

NLP Funding Recognition within the Peel-Harvey Catchment

All projects funded in full or part by the Australian Government's National Landcare Program — PHCC's Regional Stream funding must acknowledge the Australian Government's investment in all promotional activities

Funding Acknowledgement Statement

This project is supported by Peel-Harvey Catchment Council, through funding from the Australian Government's National Landcare Program.

or

This project is supported by Peel-Harvey Catchment Council, through funding from the Australian Government's National Landcare Program and [other funding body's name]

Logo Use



All promotional materials and publications must include the Australian Government's NLP logo and PHCC Logo. Funding acknowledgment text must be included whenever the Australian Government's NLP logo is used.

Social Media

NLP

Twitter—@AusLandcare or #Landcare

Facebook—@National Landcare Programme or #Landcare

PHCC

Twitter—@PeelHarveyCC and use relevant hashtags e.g. #Ramsar482 #PeopleofNRM

Facebook—@PeelHarveyCatchmentCouncil and use relevant hashtags e.g. #Ramsar482 #PeopleofNRM

More Information

Attachment 1 (NLP Funding Recognition Guidelines)

Attachment 2 (PHCC Logo usage guidelines)



Australian Government Natural Resource Management Programmes

Funding Recognition Guidelines

All projects funded in full or part by the Australian Government's National Landcare Programme must acknowledge the Australian Government's investment in all promotional activities, **including but not limited to:**

- events and announcements: national, state and local (at all project stages/phases)
- media releases, media activities including newspaper and radio interviews
- public relations activities including workshops, forums and conferences
- display materials such as banners, posters and on-ground project signs
- publications such as reports, books, case studies, information kits and fact sheets
- websites including all regional natural resource management (NRM) organisation home pages
- social media posts, either through direct acknowledgement or the use of hashtags where space allows.

You should acknowledge funding from the Australian Government's National Landcare Programme if your project is funded, or partially funded, under one of the following programmes:

- National Landcare Programme—Regional Stream funding including:
 - Local projects and programmes run by regional NRM organisations with funding from the Australian Government.
- National Landcare Programme—National Stream funding including:
 - 25th Anniversary Landcare Grants 2014–15
 - 20 Million Trees Programme
 - Coastal River Recovery initiatives
 - Whale and Dolphin Protection Plan

- Kimberley Cane Toad Clean Up
- Dandenong Ranges Programme
- Cumberland Conservation Corridor
- Clean up Australia and Keep Australia Beautiful grants
- National, state and territory Landcare network funding
- Biosecurity Incursion Management.
- Continuing projects funded under previous Natural Heritage Trust funding programmes including:
 - World Heritage
 - Indigenous Protected Areas
 - Reef Programme (previously Reef Rescue)
 - Environmental Stewardship Programme
 - Target Area Grants
 - Innovation Grants.

How do I acknowledge the funding?

To acknowledge National Landcare Programme funding, use one of the following funding acknowledgement statements:

- *This project is supported by [project proponent's name], through funding from the Australian Government's National Landcare Programme.*

If there has been more than one funding body, the following wording should be used:

- *This project is supported by [project proponent's name], through funding from the Australian Government's National Landcare Programme and [other funding body's name].*

If the project proponent has also provided funding, the following wording should be used:

- *This project is jointly funded through [organisation name] and the Australian Government's National Landcare Programme.*

What logo do I use?



All promotional materials, publications and websites should also include the Australian Government's National Landcare Programme logo. Funding acknowledgment text (as above) must be included whenever the Australian Government's National Landcare Programme logo is used.

The Australian Government's National Landcare Programme logo can only be used to show recognition of the Australian Government's support or funding for a project. It must **not** be used to give the impression that the Australian Government is endorsing a particular private business. It should not be used on any communication materials that do not relate directly to the approved project.

The Australian Government's National Landcare Programme logo is available for use in a variety of electronic formats and can be downloaded from the www.nrm.gov.au website.

What if my project has been funded under a previous Natural Heritage Trust programme?

If your project has been funded under a NRM programme other than the National Landcare Programme or Green Army you should acknowledge the Australian Government as the funding source. You can use the following funding acknowledgement statements:

- *This project is supported by [project proponent's name], through funding from the Australian Government.*

If there has been more than one funding body, the following wording should be used:

- *This project is supported by [project proponent's name], through funding from the Australian Government and [other funding body's name].*

If the project proponent has also provided funding, the following wording should be used:

- *This project is jointly funded through [organisation name] and the Australian Government.*

You should also use the Australian Government crest to acknowledge funding.



