

# COMMUNICATIONS & MARKETING TOOLKIT

2023

CELEBRATING



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Comments and questions regarding this document are welcome and should be addressed to:



**Australian Government**  
**Great Barrier Reef**  
**Marine Park Authority**

Great Barrier Reef Marine Park Authority  
280 Flinders Street  
PO Box 1379  
Townsville QLD 4810, Australia

**Phone:** (07) 4750 0700  
**Email:** [info@gbbrmpa.gov.au](mailto:info@gbbrmpa.gov.au)

[gbbrmpa.gov.au](http://gbbrmpa.gov.au)

The Great Barrier Reef Marine Park Authority acknowledges the continuing sea country management and custodianship of the Great Barrier Reef by Aboriginal and Torres Strait Islander Traditional Owners whose rich cultures, heritage values, enduring connections and shared efforts protect the Reef for future generations.

# Welcome

This year we celebrate 20 incredible years of the Reef Authority's Reef Guardian School program.

**We're delighted that you are on board with the program and thank you for your commitment to the Great Barrier Reef and coral reefs world wide.**

This 2023 toolkit is designed to accompany our **Reef Guardian School Style Guide** and contains various communication and marketing ideas and resources for your Reef Guardian School program in 2023.

Here you will find some handy hints and guidelines on how to promote your school's involvement in the program, your students' Reef guardianship actions, and all the wonderful sustainable initiatives your school has introduced.

If you have any questions about the Reef Guardian School brand or program, please contact

**Reef Education Team**

Great Barrier Reef Marine Park Authority

PO Box 1379  
Townsville Qld 4810

**Phone** (07) 4750 0700  
**reefguardians@gbmpa.gov.au**

# 2023 – a milestone year

In 2023 we are celebrating 20 years of the Reef Authority's Reef Guardian School program.

20 years of teaching and learning to raise awareness, understanding and appreciation for the Reef and its connected ecosystems.

20 years of positive actions from schools and local communities, contributing to Reef protection and resilience.

In the 20 years of the program, over 330 schools have been involved across Queensland and more than 350,000 students have attended a Reef Guardian School since 2003.

To celebrate the millstone, we have created a 'Celebrating 20 years' visual and we encourage you to join in on the celebrations and use this as part of your communication efforts in 2023.



# Logos

For 2023, we encourage you to use the below logos and visuals to join in the 20 year celebrations.

The logos available for download are designed for digital use, such as websites, e-newsletters and social media. If you would like to use the logo on an item to be professionally printed, such as a brochure or t-shirt, please contact us at reefguardians@gbrmpa.gov.au for access to the design files.

The logos supplied [here](#).

## Celebrating 20 years

### Full colour



RG20\_Celebrating.png

### Black



RG20\_Celebrating\_BLK.png

### White



RG20\_Celebrating\_Rev.png

## RGS | 20 year lock up

### Full colour



Reef\_Guardian\_School\_20Year\_Initiative\_RGB\_Logo.png

### Black



Reef\_Guardian\_School\_20Year\_Initiative\_RGB\_Logo\_Black.png

### White



Reef\_Guardian\_School\_20Year\_Initiative\_RGB\_Logo\_White.png

# Get creative

Here are some ideas for how to use the 20-year visual in your school and classroom.

## Screen Printing

Use the logo as a stencil and screen print sustainable products such as:

- **Calico tote bags or drawstring bags**  
These could be used as library bags or for beach clean-up events.
- **Canvas pencil cases or zip bags**  
Students could create a Reef-themed design to complement the 20-year logo.

## T-shirt/Hat

Use the Reef Guardian School | 20 year lock-up on commemorative shirts and/or wide rim hat for 2023 cohorts.

## In the Classroom

Print out the 20-year visual as a full page for in class colouring activities.



# Showcasing your school

## Communicating about your school's involvement in the Reef Guardian School program in 2023

We encourage you to keep your school community informed about the great work you and your students are doing, further amplifying the positive impact you are making through your participation in the program.

