

Acknowledgement and Publicity Guidelines

Veterans Branch
Department of Premier and Cabinet
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.

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 Department officer included in your Grant Agreement.

Government representative opportunities

You must give the government's representative an opportunity to open or launch the funded service or project activity and invite them to public events and launches.

If you launch or open the funded service or project activity at a public event or similar, you must give the relevant Minister the opportunity to officially open or launch the service or project activity. You must also invite the Department and the Minister 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.

To invite a Department representative and the Minister written invitations (email or mail) should be sent to the contact/s provided with your Funding Agreement or to: veteransgrants@dpc.vic.gov.au.

Victorian Veterans Council representative opportunities

If grant funding is provided by the Victorian Veterans Council (VVC) through the Veterans Fund or ANZAC Day Proceeds Fund, you will also be required to invite representatives to attend any appropriate events associated with the funded service or activity. If a Minister or their representative is unable to speak then it may also be appropriate to ask a member of the VVC to speak instead. If you are unsure of anything in relation to the VVC please contact the Department officer included in your Funding Agreement.

To invite the relevant representative written invitations (email or mail) should be sent to the contact/s provided with your Funding Agreement or to: vicvetcouncil@dpc.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 Department or funding program (if there are any) should be acknowledged:

- In speeches and presentations about the service or project activity
- In press releases
- In relevant job advertisements
- On documents, publications, reports, brochures, posters, fliers and the like. The government should also be given the opportunity to contribute a sponsor's message for any relevant publication
- On websites 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.
- Where funding is provided through the Veterans Fund the VVC must also be acknowledged for their support.

Capital projects acknowledgement

For capital projects, the government's funding support is to be acknowledged on signage.

The Victorian Government logo is to be displayed on:

- Temporary signs erected while the work is being done
- Permanent signage, such as a plaque.

You will need to ensure that the *Victorian Government Branding Policy* (<http://www.dpc.vic.gov.au/index.php/communication/brand-victoria>) is adhered to when using the Victorian Government logo for capital works signage. You should contact the Department for assistance.

For Capital Works Projects where the Government's investment is \$250,000 or greater, there are specific guidelines relating to how the Government's support must be represented. Please refer to the *Capital Works Signage Guidelines* here: <https://www.vic.gov.au/capital-works-signage-guidelines>

Victoria Remembers Grants and ANZAC Day Proceeds Fund acknowledgement:

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

Victoria Remembers Grants and ANZAC Day Proceeds Fund logo for publishing, printing and signage

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

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.



Restoring Community War Memorials and Avenues of Honour Grants, 75th anniversary of the end of WWII and other Veteran Grants supported by the Victorian Government use:

“The [Name of service/project] was supported by the Victorian Government.”

Approved Minister quotes for media use:

Approved quotes by the Hon Shaun Leane MP, Minister for Veterans for use in media releases are below:

“The veteran community helped make Victoria what it is today. Our commitment is to continue to maintain their stories for future generations.”

“I am proud to continue the Victorian Government’s support for communities honouring and commemorating our proud war heritage.”

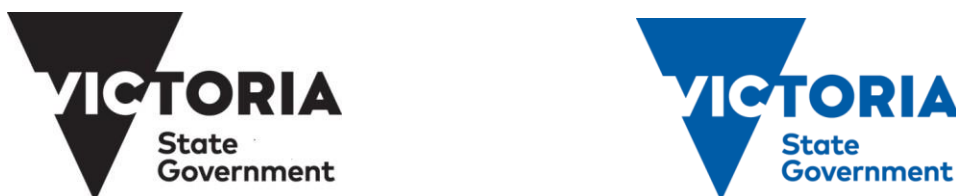
“I applaud ex-service organisations and community groups’ commitment to honouring our service people, their families and loved ones.”

Please note the Veterans Branch is part of the Victorian State Government and is 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.



There are variations on how the logo must be used, depending on what you are publishing or printing. It cannot be altered without permission. To download the logo and usage guidelines visit www.dpc.vic.gov.au/index.php/communication/brand-victoria.

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.

Further information

If you have any questions or need to clarify details please contact the Department officer named in your Funding Agreement or email veteransgrants@dpc.vic.gov.au