Australian Government

The Australian Government crest is available for use in a variety of electronic formats and can be downloaded from the www.nrm.gov.au website.

Please note that there are strict guidelines for the use of the Australian Government logos, including a requirement for all reproductions of the Commonwealth Coat of Arms to be at least 20mm across. Further information on these requirements is available www.dpmc.gov.au/pmc/publication/australian-government-branding-guidelines-use-australian-government-logo-australian-government-departments-and-agencies.

Do we need to include an Australian Government logo on media releases when we are promoting our project?

No. The National Landcare Programme logo nor the Australian Government crest should not be included on media releases issued by your organisation. This is to avoid the impression that the media release is a joint statement between your organisation and the Australian Government. However, acknowledgement that your project has been supported by Australian Government funding should be included in media releases, media activities including print, television and radio interviews.

What if I'm using social media?

With character limits on Twitter, Facebook and Instagram (amongst others) it is hard to use the funding acknowledgements above. A good rule of thumb is, if you can acknowledge the National Landcare Programme in your tweets and Facebook posts, we can retweet or share your posts with our followers (when we can and if it is appropriate to do so). You can do this by using the following handles and #hashtags:

Twitter—@AusLandcare

For acknowledgement purposes - use our Twitter name @AusLandcare and/or use #Landcare to join the landcare conversation—e.g. *Thanks @AusLandcare for supporting our #Landcare project.*

Facebook—www.facebook.com/NationalLandcareProgramme

If you are promoting your National Landcare Programme funded project on Facebook you should include one of the funding acknowledgement statements listed above. Or you can tag the National Landcare Programme Facebook page in your post or use the hashtag #Landcare to join the landcare conversation.

What about merchandising, should I include a National Landcare Programme logo on any merchandise I produce?

No. National Landcare Programme funding cannot be used to produce merchandising materials, therefore the National Landcare Programme logo should never appear on merchandising products. Merchandising products include hats, bags, clothing, water bottles, pens, stress balls, stubby holders, rulers, USB sticks or any other non-print products designed to be given away to raise awareness of NRM programmes.

Do I need to have my promotional or publicity materials cleared by the Australian Government?

All promotional and publicity materials that contains an Australian Government logo or an acknowledgment of the National Landcare Programme or Australian Government funded NRM programme must be cleared through your National Landcare grant manager. Please allow enough time (up to 3 days) to have your materials cleared. You may need to factor this into your production timeframe.

Logos and branding for Landcare, Coastcare and Junior Landcare



The above trademark logos are owned by Landcare Australia Limited, a not-for-profit organisation. If you have any enquiries regarding the use of the Landcare, Coastcare or Junior Landcare logos please contact Landcare Australia Limited via this link www.landcareonline.com.au/resources/landcare-style-guides/

Further information

If you need further information about acknowledging National Landcare Programme funding please contact your National Landcare grant manager for further assistance.

Funding acknowledgement guidelines checklist

Use this simple checklist to see if you've correctly applied the acknowledgement guidelines.

- ☐ Has the right logo been used? National Landcare Programme logo or Australian Government crest?
- ☐ Has the logo been applied correctly? (see Australian Government branding guidelines link above)
- ☐ Has the correct funding acknowledgement statement been used?
- ☐ Has the right acknowledgement been used in a social media post?
- ☐ Ensure Australian Government logos are NOT included on media releases or statements issued by state, regional or local organisations.
- ☐ Has the item been cleared through your National Landcare Programme grant manager?
- ☐ Ticked all the boxes? Then your product is good to go.

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THE LOGO

The typeface and the logo elements have been specifically designed to work as a single unit, it should not be recreated.

The proportions of the graphic elements and words must remain consistent. If you enlarge or reduce this logo, check you have not stretched, condensed or modified it in any way.

The logo is available in both vertical and horizontal layouts. Please choose the most suitable for your particular application.

Logo Vertical



Logo Horizontal



LOGO VARIATIONS

Full Colour

The full colour logo should only be used on a white background.



Reversed

The logo can be used in reverse on colours when appropriate.



One Colour

When full colour cannot be used a single colour version can be used in grey only.



SPACING

It is important the logo has enough white space around it in order to minimise any visual conflict with surrounding elements. The “clear zone” around the logo must always be at least the width of the C in PHCC.



POSITIONING

When positioning the PHCC logo alongside other organisational logos, the PHCC logo should be positioned to produce an equally balanced group of logos. Logos must be positioned more than 10mm apart from the PHCC logo.

QUESTIONS?

If you have any questions regarding use of the PHCC logo that are not answered in this guide, please contact:

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