Australian Government

National Water Grid®

National Water Grid Funding Acknowledgement Requirements

June 2026



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Acknowledgement of Country

We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past and present.

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Overview

Projects funded through the National Water Grid Fund (NWGF) must publicly acknowledge the Australian Government's contribution, as outlined in the federation funding agreements (FFAs) and other contracts.

This guide explains:

- how to acknowledge the Australian Government funding appropriately
- how to correctly use the National Water Grid (NWG) brand and visual identity, including signage
- when to seek approval from the Australian Government on public-facing materials.

Who should use this guide:

- All project partners and proponents, including:
  - state and territory governments
  - science, research agencies and universities
  - councils, water corporations, contractors, Aboriginal Land Councils and other organisations or associations connected with a National Water Grid project.

Communication planning

The Australian Government requires a collaborative approach to communication and media planning.

What's expected:

- Engage early with the NWG to clarify and collaborate on communication planning and requirements.
- Include communication and media in project planning and reporting.

Remember:

- State and territory governments are required under the FFAs to be a conduit for all communication between the Australian Government and other project partners.
- Any sensitive media and stakeholder issues must be raised to the NWG as soon as possible.

Overview of key review timeframes

Activity	Minimum submission timeframes
Public acknowledgment statements	Minimum of 5 business days
Planned media events and releases	Minimum of 2 weeks
Any material that includes the logo	Minimum of 5 business days
Project signage	Minimum of 5 business days

Please note: Longer Australian Government lead times may be required during peak periods. Best endeavours are made to provide a timely response.

Acknowledging the National Water Grid

All public communication mentioning NWG projects must acknowledge the Australian Government's support.

Appropriate acknowledgement includes 2 elements:

- NWG logo (trademarked) including the Commonwealth Coat of Arms
- funding acknowledgement statement.

Standard project acknowledgement statements

> **This National Water Grid project is funded by the Australian and <state or territory> governments and delivered in partnership with <project proponent>.**

Where appropriate, funding amounts can also be included:

> **This project is jointly funded by the Australian Government, through the National Water Grid Fund ($XX million), <state/territory> Government ($XX million) and <project proponent> ($XX million).**

Requirements

All uses of the NWG logo must follow the branding and positioning guidelines below.

All project partners must include the NWG logo and funding acknowledgement statement on public communication products.

All public facing content must be submitted to the NWG for approval before release.

Relevant materials include but are not limited to:

- media releases, statements, interviews and media enquiries
- project reports, factsheets, brochures and newsletters
- presentations for conferences, forums, seminars, public meetings etc
- research and science study reports
- videos and digital products, including social media
- website content
- signage
- any other promotional or marketing collateral.

Operational materials produced solely for the purpose of project delivery, site management or workplace safety (such as internal guidance, safety signage or traffic management materials) do not require acknowledgement of Australian Government involvement or funding.

Review timing

A minimum of 5 business days is required for approval of any logo use and/or public acknowledgement statements.

Advertising and advertorials

All promotional advertising and advertorial content must be submitted to the NWG for approval prior to publication.

Requirements

- The NWG logo must not be used on paid advertising (including outdoor advertising and billboards) related to project business cases.
- For all other paid advertising, the NWG logo must not be used unless prior written approval has been obtained.
- Where appropriate, advertising materials may include the NWG funding acknowledgement statement, with prior written approval from the NWG.
- Project partners should advise whether the advertising and/or advertorial is proposed to be paid for using Australian Government funding or an alternative funding source.

Announcement opportunities

Opportunities must be offered for the Australian Government to be actively involved in all public announcements, including media events and joint press releases.

As state and territory governments oversee project delivery, they are responsible for drafting joint releases and submitting them for Australian Government review and approval. Some exceptions apply, e.g. Federal Budget announcements.

Rationale:

- Including the Australian Government in external communication activity helps:
  - elevate the visibility and credibility of the project
  - attract broader media attention, and
  - showcase successful collaboration and inter-government partnerships.

This collaborative approach ultimately benefits all parties involved.

Requirements

State and territory governments, as the project conduit, are responsible for identifying upcoming announcement opportunities through their monthly reporting to the Australian Government.

As above, all public facing announcement content must be submitted for approval before release.

Announcements involving the Australia Government must be considered and issued first, before project partners release any public communication, including website or newsletter updates, (unless agreed prior in writing).

