



Australian Government Natural Resource Management Programs

Funding Recognition Guidelines – December 2020

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

- events and announcements: national, state and local (at all project stages/phases)
- public relations activities including workshops, forums and conferences
- display materials such as banners, posters and on-ground project signs
- publications such as reports, books, and 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.

Funding from the Australian Government's National Landcare Program (NLP) must be acknowledged if your project is funded, or partially funded, under one of the following programs:

National Landcare Program—**Environment**

- Regional Land Partnerships
- Reef 2050
- Indigenous Protected Areas
- Threatened Species Recovery Fund
- 20 Million Trees
- World Heritage Grants
- Environment Small Grants

National Landcare Program—**Agriculture**

- Regional Land Partnerships
- Smart Farms
- Centre for Invasive Species

Media enquiries about the Australian Government's role or the administration of the program must be directed to the Department of Agriculture, Water and the Environment's media team – phone: (02) 6275 9880 or (02) 6272 3232, or email: media@environment.gov.au or media@agriculture.gov.au

How do I acknowledge the funding?

To acknowledge the Australian Governments NLP funding, please 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 Program.*

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 Program 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 Program.*

If the project proponent has also provided funding, and there has been more than one funding body, the following wording should be used:

- *This project is jointly funded through [organisation name], the Australian Government's National Landcare Program and [other funding body's name].*

For projects funded through the Australian Government's Bushfire recovery package for wildlife and their habitat, the following wording should be used:

- *Supported by the Australian Government's Bushfire recovery package for wildlife and their habitat.*

For projects funded through the Environment Restoration Fund, the following wording should be used:

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

If the project was funded under a previous or other program, the following wording should be used unless otherwise advised by the Department.

- *This project is funded by the Australian Government.*

Use of Australian Government and NLP logo

If your project was funded under a previous or other program, use only the Australian Government logo with the appropriate acknowledgement statement above.

All NLP promotional materials, publications and websites should also include the Australian Government's NLP logo. Similarly, funding acknowledgement text (as listed above) must be included whenever the Australian Government's NLP logo is used.

The Australian Government's National Landcare Program 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 logo must only be used as it appears above.

The logo's colour, shape, form, font, or design must not be modified in any way. It should never be placed over an image or heavily textured background or as a tint of a colour. Please ensure that your materials adhere to the standard Australian Government guidelines which apply when you use Australian Government logos – the [Australian Government Branding Guidelines](#).

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

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

No. The National Landcare Program logo and the Commonwealth Coat of Arms 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 the content of your media releases and other media activities including print, television and radio interviews.

What if I'm using social media?

With character limits on Twitter, Facebook and Instagram, it is hard to use the above-mentioned funding acknowledgements word-for-word. Instead, you can acknowledge the National Landcare Program in your tweets and Facebooks posts, the Department can then retweet or share your posts with our followers (when we can and if it is appropriate to do so).

Hashtags for all social media platforms

Use the **#NLP** hashtag when referring to your National Landcare Program project on Twitter, Facebook, Google+, Instagram and other platforms. You can also use the **#landcare** hashtag.

Twitter

Follow the Twitter accounts for the Department – **@envirogov** and **@DeptAgnews** and the National Landcare Program – **@AusLandcare**, and tag them where appropriate.

Facebook

www.facebook.com/NationalLandcareProgram

Follow the Facebook accounts for the Department– **@awegov** and the National Landcare Program – **@NationalLandcareProgram** and tag them where appropriate.

What about merchandising?

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

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

All promotional and publicity materials that contains an Australian Government logo or an acknowledgement of the National Landcare Program or Australian Government-funded NRM program must be cleared through your project manager. Please allow enough time (up to three days) to have your materials cleared. You may need to factor this into your production timeframe.

As noted below, Regional Land Partnerships Service Providers should refer to the 'Communication Requirements and Guidelines for Service Providers' for specific information on their clearance requirements. These guidelines should also be followed for all additional projects delivered under the Services Agreement.

Funding acknowledgement guidelines checklist

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

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

Further information for Regional Land Partnerships Service Providers

For requirements under the Regional Land Partnerships program, refer to the 'Communication Requirements and Guidelines for Service Providers'. Contact your project manager if you need further assistance at the state team email below:

VIC: RLPVictoria@awe.gov.au

NT: RLPNorthernTerritory@awe.gov.au

ACT: RLPACT@awe.gov.au

NSW: RLPNSW@awe.gov.au

TAS: RLPTasmania@awe.gov.au

SA: RLPSouthAustralia@awe.gov.au

QLD: RLPQueensland@awe.gov.au

WA: RLPWesternAustralia@awe.gov.au

For matters relating to Regional Agriculture Landcare Facilitator activities contact: RALF@awe.gov.au

For general information about the National Landcare Program contact: nationallandcare@awe.gov.au