

Media and Communications Guidelines

Grassroots Grants – Funding Acknowledgement

If your project is funded in full or in part by the Murraylands and Riverland Landscape Board (landscape board), you must acknowledge this support when promoting your project. This helps recognise where the funding comes from and ensures transparency for the community.

When do I need to acknowledge the funding?

Funding must be acknowledged in all promotional activities, including (but not limited to):

- **media activities**, including media releases, newspaper articles, radio and TV interviews
- public events such as **workshops, forums, 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**
- **social media** posts
- **videos**

All promotional material must be approved by the Murraylands and Riverland Landscape Board communication team prior to publication. Please see the approvals section below for more information.

How do I acknowledge the funding?

Please include the following acknowledgement statement in all promotional activities:

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

What logo do I use?

All promotional materials, publications and websites must include the landscape board logo.

The logo can only be used to recognise support for the funded project. It must not be used in any 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:

- If logos are placed horizontally, the landscape board logo should appear first (on the left)
- If logos are arranged vertically, the landscape board logo should appear at the top.

Media releases and media engagement

Please contact the landscape board before issuing any media releases.

Media enquiries and approvals should be directed to:

Bec Stevens | Senior Communications Officer

bec.stevens@sa.gov.au

Please note: The landscape board logo must not be used on media releases. Instead, include the approved funding acknowledgement statement in all media releases, including print, television and radio interviews.

Approvals

You must seek approval before distributing any materials that include the landscape board logo.

All approval requests should be sent to:

Bec Stevens | Senior Communications Officer

bec.stevens@sa.gov.au

0409 648 832

Please allow the following timeframes when your planning communications activities:

- Videos: 5 working days
- Social media posts, flyers, publications, website content, signage and media releases: 2 working days

Using social media

Where character limits allow, please include the full funding acknowledgement statement at the end of your post. Please tag the landscape board in your social media posts so we can share your posts when appropriate:

- Facebook/Instagram: @MRLandscapeSA

Example:

<insert your image/ post here>

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

Project signage

For location-based projects, a corflute sign will be provided to acknowledge funding through the Grassroots Grants program. It is a funding requirement that this sign is installed in a prominent, visible location.

Project promotional images

Please provide at least one image to the landscape board that helps tell the story of your Grassroots Grants project. Images may show the activity, location, or outcomes of the project and may be used to promote and showcase funded projects.

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

For more information

Bec Stevens - Senior Communications Officer

Bec.stevens@sa.gov.au 0409 648 832 landscape.sa.gov.au/mr