State NRM Program Funding Acknowledgement Guide

When should I acknowledge the funding?

Every mention of your project should acknowledge funding from the Western Australian Government's State Natural Resource Management Program. Examples include:

- Media releases, announcements, newspaper articles, radio interviews
- Social media posts, videos (for example on Facebook, LinkedIn, Instagram, Threads, X (formerly known as Twitter) TikTok and YouTube)
- Newsletters, brochures, flyers, reports, documents, websites
- Signage, pull-up banners, posters
- Events, workshops, forums, conferences.

The State NRM Program **must** approve all written acknowledgements and logo use prior to public release, except for social media posts which adhere to the acknowledgement provisions below.

Please direct draft acknowledgements and logo use to snrmo@dpird.wa.gov.au for approval.

Acknowledgement using the logo

The logo should be used on all publications, advertising, media releases and any other form of communication in relation to your project, except for social media posts.

You do not, under any circumstances, have permission to remove the state government crest from this logo. The logo must be used in full and must not be distorted.

High-quality versions of the logo, including AI, EPS and JPG, can be downloaded in a ZIP file (1.7MB) by accessing the hyperlink below:

- https://www.wa.gov.au/system/files/2021-11/State_NRMProgram_Logo.zip

Please note the correct usage requirements per the image right. The logo should not be smaller than 7.8 cm in width, with the Government of Western Australia crest being no smaller than 1.5 cm.

Written acknowledgement

Acknowledgement text as outlined below **must** be included on all social media posts, publications, advertising, media releases or any other form of communication in relation to your project:

- This [project/report/forum] is supported by funding from the Western Australian Government's State NRM Program.

Verbal acknowledgement

The following example illustrates appropriate words that can be used to acknowledge your funding source in videos, radio, speaking engagements, public launches, forums or on television:

- The [name of project] received funding as part of the Western Australian Government's State Natural Resource Management Program.

Social media and websites

Where possible, the inclusion of hyperlinks to the State NRM Program website and social media channels is preferred. Social media posts do not require inclusion of the logo.

- Main website: https://www.wa.gov.au/organisation/department-of-primary-industries-and-regional-development/state-natural-resource-management-program or www.nrm.wa.gov.au
- Facebook: (@nrmpwa) https://www.facebook.com/nrmpwa/
- X (formerly Twitter): (@statenrmprogram) https://twitter.com/statenrmprogram

Not sure? If you have any questions about how to properly acknowledge your funding, then please contact the State NRM Program team at snrmo@dpird.wa.gov.au or (08) 6551 4428.