



**Government
of South Australia**

Department of the Premier and Cabinet Circular

**DPC Circular 26: INTERSTATE RECRUITMENT ADVERTISEMENTS
“MAKE THE MOVE” POSITIONING STATEMENT**

January 2011

Summary

This circular relates to the application of the positioning statement *Adelaide/South Australia. Make the Move* to all interstate and overseas recruitment and employment advertising and promotion undertaken by government agencies.

Approval by the Premier's Communications Advisory Group (PCAG) is required for Interstate or Overseas recruitment advertising. Please contact the Strategic Communications Unit (SCU) for more information.

Strategic Communications Unit (SCU)

Department of the Premier and Cabinet

www.premcab.sa.gov.au/stratcomms

Email: stratcomms@saugov.sa.gov.au

Phone: 8204 9178

Fax: 8204 9189

Background

"*Make the move.*" is the positioning statement developed by Department of Trade and Economic Development for all advertising and communication material promoting interstate and overseas migration to Adelaide/South Australia.

In May 2005, the Cabinet Communications Committee resolved that the *Make the Move* positioning statement be added to all government recruitment and employment advertisements placed in interstate press and print media in order to ensure consistency of message across all advertising and communication targeted to potential migrants.

The Government of South Australia logo is also to be incorporated into the body of the advertisement, as per the *Government of South Australia Branding Guidelines*.

In December 2005, Cabinet endorsed the *South Australia. A Brilliant Blend* brand as a consumer marketing device to promote South Australia as an ideal place to live and work. As migration is an important sector covered by the *South Australia. A Brilliant Blend* brand, the *Make the Move* positioning statement has been amended to work in conjunction with *South Australia. A Brilliant Blend* by incorporating the same graphic treatment and the star motif within communication materials.

Interstate and Overseas Recruitment – Mandatory Requirements

The inclusion of *Make the Move* in the manner prescribed in this circular is mandatory for all government departments and agencies when recruiting for interstate or overseas candidates.

Make the move must be included on all advertising and promotional material irrespective of whether the advertisements are placed by a recruitment agency or directly by the government agency.

Design

Interstate and overseas recruitment and employment advertising and promotion undertaken by government agencies must include the following three elements:

1. *Make the Move* positioning statement

- May be either *South Australia. Make the move* or *Adelaide. Make the move*.
- Must be presented in prescribed typeface and underlined by a crayon mark that reflects the primary colour suite of the star motif (yellow, red, blue, mono or white) as per the *South Australia. A Brilliant Blend Brand Identity Handbook*.
- Ideally positioned at the base of advertising and promotional material.
- Aligned, where possible, to the position of the star motif. For example, if the star forms part of the left-hand border at the base of the material, then *Make the Move* should sit flush left on one line.

2. The *South Australia. A Brilliant Blend* star motif

- Must feature within the advertisement or promotional material.
- Creative executions including use of the star as a watermark, or the star forming part of a border are acceptable.
- The *South Australia. A Brilliant Blend* logo can be used in addition to, or in instead of, the star motif. However, the logo must be placed to the right of the *Make the move* positioning statement.

3. The Government of South Australia logo or agency specific variant

- This should appear as per the *Government of South Australia Branding Guidelines*

Examples of acceptable use of these elements are included as an appendix to this document.

Obtaining Positioning Statements and Logos

Electronic versions (in jpeg format) of the *Make the move* positioning statements, star motif and Government of South Australia logos are available from www.premcab.sa.gov.au/stratcomms for supply to your graphic designer or recruitment agency.

To obtain the complete *South Australia. A Brilliant Blend* logo please contact the Strategic Communications Unit.

NB: Graphic designers and recruitment agencies must only use original artwork.

Example recruitment ads – standard template (full colour)



Government of South Australia
Attorney-General's Department

SENIOR SYSTEMS ANALYST

**NISL ULLAM EUIS NIT
ACCUMSANDIT VELENT**

**ilquis num ea core dolobor sit prat
inclit at. Gait lorperostio
do estis am, coreet lorem atisi**

Lut acil exeraes equatet il utatuer cidunt nullandee velenim etum vel il ipsum nos dolessit la accusa ndignis exeriliquat esed molobore minim zziure tie faccum dionsed et la at iureet, sed molorper sed dolendre con eliquam, consenssit wis doloreet acilla feui blam ipsustie magna aut wis duissequi tionulla feum alit ip etum doloboreet dolum dolenis alis adion exer senibh essim dolore ming et, sed diamconse conummy nullutat, sequam doloborem vulputat niam zzrit incing eum dolenit.

