



ROYALTIES FOR REGIONS

Marketing, Communications and Acknowledgements Policy

March 2016



INTRODUCTION

The Royalties for Regions program provides a framework to support and maintain strong and vibrant regions by investing in infrastructure and strategic service projects across regional Western Australia.

The Department of Regional Development (DRD), on behalf of the State Government, is responsible for administering the Royalties for Regions program as outlined in the *Royalties for Regions Act (2009)*. The State's nine Regional Development Commissions work closely with DRD to deliver the program.

The program has enabled and delivered great outcomes for regional communities by maintaining and improving the liveability of the State's regions and maximising benefits for local communities. To expand on the program's regional development outcomes, the future focus will be on investing for economic growth and development.

The Royalties for Regions Marketing, Communications and Acknowledgement Policy is designed to assist managers of projects funded by Royalties for Regions to meet the requirements of funding agreements.

Further information is available from:

Corporate and External Services
Department of Regional Development
Email: communications@drd.wa.gov.au

POLICY STATEMENT

Royalties for Regions (RfR) funding recipients are required to acknowledge the funding provided by the Western Australian Government. This policy outlines the marketing, communication and acknowledgment requirements for RfR funded projects.

SCOPE

This policy applies to all recipients of RfR funding, including third parties, throughout the project duration, unless deemed an exception by DRD.

PURPOSE OF THE POLICY

This policy outlines requirements for acknowledging the support of the RfR program and provides guidance for the associated Ministerial approvals process.

Acknowledging RfR support will increase community awareness of the program, inform the community of the broad range of activities funded through the program as well as the direct benefits of these projects.

POLICY SUMMARY

This policy outlines the acknowledgement requirements that are included in the funding agreements between recipients and DRD which, unless agreed otherwise by DRD, include the requirement to:

- acknowledge the funding support of the State Government RfR program on all material and at all announcements relating to the funded project, including newsletters, media statements, presentations, speeches, milestone celebrations, publications and correspondence.
- acknowledge the funding support of the State government RfR program through **authorised** and appropriate use the RfR logo on all promotional materials, including signage, banners, plaques, websites and advertising.
- actively provide opportunities to promote the funded project and the RfR program, including official launches, openings, stakeholder forums and project displays, in consultation with DRD.

A copy of the standard funding acknowledgment clause in all RfR funding agreements is attached **Appendix 1**.

POLICY GUIDELINES

The following guidelines are provided to help recipients of RfR funding meet the marketing, communications and acknowledgement requirements and responsibilities associated with receiving RfR funding, as per the funding agreements.

1. Special Requirements

Funding recipients are encouraged to read the funding agreement for their project and ensure they are familiar with the requirements that apply to marketing, communications and acknowledgement, including any 'Special Conditions' that may be specific to the project.

2. Coordination

Funding recipients / partners should liaise with the DRD Project Officer who manages the agreement.

3. Acknowledgement

Appropriate acknowledgement of RfR funding applies (but is not limited) to:

- 3.1. media statements
- 3.2. corporate publications
- 3.3. signage
- 3.4. plaques
- 3.5. launches / openings / unveilings
- 3.6. milestone celebrations
- 3.7. speeches
- 3.8. presentations material
- 3.9. online (web page)
- 3.10. all advertising material relating to the funded project.

4. Approvals

Where RfR has funded or contributed funding to a project, approval must be obtained from DRD for all project communications including, but not limited to, those detailed below.

Use of the State Government Badge, DRD logo and RfR logo must comply with the co-badging protocols detailed in the [RfR Stakeholder Style Guide](#) (Appendix 4).

All approvals for acknowledgements must be submitted to the relevant DRD Project Officer and to [DRD Communications](#) prior to production.

Exemptions: All Western Australian State Government capital works projects valued over \$500,000 must comply with the Department of Finance [Signage Guidelines capital works](#) (Appendix 5).

Please note: This exception only applies to signage aspects of the project. RfR recipients must still comply with the other acknowledgement requirements that are included in the funding agreements between recipients and DRD. See **Appendix 1** for a copy of the standard funding acknowledgement.

5. Media

5.1. Media Management

Funding recipients are encouraged to promote the RfR funded project and the benefits that it will bring to the community. Where practical, all promotional activity relating to the project should acknowledge the RfR funding and must be approved by DRD.

Western Australian Government departments and agencies receiving RfR funding are required to work with DRD to develop **joint** Ministerial media statements. Media statements may be appropriate to announce funding, partnerships, openings and launches, and key milestones, and must be completed in consultation with DRD.