Joint announcement opportunities may include:

- initial project announcement
- contract signing / tender announcements, e.g. opening of the tender and tender being awarded
- pre-construction work
- construction commencement
- key project milestones* or updates
- other positive project news or notable achievements
- project completion
- project operational (first water delivery).

*Key announcement milestones may differ from the NWGF payment milestones.

Review timing

A minimum of 2 weeks (10 business days) is required for initial notice of any announcements and releases.

Please allow more time for media events as Australian Government response times may vary.



Imagery

High quality project images, footage and relevant data should be provided for use in Australian Government communication, including:

- video, graphic design and digital products
- website content
- reports, factsheets, brochures and newsletters
- media promotion and social media posts
- any other project-related collateral.

Please note: The NWG is required to meet the branding requirements of the Australian Government and the department it sits within. This may include the application of departmental or Australian Government branding to promotional material, including imagery. Any questions or concerns regarding branding should be raised with the NWG as early as possible.

Requirements

To support Australian Government communication activities, project partners are requested to provide high-quality creative assets, including images, video and other visual or digital materials, that meet the following minimum standards.

Quality and format

- Images and video should be high resolution and ideally suitable for professional print, broadcast and digital use where possible.
- Images: Ideally at least 300 dpi at A4 size.
  Accepted formats: JPEG (.jpg) or TIFF (.tif) or PNG (.png).
- Video: Ideally at least 1080p resolution.
  Accepted formats: MP4 (preferred) or MOV.
- Images and footage should be well-lit, steady, in focus, with clear audio (where applicable), and free from excessive filters, watermarks, embedded graphics or overlays, unless otherwise agreed. Videos should have captions for accessibility.

Content and composition

- Imagery should clearly depict the project, infrastructure, site activities, location or outcomes.
- Where people are featured, imagery should reflect safe work practices, including appropriate personal protective equipment (where relevant).
- Content should be visually engaging and suitable for public-facing communication, including media and social media.
- Imagery should not include confidential information, sensitive locations, culturally sensitive material or identifiable individuals without appropriate consent.

Branding and visibility

- Where appropriate, imagery should allow for recognition of the project context (e.g. signage, site activity or infrastructure), without appearing overly staged or promotional.
- Images should not include third-party branding unless relevant and otherwise agreed.
- Imagery should be suitable for the application of Australian Government and departmental branding where required, unless agreed otherwise.

Permissions and usage rights

- All imagery and assets must be fully cleared for the Australian Government's unrestricted use, including reproduction, editing and publication across multiple platforms.
- Project partners are responsible for ensuring all necessary permissions, releases and usage rights are in place, including for individuals, locations, music or other third-party content appearing in images or video.
- Any restrictions, conditions or required citations must be clearly advised at the time of submission.

Metadata and captions

- Images, video and creative assets should be supplied with basic metadata or accompanying information, including:
  - project name
  - location (city/town and state)
  - brief description of what is depicted
  - date / month the image was taken
  - photographer, videographer or production credit (if required).

Site access

- The Australian Government may also seek permission for a photographer or videographer to access project sites to obtain additional images or footage for communication purposes.

Please note: The NWG recognises that sourcing appropriate imagery can be challenging and will work with project partners to achieve the best possible outcomes. Where attribution requirements are advised, the NWG will appropriately credit the source. We will discuss with project partners any instances where attribution is not possible.



National Water Grid logo design requirements

The NWG logo is a registered trademark.

The NWG logo is available in various formats by emailing the NWG at nwg.communication@dcceew.gov.au

For detailed rules on the use of logos containing the Commonwealth Coat of Arms, please visit: Commonwealth Coat of Arms information and guidelines

Requirements

Positioning

The NWG logo should be placed on the left, and state/territory or partner logos on the right, (unless otherwise agreed prior in writing).

Other logos must be the same size or smaller than the Australian Government / NWG logo (as per the branding guidelines set by the Department of Prime Minister and Cabinet).

Minimum size and isolation zone

The Commonwealth Coat of Arms must be at least 20 mm wide.

Keep a simple, clear area around the logo—no text, patterns, artwork or complex images behind it.

This zone is defined below as 'X'. It is based on the distance between the bottom of the Commonwealth Coat of Arms and the capital 'A' in Australian Government.

