SPORT AND RECREATION VICTORIA

Community Sports Infrastructure

Additional Acknowledgement and Publicity Guidelines

October 2026

Additional Signage Guidance for Victorian Government Backed Community Sport Infrastructure Projects

Signage requirements for Victorian Government funding programs are managed by Sport and Recreation Victoria. Most funding programs have **Common Requirements** however some have **Specific Requirements**. The table below lists all current funding programs in alphabetical order. Please click on the relevant section to determine the signage requirements for your program and project:

Funding programs/streams	Section	Common or Specific
Community Cricket Program • including Community Facilities and Metropolitan Cricket and Community Centres	1	Common
Community Motorsport Program	1	Common
Community Sports Infrastructure Fund	1	Common
Community Sport and Recreation Grants and Projects	1	Common
Community Sports Infrastructure Loans Scheme	1	Common
Community Sports Infrastructure Stimulus Program	1	Common
Community Support Fund (funded via the Department of Treasury and Finance)	2	Specific
Country Football and Netball Program	4	Specific
Golf Infrastructure Fund	1	Common
Local Community Sport and Recreation Projects	1	Common
Local Sports Infrastructure Fund (all streams) • Rounds 2020-21, 2021, 2022 and 2025-26 – see **Section 1** • Round 2021-22, 2023-24, 2024-25 and 2026-27 – see **Section 3**	1 3	Common Specific
Local Sports Grants	1	Common
Regional Community Sports Infrastructure Fund (all streams)	1	Common
Strategic Projects	2	Specific
World Game Facilities Fund	1	Common

1. Common Signage Requirements

1.1 During Construction

During construction a temporary (but sturdy) sign must be installed in a prominent location visible to the community acknowledging the contribution of the Victorian Government with the text and logos below.



1.2 Completed Projects

Completed projects must install permanent acknowledgment of the contribution of the Victorian Government using the text and logo below in a form (for example, permanent sign or plaque) and scale appropriate to the project.

For projects where the Minister or Victorian Government representative is opening the facility:



For projects where a Victorian Government representative is not present:



Note that there may be specific circumstances where the Victorian Government requests alternative signage to those indicated in the examples above. This will be negotiated with the funded organisation through a specific request made by Sport and Recreation Victoria, if required.

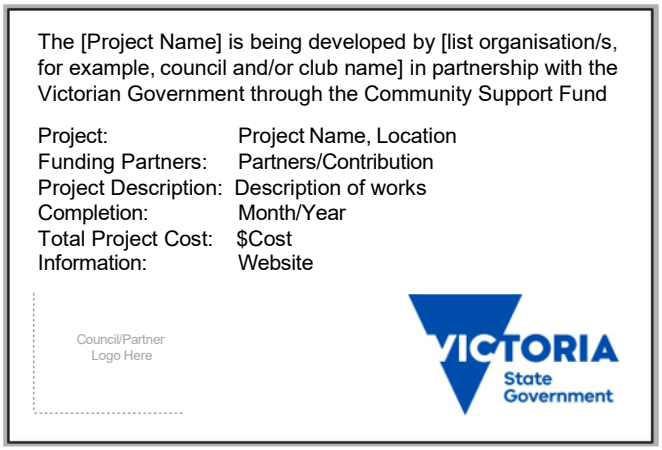
Important note: Artwork for all draft signage and plaques must be provided to your Sport and Recreation Victoria primary contact for approval prior to production and installation. Funded organisations should allow sufficient time to have signage approved by Sport and Recreation Victoria and prior to formal events that include the Minister for Community Sport or Victorian Government representative.

2. Community Support Fund (through Department of Treasury and Finance)

This funding program has **specific signage requirements**. Ensure all specific text and logo requirements are met.

2.1 During Construction

During construction a temporary (but sturdy) sign must be installed in a prominent location visible to the community acknowledging the contribution of the Victorian Government with the text and logos below.



2.2 Completed Projects

Completed projects must install permanent acknowledgment of the contribution of the Victorian Government using the text and logo below in a form (for example, permanent sign or plaque) and scale appropriate to the project.

For projects where the Minister or Victorian Government representative is opening the facility:



For projects where a Victorian Government representative is not present:



Note that there may be specific circumstances where the Victorian Government requests alternative signage to those indicated in the thresholds above. This will be negotiated with the funded organisation through a specific request made by Sport and Recreation Victoria.

Important note: Artwork for all draft signage and plaques must be provided to your Sport and Recreation Victoria primary contact for approval prior to installation. Funded organisations should allow sufficient time to have signage approved by Sport and Recreation Victoria and made prior to formal events that include the Minister for Community Sport or Victorian Government representative.

3. Local Sports Infrastructure Fund (2021-22, 2023-24, 2024-25 and 2026-27)

This funding program has **specific signage requirements**. Ensure all specific text and logo requirements are met.

3.1 During Construction

During construction a temporary (but sturdy) sign must be installed in a prominent location visible to the community acknowledging the contribution of the Victorian Government through the Community Support Fund with the text and logos below.



3.2 Completed Projects

Completed projects must install permanent acknowledgment of the contribution of the Victorian Government through the Community Support Fund using the text and logo below in a form (for example, permanent sign or plaque) and scale appropriate to the project.

For projects where the Minister or Victorian Government representative is opening the facility:



For projects where a Victorian Government representative is not present:



Note that there may be specific circumstances where the Victorian Government requests alternative signage to those indicated in the thresholds above. This will be negotiated with the funded organisation through a specific request made by Sport and Recreation Victoria.

