

Acknowledgement guidelines for funding recipients

Congratulations and thank you for partnering with the South West Catchments Council (SWCC) to conserve the natural resources of our unique region.

In accepting funding from the South West Catchments Council, you are required to acknowledge SWCC and the financial assistance provided by the Australian and West Australian Governments through SWCC. By acknowledging this support, you are informing the community appropriately about how public funding is being spent.

As a funding recipient you are required to acknowledge SWCC's funding in all promotional materials related to funded activities and operations through:

1. Use of the SWCC, Australian Government's Caring for our Country and Government of Western Australia's logos where possible.
2. Use of one of the following acknowledgement statements:

"This project is supported by the South West Catchments Council, through funding from the Australian Government's Caring for our Country and the Government of Western Australia."

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

"This project is supported by the South West Catchments Council, through funding from the Australian Government's Caring for our Country, the Government of Western Australia and [insert other funding body's name]".

If the project proponent has also provided funding, the following wording should be used:

This project is partially funded through the [insert organisation name], and the South West Catchments Council, through funding from the Australia Government's Caring for our Country and the Government of Western Australia.



Funding recipients are also required to provide copies of all materials developed or publicised to assist SWCC in meeting reporting requirements. Materials to be sent to swcc@agric.wa.gov.au.



Logos

For all SWCC supported projects the SWCC, Caring for our Country and Government of Western Australia logos should be included on all display materials. These logos are available in a range of file formats and can be downloaded from the SWCC website at <http://www.swccnrm.org.au/our-new-brand/swcc-logos/>

These logos must be no smaller in size and of no less visual significance than any other acknowledgement of assistance received for the project. Where SWCC provided the majority of funding, these three logos should precede all other acknowledgements. Specific logo guidelines are detailed on the right.

The acknowledgement text overleaf must also be included whenever the logos are used.

Logo guidelines

Below are some general guidelines to be applied to the use of all three logos. The specific Caring for our Country logo guidelines can be found at <http://www.nrm.gov.au/publications/logos>

- Make sure all three logos are scaled to the same visual weight and are of equal separation distance.
- Exclusion zone - Make sure that the text or other design elements do not encroach on the logos.
- Make sure the logos contrast with the background colour and are easy to see (reversed logos are available for download).
- Do not modify artwork including changing the relative size of logo elements.

In most cases, the use of one government logo is all that is required. If your project is funded by Caring for our Country, then that logo is usually all that is required for recognition of the Australian Government and its departments.

Questions?

If you have any queries regarding the acknowledgement of SWCC and its funding partners please contact:

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CARING
FOR
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COUNTRY



working together to make a difference today and
develop a sustainable environment for tomorrow.