



**GOVERNMENT OF  
WESTERN AUSTRALIA**



## Acknowledgement guidelines

Organisations receiving grant funding from the Waste Avoidance and Resource Recovery account must acknowledge the funding source in all media statements and materials associated with the funded activity.

This includes:

- advertisements
- annual reports
- newsletters
- brochures
- banners
- posters
- websites
- 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, should be affixed to the equipment and contain the acknowledgement, where this would be normally visible to the public. If this is not practicable, then a different form of acknowledgement (such as on the funding recipient's website or other promotional collateral) may be agreed with the program administrator.
- 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 support from the Waste Avoidance and Resource Recovery Account.

The Government of Western Australia crest 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](#).



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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 project is supported by the Government of Western Australia  
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.



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## 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 (e.g. Facebook, Twitter, and Instagram)** – the words of acknowledgment must appear in the post/tweet and include a link to the Waste Authority's website and/or Facebook page.

-  [www.facebook.com/wasteauthority](https://www.facebook.com/wasteauthority)

Where a link to the Authority's Facebook page is made, the recipient should also 'like' the page.

## Video

Where a video is produced as a part of the funded project, the Waste Authority's logo must be incorporated and prominently displayed as part of the credits. Where a physical copy is created (CD/DVD), the words of acknowledgement must be displayed on both the case's inner liner and the label of the CD/DVD.

## 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 WARR division of DWER. This advice is to be provided at least four weeks prior to the event.

Contact the Waste Authority on email [info@wasteauthority.wa.gov.au](mailto:info@wasteauthority.wa.gov.au).