

Policy

Brand, Communications and Media

MD-12-142

QUEENSLAND RAIL OFFICIAL



Policy statement

Brand, Communications and Media

Our Commitment

Queensland Rail is committed to ensuring its brand and image are consistently used in accordance with the expectations of the Board and responsible Ministers, and that we communicate with our stakeholders (including customers and the media) in a proactive, timely, transparent and respectful manner.

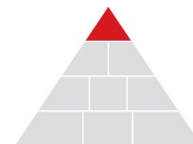
What we will do

To protect and enhance Queensland Rail's profile and reputation, we will:

- present the Queensland Rail brand and image in a way that is consistent with the vision, values and behaviours determined by the Board
- represent the Queensland Rail brand in line with the Government's objectives
- proactively communicate with internal and external stakeholders, including providing guidance on the correct use of Queensland Rail's brand identity
- provide timely, accurate and consistent information to relevant stakeholders
- respond to information requests including media enquiries in a timely, informative and disciplined manner; and
- be open, transparent and accountable.

Kat Stapleton
Chief Executive Officer

Version 4.0 | Updated on 01 April 2025

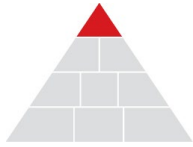


1 Responsibilities

The following establishes the broad accountabilities and responsibilities of the key internal stakeholders applicable to this Policy.

1.1 Who does what?

Who	What
Board	Responsible for the approval of Policy in accordance with legal and regulatory obligations, and to enable Queensland Rail's pursuit of opportunities aligned with its vision and values in an ethical and responsible manner.
Chief Executive Officer (CEO)	Leads Queensland Rail's implementation of and compliance with this Policy, by: <ul style="list-style-type: none"> communicating Queensland Rail's vision, and the importance of the Policy, to all Queensland Rail employees, and responding to recommendations made when this Policy is reviewed, to ensure the Policy remains up to date and relevant to Queensland Rail.
Executive Leadership Team (ELT)	Are accountable for leading the implementation of the Policy in their respective functions and ensuring this Policy has been complied with.
Group Senior Manager Brand, Reputation & Corporate Affairs (GSM BRCA) (Policy Owner)	Is the Business Function Owner (Policy Owner) and must: <ul style="list-style-type: none"> develop the Policy and enabling processes (i.e. Policy-related documents and systems) to ensure this Policy is reflected in Queensland Rail's operations; establish and maintain processes to provide Management and Board (at least annually) with visibility of Policy related implementation and performance, and review this Policy annually and provide recommendations to the ERC.
Manager Media & Government Affairs	Is the Content Developer for the Policy, on behalf of the Business Function Owner (Policy Owner).
Leaders of functions, areas and teams	Must: <ul style="list-style-type: none"> communicate the Policy to their employees, relevant contractors and consultants to ensure they understand the Policy, and demonstrate compliance with the Policy and are also responsible for leading the implementation in their respective functions, areas and teams develop process to enable implementation of policy requirements, and Management within Queensland Rail must implement assurance processes to enable achievement of business objectives and compliance with this Policy.
All employees, relevant contractors and consultants	Everyone who needs to make use of this Policy for work purposes must ensure that they understand and comply with this Policy.
Partner organisations	This role is unique to this Policy. Must read, understand and comply with this Policy, specifically the requirement to seek approval from Queensland Rail to use our brand identity.



2 Document history

2.1 Document information

Current Version	4.0
First Released	01 December 2011
Last Updated	01 April 2025
Review Frequency	Annually
Review Before	01 April 2026
Document Authoriser	Queensland Rail Board
Functional Owner	Group Senior Manager Brand, Reputation & Corporate Affairs (GSM BRCA)
Content Developer	Manager Media & Government Affairs
Audience	All employees, relevant contractors and consultants

2.2 Document amendment history

Version	Date	Section(s) Amended	Summary of Amendment
4.0	01/04/2025	Whole document	Transfer ownership to delegated Business Function Owner
3.5	08/04/2024	Whole document	Updated version and next review.
		1.1	Amended responsibilities for Policy Owner, Content Developer and Leaders to provide for practical application.
3.4	04/08/2023	Whole document	Updated next review, version and Content Developer.
3.3	05/08/2022	Whole document	Updated position titles and governance.
		1.1	Changes to further clarify the accountabilities and responsibilities, aligned to Policy ownership and business implementation.

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