Important note: Artwork for all draft signage and plaques must be provided to your Sport and Recreation Victoria primary contact for approval prior to installation. Funded organisations should allow sufficient time to have signage approved by Sport and Recreation Victoria and made prior to formal events that include the Minister for Community Sport or Victorian Government representative.

4. Country Football and Netball Program

This funding program has **specific signage requirements**. Ensure all specific text and logo requirements are met.

4.1 During Construction

During construction a temporary (but sturdy) sign must be installed in a prominent location visible to the community acknowledging the contribution of the Victorian Government with the text and logos below.



4.2 Completed Projects

Completed projects must install permanent acknowledgment of the contribution of the Victorian Government, the AFL, AFL Victoria and Netball Victoria using the text and logo below in a form (for example, permanent sign or plaque) and scale appropriate to the project.

For projects where the Minister or Victorian Government representative is opening the facility:



For projects where a Victorian Government representative is not present:



Requirements for events, promotions and social media

The logo and appropriate acknowledgement of the Victorian Government, the AFL, AFL Victoria and Netball Victoria contributions is to be included on invitations for events associated with the funded project.

The Victorian Government, the AFL, AFL Victoria and Netball Victoria are to be given the opportunity of having a representative attend all significant events associated with the funded project.

All promotional/information material such as leaflets, brochures and advertisements (including invitations to launches/openings) for the funded project must include the text and logos. Colour publications should use colour logos.

Any press releases/announcements must acknowledge the source of funding and include the supplied logo.

5. Plaques for completed projects

All permanent signage/plaque designs must be endorsed by your Sport and Recreation Victoria primary contact. Paper or card printed and laminated signage is not suitable.

Plaques acknowledging the completion of projects must be installed permanently and not removed. Please contact your Sport and Recreation Victoria representative if installed permanent signage has been identified for removal, replacement and/or relocation.

For further information on Victorian Government plaque production requirements:

- Victorian Government Plaque Production Guidelines

5.1 Construction signage (during construction)

All construction signage for Victorian Government funded projects should meet the following requirements:

For projects with grants of $500,000 or less or loans with $3 million or less:

- The minimum size of signage must be 420 millimetres (height) x 595 millimetres (width).

For projects with grants of $500,001 or more or loans over $3 million:

- The minimum size of signage must be 1 metre (height) x 2 metres (width).

All construction signage designs must be endorsed by your Sport and Recreation Victoria primary contact. Paper or card printed and laminated signage is not suitable.

6. Confidentiality of funding until a public announcement is made

Recipients must obtain written approval from the department before making public announcements about receiving the grant. The department may promote the benefits of the grant and the State's support for the project, and recipients must cooperate with the department in promoting the Fund. These requirements will form part of the Grant Agreement with successful applicants.

7. Event opportunities and invitations

Funding recipients are required to invite the Minister for Community Sport to participate in milestone events associated with any project including ground-breaking ceremonies, construction inspections and photo opportunities.

When your organisation intends to officially open a project that has received Victorian Government investment, your organisation is required to invite the Minister for Community Sport to participate in the official opening.

Adequate notice of at least 8 weeks is required when inviting the Minister to an event. When inviting the Minister you must provide several date and time options for consideration. Please be sure to consider the calendar to avoid busy periods including public holidays, Parliamentary sitting days and periods of business closure (such as Easter, Christmas and New Years). Once the date and time is confirmed by the Minister's Office, your organisation will be required to work with Sport and Recreation Victoria to coordinate the Minister's (or representative) role in the event.

When inviting the Minister for Community Sport to events, please follow these steps.

Step 1: Email the Hon Ros Spence, Minister for Community Sport at ros.spence@parliament.vic.gov.au at least 8 weeks prior to your proposed event (Cc your Sport and Recreation Victoria primary contact) with the following details:

- project name and location
- Victorian Government investment amount and funding program
- total project cost
- Role for the Minister (for example, speech, ribbon cutting, plaque unveiling, ground breaking, site walk)
- Provide at least 3 potential dates and times for the event.*

*Please identify where any potential dates align with club activities. For example, season start activities, club training or match day activities.

Step 2: Once the event is confirmed, Sport and Recreation Victoria will work with your organisation on the details of the event, including logistics and proceedings.

8. Social Media

Funded organisations can showcase projects and create greater visibility and recognition through social media platforms. If promoting your project via social media your organisation is required to acknowledge the support of the Victorian Government.

To acknowledge the Victorian Government's support on social media platforms, it is recommended your organisation uses the following phrases:

- **During delivery:** The [name of program/s/projects/s/] are/is supported by the Victorian Government.
- **During or post-delivery:** [Name of organisation] acknowledges the support of the Victorian Government.
- **Post-delivery:** The [name of program/s/projects/s/] was/were supported by the Victorian Government.

If creating a social media post on LinkedIn, you must tag the department using:

- Department of Jobs Skills Industry and Regions

8.1 Social Media Obligations for Contractors and Consultants

Organisations are required to ensure project contractors and consultants acknowledge the Victorian Government's investment through their own social media posts on all relevant platforms.

It is the organisation's responsibility to ensure appropriate recognition which may include the approved phrases and handles detailed above.

9. Key Resources

9.1 Victorian State Government logo usage and acknowledgment guidelines

- Victoria State Government logo and acknowledgement guidelines for third parties
- Victoria State Government logos
- Brand Victoria Guidelines

These guidelines are subject to change.

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