

Building our Regions

Funding Acknowledgement Guide — January 2021

The Department of State Development, Infrastructure, Local Government and Planning improves productivity and quality of life in Queensland by leading economic strategy, industry development, infrastructure and planning, for the benefit of all.

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Copies of this publication are available on our website at www.statedevelopment.qld.gov.au and further copies are available upon request to:

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1.0 Introduction

All local governments that receive funds through the Building our Regions program are required to acknowledge the funding provided by the Queensland Government and the program.

This funding acknowledgement guide sets out how local governments are expected to acknowledge their project funding and should be read in conjunction with the funding instrument.

The guide, and the templates/style guides and image files it refers to, are available on the **[acknowledgement information page](#)**¹ on the Department of State Development, Infrastructure, Local Government and Planning's website. Alternatively, local governments can contact the Building our Regions team on 07 3452 7377 or email **buildingourregions@dsdti.qld.gov.au**.

¹ **<http://www.statedevelopment.qld.gov.au/regions/building-our-regions-funding-acknowledgement-guide.html>**

2.0 Funding acknowledgement in project-related materials

2.1 When to acknowledge funding

Local governments are required to acknowledge Queensland Government funding in all materials developed for or about funded projects.

Project-related materials that must include funding acknowledgement statements are:

- media releases and speeches associated with the funded activity
- speeches for a launch or official event
- invitations or registration brochures and conference programs
- brochures and posters
- project and event signage
- TV, radio and newspaper coverage by the media
- TV, radio and newspaper advertisements
- printed documents associated with the project
- annual reports
- newsletters
- social media and multimedia material including websites, videos, and other promotional items. For additional information on social media posts, refer to section 2.3.2.

Please contact the Building our Regions team to arrange approval or to clarify whether or not acknowledgement and/or approvals are needed.

2.2 Approval required

Any reference to the Building our Regions program and projects in communication materials (see section 2.1) are to be approved in advance by the Department of State Development, Infrastructure, Local Government and Planning.

Local governments should provide copies of any planned project-related communication materials to the Building our Regions team before the intended release date so approval can be arranged.

The following notice periods apply to communication materials associated with funding activity mentioned in section 2.1:

- media releases must be provided at least **five business days prior** to their scheduled date of distribution, and any changes or amendments to the form, content or manner reasonably requested by the department must be made prior to distribution
- any proposed public media event must be notified to the department and an invitation sent to the Minister's Office at least **twenty-eight business days prior** to the proposed event date.
- any project-related social media posts must be provided at least **three business days prior** to scheduled posting
- all other materials must be provided at least **three business days prior** to these being released.

The department or the Minister may wish to collaborate with the local government for a joint media announcement or statement. Please contact the Building our Regions project team to arrange approval or to clarify whether or not approvals are needed.

2.3 How to acknowledge funding

2.3.1 Acknowledging Queensland Government funding

All materials (other than social media posts) prepared for a Queensland Government funded project must include a funding acknowledgement statement.

The statement to be used depends on whether or not there are other funding contributors, including the Australian Government.

Local governments must use one of the following statements:

Financial contributors	Funding acknowledgement statement
Building our Regions program only	"Proudly funded by the Queensland Government's Building our Regions program."
Building our Regions and other contributors (excluding the Australian Government)	"Proudly funded by the Queensland Government in association with <other contributor name> and <other contributor name>."
Building our Regions and the Australian Government	"Jointly funded by the Australian Government and Queensland Government."
Building our Regions, the Australian Government and other contributors	"Jointly funded by the Australian Government and Queensland Government in association with <other contributor name> and <other contributor name>."

Note: When there are multiple financial contributors, not including the Australian Government, they should be named in order of the value of their contributions.

2.3.2 Social media

When making social media posts about funded projects, local governments need to acknowledge the Queensland Government's funding by tagging the program using #BuildingourRegions or #BoR.