To this end, we have prepared some key messages and example posts and templates to help you do this. You can use the key messages in social media posts, school newsletters or any other way you would like to share your Reef Guardian School's story with your school community. You are also welcome to use the drafted posts and templates as they are, or adapt these to best suit your requirements.

### Key messages about the program

- The Great Barrier Reef Marine Park Authority's Reef Guardian School program began in 2003 to educate students, teachers, and their communities about the Great Barrier Reef and the threats to its sustainable future.
- The Reef Guardian School program provides teaching and learning opportunities that create awareness, understanding and appreciation for the Reef.
- Reef Guardian Schools have a proud history of achieving a wide range of Reef guardianship actions, such as engaging in citizen science activities to survey the health of coral reef ecosystems, planting native species to enhance habitat revegetation, reducing marine debris through beach clean-up events, and implementing recycling programs.
- The Reef Authority provides educational resources that cover a range of topics to teach and learn about the Great Barrier Reef including climate change, sea country connections, sustainability, wetlands, threats to the Reef, and biodiversity.

### Key messages about your school's involvement in the program.

- Our school is a Reef Guardian School, and we encourage teachers and students to undertake positive actions at school and in our local community to contribute to Reef protection and resilience. Our school has been involved in the program for XX years.
- We educate our students and the school community about the relationship between our everyday actions and the health of the Great Barrier Reef, inspiring our students and their families to make a positive difference in the environment.
- As a Reef Guardian School, we are part of a collaborative network of like-minded schools. We complete an annual action plan and share our achievements on the Reef Guardian Schools portal.
- We can network with other schools in the area and with our Reef Guardian partners to create some wonderful and inspiring projects for our school and our local environment.
- As part of our collaboration with the Great Barrier Reef Marine Park Authority, we have undertaken a variety of projects to protect the environment and the Great Barrier Reef.
- Our school is recognised by the Great Barrier Reef Marine Park Authority as a school that participates in activities that help to protect the Great Barrier Reef.
- Our involvement in the Reef Guardian School program sees us participate in the CLASS pillars of Reef guardianship:
  - **CARE** for the Reef and foster a sense of shared responsibility
  - **LEARN** to increase knowledge and understanding about the value of the Reef, how it is managed and the threats to its future
  - **ACT** for environmental sustainability and appreciate that all actions collectively matter
  - **SHARE** learnings with others to encourage wider positive influence, and act as
  - **STEWARDS** of the Reef, to build Reef resilience for future generations.
- The Reef Guardian School program has been in operation for 20 years and is now expanding its reach to inspire teachers, students and their communities all over the world to help protect their local reefs and waterways.

# Social media

Social media is a good way to share school events, photos and stories about all the great stewardship work being done by your school. This is great advertising for your school and is an excellent way to engage with your community.

Here are some ideas on the types of posts you can create to get you started.

