Grantee/Contractor Guidelines for Acknowledgement, Promotion and Publications

1. Introduction

These guidelines are written to assist Grantee/Contractors to appropriately acknowledge North Coast Local Land Services (North Coast LLS) and its Investors for funded projects delivered under North Coast LLS contract. North Coast LLS provides funding from a range of Investors, including the Australian and NSW Governments.

North Coast LLS is expected to highlight the investment of Investors and promote the achievements of funded projects. One way to recognise and promote the achievements of Investors is through promotional opportunities.

A promotional opportunity is an activity with the potential to attract coverage by the mainstream media (including television, radio, print and electronic media), publications, events and online activity.

2. Purpose

The purpose of these guidelines is to ensure that North Coast LLS products, services and projects are appropriately branded and the organisation and its Investors receive due recognition for funded projects delivered under North Coast LLS Contract. Grantee/Contractors must, as a minimum:

- Include an acknowledgement of the contribution of North Coast LLS and relevant funding partner to the project in relevant promotional, media or publication materials.
- Apply North Coast LLS branding and relevant funding partner to any promotion or publications (written or digital published products) produced for the project.
- Seek the approval of North Coast LLS for:
  - all media releases, prior to distribution to the media
  - all publications, prior to printing
- Provide digital files of all published material to North Coast LLS

3. Scope

All projects funded in full or part by North Coast LLS and its Investors, must acknowledge that investment in all promotional activities, including but not limited to:
- events and announcements: at all project stages/phases
- media releases, media activities including newspaper and radio interviews
- public relations activities including workshops, forums and conferences
- display materials such as banners, posters and on-ground project signs
- publications such as reports, books, case studies, information kits and fact sheets
- websites
- social media posts, either through direct acknowledgement or the use of hashtags where space allows.
4. Acknowledgement Guidelines

4.1 Acknowledgement of North Coast LLS and NSW Government funding

If your project has been funded by North Coast LLS under NSW Government funding, including Catchment Action NSW, you can use the following funding acknowledgement statements:

- *This project is supported by North Coast Local Land Services, through funding from the NSW Government's Catchment Action NSW.*

If there is more than one funding body, the following wording should be used:

- *This project is supported by North Coast Local Land Services, through funding from the NSW Government and [other funding body’s name].*

If joint funding has been provided by a range of NSW Government agencies, the following wording should be used:

- *This project is supported through funding from the NSW Government.*

4.2 Acknowledgement of North Coast LLS and National Landcare Programme

To acknowledge funding, use one of the following funding acknowledgement statements:

- *This project is supported by North Coast Local Land Services, through funding from the National Landcare Programme.*

If there has been more than one funding body, the following wording should be used:

- *This project is supported by North Coast Local Land Services, through funding from the National Landcare Programme and [other funding body’s name].*

4.3 Acknowledgement of North Coast LLS and other Australian Government funding

If your project has been funded by North Coast LLS under a NRM programme other than the National Landcare Programme or Green Army you should acknowledge the Australian Government as the funding source. You can use the following funding acknowledgement statements:

- *This project is supported by North Coast Local Land Services, through funding from the Australian Government.*

If there has been more than one funding body, the following wording should be used:

- *This project is supported by North Coast Local Land Services, through funding from the Australian Government and [other funding body’s name].*
5. Branding Guidelines

5.1 Branding of materials produced under contract with North Coast LLS

North Coast LLS branding must be applied to ALL relevant project material. All versions of the North Coast LLS logo and guidelines for use are available in the Resource Hub at www.northcoast.lls.nsw.gov.au.

Grantee/Contractors are advised to seek the advice of the North Coast LLS Communications Officer when preparing project material requiring the application of the North Coast LLS corporate style and should seek the services of a graphic designer when preparing commercial artwork.

Specific conditions apply to branding of projects funded by multiple NSW Government agencies. You are advised to seek the advice of the North Coast LLS Communications Officer for more information.

5.2 Branding of projects funded by National Landcare Programme:

Projects delivered through North Coast LLS with funding from the National Landcare Programme must acknowledge the National Landcare Programme. In addition to the North Coast LLS logo, all promotional materials, publications and websites (except promotional merchandise) should also include the Australian Government’s National Landcare Programme logo. Funding acknowledgment text (point 4) must be included whenever the Australian Government’s National Landcare Programme logo is used.

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

5.3 Branding of projects funded by the Australian Government (other than National Landcare Programme)

If your project has been funded by North Coast LLS under an Australian Government NRM programme other than the National Landcare Programme or Green Army you should use the Australian Government crest in addition to the North Coast LLS logo.

The Australian Government crest is available for use in a variety of electronic formats and can be downloaded from the www.nrm.gov.au website.

Need more information? Contact your North Coast LLS Contract Manager on 1300 795 299
6. Approvals and other requirements

6.1 Publications

All publications produced by or on behalf of the Grantee/Contractor under North Coast LLS contract must be approved BEFORE printing.

An approvals process for the printing and release of publications enables North Coast LLS to ensure the guidelines for acknowledgement and publications have been met and the North Coast LLS corporate style has been applied effectively.

A minimum of two weeks must be allowed for North Coast LLS to review and approve publication material. Material should be forwarded to the Contact Manager with a request for approval and due date for response attached.

6.2 Promotion (Media releases, advertising, social media)

All media releases produced as part of a North Coast LLS Contract must acknowledge North Coast LLS and seek approval BEFORE release.

All project advertising should be forwarded to the Contract Manager prior to release, for the information of North Coast LLS.

A schedule of proposed posts to social media platforms (such as Facebook or Twitter) should be forwarded to the Contract Manager prior to release, for the information of North Coast LLS.

6.3 Supply of original artwork

All publications produced under contract must be supplied in digital format to the Contract Manager. The digital copy must be in its original format (i.e. Word, Illustrator - NOT PDF) and be accompanied by all linked files. Images must be provided as individual high resolution (600+kb) JPG files (i.e. NOT embedded in a word document).

Original artwork will be used to reuse and or reprint the publication as required by North Coast LLS and create a PDF version for upload to the North Coast LLS website.

6.4 Image management

All images used in promotion and publications associated with a North Coast LLS Standard Contract must:

- Have the permission of any persons clearly identifiable in the image. Permission must be in writing and note the agreed terms for the use of the image.
- Be accompanied by the name of the photographer, the copyright owner of the image (for use when photographer creates photo during employment) and the year.
- Be accompanied by a descriptive caption.

Photograph permissions are a requirement of government and are the responsibility of the Grantee/Contractor to gain. Permissions must be in writing and enable North Coast LLS ongoing copyright use of the image. Written permissions must be forwarded as an attachment to the Final Report.

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6.5 Signage

Signage is often a more durable form of promotion that outlives the life span of the project. Given the potential longevity and ongoing public presence, commercially manufactured public signage produced under North Coast LLS contract requires the approval of North Coast LLS.

A minimum of two weeks must be allowed for North Coast LLS to review and approve signage material. Material should be forwarded to the Contact Manager with a request for approval and due date for response attached.