Depending on the channel being used, the following should also be tagged, where possible:

- Twitter — <https://twitter.com/DSDTIQLD>
- Facebook — <https://www.facebook.com/dsdti>
- LinkedIn — <https://www.linkedin.com/company/department-of-state-development-tourism-innovation/>

As mentioned in section 2.2, local governments are required to let the Building our Regions team know three business days before they intend to post about program-funded projects on social media.

3.0 Construction signage

Local governments must acknowledge funding contributions by installing construction signage at the project site.

Local governments are to ensure approved **construction signage is installed at the project site when construction starts**. The construction signage must remain in place until it is replaced with permanent signage (see section 4 for information on permanent signage).

Local governments are responsible for the production, approvals, printing, placement and ongoing maintenance of construction signage.

The **Building our Regions Construction Signage Template and Style Guide²** must be used and is available from the [funding acknowledgement information page](#) or from the Building our Regions team.

3.1 Construction signage templates

The **Building our Regions Construction Signage Template and Style Guide** provides signage templates for the following funding scenarios:

Template to be used when the project is funded equally by the Queensland Government and Local Government:



Template to be used when the project has a combination of funding from the Australian, Queensland and Local Governments:



² If needed, image files of the Queensland Government crest are available on the [funding acknowledgement information page](#).

Construction signs must not be produced until they have been approved by the department. If signs are produced before they are approved, local governments may be required to reissue and install the signs at their own expense.

The approval process for construction signs is set out below.



Local governments must submit construction sign artwork proofs to the department for approval **at least 10 days before the sign is to be produced**. Should any changes be required, the department will advise local governments and request a new artwork proof for approval.

Local governments are responsible for ensuring signs are made with appropriate, durable materials and displayed in a format that best suits the project site.

Construction signs must be located in an area where they will be clearly seen by the general public and not be obscured by any roadside or other objects, including any other information signs.

A photograph of the construction sign is to be provided to the Building our Regions team as soon as possible after the sign has been installed.

3.2 Cost responsibility

The production, approvals, printing and placement of approved construction signs are eligible costs for funding under the program.

Costs associated with the maintenance of construction signs are not eligible costs for funding.

Please note, if signs are produced before they are approved, local governments may be required to reissue and install the signs at their own expense.

3.3 Large or multiple project sites

Generally, one construction sign is required for each project. However, should a project involve a large/long area or multiple sites at various locations, local governments are required to contact the Building our Regions team to discuss the best approach. For example, a local government may be able to install a standard construction sign at the primary construction/project site and smaller signs at other sites.

4.0 Permanent signage/plaques

When projects have been completed, local governments must continue to acknowledge funding contributions through signage at the project site or at a more appropriate off-site location.

Local governments have three options for permanent signage:

1. **Using the construction sign (if appropriate)**

Local governments need to advise the Building our Regions team if they are using this option (see section 4.1 for details).

2. **Creating a new permanent sign**

If local governments want a permanent sign made of a different material or need to replace the construction sign, they will need to follow the **Building our Regions Construction Signage Template and Style Guide** and provide the department with a proof for approval before producing the sign. The approval process for this option is the same as the one for construction signage (see section 3).

3. **Creating a plaque**

Plaques can be used as an alternative to the standard Building our Regions–branded permanent signage. This option may be preferable if the infrastructure will be opened by the Premier, Deputy Premier or Minister. See section 4.2 for information on plaques.

Local governments are to complete the artwork for their permanent signage. The artwork must be produced in accordance with the relevant sections of this guide and must be submitted to the department for approval **before** the signage is produced.

Permanent signage must be in place **within 30 days of construction being completed, or at the time of an official opening (whichever is sooner)**.

Please note: Permanent signage must remain in place for at least three years after the project is complete.

If there is not an appropriate physical location to install a sign or plaque, or it is more appropriate to place the permanent signage offsite (e.g. at the town hall), this should be discussed with the Building our Regions team.

Whatever option is chosen, a photo of the permanent signage must be provided to the Building our Regions team as soon as possible after it has been installed.

