

**GRAB YOUR TORCHES,  
POWER PACKS AND WATER AND  
GET READY FOR STORM SEASON.**



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**PIVOT**



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With storm season fast approaching, the Queensland Government Reconstruction Authority needed an easy to use, online solution for 77 regional councils to order merchandise and printed collateral for their upcoming campaign.

**Customer:** Queensland Reconstruction Authority

**Industry:** State Government

**Challenges:** An easy to use online solution for 77 regional councils to order campaign collateral for their 2017/2018 Get Ready Storm Season campaign.

**Solution :** A customised PIVOT portal including web2print and static products, warehousing, kitting and distribution. Online payment facilities.

### Company Background

Between November 2010 and April 2011 Queensland was struck by a series of natural disasters. Cyclones Tasha and Anthony and severe tropical cyclone Yasi caused extensive flooding and destruction resulting in Queensland being declared a disaster affected state.

In response to these events, the Queensland Government established the Queensland Reconstruction Authority (QRA). The QRA's role is to manage and coordinate infrastructure reconstruction within Queensland's disaster-affected communities. It

focuses on working with state and local government partners to deliver value for money, best practice expenditure and acquittal of public reconstruction funds. \*

Each year QRA launches a 'Get Ready - Make a Plan' campaign to prepare Queensland residents for the upcoming storm season. They provide an abundance of information on their [website](#) including fact sheets, disaster plans and mobile apps. They also work closely with the regional councils who in turn raise awareness at the local level.

### The Challenge

With the 2017 'Get Ready' campaign launch date fast approaching, QRA were looking for a partner who could manage the logistics of a specific project targeting their 77 regional councils.

Very clear on what they needed from both an online portal and a supplier they had been unable to find a solution that could be built within their limited time frame.

The requirements were:

- Produce and source products for their 2018 Get Ready storm season pack, including branded

flashlights, USB sticks, water and printed collateral.

- Pack and distribute a 'sample' of all products to each of the 77 councils within Queensland;
- Provide an easy to use online portal for councils to subsequently purchase additional merchandise;
- Include a dynamic web2print template for customising and printing 'Get Ready' branded posters and flyers;
- Include online payment facilities - PayPal and Credit Card.
- Store, pack and distribute the orders when placed;
- Provide reporting on processed orders, stock levels and spend.

### The Solution

Printcraft was able to tick all the boxes for QRA. Our longstanding expertise in print, logistics, kitting and distribution was supported by our online platform, PIVOT.

### PRODUCT SOURCING

Through our network of suppliers Printcraft was able to source all of the merchandise quickly and

economically. Products were shipped to and stored at our Eagle Farm facility.

### KITTING - COUNCIL SAMPLE PACKS

Collating one of every product was an easy task with Printcraft's experience logistics, kitting and distribution. Packs were distributed and tracked via Australia Post.

### PORTAL

The most critical element for QRA, the online portal, was built by the PIVOT team in a staggering 48 hours. This included templates for static merchandise, dynamic web2print collateral and online payment facilities. The site was visually appealing, functional and easy to use.

### LOGISTICS AND DISTRIBUTION

The initial sample packs and subsequent council orders were managed by the dedicated team at Printcraft Logistics. Orders were distributed through several national freight carriers including Australia Post.

