

Acknowledgement and Publicity Guidelines

Department of Premier and Cabinet, Victorian Government

A standard condition of Victorian Government funding for services or project activity is that recipients must agree to follow the Department's guidelines for acknowledging the government's funding. In accordance with the *Victorian Government Branding Policy*, funding acknowledgement guidelines are provided as follows.

Keeping the funding confidential

You may be required to keep the funding confidential until a public announcement is made.

Once approved, many grants remain highly confidential until the relevant Minister or their representative has publicly announced that funding has been approved. If this applies to your service or project activity, you will have been advised of this in writing at the time you were directly notified that funding had been approved.

The Department is responsible for coordinating participation by the Minister or representative. You can expect that the Department and/or the Minister's office will contact you to make arrangements for the announcement. If you are aware of any upcoming events that might provide a good opportunity to make the announcement, you should contact the Department.

Government representative opportunities

You must give the government's representative an opportunity to open or launch the funded service or project activity, and invite them to events.

If you launch or open the funded service or project activity at a public event or similar, you must give the relevant Minister the opportunity to officially open or launch the service or project activity. You must also invite the Department and the Minister to all significant events associated with the service or project activity.

You will need to give adequate notice (the Department recommends at least two months' lead time) and work with the Department to coordinate the Minister and his or her representative's role in the opening or launch, or their attendance at events.

Printed and verbal acknowledgement

You must acknowledge the government's funding support in published or printed materials, speeches, or other forms of presentations.

The Victorian Government's funding support and key messages about the Department or funding program (if there are any) should be acknowledged:

- In speeches and presentations about the service or project activity
- In press releases
- In relevant job advertisements
- On documents, publications, reports, brochures, posters, flyers and the like. The government should also be given the opportunity to contribute a sponsor's message for any relevant publication
- On websites or other digital communications. Websites, other digital presences developed with the government's funding support, should also include a link to the Department website. You should contact the Department for the relevant Department website URL.

Capital projects acknowledgement

For capital projects, the government's funding support is to be acknowledged on signage.

- The Victorian Government logo is to be displayed on:
 - Temporary signs erected while the work is being done
 - Permanent signage, such as a plaque.

You will need to ensure that the *Victorian Government Branding Policy* (www.dpc.vic.gov.au/index.php/communication/brand-victoria) is adhered to when using the Victorian Government logo for capital works signage. You should contact the Department if you require assistance.

For Capital Works Projects where the Government's investment is \$250,000 or greater, there are specific guidelines relating to how the Government's support must be represented. Please refer to the *Capital Works Signage Guidelines* included here...

www.dpc.vic.gov.au/images/documents/Communication/Capital_Works_Signage_Guidelines_.pdf

Victorian Government logo for publishing, printing and signage

You must use the Victorian Government's logo in all published or printed materials or signage associated with the funded service or project activity.

The logo to use is shown below.



There are variations on how the logo must be used, depending on what you are publishing or printing. It cannot be altered without permission. To download the logo and usage guidelines visit www.dpc.vic.gov.au/index.php/communication/brand-victoria.

You can simply download the relevant logo appropriate for your application from this site. You will need to provide drafts of any publications or signage concepts featuring the Victorian Government logo for approval from the Department prior to final production.

Department signage at events

The Department's signs or banners are to be prominently displayed at all openings, launches and events supported by or associated with government funding support.

Department signs and banners can be borrowed from the Department. Your organisation is responsible for organising their collection, display and prompt return. If you are aware of any upcoming openings, launches or events where the Department's sign or banner should be displayed, you should contact the Department.

Reporting on acknowledgement of the government's funding support

You may need to provide details of how the government's funding support was/is being acknowledged.

The Department will request this information as part of your final/acquittal reporting template or instructions in relation to the funded project or service activity.

Further information

If you have any questions or need to clarify details please contact the Departmental officer named in your service or funding agreement.