

Acknowledgement and Publicity Guidelines



Introduction

Under Clause 11 of the Community Grants Funding Program and Service Agreement, organisations must acknowledge the funding support provided by Maroondah City Council for the services funded.

This acknowledgement must be made in:

- publications and publicity related to services funded – for example, websites, media releases, print and electronic documents and speeches/launches
- a group/organisation's annual report.
- Where a performance, event or launch directly relates to the financial support you have received from Council you must follow the guidelines provided on Council's website at:

<http://www.maroondah.vic.gov.au/content-migration/Forms-and-Permits/Running-an-event-on-Council-land-application-forms>

Please note: No acknowledgement is required for general administrative notices relating to operational aspects of the group/organisation. These guidelines are focused on publications and events that directly relate to the funding allocation. By acknowledging this support, organisations are informing the community about how Maroondah City Council's funding is spent.

Keeping the funding confidential

Groups/organisations may be required to keep the funding confidential until a public announcement is made. Once funding has been approved for the delivery of services by a group/organisation, it may remain highly confidential until Council has publicly announced that funding has been approved. The group/organisation will be advised in writing if this is the case at the time it is notified that funding has been approved.

Format of acknowledgement

Organisations must acknowledge Maroondah City Council's funding support for programs, services or equipment under the grant agreement in published or printed materials, speeches, or other forms of presentations.

The funding acknowledgment format required in publications and publicity related to funded services is:

- annual report – logo and written acknowledgment statement to be included in the report, for example on an acknowledgment or supporter page rather than on the front page.
- print and electronic documents, reports, brochures and the like – logo and written acknowledgement statement placed where appropriate
- posters – logo and written acknowledgement
- websites – written acknowledgment statement and logo (as relevant). The acknowledgement only needs to occur on relevant pages describing the funded services. Websites developed with Council's funding support should also include a link to the website. The group/organisation can contact Council for the relevant URL.
- media releases – written acknowledgement statement
- speeches/launches/conferences – verbal acknowledgment, display of banners (where practical) and signs and logo acknowledgment in programs/invites/websites.

In limited circumstances, an organisation may be exempt from using the Council logo in particular publicity and publications. Please contact Council for further advice if you feel there is a publication which you believe should be exempt.

Written acknowledgement statement of Maroondah City Council funding

Any written acknowledgement statement in published or printed materials associated with the funded service should include one of the statements below:

- The [name of program/s/projects/s/ service/s] was/were/are/is supported by Maroondah City Council.
- [Name of organisation] acknowledges the support of Maroondah City Council's Community Grants Funding Program/ Arts and Cultural Grants Scheme.

Maroondah City Council logo usage

The Maroondah City Council logo is the primary branding device of Maroondah City Council.

Where a logo acknowledgement by a funded group/organisation is required, **the logos will be supplied to you by Council along with the branding guidelines.**

Under no circumstances should funded group/organisations alter the logo or copy and paste the logo from this or any other Council publication or website.

If an organisation is unsure about when and how the logo should be used, contact Council's Communications and Engagement team on 9298 4329 or communications@maroondah.vic.gov.au

Events/conferences/launches

Where a performance, event or launch directly relates to the Community Grants Funding Program: the provided checklist must be completed and returned with the grant funding service agreement

- programs/invitations/websites should display the Maroondah City Council logo (as relevant)
- any speeches and presentations should include a verbal acknowledgement of Maroondah City Council support
- Mayor and Councillors should be invited to attend the function, with a minimum of one month's notice. Where appropriate the Mayor or Ward Councillor or delegated Councillor should be invited to speak.
- Council signs and banners may be available for use by groups/organisations to display at relevant events/launches and conferences and can be used where practical.

Event Proposal Checklist



Event Proposal

Congratulations on receiving a Community Development Grant, Small Equipment Grant or an Arts and Cultural Grant through Council's annual Community Grants Funding Program

As a grant recipient there are a number of requirements that you need to provide to Council under Clause 11 of the Community Grants Funding Program Service Agreement.

Organisations must acknowledge the funding support provided by Maroondah City Council for the service or project funded. Where a performance, event or launch directly relates to the Community Grants Funding Program, Mayor and Councillors should be invited to attend the function. Where appropriate, the Mayor or Ward Councillor or delegated Councillor should be invited to speak.

The purpose of this checklist is for you to provide Council with an initial idea of your plans for your launch or event. This information will enable Council Officers to schedule your launch or event into the Mayor and/or Councillor's diaries and also follow up details with your organisation closer to the proposed date.

Please provide as much information as possible noting that we understand that you may be early in the planning stage for your event and that your dates and event details may be tentative at this stage.

Please return completed forms to: penny.moore@maroondah.vic.gov.au

Further information

For further information on the grant funding acknowledgment requirements contact:

Community Grants Funding Scheme

Community Development Team at communitygrants@maroondah.vic.gov.au or call 1300 88 22 33 or 9298 4598.

Council's logo usage contact

Communications & Engagement team at communications@maroondah.vic.gov.au or call 9298 4329.

Mayor and Councillor availability to attend function or event

Councillor Support Officer on 9298 4462

Event Proposal Checklist

Name of event:		
Time and date of event:		
Type of event:	<input type="checkbox"/> Launch <input type="checkbox"/> Opening <input type="checkbox"/> Celebration <input type="checkbox"/> Concert/Performance <input type="checkbox"/> Other	
Proposed attendance:	<input type="checkbox"/> Small gathering people associated with the funded project – by invitation. Less than 50 people <input type="checkbox"/> Small gathering but including the wider community. Less than 50 people <input type="checkbox"/> Medium to large event ie approx. 50 - 100 people <input type="checkbox"/> Large scale – advertised to the wider community Please provide a rough estimate of anticipated number	
Proposed VIPS who you are planning to invite:	<input type="checkbox"/> Mayor and Councillors <input type="checkbox"/> Local Members of Parliament <input type="checkbox"/> Indigenous Leaders <input type="checkbox"/> Other	
Proposed program or format Attach running sheet of event if appropriate		
Key Contacts		
Name	Position	Phone Number & Email
Primary Contact		
Secondary Contact		

Example Invoice



EXAMPLES OF REQUIRED INVOICE

1. For organisations with an Australian Business Number who **are registered for GST**

Letterhead inc. name & address	
ABN: 00 000 000 000	
TAX INVOICE	
Maroondah City Council (insert year) Community Grant	\$ 000.00
GST	\$ 000.00
TOTAL	\$ 000.00

2. For organisations with an Australian Business Number who are **not registered for GST**.

Letterhead inc. name and postal address	
ABN: 00 000 000 000	
INVOICE	
Maroondah City Council (insert year) Community Grant	\$000.00
TOTAL	\$ 000.00

3. For organisations who **do not have an Australian Business Number**
(Organisations within this category must also complete a statement by supplier form)

Letterhead inc. name and postal address	
INVOICE	
Maroondah City Council (insert year) Community Grant	\$ 000.00
TOTAL	\$ 000.00