



## Australian Government Natural Resource Management Programs

### Funding Recognition Guidelines

All projects funded in full or part by the Australian Government must acknowledge the Government's investment in all project-related 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 Phase 2 must be acknowledged if your project is fully, or partially funded under any of the following initiatives:

#### National Landcare Program—**Environment**

- Regional Land Partnerships\*
- Reef Trust
- 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

\*Refer to the *RLP Communication Requirements and Guidelines for Service Providers*

Media enquiries about the Australian Government's National Landcare Program must be directed to the appropriate department's media team:

Department of Climate Change, Energy,  
the Environment and Water

[media.environment@agriculture.gov.au](mailto:media.environment@agriculture.gov.au)

02) 6275 9880

Department of Agriculture, Fisheries and  
Forestry

[media@agriculture.gov.au](mailto:media@agriculture.gov.au)

02) 6272 3232

## How do I acknowledge Australian Government funding?

To acknowledge the Australian Government's National Landcare Program funding, please use one of the following 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 statement 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 statement 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 statement should be used:

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

If the project was funded under another program, the following statement should be used unless otherwise advised by the department.

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

## Use of the Australian Government crest (Commonwealth coat of arms) and National Landcare Program logo

All promotional materials, publications and websites produced with National Landcare Program funding should include the National Landcare Program logo. A written funding acknowledgement (as listed above) must also be included whenever the National Landcare Program logo is used.

The Australian Government crest and National Landcare Program logo can only be used to show recognition of the Australian Government's funding support for a project. These logos must not be used for any other purpose.



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.

The Australian Government crest and National Landcare Program logo are available for use in various electronic formats and can be downloaded from [dcceew.gov.au/environment/land/landcare/my-project/promoting](https://dcceew.gov.au/environment/land/landcare/my-project/promoting).

If your project was funded under another Australian Government program, use only the Australian Government crest with the appropriate acknowledgement statement.

Please ensure that your promotional materials adhere to the [Australian Government Branding Guidelines](#) which apply to the use of Australian Government logos.

## **Do I need to include the Australian Government crest (Commonwealth coat of arms) on media releases when promoting a project?**

No. The National Landcare Program logo and the Australian Government crest must not be used 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, Australian Government funding should be acknowledged via a written statement in the content of media releases and other print media, and verbally in television and radio interviews.

## **What if I am using social media?**

With character limits on Twitter, Facebook and Instagram, you can abbreviate the National Landcare Program acknowledgement 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 **#Landcare** hashtag when referring to your National Landcare Program project on Twitter, Facebook, Google+, Instagram and other platforms.

#### **Twitter**

Follow the [twitter.com/AusLandcare](https://twitter.com/AusLandcare) National Landcare Program account and tag them where appropriate. **@dcceew @DeptAgnews @AusLandcare**

#### **Facebook**

Follow the [facebook.com/NationalLandcareProgram](https://facebook.com/NationalLandcareProgram) account and tag them where appropriate. **@NationalLandcareProgram**

## **What about merchandise?**

No. National Landcare Program funding cannot be used to produce merchandise and must never appear on any merchandise produced by your organisation as part of your project. Merchandise

includes hats, bags, clothing, badges, stickers, drinkware, stationery, IT products, novelty items and any other product designed to be given away to raise awareness of NRM programs.

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

Yes. All promotional and publicity material that contains an Australian Government logo or acknowledgement of the National Landcare Program or Australian Government-funded NRM program must be approved by your project manager to ensure the acknowledgement is correct.

Please allow enough time (up to 3 days) to have your material cleared. You may need to factor this into your production timeframe.

Approval requirements under the Regional Land Partnerships Program are set out in the *RLP Communication Requirements and Guidelines for Service Providers*. These guidelines should be followed for all projects delivered under your Regional Land Partnerships Services Agreement.

If you need further assistance, contact your project manager via the Regional Land Partnerships email box for your state:

**ACT:** [RLPACT@environment.gov.au](mailto:RLPACT@environment.gov.au)

**SA:** [RLPSouthAustralia@environment.gov.au](mailto:RLPSouthAustralia@environment.gov.au)

**NSW:** [RLPNSW@environment.gov.au](mailto:RLPNSW@environment.gov.au)

**TAS:** [RLPTasmania@environment.gov.au](mailto:RLPTasmania@environment.gov.au)

**NT:** [RLPNorthernTerritory@environment.gov.au](mailto:RLPNorthernTerritory@environment.gov.au)

**VIC:** [RLPVictoria@environment.gov.au](mailto:RLPVictoria@environment.gov.au)

**QLD:** [RLPQueensland@environment.gov.au](mailto:RLPQueensland@environment.gov.au)

**WA:** [RLPWesternAustralia@environment.gov.au](mailto:RLPWesternAustralia@environment.gov.au)

For matters relating to Regional Agriculture Landcare Facilitator activities email [RALF@agriculture.gov.au](mailto:RALF@agriculture.gov.au).

For general information about the National Landcare Program email [nationallandcare@environment.gov.au](mailto:nationallandcare@environment.gov.au).

### Funding acknowledgement guidelines checklist

- Has the correct logo been used? (National Landcare Program logo or Australian Government Crest)
- Has the logo been applied correctly? (see the [Australian Government Branding Guidelines](#))
- Has the correct funding acknowledgement statement been used?
- Have the correct hashtags been used in a social media post?
- Is your media release or statement free of all Australian Government logos?
- Has the promotional item been approved by your project manager?
- Ticked all the boxes? Then your product is good to go.