Job and Person Specifications and enquiries to: Ro diamet illutat lum iliquipis dip ex eugiamc ommodit d mod te magna feu facilisit at in ullaoreet.

Applications to: Quis nostrud dit landrem dolobore elesi bla am ing et wis dolore magnim dolorperatie tin henibh eraestrud eugue feugue core tio odolobor autat is nullam, volore estrud

Applications Close:
Ro diamet illutat lum dip

Adelaide. Make the move.



Government of South Australia
Attorney-General's Department

SENIOR SYSTEMS ANALYST

**NISL ULLAM EUIS NIT
ACCUMSANDIT VELENT**

**ilquis num ea core dolobor sit prat
inclit at. Gait lorperostio
do estis am, coreet lorem atisi**

Lut acil exeraes equatet il utatuer cidunt nullandee velenim etum vel il ipsum nos dolessit la accusa ndignis exeriliquat esed molobore minim zziure tie faccum dionsed et la at iureet, sed molorper sed dolendre con eliquam, consenssit wis doloreet acilla feui blam ipsustie magna aut wis duissequi tionulla feum alit ip etum doloboreet dolum dolenis alis adion exer senibh essim dolore ming et, sed diamconse conummy nullutat, sequam doloborem vulputat niam zzrit incing eum dolenit.

Job and Person Specifications and enquiries to: Ro diamet illutat lum iliquipis dip ex eugiamc ommodit d mod te magna feu facilisit at in ullaoreet.

Applications to: Quis nostrud dit landrem dolobore elesi bla am ing et wis dolore magnim dolorperatie tin henibh eraestrud eugue feugue core tio odolobor autat is nullam, volore estrud

Applications Close:
Ro diamet illutat lum dip

South Australia. Make the move.

Example recruitment ads – within existing Agency template (mono)



Government of South Australia
Department for Families
and Communities

Principal Aboriginal Consultant

**Accumsandit Velent
Iliquis num ea core dolobor sit prat
Incilit at. Gait lorperostio
Do estis am, coreet lorem atisi**

Duties: Lut acil exeraes equatet il utatuer cidunt nullandre velenim etum vel il ipsum nos dolessit la accumsa ndignis exerilquat esed molobore minim zziure tie faccum dionsed et la at iureet, sed molorper sed dolendre con eliquam, consenissit wis doloreet acilla etum doloboreet dolum dolenis alis adion exer senibh essim dolore ming et, sed diamconse conummy nullutat, sequam doloborem vulputat niam zzzit incing eum dolenit.

Essential Minimum Qualifications: Vel duiscipsumSequat, quat. Duissent pratisim at nullamet ulla acipit, quat wisim at lorper in eril enisil dit nulput nonum aliquisl etuer ad dolor sumsan ute te digna aut amet.

Enquiries To: Is nullam, volore estrud mod te magna feu facilisit at in ullaoreet do et praestin utem alis adio

Job and Person Specifications & Application Forms available from:

Is nullam, volore estrud mod te magna feu facilisit at in ullaoreet do et praestin utem alis adio

Applications Close: Ro diamet illutat lum di

Adelaide. Make the move.

www.dfc.sa.gov.au



Government of South Australia
Department for Families
and Communities

Principal Aboriginal Consultant

**Accumsandit Velent
Iliquis num ea core dolobor sit prat
Incilit at. Gait lorperostio
Do estis am, coreet lorem atisi**

Duties: Lut acil exeraes equatet il utatuer cidunt nullandre velenim etum vel il ipsum nos dolessit la accumsa ndignis exerilquat esed molobore minim zziure tie faccum dionsed et la at iureet, sed molorper sed dolendre con eliquam, consenissit wis doloreet acilla etum doloboreet dolum dolenis alis adion exer senibh essim dolore ming et, sed diamconse conummy nullutat, sequam doloborem vulputat niam zzzit incing eum dolenit.

Essential Minimum Qualifications: Vel duiscipsumSequat, quat. Duissent pratisim at nullamet ulla acipit, quat wisim at lorper in eril enisil dit nulput nonum aliquisl etuer ad dolor sumsan ute te digna aut amet.

