



# DEPARTMENT FOR COMMUNITIES

## → MARKETING AND PUBLICITY GUIDELINES TO BUILD STRONG, VIBRANT COMMUNITIES

FOR PROJECTS AND PROGRAMS RECEIVING GRANTS OR  
SPONSORSHIP FROM THE DEPARTMENT FOR COMMUNITIES



# CONGRATULATIONS!

Congratulations on being a successful recipient of a grant or sponsorship from the Department for Communities (Communities). Communities is keen to support you to build strong, vibrant communities and looks forward to working with you in achieving this goal.

These guidelines have been produced to explain the recognition, marketing and publicity requirements for all projects that receive a grant and sponsorship from Communities.

The aim is to raise awareness of the work of Communities and its partners. Awareness of, and support for projects is important in our continuing ability to sponsor or provide grants.

## ACKNOWLEDGMENT REQUIREMENTS

There are three categories of grant recognition:

- \$1 - \$5 000
- \$5 001 - \$20 000
- \$20 001 plus.

### Category 1. \$1 - \$5 000

Organisations/projects receiving up to \$5 000 are required to place the Communities' logo on all marketing and publicity material **produced specifically for the purpose of the project or activity** including:

- brochures
- display advertising
- posters
- certificates
- website(s)
- leaflets
- invitations
- PowerPoint presentations
- forms
- signage.

### Category 2. \$5 001 - \$20 000

As above plus:

- display a Communities' banner and/or promotion material at all project-related events/high level meetings (subject to availability from Communities)
- acknowledge Communities in project-related speeches
- invite the appropriate Minister and/or a Communities' representative to major project events and activities
- recognise Communities' funding in project event information packs
- if the project is on your website, acknowledge the funding and provide a link to the Communities' internet site [www.communities.wa.gov.au](http://www.communities.wa.gov.au).

### Category 3. \$20 001 plus

As above plus:

- include the Approved Description of Communities (see below) in all project media statements
- include the long version of the Approved Description and Communities' logo on your website and provide a link to [www.communities.wa.gov.au](http://www.communities.wa.gov.au).
- incorporate a department or Minister's message in any publication relating to the project, if requested by Communities
- include the Communities' logo on stationery, if developed specifically for the project
- extend an opportunity for the appropriate Minister and/or a Communities' representative to be involved in significant events, i.e. deliver a speech
- include the Communities' Approved Description in event speeches
- on radio advertising for the project or service, include in all advertisements - "(Name of project/event/organisation) is supported by the Department for Communities"
- acknowledge funding in all project media statements.

Communities recognises that different levels of support and resources exist to implement these guidelines, with many organisations operating with limited budgets and staff. If you are concerned your project/organisation is unable to achieve our requirements, please contact the Community Relations Unit to discuss options.

## HOW TO ACKNOWLEDGE

### Description

If you are required (depending on your category) to acknowledge Communities in marketing and publicity material please include the Approved Descriptions below. If you would like an alternative description approved please contact the Community Relations Unit.

These Approved Descriptions can be used in brochures, in opening paragraphs of media releases, or in 'Notes to Editors'. If appropriate, you may also contact the Community Relations Unit to obtain a quote from the appropriate Minister, the Director General or an Executive Director.

When you are using the Communities' name for the first time in a document, please use the full name of the department: Department for Communities.



### Short version

This project was supported by the Department for Communities. The Department for Communities builds strong, vibrant communities by supporting and advocating on behalf of children, parents and their families, young people, women, seniors, carers, volunteers and non-government organisations.



## Long version

This project was supported by the Department for Communities (Communities).

Communities informs the development of social policy, advocating on behalf of Western Australian children, parents and their families, young people, seniors, women, carers, volunteers and non-government organisations.

Communities is also responsible for the delivery of programs and services to support and strengthen Western Australia's diverse communities. This includes administering WA's child care regulatory framework and, through the Child Care Licensing and Standards Unit, managing the licensing and compliance of some 1 500 child care services throughout WA. The department also administers the Best Start program for Aboriginal families and children aged 0 - 5 years.

