

Acknowledgement and Publicity Guidelines

A standard condition of Strathbogie Shire funding for services or project activity is that recipients must agree to follow the Council's guidelines for acknowledging the funding.

Council's 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, sponsorship or funding remain highly confidential until the Mayor or their Councillor 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 Council is responsible for coordinating participation by the Mayor, Deputy Mayor or Ward Councillor.

You can expect a Council Officer 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 Council.

Council representative opportunities

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

If you launch or open the funded service or project activity at a public event or similar, you must give the Mayor or Ward Councillor the opportunity to speak and officially open or launch the service or project activity.

You must also invite the Mayor and Ward Councillors to all significant events associated with the service or project activity.

You will need to give adequate notice (Council recommends at least one month's lead time) and work with Council Officers to coordinate the Mayor and his or her representative's role in the opening or launch, or their attendance at events.

Printed and verbal acknowledgement

You must acknowledge the Council's funding support in published or printed materials, speeches, or other forms of presentations.

Strathbogie Shire's funding support and key messages about the Council or funding program (if there are any) must be acknowledged:

- In speeches and presentations about the service or project activity
- In media releases
- In relevant advertisements
- On all signage
- On documents, publications, reports, brochures, posters, flyers and the like. Council should also be given the opportunity to contribute a sponsor's message for any relevant publication
- On websites, social media, or other digital communications. Websites, other digital presences developed with the Council's funding support, should also include a link to the Strathbogie Shire website.

Capital projects acknowledgement

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

The Strathbogie Shire logo is to be displayed on:

Guidelines

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

Strathbogie Shire logo for publishing, printing and signage

You must use Strathbogie Shire's logo in all published or printed materials or signage associated with the funded service or project activity. The logo to use is shown below.



Our logo cannot be altered without permission.

Please contact Council who will provide you with a copy of our logo.

Council signage at events

Council's signs or banners are to be prominently displayed at all openings, launches and events supported by or associated with our funding support.

Strathbogie Shire signs and banners can be borrowed from Council. Your organisation is responsible for organising their collection,

display and prompt return. If you are aware of any upcoming openings, launches or events where Council's sign or banner should be displayed, you should contact us.

Reporting on acknowledgement of the Council's funding support

You may need to provide details of how the Council's funding support was/is being acknowledged.

The Council will request this information as part of your final/acquittal reporting template or instructions in relation to the funded project or service activity.

Other Stakeholder acknowledgment

In some instances, project funding may derive from multiple stakeholders, including:

- Federal Government
- State Government
- Authorities
- Community groups
- Community clubs
- Committees
- Private business, and more.

It is important to engage and acknowledge all key stakeholder and members of the community who have contributed financial or in-kind support to a project.

Lead times for invitations to officials such as Ministers, Members of Parliament and other representatives should ideally be issued six weeks prior to the project delivery. The date and time you set will often rely on the official's availability. If you are unsure of all the contributing stakeholders, please check with the Council Officer who you have been working with.

Further information

If you have any questions or need to clarify details please contact the Council officer named in your service or funding agreement or phone 1800 065 993 or email info@strathbogie.vic.gov.au