The following guidelines apply:

- Draft media statements prepared by the funding recipient are to be forwarded to [DRD Communications](#) for approval and inclusion of quotations (Minister or Director General).
- DRD requires at least **two** working days for approvals and undertakes to return approved media statements within this timeframe.
- Joint media statements are a consultative process with all departments / agencies.
- Any acknowledgement of RfR must include the following phrase: ‘... made possible by the State Government’s Royalties for Regions program’.

Appendix 2 of this policy outlines the Joint Media Statement Development and Approval Process.

5.2. Country Local Government Fund and Regional Grants Scheme funded projects

Where projects are likely to generate community interest, they may be announced by the Minister for Regional Development. Please contact the relevant DRD Project Officer to discuss.

For projects that will not be announced by the Minister, media statements can still be used as an effective tool to promote the project and acknowledge the RfR funding.

6. Advertising

All advertising material must display the RfR logo and include the following text:

This project is made possible by the State Government's Royalties for Regions program.

Any exemptions to these references must be discussed with the [DRD Communications](#) team.

Placement and sizing of the logos must comply with the [RfR Stakeholder Style Guide](#) (Appendix 4).

7. Signage

All projects receiving RfR funding are required to acknowledge RfR in the most suitable format.

Signage must comply with the [RfR Stakeholder Style Guide](#) (Appendix 4) and where practicable, be erected within four weeks of the project commencing.

The requirement for appropriate RfR signage is in **addition** to any Commonwealth Government project signage that has been produced, or is being planned.

Recipients are responsible for ensuring signs comply with other relevant regulations and by-laws including Departments of Main Roads; Planning; and Local Government.

7.1. Signage categories

The **minimum** signage requirements are specified in the [RfR Stakeholder Style Guide](#) (see Appendix 4) and are divided into the following categories:

Category one - projects receiving less than \$100,000 in RfR funding

Minimum requirements:

- One **Style A** sign erected in an area of high visibility to the general public on the most prominent public-facing side of the project location.
- Signage artwork, size and location proposals must be submitted to the relevant DRD Project Officer and to [DRD Communications](#) for approval prior to production.
- On completion of the project, a permanent plaque acknowledging RfR, to be affixed to the structure. All plaque artwork must be submitted to the relevant DRD Project officer and to [DRD Communications](#) for approval prior to production

Category two - projects receiving more than \$100,000 but less than \$5 million

Minimum requirements:

- One **Style B** sign erected in an area of high visibility to the general public on the most prominent public-facing side of the project location.
- Signage artwork, size and location proposals must be submitted to the relevant DRD Project Officer and to [DRD Communications](#) for approval prior to production.

- On completion of the project, a permanent plaque acknowledging RfR, to be affixed to the structure. All plaque artwork must be submitted to the relevant DRD Project officer and to [DRD Communications](#) for approval prior to production.

Category three - projects receiving more than \$5 million

Minimum requirements:

- One **Style C** sign erected in an area of high visibility to the general public on the most prominent public-facing side of the project location, with one additional **Style A** sign on the most prominent road-facing side, or high traffic area, at the project location.
- Signage artwork, size and location proposals must be submitted to the relevant DRD Project Officer and to [DRD Communications](#) for approval prior to production.
- On completion of the project, a permanent plaque acknowledging RfR, to be affixed to the structure. All plaque artwork must be submitted to the relevant DRD Project officer and to [DRD Communications](#) for approval prior to production.

WA State Government capital works projects valued over \$500,000

Capital works projects valued over \$500,000 must comply with the Department of Finance [Signage Guidelines capital works](#) (Appendix 5). All signs must be approved before production by the Department of Finance. Contact Gary Marcon on 6551 1808 or email gary.marcon@finance.wa.gov.au for information or artwork templates.

Capital works projects are projects that are State Government delivered and result in a State owned asset (eg State Hospital). If infrastructure projects are delivered and then owned by local government, non-government or private enterprise they are **NOT** classified for State purposes as capital works projects.

If you are unsure if the project is capital works, please contact the [Department of Finance](#).

WA State Government capital works projects valued under \$500,000

For capital works projects valued **under** \$500,000, please adhere to this Policy and the [RfR Stakeholder Style Guide](#) (Appendix 4).

Important signage information:

- Signs must, where practical, be located in an area of high visibility to the general public and are not to be obscured by roadside objects, including any other information signs.
- Signs must be appropriate for local weather conditions e.g. cyclone proof.
- Signs that have been removed or damaged must be replaced.

