



## ACKNOWLEDGEMENT GUIDELINES

The contracts and funding agreements with all organisations and individuals that receive State Government funding from the Waste Avoidance and Resource Recovery (WARR) Account, administered by the Waste Authority, require that the funding support is acknowledged in all media statements, articles and printed materials associated with the funded activity, including advertisements, annual reports, newsletters, brochures, banners, posters, websites and multimedia materials.

The following additional considerations apply:

- Where items of capital equipment have been fully or partly purchased by the funds, a suitable sign capable of lasting the useful life of the item, must be affixed to the equipment and contain the acknowledgement
- Where major services involving a facility with a public presence are utilised with the funds, public acknowledgement of funding support is required in a suitable location at the facility with approved signage and location.

### Use of logos

All printed and published materials produced as part of the funded project must acknowledge the Waste Avoidance and Resource Recovery Account support.

The State Government and Waste Authority logo are to be placed in a prominent position, usually to the left of other logos, where all other logos represent a supporting relationship of equal or lesser value.

High resolution logos are provided in EPS format for printed publications. Lower resolution logos are provided in JPG format for use in other signage, websites or lower quality publications. All logos may be obtained at the following website location... [Logos.](#)

The logo must not be re-created by or on behalf of the recipient organisation.

The logo must not be scanned from a hard copy or extracted from a website as a screen copy or a 'save image' operation.

Any resizing of the logo must maintain the same aspect ratio and ensure that its integrity remains intact.

### Words of acknowledgement

The following statement is the accepted form of acknowledgment and must be hyperlinked to the home page of the Waste Authority website.

'This (the) project is funded by the State Government through the Waste Avoidance and Resource Recovery Account, and administered by the Waste Authority.'



## Media statements

When preparing media statements or referring to the project and when speaking with the media, the appropriate support must be clearly acknowledged. In the case of a media interview, the acknowledgment of funding support is only required when answering a relevant question about funding/budget/costs.

The Department of Water and Environmental Regulation's Communications team must be informed of any proposed media interviews regarding the project, before the actual interview date on 6364 7035.

## Final Reports

If a report is one of the outputs from the project, the Waste Authority may choose to publish it on the Waste Authority website. The support must be clearly acknowledged in the same manner as described above at an appropriate location within the report.

## Websites

Websites may have been produced as part of a funded project or a news item may have been placed on the site about the project. Additionally, a related item may have been posted on a social media site. The cases should be handled as follows:

- **Site created (partial or all) through a funded project** - the logo must be displayed on the home page at all times and be hyperlinked to the Authority's home page
- **News about the funded project appears on the site** - the words of acknowledgment must appear in the same area of the news item and be hyperlinked to the Authority's home page
- **News about the funded project is posted by the funding recipient on a social media platform** - the words of acknowledgment must appear in the news item and be hyperlinked to the Authority's page and endorsed. For example, where a link to the Authority's Facebook homepage is made ([www.facebook.com/wasteauthority](http://www.facebook.com/wasteauthority)), the recipient should also 'like' the Authority's Facebook page.

## DVD / CD

Where a DVD or CD is produced as an outcome of the funded project, the Waste Authority's logo must be incorporated and prominently displayed as part of the credits together with the words of acknowledgement on both the case inner liner and the CD label.

## Events

All promotional activities relating to funded projects as well as any official events or launches, including invitations extended to the Minister, Waste Authority chairman or members, must be preceded by formal communication to the Waste Strategy Directorate of the department. This advice is to be provided at least four weeks prior to the event.

Contact the Department of Water and Environmental Regulation's Waste Avoidance and Resource Recovery division on 6364 6965 or email [info@wasteauthority.wa.gov.au](mailto:info@wasteauthority.wa.gov.au) .