

Media and Communications Guidelines

Thank you for helping improve the Murraylands and Riverland through the Grassroots Grants program.

When you share information about your project, please acknowledge the funding support provided by the Murraylands and Riverland Landscape Board (landscape board). This helps the community understand how landscape levies are being invested and recognises the partnership that makes your project possible.

Funding acknowledgement

When do I need to acknowledge the funding?

Please include a funding acknowledgement whenever you share information about your project, including:

- media activities, including media releases, newspaper articles, radio and TV interviews
- social media posts
- public events such as workshops, forums, community events, conferences and field days
- display materials such as banners, posters and on-ground project signs
- publications such as event flyers, reports, books, case studies, information kits and fact sheets
- website content
- videos

How do I acknowledge the funding?

Please include this acknowledgement statement in all promotional activities wherever possible:

This project is supported by the Murraylands and Riverland Landscape Board through funding from the landscape levies.



All promotional material needs to be approved by the landscape board communications team prior to publication. See the approvals section below for more information.

Logo

Using the landscape board logo

If you are creating signs, flyers, publications, websites or other promotional materials, please include the Murraylands and Riverland Landscape Board logo.

The logo can only be used to recognise support for the funded project. It must not be used in a way that suggests the landscape board is endorsing a private business or enterprise.

Logo placement

Where possible, the landscape board logo should be placed most prominently:

- Where several logos are used, the landscape board logo should appear first (on the left)
- If logos are stacked, place the landscape board logo at the top.

Before publishing any material that includes the logo, please send it to us for approval.

Social media

Sharing your project on social media? We'd love to see it!

If space allows, include the funding acknowledgement statement at the end of the post and tag us so we can celebrate and share your project.

Facebook/Instagram: [@MRLandscapeSA](#)

Project signage

For location-based projects, we'll provide a corflute sign to acknowledge funding through the Grassroots Grants program. Please install the sign in a visible location as part of your funding agreement.

Photos

We'd love to see your project in action.

Please send us photos showing the activity, location or outcomes of your project. We may use these images to help showcase Grassroots Grants projects across the region.

Landscape format photos are preferred, but if possible, please take both landscape and portrait photos. Hold your phone or camera sideways for one photo, then upright for another.

If people appear in your images, you must have appropriate consent to share them, including parent or guardian consent for children.

Approvals and timeframes

Before publishing any materials that use the landscape board logo, please send them to us for review and approval.

All approval requests can be sent to:

Bec Dimitrijevic | Senior Communications Officer

Bec.Dimitrijevic@sa.gov.au | 0409 648 832



To keep your communication activities on schedule, please allow:

- **5 working days** for videos
- **2 working days** for social media posts, flyers, publications, website content and signage

Examples

Poster



Acknowledgment

Landscape board logo placed first (left)

Signage



Acknowledgment

Landscape board logo placed first (left)

Social media



Local nature group

Restoring nature, one plant at a time 🌱

Our recent tree planting day was a huge success! Thank you to all who attended and helped plant over 200 new trees!

These native trees will help increase biodiversity, improve habitat for wildlife and support a healthier landscape for future generations.

This project is supported by the Murraylands and Riverland Landscape Board through funding from the landscape levies.

Acknowledgment

Landscape board tagged in post

Murraylands and Riverland Landscape Board



👍 25

8 Comments

More information

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📺 YouTube: [Murraylands and Riverland Landscape Board](https://www.youtube.com/Murraylands%20and%20Riverland%20Landscape%20Board)

🌐 Website: landscape.sa.gov.au/mr