Please note: This zone is the minimum dimension, and it applies to every form and application of the logo.



Colours

Use full colour, navy, black, or reversed (white) versions, as appropriate.

Full colour



Navy



Reversed



Black



Signage

Branded signage is mandatory for all NWG construction projects.

NWG signage is not to be used for science projects, business cases, or potential future projects where an Australian Government funding commitment has not yet been announced (unless otherwise agreed prior in writing).

Signage templates (design files) are available on request.

Requirements

All branded signage must include the following:

- NWG logo including the Commonwealth Coat of Arms
- funding acknowledgement statement, and
- project title.

Project partners must obtain the NWG's agreement on the following prior to producing any signage:

- size
- content (including standard and non-standard wording)
- location of project signage.

Please note: Project partners seeking to include additional text on NWG-branded signage due to special circumstances, or to develop banner or mesh signage, should contact the NWG as early as possible to discuss (prior to production).

Item	Requirement
Placement	Easily visible to the public and unobscured, e.g. by distance, buildings, trees or any other signage. Other logos must be the same size or smaller than the Australian Government / NWG logo.
Minimum size	Large enough to be clearly seen and understood. Standard: • 1200 mm wide by 900 mm high Small option, if necessary: • 900 mm wide by 600 mm high Bespoke: If a different size is required it should maintain the same 4:3 ratio and be approved by the NWG prior to printing.
Timing	Erected at the start of construction and to remain in place for at least 12 months after completion of the project (unless otherwise agreed prior in writing).
Content	Must include the NWG logo and the full acknowledgement statement. The Australian Government / NWG logo must take prominent position on the top left with the relevant project partner logos adjacent to the right. All other logos must be the same size or smaller than the Australian Government logo. Text sizes, style, colour and materials should be in accordance with the specifications outlined below.

Review timing

A minimum of at least 5 business days is required for approval of branded signage.

Manufacturing specifications

The specifications below are designed to ensure signage lasts the life of the project and can be easily cleaned if defaced. Equivalent options recommended by the manufacturer must be submitted to the NWG for prior approval.

Item	Recommended
Margin	Maintain a 20 mm white margin around the sign content.
Material	1.6 mm aluminium (standard for signage and longevity) Non reflective so it does not reflect light Rounded corners for safety
Finish	Digital print with clear lamination (for durability)
Coating	Anti-graffiti coating to allow graffiti to be removed with alcohol
Mounting	RTA RIB (standard RTA mount) or as appropriate
Colours	Navy (Pantone 288) background Reversed logos (white) Black text on a white background

Black
CMYK | 0, 0, 0, 100
RGB | 0, 0, 0
Pantone | Black

Navy
CMYK | 100, 80, 6, 32
RGB | 0, 45, 114
Pantone | 288 C



Example signage

One project partner logo



Project title

Arial Bold
310/310pt, -25 tracking
0/60mm sp.before/after

Longer project title

Arial Bold
260/310pt, -25 tracking
0/60mm sp.before/after

Project funding

Arial Bold
110/120pt, -15 tracking
15/0mm sp.before/after

Website

Arial Bold
145/145pt, 0 tracking
0/0mm sp.before/after



Two project partner logos



Project title

Arial Bold
310/310pt, -25 tracking
0/60mm sp.before/after

Longer project title

Arial Bold
260/310pt, -25 tracking
0/60mm sp.before/after

Project funding

Arial Bold
110/120pt, -15 tracking
15/0mm sp.before/after

Website

Arial Bold
145/145pt, 0 tracking
0/0mm sp.before/after



Three project partner logos



Project title	Longer project title	Project funding	Website
Arial Bold 310/310pt, -25 tracking 0/60mm sp.before/after	Arial Bold 260/310pt, -25 tracking 0/60mm sp.before/after	Arial Bold 110/120pt, -15 tracking 15/0mm sp.before/after	Arial Bold 145/145pt, 0 tracking 0/0mm sp.before/after

Contact us

Please email the NWG via nwg.communication@dcceew.gov.au for approval, advice and signage templates related to acknowledging funding from the Australian Government through the National Water Grid Fund.

The latest version of the ***NWG Funding Acknowledgement Requirements*** is available on our website and can be emailed to our project partners as required.

nationalwatergrid.gov.au

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