



SWCC Acknowledgement Guidelines



Congratulations and thank you for partnering with SWCC to protect and enhance the natural resources of our unique region.

Project partners are required to acknowledge SWCC and the Australian Government's National Landcare Program (NLP) contributions to their project in all communication activities. Some examples include:

- Media releases: Local, State and National (at all project stages and phases, including project launches).
- Social media: Facebook, Twitter, Instagram, YouTube etc.
- Events: Workshops, forums, conferences, field days, volunteer days etc.
- Promotional materials: Flyers, posters, adverts, newsletters, handouts, brochures, case studies, annual reports, speeches, signage etc.
- Websites: Project summaries, news updates, blogs etc.

You can acknowledge the partnership in media releases, promotional materials and on websites by using the SWCC and Australian Government/ NLP logos and one of the following statements:

This project is supported by the South West Catchments Council, through funding from the Australian Government's National Landcare Program.

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 National Landcare Program and *[insert other funding body's name]*.

If you have also provided funding, the following wording should be used:

This project is jointly funded by *[insert organisation name]* and the South West Catchments Council via the Australian Government's National Landcare Program.

Social media

For social media posts, please tag [@swccnrm](#) [@NationalLandcareProgram](#) in your message and include the hashtag [#landcaresouthwest](#).

This will make it easier for audiences to find content specific to our region and industry.

Logo guidelines

- Ensure all logos are scaled to the same visual weight and are of equal separation distance.
- Logos should have no less visual significance than any other logo acknowledgement of assistance received for the project.
- Where SWCC provided the majority of funding, SWCC and NLP logos should precede all other acknowledgements.
- Make sure that any text or design elements do not encroach on the logos.
- Make sure the logos contrast well with the background colour so they are easy to see (reversed logos are available on request).
- Do not modify logos, including changing the relative size of elements.
- Do not use logos as a decorative or artistic element, or as a watermark.

Logo files

Request SWCC logo files by calling (08) 9724 2400 or emailing news@swccnrm.org.au.

Download Australian Government/NLP logo files from www.nrm.gov.au/my-project/promoting-my-project

Reporting

Project partners are required to provide copies of all content developed or promoted to assist SWCC in meeting its reporting obligations.

Content can be emailed to news@swccnrm.org.au

Cross-promotion

SWCC actively cross-promotes relevant activities to its wide networks via the SWCC website event calendar, newsletters and social media platforms. Keep SWCC and the community informed of your activities by emailing news@swccnrm.org.au

Further advice

Contact SWCC's Communications Manager on (08) 9724 2400 or email news@swccnrm.org.au.