- On completion of the project, signage must be maintained for a period of 12 months.
- Photographs of signage in situ with details of their location are to be provided to [DRD Communications](#) once they have been erected.
- If there is not an appropriate physical location to erect a sign or plaque, or it is more appropriate to place acknowledgement on an object (such as a vehicle), this should be discussed with the [DRD Communications](#) team. Always discuss your project with the DRD Project Officer to determine your project's specific signage requirements.

8. Events

Please contact [DRD Communications](#) in advance of all event planning pertaining to any RfR funded projects.

8.1. Notice required

[DRD Communications](#) to be contacted regarding the commencement of works, sod turnings, launches, official openings, or any other significant milestones for all RfR funded projects.

A **minimum** of one month's notice is required for proposed events.

8.2. Event invitations

[DRD Communications](#) should be consulted prior to artwork being finalised and distributed for the development of all event invitations and collateral.

8.3. Invitees

For all events associated with the project being funded, please contact [DRD Communications](#) during event planning to discuss:

- the attendance of the Minister for Regional Development;
- representation from the local member
- representation from DRD at the event
- representation from the local Development Commission
- appropriate invitees for the event.

8.4. Speeches and Presentations

Funding recipients are required to acknowledge the RfR funding in all presentations and speeches relating to the project.

An events checklist is available upon request from [DRD communications](#).

9. Publications

Funding recipients are required to acknowledge the RfR funding in all corporate publications relating to the project.

Please contact [DRD Communications](#) for RfR acknowledgement requirements.

10. Online Acknowledgement

The State Government Badge (or joint State Government Badges, if appropriate) and the RfR logo should appear on all web pages pertaining to the funded project.

Where practicable, acknowledgement should include the following text:

This project is made possible by the State Government's Royalties for Regions program.

For guidelines on how to correctly use the State Government Badge and RfR logo, refer to the [RfR Stakeholder Style Guide](#) (Appendix 4).

11. Promotional Material

Other than print publications, DRD and RfR logos should not be included on any promotional material, giveaways or competitions with project funded prizes. When in doubt, please contact [DRD Communications](#) for clarification.

12. Photographs

For RfR funded infrastructure projects, DRD should be provided with photographs:

- of the project signage acknowledging RfR funding
- at various stages throughout the project roll-out and construction
- at the completion of the project
- that are of a suitable quality for reproduction, i.e. 2MB or larger
- with captions, a brief explanation and dates of photographs
- with a signed talent release form for each person in the photograph and written consent for DRD to use them for promotional purposes (attached at Appendix 3).

Photographs should be emailed or sent on an USB to the relevant DRD Project Officer.

Other promotional photographs of RfR funded projects would be most appreciated and can be provided to DRD where practicable. These may include the achievement of key milestones, promotional or other events.

REFERENCES

Royalties for Regions Act 2009
Royalties for Regions Funding Agreements
Royalties for Regions Stakeholder Style Guide

