

Sport and Recreation Victoria

Community Sport Infrastructure Grants: *Acknowledgement and Publicity Guidelines*

September 2020

Sport and Recreation Victoria

Infrastructure Grants: Acknowledgement and Publicity Guidelines

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Introduction

A condition that Sport and Recreation Victoria grant recipients need to adhere to is the acknowledgement of government funding support in publications, promotions, media, capital works signage and other forms of publicity.

These guidelines should be used for any type of signage, publication, promotion, media, capital works signage and other publicity associated with a project funded by Sport and Recreation Victoria.

Important to the success of our on-going partnership with funded organisations is the acknowledgement of financial support provided by the Victorian Government, through Sport and Recreation Victoria.

Confidentiality of funding until a public announcement is made

Once approved, grants remain confidential until the relevant Minister or their representative has publicly announced the funding. If that applies to an activity for which your organisation has been funded, you will have been advised of this in writing at the time you were offered funding.

Sport and Recreation Victoria is responsible for coordinating participation by the Minister or their representative for these announcements.

Sport and Recreation Victoria will contact your organisation to make arrangements for the announcement. If you are aware of any upcoming events that might provide a good opportunity to make the announcement, let your Sport and Recreation Victoria primary contact know.

Event opportunities and invitations

Your organisation is required to invite the Minister for Community Sport to significant events associated with the project including ground-breaking ceremonies, construction inspections and photo opportunities.

When your organisation wishes to launch an infrastructure project which is receiving funding from the government at a public event or similar, you are required to give the Minister for Community Sport the opportunity to officially open or launch the activity.

Your organisation will need to give adequate notice (at least two months lead time is required) to the Minister's Office and once the date and time is confirmed, work with Sport and Recreation Victoria to coordinate the Minister's (or representative's) role in the event.

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

Step 1: Eight weeks prior to your proposed event email the Hon. Ros Spence, Minister for Community Sport at ros.spence@minstaff.vic.gov.au (and cc your SRV contact) with the following details:

- Project name
- Project location
- Total project cost
- Victorian Government investment
- Role for the Minister (e.g. speech, ribbon cutting, plaque unveiling, sod turn, site walk through)
- Provide three potential dates and times for the event

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

All award submissions regarding funded projects must recognise Sport and Recreation Victoria as a project partner and seek Sport and Recreation Victoria's support prior to submitting for an award. This includes giving the Victorian Government recognition through any media regarding the award. For any significant events held at the venue made possible as a result of infrastructure investment, both the Victorian Government and Sport and Recreation Victoria are to be recognised as a partner in the delivery of the project.

Prominent display of Victorian Government signage at openings, launches and events

Victorian Government signage or banners will be required to be displayed at openings, launches and other events supported by the government.

Victorian Government banners will either be provided by Sport and Recreation Victoria at the event, (through your primary contact) or can be borrowed and returned to Sport and Recreation Victoria after the event, with your organisation responsible for organising for their collection and prompt return, or alternative arrangements by negotiation.

Acknowledging the Victorian Government's funding support

Organisations are required to acknowledge the Victorian Government's funding support for projects or initiatives that are funded by Sport and Recreation Victoria infrastructure programs.

Site Signage Requirements – All projects

Please note that all example signs used in this document are for indicative purposes only. They are not artwork and should not be used to reproduce the logos.

Signage for Victorian Government **grant** funded projects should meet the following requirements:

- Projects with \$500,000 (or less) of Victorian Government funding, the minimum size of sign must be **420mm (H) X 595mm (W)**.
- Projects with over \$500,001 of Victorian Government funding, the minimum size of sign must be **1000mm (H) X 2000mm (W)**.
- All construction signage must be endorsed by your Sport and Recreation Victoria primary contact and forms part of your obligations under the funding agreement.

Signage for Victorian Government **loan** funded projects should meet the following requirements:

- Projects with under \$3 million of Victorian Government loan funding, the minimum size of sign must be **420mm (H) X 595mm (W)**.
- Projects with \$3 million or more of Victorian Government loan funding, the minimum size of sign must be **1000mm (H) X 2000mm (W)**.
- All construction signage must be endorsed by your Sport and Recreation Victoria primary contact and forms part of your obligations under the funding agreement.

Please note that all example signs used in this document are for indicative purposes only. They are not artwork and should not be used to reproduce the logos.

Pedestrian capital works sign

Pedestrian signs should be placed in the most appropriate position in relation to the works to achieve maximum visibility.

Construction of the sign should reflect the scale of the construction phase to ensure signage is displayed throughout the building phase.

The sign should be free standing where possible but may be wall mounted or secured to a perimeter fence where it is more appropriate (subject to Sport and Recreation Victoria approval).