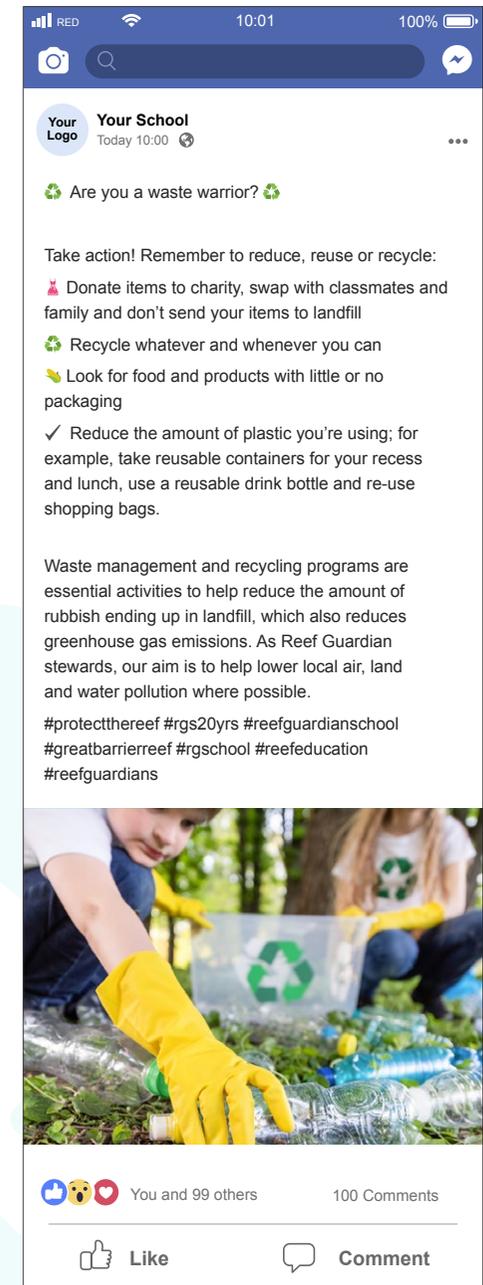
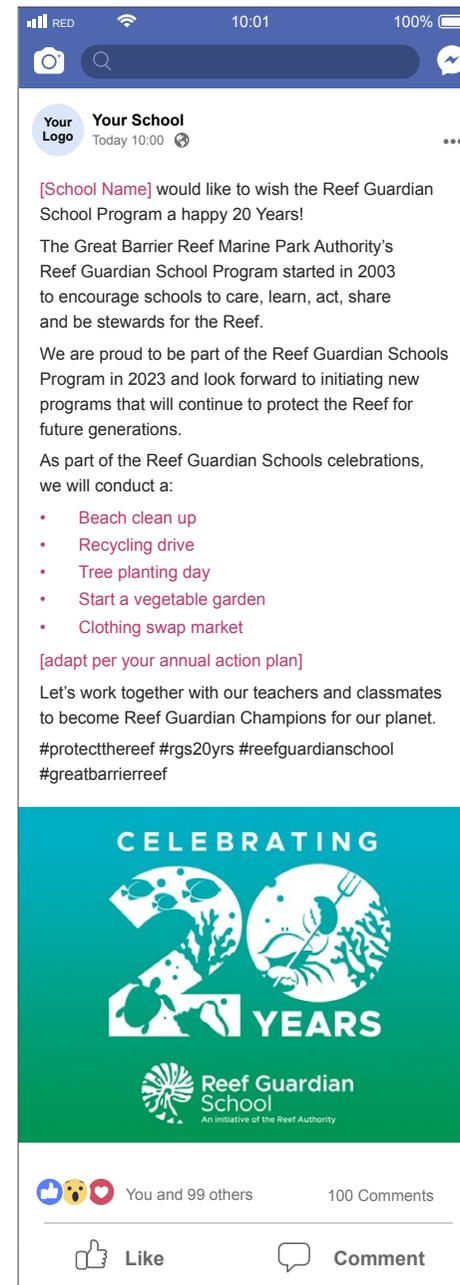
Please tag the Reef Authority in the post and make sure you use our hashtag #reefguardianschool

