

Acknowledgement and Publicity Guidelines

Office for Veterans
Department of Families, Fairness and Housing
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.

These guidelines are applicable for the following grant programs:

- *Victoria Remembers; and*
- *ANZAC Day Proceeds Fund.*

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 when 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 that Department and/or the Minister's office will contact you to arrange any grant funding announcement. If you are aware of any upcoming events that might provide a good opportunity to make the announcement, you should contact the Office for Veterans via email veteransgrants@dffh.vic.gov.au.

Government representative opportunities

You must give the Minister for Veterans and the Chair of the Victorian Veterans Council an opportunity to open or launch the funded service or project activity and invite them to public events and launches.

You must also invite the Minister and Chair 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.

If a Minister or their representative is unable to speak then it may also be appropriate to ask the Chair of the Victorian Veterans Council to speak instead.

To invite the Minister and Chair, invitations should be sent to veteransgrants@dffh.vic.gov.au.

Printed and verbal acknowledgement

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

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

- in speeches and presentations about the service or project activity;
- in media releases;
- on documents, publications, reports, brochures, posters, fliers and the like;
- the Government and Council should also be given the opportunity to contribute a sponsor's message for any relevant publication;
- on websites, videos or other digital communications. Websites developed with the government's funding support should also include a link to the Department website. You should contact the Department officer for the Department website URL.

Victorian Government key statement for publishing or printing

You must use the following funding acknowledgment statement/s in published or printed materials associated with the funded service or project activity.

"The (name of project) was supported by the Victorian Government and the Victorian Veterans Council."

Quotes from the Minister for Veterans and/or Victorian Veterans Council for media use:

To include an approved quote from the Minister for Veterans and/or from the Chair of the Victorian Veterans Council in your media materials, please reach out to the Department of Families, Fairness and Housing media team via media@dffh.vic.gov.au.

Please note the Office for Veterans and the Minister for Veterans are part of the Victorian Government and not part of the Commonwealth's Department of Veterans' Affairs.

Victorian Government and Victorian Veterans logos for publishing, printing and signage

You must use the Victorian Government and the Victorian Veterans Council logos in all published or printed materials or signage associated with the funding service or project activity for Victoria Remembers and ANZAC Day Proceeds Fund grant programs.

The Victorian Government logo to use is shown below. There are variations on how the logo is to be used depending on what you are publishing or printing. It cannot be altered without permission.



To download the Victorian Government logo and usage guidelines visit <https://www.vic.gov.au/brand-victoria-guidelines-logos>

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.

The Victorian Veterans Council has various versions of its logo to access the right version of its logo please email veteransgrants@dffh.vic.gov.au with your request and where the logo is to be placed/included.

Correct placement of the Victorian Government and Victorian Veterans Council logos

The logos are to be placed as shown below, Victorian Government logo to the left with the Council logo to the right.



Department signage at events

Where requested by the Department, 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 may be borrowed from the Department. Your organisation is responsible for organising their collection, display and prompt return.

Reporting on acknowledgement of funding support

You will need to provide details of how the Victorian Government and Council'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. Therefore, it is best to plan from the start of your project opportunities to include acknowledgement of the Victorian Government and VVC's funding support.

Further information

If you have any questions or need to clarify details please email veteransgrants@dffh.vic.gov.au.