Victorian Government fence wrap

Only projects funded through the *Community Sports Infrastructure Stimulus Program* are required to display a fence wrap (of 8m) acknowledging the Victorian Government's contribution.

Funded organisations will also be required to display Victorian Government fence wrap on fencing as detailed below.

The wraps are produced using mesh and are attached to a 1.8-metre-high cyclone fence (usually temporary fencing) using UV resistant cable ties and eyelets positioned every metre. The signs should be vertically centred on the fence.

Sport and Recreation Victoria will provide the fence wrap for installation by your organisation and/or appropriate contractor in a prominent location at the project site. Councils must return the wrap to Sport and Recreation Victoria upon completion of the project.

Victorian Government programs and projects

The following funding programs are Victorian Government programs which must follow the below signage requirements:

- Better Indoor Stadiums Fund
- Community Cricket Program (2019-20 onwards)
- Community Sports Fund
- Community Sports Infrastructure Fund (excluding the Cricket Facilities and Female Friendly Facilities streams)
- Community Sports Infrastructure Loan Scheme
- Community Sports Infrastructure Stimulus Package
- Community Motorsport Program
- Election Commitment Projects
- Golf Infrastructure Fund
- Local Sports Infrastructure Fund (excluding the Female Friendly Facilities stream)
- World Game Facilities Fund

All other government funding programs are delivered in partnerships with other stakeholders and must follow the signage requirements set out in the '*Victorian Government in Partnership Funded Projects*' section of this document.

Please visit **Page 7** if your funding program is not listed or excluded as per above.

Victorian Government funded projects – during construction


During construction a temporary (but sturdy) sign must be erected and prominently displayed acknowledging the contribution of the Victorian Government with the text and logos below.

The size of signage during construction must adhere to the size requirements outlined on **Page 4**.

The PROJECT NAME is being developed by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government.

Project: Project Name, Location
Funding Partners: Partners/Contribution
Completion: Month/Year
Project Description
Total Project Cost
Information: Website

Council and other partner logos




Victorian Government funded projects – completed projects

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

For projects where no Victorian Government representative is present

This facility was built by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government.

Council and other partner logos



For projects where the Minister or representative is opening the facility

This facility was officially opened by [insert Minister/member name] on [insert date] and was built by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government.

Council and other
partner logos



Please 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 with 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 Government representative.

Victorian Government programs and projects in partnership

The following funding programs are Victorian Government programs which must follow the below signage requirements:

- Community Sports Infrastructure Fund (Cricket Facilities stream)
- Country Football and Netball Program
- Female Friendly Facilities projects funded from the:
 - Female Friendly Facilities Fund
 - Community Sports Infrastructure Fund (Female Friendly Facilities stream)
 - Local Sports Infrastructure Fund (Female Friendly Facilities stream)
- Victoria Asian Cup Legacy Fund

Community Sports Infrastructure Fund (Cricket Facilities stream) funded projects – during construction

During construction a temporary (but sturdy) sign must be erected and prominently displayed acknowledging the contribution of the Victorian Government, Cricket Australia and Cricket Victoria with the text and logos below.

The [project name] is being developed by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, Cricket Australia and Cricket Victoria.

Project: Project Name, Location
Project Description
Total Project Cost
Information: Website

Council and
other partner logos



Community Sports Infrastructure Fund (Cricket Facilities stream) funded projects – completed projects

Completed projects must carry a permanent acknowledgment of the contribution of the Victorian Government, Cricket Australia and Cricket Victoria using the text and logo below in a form (e.g. permanent sign or plaque) and scale appropriate to the project.

For projects where no Victorian Government representative is present

This facility was built by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, Cricket Australia and Cricket Victoria.



For projects where the Minister or representative is opening the facility

This facility was officially opened by insert Minister/member name] on [insert date] and was built by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, Cricket Australia and Cricket Victoria



Requirements for events and promotions

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

The Victorian Government, Cricket Australia and Cricket 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 etc.) for the funded project must carry the text and logos. Colour publications should use colour logos.

Any press releases/announcements must acknowledge the source of funding and carry the supplied logos.

Country Football and Netball Program: all projects – *during construction*

During construction a temporary (but sturdy) sign must be erected and prominently displayed acknowledging the contribution of the Victorian Government, the AFL, Netball Victoria and AFL Victoria with the text and logo below.

The [project name] is being developed by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, the Australian Football League, Netball Victoria and AFL Victoria.

Project: Project Name, Location
Project Description

Total Project Cost
Information: Website

Council and other partner logos



The image shows a template for a temporary sign during construction. It includes a text area for project details, a section for partner logos, and a row of logos for netball VICTORIA, AFL, AFL VICTORIA, and VICTORIA State Government.