Enquiries To: Is nullam, volore estrud mod te magna feu facilisit at in ullaoreet do et praestin utem alis adio

Job and Person Specifications & Application Forms available from:

Is nullam, volore estrud mod te magna feu facilisit at in ullaoreet do et praestin utem alis adio

Applications Close: Ro diamet illutat lum di

Adelaide. Make the move.

www.dfc.sa.gov.au



www.dfc.sa.gov.au

Example recruitment ads – Co-brand examples (mono)



Government of South Australia

Lut acil exeraes equatet il utatuer cidunt nullandre velenim etum vel il ipsum nos dolessit la accusa ndignis exeriliquat esed molobore minim zzriure tie faccum dionsed et la at iureet, sed molorper sed dolendre con eliquam, consenissit wis doloreet acilla feui blam ipsustie magna.

CLIMATE CHANGE CONSULTANT

iliquis num ea core dolobor sit prat incilit at. Gait lorperostio

Lut acil exeraes equatet il utatuer cidunt nullandre velenim etum vel il ipsum nos dolessit la accusa ndignis exeriliquat esed molobore minim zzriure tie faccum dionsed et la at iureet, sed molorper sed dolendre con eliquam, consenissit wis doloreet acilla feui blam ipsustie magna aut wisl duissequi tionulla feum alit ip etum doloboreet dolum dolenis alis adion exer senibh essim dolore ming et, sed dolenit.

Further Enquiries can be made by contacting: Ro diamet illutat lum iliquimodol estionu llummol oreriliquat vel inis npis dip ex eugiamc ommodit d mod te magna feu facilisit at in ullaoreet.

Position Descriptions can be obtained from: Quis nostrud dit landrem dolobore elessi bla am ihenibh eraestrud eio odolobor autat ls nullam, volore estrud.

Is nullam, volore estrud mod te magna feu facilisit at in ullaoreet do et praestin utem alis adion henibh et, sit vendit vel dolobor ad do con ut acing ex eu facin eliquat ummodol estionu llummol oreriliquat vel inis niam vullam, veraese dolenit augait incing er sit wisl ipsusti onulla facidui psciduipe eui te facil euismod modiatuer aliscillam ero odolorem nulla aliscil ulla feum doloreet, commy nullandio odo odolessi.

Applications Close: Ro diamet illutat lum dip

Adelaide. Make the move.

INSERT CO-BRAND
HERE

HN000100

www.addresshere.sa.gov.au



Government of South Australia

Lut acil exeraes equatet il utatuer cidunt nullandre velenim etum vel il ipsum nos dolessit la accusa ndignis exeriliquat esed molobore minim zzriure tie faccum dionsed et la at iureet, sed molorper sed dolendre con eliquam, consenissit wis doloreet acilla feui blam ipsustie magna.

CLIMATE CHANGE CONSULTANT

iliquis num ea core dolobor sit prat incilit at. Gait lorperostio

Lut acil exeraes equatet il utatuer cidunt nullandre velenim etum vel il ipsum nos dolessit la accusa ndignis exeriliquat esed molobore minim zzriure tie faccum dionsed et la at iureet, sed molorper sed dolendre con eliquam, consenissit wis doloreet acilla feui blam ipsustie magna aut wisl duissequi tionulla feum alit ip etum doloboreet dolum dolenis alis adion exer senibh essim dolore ming et, sed dolenit.

Further Enquiries can be made by contacting: Ro diamet illutat lum iliquimodol estionu llummol oreriliquat vel inis npis dip ex eugiamc ommodit d mod te magna feu facilisit at in ullaoreet.

Position Descriptions can be obtained from: Quis nostrud dit landrem dolobore elessi bla am ihenibh eraestrud eio odolobor autat ls nullam, volore estrud.

Is nullam, volore estrud mod te magna feu facilisit at in ullaoreet do et praestin utem alis adion henibh et, sit vendit vel dolobor ad do con ut acing ex eu facin eliquat ummodol estionu llummol oreriliquat vel inis niam vullam, veraese dolenit augait incing modiatuer aliscillam ero odolorem nulla aliscil ulla feum doloreet, commy nullandio odo odolessi.

Applications Close: Ro diamet illutat lum dip

INSERT CO-BRAND
HERE



HN000100

www.addresshere.sa.gov.au