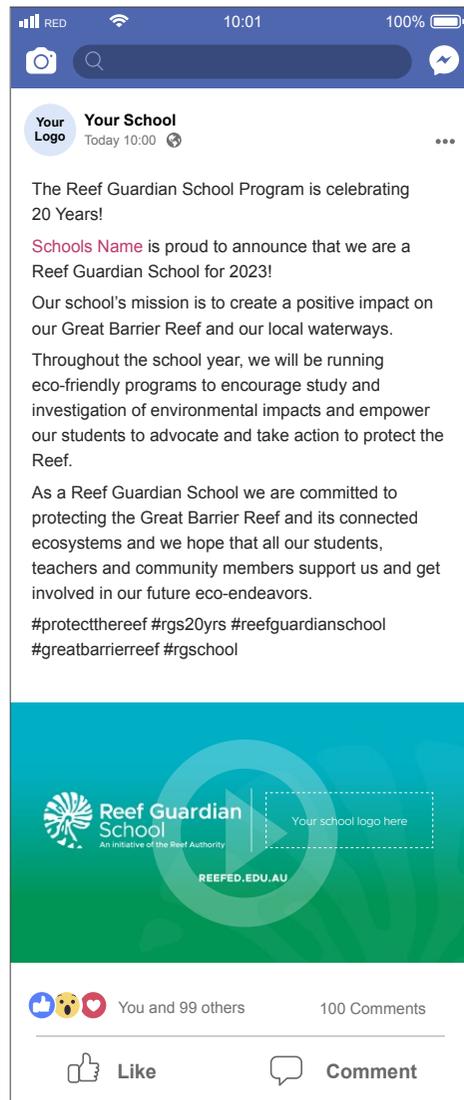
## Facebook

@GreatBarrierReefMarinePark

## Instagram and Twitter

@gbrmarinepark





# Media

Your school will no doubt be proud of your eco-achievements and want to let the world know. One way of doing this is by creating a media release and sending it off to media outlets to see if they would like to run a story on your school or event.

The following is a template of a media release your school could use as a base to get the word out there.

Remember all media releases should have at least one quote but two is even better.

Don't forget to reach out to partners such as your Reef Guardian Council to jointly celebrate the positive actions in your region.

Our communications team monitor the media activity for all Reef Authority programs and we're excited to see your stories reaching your community through local outlets.



Your school logo here

## Media Release

### **School Name** Champions for the Reef!

This year the Great Barrier Reef Marine Park Authority will be celebrating 20 outstanding years of the Reef Guardian School Program.

**School Name** is proud to announce their participation in Reef Guardian School program in 2023 with a mission to:

- **CARE** for the Reef and foster a sense of shared responsibility
- **LEARN** to increase knowledge and understanding about the Reefs values, how it is managed and the threats to its future
- **ACT** for environmental sustainability and appreciate that all actions collectively matter
- **SHARE** learnings with others to encourage wider positive influence, and act as
- **STEWARDS** of the Reef, to build Reef resilience for future generations.

As a Reef Guardian School, **School Name** will be running eco-friendly programs to encourage study and investigation of environmental impacts and empower students to advocate and take action to protect the Reef.

*"We want to help strengthen their inquiry learning, real-world problem solving and to embrace 'STEAM' – Science, Technology, Engineering, Arts and Mathematics," Principal said.*

*"There are so many talented young future eco leaders out there and it's great to be able to support them through the Reef Authority's, Reef Guardian School program". Teacher said.*

To celebrate 20 years of Reef Guardian Schools, **School Name** will be conducting a **Plastics Recycling Drive** where students, parents/guardians and the community can get involved and do their part in protecting the Great Barrier Reef.

Date: **Saturday 13 May**

Time: **11am to 3 pm**

Drop off zone: **School Name quadrangle**

The event will include gold coin donation sausage sizzle, live music from **School Name's** orchestra band and information from the Great Barrier Reef Marine Park Authority on how to help our environment and protect our Reef.

ENDS ...

### Links to any supporting school videos or images:

Education | gbrmpa  
[youtube.com/watch?v=ngHmGfBic&w](https://youtube.com/watch?v=ngHmGfBic&w)

### Contact:

**School Name**  
School media email address  
School contact number



Great Barrier Reef Marine Park Authority

PO Box 1379  
Townsville Qld 4810

Phone (07) 4750 0700  
Fax (07) 4750 6093  
[reefguardians@gbrmpa.gov.au](mailto:reefguardians@gbrmpa.gov.au)

[reefauthority.gov.au](http://reefauthority.gov.au)  
[reefed.edu.au](http://reefed.edu.au)