4.1 Using the construction sign as permanent signage

Local governments can choose to use a project's construction sign as permanent signage under the following conditions:

1. The local government considers the construction sign to be an appropriate permanent sign in terms of its appearance, its location and the nature of the project—for example, what works best for a digital connectivity project may not be suitable for a material recovery facility or caravan park.
2. The sign is made of durable, long-life material, such as would be used for a road sign.
3. The sign will be positioned in a location that is appropriate for long-term display (at least three years) and is in good condition at the end of construction.
4. The sign does not contravene the specifications for design and size set out in this guide or its associated templates/style guides.

If local governments have any questions regarding the suitability of a project's construction sign, they should contact the Building our Regions team to discuss them.

4.2 Using a plaque

Plaques can be used as an alternative to Building our Regions-branded signage, which may be preferable if the infrastructure will be opened by the Premier, Deputy Premier or Minister.

Local governments are responsible for:

- completing the artwork for the plaque, in accordance with this funding acknowledgement guide
- submitting artwork to the department for approval before the plaque is produced
- ensuring the plaque is made with appropriate materials and displayed in a format that best suits the project site
- locating the plaque in an area where it will be clearly seen by the general public and not obscured by any roadside or other objects, including any other information signs.



Example plaque template

Approval from the department must be obtained before any plaque is produced. The approval process for plaques is set out below.



Local governments are required to provide all plaque artwork proofs to the department **at least 10 days before the plaque is intended to be produced**.

Should any changes be required, the department will advise local governments and request a new artwork proof for approval.

4.2.1 Design specifications

- Logo(s) must be included along the top of the plaque—the Queensland Government crest should sit top right (Note: Image files of the Queensland Government crest are available on the [funding acknowledgement information page](#)).

Please note, if the Australian Government is co-funding the project:

- logos should be positioned with Australian Government top left, council top middle, and Queensland Government top right.
- the Queensland Government crest changes to the single line stack version (rather than the standard two-line stack version).
- Text must be in Rotis serif font or, if that is not available, Times New Roman
- Basic text:

[Project Name]
 was officially opened by
 The Honourable [...] MP
 Premier/Deputy Premier/Minister for [...]
 on
 [date]
 This project was proudly funded by the
 Queensland Government and [...] Council]

4.2.1.1 Examples of project plaques



State and council funding



Example showing wording when Minister is being represented by another member of Parliament



Federal, council and state funding

Note: the Queensland Government crest changes to the single line stack version when used alongside the Australian Government logo

4.3 Cost responsibility

Production, printing, placement and maintenance of permanent signage, including plaques, **are ineligible costs** for funding under the program.

Please note, if permanent signage is produced before it is approved, local governments may be required to reissue and install the signage.

5.0 Project-related events

Local governments must advise the Department of State Development, Infrastructure, Local Government and Planning of all proposed public relations activities/events relating to funded projects **at least 28 days before** they are scheduled to occur.

Local governments are responsible for inviting the Deputy Premier and Minister for State Development, Infrastructure, Local Government and Planning by written correspondence, with at least of 28 days' notice, to:

- attend any ceremonies and events connected with funded projects, e.g. sod turnings, official openings, media walk throughs, etc
- speak at opening ceremonies and all other events connected with the project.

Before sending a formal invitation to the Minister, local governments should contact the Minister's office (details below) to discuss possible dates for events (e.g. sod-turnings, openings, etc) to ensure the Minister is available.

Once availability has been confirmed, local governments must send a formal invitation to the Minister and advise the Building our Regions team that this has been done. Local governments must also advise the Building our Regions team of the confirmed event details.

Ministerial contact details

PO Box 15216

CITY EAST QLD 4002

Phone: +61 7 3719 7360

Email: deputy.premier@ministerial.qld.gov.au

6.0 More information

To access the Queensland Government crest files and Building our Regions signage templates and style guides, please visit the [**funding acknowledgement information page**](#).

For more information or assistance, please contact the Building our Regions team.

Phone: +61 7 3452 7377 or 13 QGOV (13 74 68)

Email: [**buildingourregions@dsdti.qld.gov.au**](mailto:buildingourregions@dsdti.qld.gov.au)

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