto:XX@XX.qld.gov.au)

It will take less than five minutes to complete, and you can be confident that your information will be used in accordance with the [*Information Privacy Act 2009*](https://www.legislation.qld.gov.au/view/pdf/inforce/2017-06-05/act-2009-014).

Help us create inclusive workplaces where everyone feels safe, respected and included.

Visit our intranet for more information (or link to [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census)).

Social media content (e.g. Linkedin non-sponsored content) – can be tailored to suit agency needs

|  |  |
| --- | --- |
| Image | Content |
|  | As part of Queensland’s largest employer, we ask you to update your diversity information today.  By taking one small action and providing your diversity information, you can help us implement the right programs for our employees.  Change happens in our workplaces when everybody counts.  Find out how you can update your diversity information at: [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census) |
|  | As part of Queensland’s largest employer, we ask you to update your diversity information today.  By taking one small action and providing your diversity information, you can help us implement the right programs for our employees.  It’s time to make your data count.  Find out how you can update your diversity information at: [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census) |
|  | Change happens in our workplaces when everybody counts.  That’s why we’re asking you to update your diversity information today to help us build more diverse and inclusive workplaces.  Find out how you can update your diversity information at: [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census) |
|  | It’s time to make your data count.  We encourage you to update your diversity information today to help us build more diverse and inclusive workplaces.  Find out how you can update your diversity information at: [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census) |

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| Item | Image | Text |
| Web/intranet banner | 373 x 189 pixels | **Big change starts with you**  Change happens in our workplace when everybody counts. Update your diversity information today.  Link to: agency intranet site or [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census)  **It’s time to make your data count**  Help us implement the right workplace programs for you. Update your diversity information today.  Link to: agency intranet site or [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census) |
| Web/intranet banner | 1350 x 300 pixels |
| Web/intranet banner | 150 x 150 pixels |
| Web/intranet banner | 300 x 150 pixels |
| Web/intranet banner | 300 x 150 pixels |
| Web/intranet banner | 500 x 200 pixels |
| Screensaver |  |  |
| Poster |  |  |
| Vision 6 promo ad |  | Link to: [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census) |
| A5 eNewsletter advert |  | Link to: [www.forgov.qld.gov.au/census](http://www.forgov.qld.gov.au/census) |
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