Country Football and Netball Program: all projects – *completed projects*

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

For projects where no Victorian Government representative is present

This facility was built by [list organisation/s i.e. council and/or club name] in partnership with the Australian Football League, Netball Victoria, AFL Victoria and the Victorian Government.

Council and other partner logos



The image shows a template for a permanent acknowledgment sign for completed projects. It includes a text area for project details, a section for partner logos, and a row of logos for netball VICTORIA, AFL, AFL VICTORIA, and VICTORIA State Government.

For projects where the Minister or representative is opening the facility

This facility was officially opened by [insert Minister/member name] on [insert date] and was built by [list organisation/s i.e. council and/or club name] in

partnership with the Australian Football League, Netball Victoria, AFL Victoria and the Victorian Government.

Council and other partner logos



Requirements for events and promotions

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 etc.) for the funded project must carry the text and logos. Colour publications should use colour logos.

Any press releases/announcements must acknowledge the source of funding and carry the supplied logos.

Female Friendly Facilities Projects: all projects – during construction

During construction a temporary (but sturdy) sign must be erected and prominently displayed acknowledging the contribution of the Victorian Government and Change Our Game initiative with the text and logo below.

The [project name] is being developed by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government.

Project: Project Name, Location

Project Description

Total Project Cost

Information: Website

Council and other partner logos




Female Friendly Facilities Projects: all projects – completed projects

Completed projects must carry a permanent acknowledgment of the contribution of the Victorian Government and Change Our Game initiative using the text and logo below in a form (e.g. permanent sign or plaque) and scale appropriate to the project.

For projects where no Victorian Government representative is present

This facility was built by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government.


Council and other partner logos



The image shows a template for a sign or plaque. It features a text box at the top with a placeholder for the organization name. Below this is a dotted line indicating where to place council and other partner logos. To the right of the text box are two logos: 'CHANGE OUR GAME' in red and blue, and the 'VICTORIA State Government' logo in blue.

This facility was officially opened by [insert Minister/member name] on [insert date] and was built by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government.

Council and other partner logos



The image shows a template for a sign or plaque. It features a text box at the top with placeholders for the Minister/member name, the date, and the organization name. Below this is a dotted line indicating where to place council and other partner logos. To the right of the text box is the 'VICTORIA State Government' logo in blue.

For projects where the Minister or representative is opening the facility

Please 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 with 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 Government representative.

Victorian Asian Cup Legacy Fund: 2015 projects – *during construction*

During construction a temporary (but sturdy) sign must be erected and prominently displayed acknowledging the contribution of the Victorian Government, Football Federation Australia and the Asian Cup 2015 Legacy Fund with the text and logo below.

The [project name] is being developed by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, Football Federation Australia and the Asian Cup 2015 Legacy Fund.

Project: Project Name, Location
Project Description

Total Project Cost
Information: Website

Council and other partner logos



The image shows a template for a sign during construction. It includes a text box for project details, a section for partner logos, and three logos: Football Federation Australia, AFC Asian Cup Australia 2015, and Victoria State Government.

Victorian Asian Cup Legacy Fund: 2015 projects – *completed projects*

Completed projects must carry a permanent acknowledgment of the contribution of the Victorian Government, Football Federation Australia and the AFC Asian Cup using the text and logo below in a form (e.g. permanent sign or plaque) and scale appropriate to the project.

For projects where no Victorian Government representative is present

This facility was built by [list organisation/s i.e. council and/or club name] in partnership with Football Federation Australia, Asian Cup 2015 Legacy Fund and the Victorian Government.

Council and other partner logos



The image shows a template for a permanent sign for completed projects. It includes a text box for project details, a section for partner logos, and three logos: Football Federation Australia, AFC Asian Cup Australia 2015, and Victoria State Government.

For projects where the Minister or representative is opening the facility

This facility was officially opened by [insert Minister/member name] on [insert date] and was built by [list organisation/s i.e. council and/or club name] in partnership with Football Federation Australia, Asian Cup 2015 Legacy Fund and the Victorian Government.

Council and other partner logos



Please 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 with 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.

Written acknowledgement in digital and printed materials

Organisations are required to acknowledge the Victorian Government's funding support for projects or initiatives funded through Sport and Recreation Victoria in published or printed materials, draft strategies, websites, presentations, speeches, or other forms of presentations such as community consultations.