APPENDIX 1

Funding agreement extract -

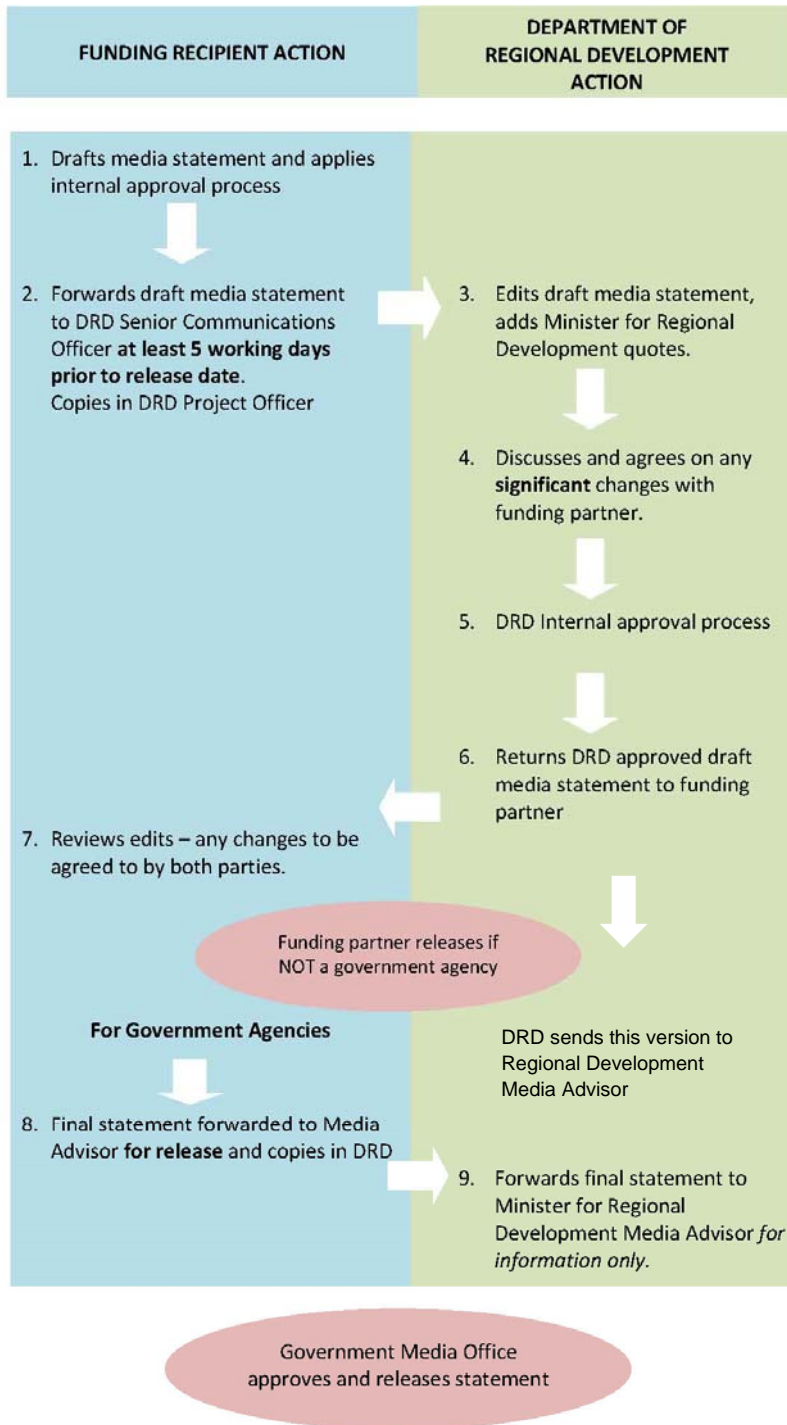
This policy applies to the following extract from the agreement between funding recipient and DRD:

Acknowledgement of Department

- (a) Any Royalties for Regions communication activity including presentations, publications, signage, articles, newsletters, or other literary works relating to the Project shall:
 - (i) give equal representation to the Parties in the display of Royalties for Regions' logos, the Recipient's logos and party names where agreed and as deemed appropriate; and
 - (ii) be consistent with the Department's Marketing, Communications and Acknowledgements Policy.
- (b) The respective roles of the Parties must be acknowledged at relevant fora, conferences, and project launches where the Project is promoted.
- (c) The Parties shall:
 - (i) work cooperatively at the senior management and officer levels;
 - (ii) maintain open communication, both formal and informal, to progress the objectives of this Agreement;
 - (iii) share information and knowledge as practicable; and
 - (iv) advise any shared stakeholders about arrangements between the Parties.
- (d) The Parties shall coordinate joint communications when dealing with the media and shared stakeholders in relation to the Project referred to in this Agreement on issues of significance or mutual concern, including circulating draft media statements, advertising proposals and advertisements between the Parties for comment prior to publication.
- (e) The Recipient shall coordinate joint communications with the Department prior to the release of any media statement, advertising proposal or advertisement by the Recipient in relation to the Project.

APPENDIX 2

Joint Media Statement Development and Approval Process



APPENDIX 3 - Photo Release Form

Government of **Western Australia**
Department of **Regional Development**

Image Permission Form

PERMISSION TO USE PHOTOGRAPHS FOR MARKETING AND PROMOTIONAL PURPOSES

The participant named below or the parent/legal guardian on their behalf gives permission for the Department of Regional Development, to use the images taken by _____ on _____ for marketing and promotional purposes, including material for Royalties for Regions programs.

I am aware that these photo/s may be published as part of media reports, newsletters, advertising, on the web, or in other communications tools.

For participants aged under 18, this form must be signed by a parent/legal guardian.

Participant's name:			
Telephone (H):			
Telephone (M):			
Email:			
Participant signature:			Date:
Parent/Legal guardian name:			Telephone:
Parent/Legal guardian signature:			Date:

APPENDIX 4

RfR Stakeholder Style Guide

APPENDIX 5

Signage Guidelines capital works – PDF

Link to <https://www.finance.wa.gov.au/cms/signage-guidelines.aspx>