



# DEPARTMENT FOR COMMUNITIES

→ MARKETING AND PUBLICITY GUIDELINES  
TO BUILD STRONG, VIBRANT COMMUNITIES

FOR FUNDED SERVICE AGREEMENTS WITH THE DEPARTMENT FOR COMMUNITIES



Government of Western Australia  
Department for Communities

# CONGRATULATIONS!

Congratulations on being a successful funded service of 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 Communities' funded services. The aim is to raise awareness of the work of Communities and its partners. Awareness of, and support for funded services is important in our continuing ability to make this funding available.

## ACKNOWLEDGMENT REQUIREMENTS

There are four categories of recognition:

- \$1 - \$20 000
- \$20 001 - \$100 000
- \$100 001 - \$500 000
- \$500 001 plus.

### Category 1. \$1 - \$20 000

Organisations/projects receiving up to \$20 000 over their funded period are required to place the Communities' logo on all marketing and publicity material for the period of funding including:

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

### Category 2. \$20 001 - \$100 000

As above plus:

- display a Communities' banner(s) and/or promotion material at all project-related events/high level meetings (subject to availability from Communities)
- invite a Communities' representative and the appropriate Minister to major funding related events
- acknowledge funding in project-related speeches
- acknowledge funding in project or 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).
- acknowledge funding in project media statements.

### Category 3. \$100 001 - \$500 000

As above plus:

- include short version of the Communities' Approved Description (see below) or Example 1 (see page 6) in all project media statements
- include the long version of the Communities' Approved Description and Communities' badge 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, if requested by Communities
- extend an opportunity for the appropriate Minister and/or a Communities' representative to be involved in significant events, ie deliver a speech
- include a Communities' Approved Description in event speeches.

### Category 4. \$500 001 plus

As above plus:

- include the Communities' logo on stationery, if developed specifically for the project
- on radio advertising for the project or service, include in all advertisements - "(Name of project/event/organisation) is supported by the Department for Communities".

## HOW TO ACKNOWLEDGE

### Description

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

These Approved Descriptions for Communities 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).

### **Describing Communities' funding**

The Department for Communities was formed in 2007 after the Department for Community Development was split. You will need to update your communication material to reflect the new requirements outlined in the next chapter:

**BEFORE** "Sponsored by the Department for Community Development"

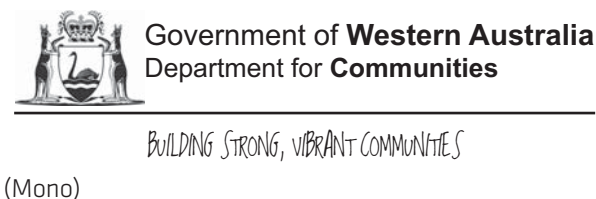
**NOW** "Sponsored by the Department for Communities"

If your project has received funding from the Office for Youth or 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".

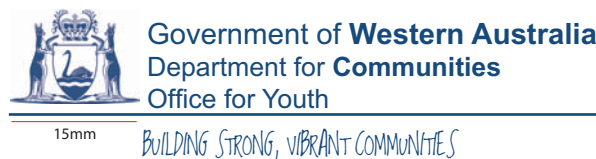
### **Using the State Government Badge (logo)**

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:



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

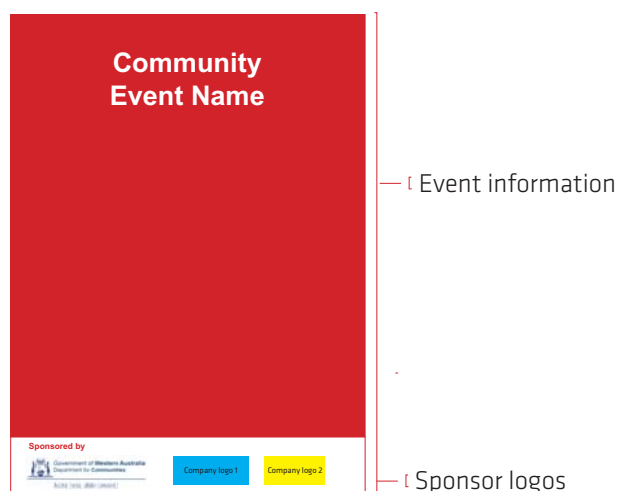
- change the colour or typeface
- distort letters, shape or size
- reproduce the logo smaller than the recommended size
- reverse the logo out of an image or place it on top of an image.

### Identification as a funding provider

When using the Communities' logo the department should be clearly identified as a funding provider. 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.



**Example for a flier or poster**  
An example of how to use the logo can be seen to the right



## MEDIA

### **Dealing with the media and maximising your coverage**

Organisations that have received funding from Communities are encouraged to generate positive media coverage about their organisation/project. Issuing a media release to local and/or national papers as well as radio and television programs is one way to achieve this.

You can also invite the press to attend significant events. Alternatively, organise a photographer to take photos of your event and forward to media with your media release.

We recommend you develop a media plan for significant events during the funding period. Communities and/or the relevant Minister may also be planning to promote your service 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.

### **Crediting Communities in media releases**

Always mention Communities in your media release and, if possible, describe Communities' involvement in the project.

#### **Example 1 (appropriate for category 2)**

This project was sponsored by the Department for Communities.

#### **Example 2 (appropriate for categories 3 and 4)**

"[Insert name] sponsored by Department for Communities, today launched [Insert project name] at [insert location]. [Insert organisation] received funding over three years to [Insert project aim/objective].

"We are proud to work together with the Department for Communities to help build strong, vibrant communities within Western Australia," said [Insert name].

### **Answering media questions or inquiries**

It is important to project a clear message to media. Your organisation spokesperson should be fully briefed on:

- aim of the project
- benefits to the community.

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 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 help. 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 also 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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