Communities provides a number of information and support services, including the Seniors Card Program, the Seniors' Information Service, the Women's Information Service, and Parenting WA, which provides state-wide and locally-based services for parents, carers and those who support them. Services include the Parenting WA Line and the Parenting WA Library.

Communities also administers the State Government's \$114 m Redress WA Scheme.

For further information about Communities' broad and diverse range of community-based initiatives, visit [www.communities.wa.gov.au](http://www.communities.wa.gov.au).

**Office sub branding** - If your project has received a grant or sponsorship from the Office for Youth or the Office for Women's Interests please recognise this in the description after the Department for Communities. For example, "Sponsored by the Department for Communities' Office for Youth" or "Sponsored by the Department for Communities' Office for Women's Interests".

## Using the State Government Badge (logo)

The Department for Communities' State Government Badge (logo) must be used on all promotional material. Use is dictated by guidelines set out at [www.commonbadge.dpc.wa.gov.au](http://www.commonbadge.dpc.wa.gov.au). These guidelines ensure that the State Coat of Arms, which has been incorporated into the WA Government State Badge (State Government Badge), is used consistently. The correct usage of the Department for Communities' logo is as follows:



Government of **Western Australia**  
Department for **Communities**

*BUILDING STRONG, VIBRANT COMMUNITIES*

(Mono)



Government of **Western Australia**  
Department for **Communities**

*BUILDING STRONG, VIBRANT COMMUNITIES*

(Pantone 534C)

When a sub brand is required, the following configuration should be used:



### Size and positioning

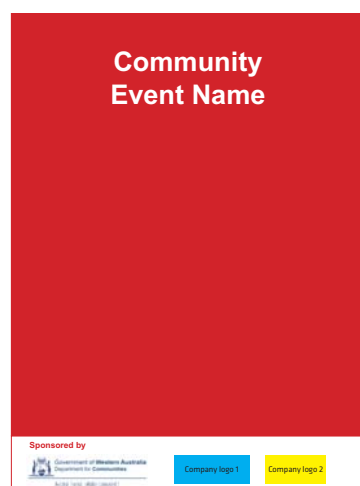
The Communities' logo should be placed in a position of prominence, i.e. should be above or to the left of any other logos. If Communities is the major or sole funder of the service or project, its logo must appear at the top of any list crediting other funders and supporters and be at least 50 per cent larger than all others being recognised. The State Government Coat of Arms should never appear at a size smaller than 15mm wide.

When using the Communities' logo the department should be clearly identified as a sponsor. If it is not possible to clearly identify Communities as a funding provider for your project and/or you do not have a phrase "sponsored by" on communication material please use the logo below.



Please ensure you always reproduce the Communities' logo from the master artwork only and do not alter in it any way. Do not:

- change the colour or typeface
- distort letters, shape or size
- reproduce the logo smaller than the recommended size
- reverse the logo out of an image or place it on top of an image.



Event information

### Example for a flier or poster

An example of how to use the logo can be seen to the left

Sponsor logos

## MEDIA

### Dealing with the media and maximising your coverage

Organisations that have received a grant or sponsorship from Communities are encouraged to generate positive media coverage about their organisation/project.

Communities and/or the relevant Minister may also be planning to promote your project to the media. To ensure a consistent and integrated approach, you should discuss your media plans with the Community Relations Unit at an early stage in your project.

If you receive a media inquiry about or relating to Communities' funding always contact the Community Relations Unit. Please do not speak on behalf of the department and/or the Minister.

## SUPPORT IS AVAILABLE

### Department for Communities' support

Communities is keen to support organisations and projects that help to build strong, vibrant communities, and staff are available to assist you. To maximise your promotion please:

1. Notify the Community Relations Unit of funding-related events and activities
2. Send a copy of your media release/alert to the Community Relations Unit
3. Provide an image of your event/activity for possible inclusion on the Communities' internet site.

We acknowledge that these guidelines will not answer all your questions. If you require further assistance or advice, please contact the Community Relations Unit on (08) 6217 8514 or email [communityrelations@communities.wa.gov.au](mailto:communityrelations@communities.wa.gov.au).



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w: [www.communities.wa.gov.au](http://www.communities.wa.gov.au)

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