

# Acknowledgement and Publicity Guidelines

Office for Veterans  
Department of Families, Fairness and Housing  
Victorian Government



*These guidelines are applicable for the following grant programs:*

- *Veterans Capital Works; and*
- *Restoring Community War Memorials and Avenues of Honour.*

**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 that 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 Office for Veterans via email [veteransgrants@dffh.vic.gov.au](mailto:veteransgrants@dffh.vic.gov.au).

## Government representative opportunities

**You must give the Minister for Veterans 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 to all significant events associated with the service or project activity.

You will need to give adequate notice a minimum of 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 the Minister may extend the invitation to another representative.

To invite the Minister or a relevant representative, invitations should be sent to [veteransgrants@dffh.vic.gov.au](mailto:veteransgrants@dffh.vic.gov.au).



## 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 grant funding 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 service/project] was supported by the Victorian Government."

## Quote from the Minister for Veterans for media use:

To include an approved quote from the Minister for Veterans in your media/publicity materials, please reach out to the Department of Families, Fairness and Housing media team via [media@dffh.vic.gov.au](mailto: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 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 funding service or project activity.**

The 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.

### 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 the government's funding support

**You will 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. Therefore, it is best to plan from the start of your project opportunities to include acknowledgement of the Victorian Government's funding support.

### Further information

If you have any questions or need to clarify details please email [veteransgrants@dfh.vic.gov.au](mailto:veteransgrants@dfh.vic.gov.au).