Examples include:

- **Community Sports Infrastructure Fund** – Planning category projects are required to include logo and written acknowledgement of the Victorian Government contribution to the project in final publications.
- **Research/Strategies/Plans** – logo and written acknowledgement statement to be included in the report.²
- **Print and electronic documents, reports, brochures, etc.** – logo and written acknowledgement statement placed where appropriate.
- **Posters** – logo and written acknowledgement.
- **Videos** – logo and written acknowledgement in credits, end slides or another appropriate part of the production.
- **Websites** – logo and written acknowledgement where appropriate. The acknowledgement only needs to occur on relevant pages describing the funded initiatives.

- **Media releases** – written acknowledgement describing the Government’s contribution and funding source.
- **Speeches/launches/conferences/events** – verbal acknowledgment, display of banners (where practical) and signs and logo acknowledgment in programs/invites/websites.

Written acknowledgement statement of Victorian Government funding

Any written acknowledgement statement in published, electronic, video or printed materials associated with the funded project or initiative should include one of the statements below:

The [name of program/s/projects/s/ initiative/s] was/were supported by the Victorian Government.

The [name of program/s/projects/s/ initiative/s] are/is supported by the Victorian Government.

[Name of organisation] acknowledges the support of the Victorian Government.

Please note: The Victorian Government is to be acknowledged, not the individual department.

2 A specific acknowledgment of Victorian Government grant support, such as:

‘Research reported in this [publication/press release] was supported by [name of the grant program] grant from the Victorian Government.

Brand Victoria logo



The Brand Victoria logo is the primary branding device of the Victorian Government. It replaced the previous Victorian Government logo on 12 August 2015 and should be used for all new acknowledgements.



Where a logo acknowledgement by a funded organisation is required, the guidelines outlined below for using the Brand Victoria logo must be followed.

Under no circumstances should funded organisations alter these logos or copy and paste the logo from this or any other Victorian Government publication or website.

There are variations on how the logo is to be used depending on what an organisation is publishing or printing.

Official colours and correct logo usage

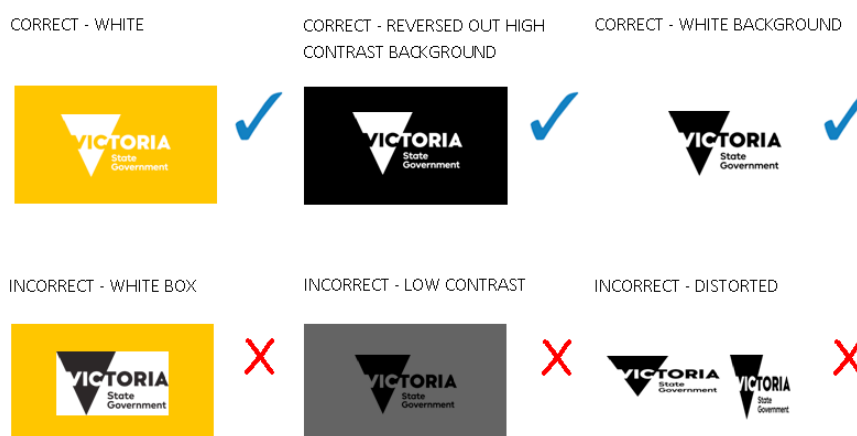
To maintain the consistent use of the Victoria State Government logo, the preferred colour usage is either Government Blue (PANTONE 2945) or Black.

The area surrounding the text and triangle should reveal the underlying background colour and should not default to white on a coloured background. It should never appear with a white box around it.

For reasons of clarity and impact, consideration should be given to the appropriate contrast between the background and the logo.

Where the background is a solid and/or dark colour, use a white logo.

Logos cannot be stretched or distorted in any way – the ratio between width and height measurements should always be kept the same.



Logo usage and placement

The visual style of the organisation receiving the funding should be the primary brand of the publication or website.

The partner organisation's logo should be placed to the left of the Brand Victoria logo, if possible, and clear space left around it.



Clear space is an exclusion zone surrounding a logo where no other text or graphic may appear and should allow enough space to visually separate logos. The clear space should constitute 50% of the width/height of the logo itself.



Sizing and Dimensions

Minimum size for logo usage is that it should be 10mm in height.

How to access the Brand Victoria logo

To access the logo please contact your Sport and Recreation Victoria representative.

If your organisation is unsure about when and how the logo should be used, contact your Sport and Recreation Victoria representative.

Should council receive funding for a project that requires alternative signage to those described in these guidelines, Sport and Recreation Victoria can negotiate these guidelines on a case-by-case basis.

More information

Department of Jobs, Precincts and Regions

Please contact your Sport and Recreation Victoria representative if you require additional information or assistance on the funding acknowledgement requirements.

To receive this publication in an accessible format please phone the National Relay Service on 13 36 77.

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