

Legal Services Unit

To be there when we're needed

Providing legal support
to our business units
including Review Unit,
Appeals Unit and Health
and Tribunal Services



At Your Service

With new leadership and a fresh outlook, Q-COMP is now an outwardly focused organisation. Q-COMP's customer oriented approach can be seen through their freshly styled marketing communications.

Q-COMP's function is to regulate the fair and efficient operation of workers' compensation in Queensland. "We are uniquely placed in the Queensland workers' compensation scheme," says Karen Matthews, Communications Advisor. "We have a range of diverse services, from regulator, educator and facilitator of legal and medical dispute resolution."

Since Q-COMP started in 2003, its primary focus has been on technical proficiency and compliance with legislation. A new CEO, leadership team and a fresh outlook, has enabled a transformation to an outwardly focused organisation, with high priority on delivering excellence, maximum stakeholder satisfaction and the best competitive edge.

"Our CEO, Elizabeth Woods, wanted our focus and determination on excellent customer service and professionalism to be reflected in our brand," explains Karen. "Our key messages needed to be highly visible and recognisable by our customers and stakeholders."



"Our brand was also due for a tidy-up. We had a number of looks being used across different media, such as our printed publications and website, as well as different colours, typography and inconsistent use of graphics and images," says Karen. "Our brand manual was also in need of an update. We had a limited scope on how our brand should be applied and no clear direction and guidelines for its usage. We needed a solid brand strategy, one we could stand behind and be confident in pulling together our communications materials."





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Karen Matthews, Communications Advisor, Q-COMP.

“Our brief to the designers was to develop a brand concept which reflected our new approach to business,” says Karen. “We wanted a fresh, clean and modern look. It needed to show we are an open, transparent and innovative organisation, focused on building strong and adaptable relationships with our customers and stakeholders.”

Tell Graphic Designer, Damian Gibson describes his approach to the brief: “It was very important with this project that the design would be simple for the inhouse communications team to use across a variety of media, while at the same time reflecting the organisation’s fresh new customer focus. The solution we came up with was quite straightforward for Q-COMP to implement.”

“The idea for the dot motif came from the negative space within the Q-COMP logo,” says Damian. “This has then been applied through repetition in the form of a pattern. Also the rationalisation of Q-COMP’s corporate colours to just two enhances consistency and saves money on printing. Recommendations for other supporting graphics and typography completed the refresh.”



“The result is an open and honest brand that reflects the organisation’s renewed emphasis on service,” says Damian.

After inviting three design studios to present potential concepts, Tell was selected to design and implement Q-COMP’s brand refreshment. “We put forward Tell as the winning studio to our CEO, based on a combination of their design concept as well as their track record in exceptional service and delivering creative and unique ideas,” says Karen.

Karen described the brand refreshment a year on: “We have received so many positive comments on our new look, especially from our employees. They love seeing their ideas and content turned into professional and creative communication pieces with a smart new look. It’s helped to reinforce an area of our strategic focus – having pride in our service – as well as strengthening our brand identity with our customers and stakeholders.”

At the Q-COMP expo, the newly refreshed collateral all came together. “We had excellent feedback on our communications material, our website and the signage around the venue,” says Karen. “We were hearing the words ‘professional, innovative, clean and open’ used to describe our new look throughout the day.”

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“My role at Q-COMP is to manage our brand and the way our communications collateral is presented to our customers and stakeholders,” says Karen. “I help to turn ideas and concepts into targeted, innovative and creative strategies and solutions to put Q-COMP forward as a leader in the industry. My background is in marketing and events management, with degrees in business (public relations) and journalism from the Queensland University of Technology.”

Karen Matthews, Communications Advisor, Q-COMP.



TIP
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Get management on-side

“Our CEO, Elizabeth Woods, has been committed to Tell’s design from the beginning,” says Karen. “Having Elizabeth on board and embracing our new look has definitely made it a success across our business.”