



External Style Guide and Media Protocols July 2015

NRM North external style guide and media protocols

The following guidelines have been drafted to ensure that all external proponents and funding recipients of NRM North are aware of the style requirements and media protocols of NRM North, the Australian Government, the Tasmanian Government and associated funding bodies.

It is intended that this document will be updated and disseminated as required.

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Company name

The formal name 'NRM North' is necessary in all materials (correspondence, posters, trade show materials, brochures, advertising). Verbally the company should always be referred to as NRM North and not Natural Resource Management North.

Media Protocols

Project Proponents

For all externally delivered projects the proponent must:

- receive a copy of this document;
- where appropriate, provide a communication plan as part of the project contract that must be approved by the relevant program coordinator and NRM North's Community Engagement & Communications Manager.
- provide NRM North's Community Engagement & Communications Manager details of all media opportunities a minimum 72 hours (three days) before going to print/radio/TV;
- provide NRM North's Community Engagement & Communications Manager a minimum 4 weeks notice for all public events;
- ensure that all media opportunities (unless specified otherwise in the project outline) receive approval by NRM North's Community Engagement & Communications Manager BEFORE going to print/radio/TV;
- provide a copy of all media materials (articles, flyers, radio transcripts, advertisements etc) that are produced to NRM North's Community Engagement & Communications Manager;
- ensure that NRM North and government agencies are appropriately acknowledged as set out in this document; and
- adhere to the guidelines set out in the project outline.

Project Partners

For all projects that are delivered in partnership with NRM North the partner must:

- receive a copy of this document;
- provide NRM North's Communications Manager details of all media opportunities a minimum 72 hours (three days) before going to print/radio/TV;
- provide NRM North's Community Engagement & Communications Manager a minimum 4 weeks notice for all public events;
- ensure that all media opportunities (unless specified otherwise in the project outline) receive approval by NRM North's Community Engagement & Communications Manager BEFORE going to print/radio/TV;
- provide a copy of all media materials (articles, flyers, radio transcripts, advertisements etc) that are produced to NRM North's Community Engagement & Communications Manager;
- ensure that NRM North and government agencies are appropriately acknowledged as set out in this document; and
- adhere to the guidelines set out in the project outline.

Acknowledgments and public statements

NRM North acknowledgment

NRM North should always be acknowledged in all external communications and products. The following generic acknowledgment is an example of what can be used in media releases, brochures and other communication materials:

This project is supported by NRM North through funding from the Australian Government.

Australian and State Government acknowledgements and public statements

The Australian Government requirements for acknowledgments and public statements must be adhered to at all times where a project is funded through one of its programs.

Proponents and partners must provide the following:

1. At least four (4) weeks written notice should be provided simultaneously to NRM North and the Tasmanian NRM State Team (Australian Government) where a project is to be brought intentionally to public attention. This allows possible State and/or Australian Government officiation or representation at the event.
2. To assist Australian and State Government officials to prepare suitable media material for any public event the following information is required:
 - a. Project details (including title; description and location)
 - b. Date and time of the proposed event;
 - c. Location of the event;
 - d. Nature of the event;
 - e. List of potential attendees;
 - f. Potential media messages; and
 - g. Project background information.
3. To assist with coordination of launches, possible events, where known, should be identified in Grant Agreement schedules. Such milestones should be agreed between the Australian Government, the Grantor and the Grantee.
4. Verbal and written acknowledgement of any Australian and State Government funding contribution must be given at any public events. The acknowledgement is to include the amount of funding provided for the project as well as the roles that the Australian and State Governments have taken in supporting the project.
5. Written acknowledgement is required where any publication, article, newsletter, sign, poster, electronic medium, advertisement or other work has been prepared under the National Landcare programme or other programs and has received Australian Government and/or State financial support. The material must display the relevant logos or badging from each source of funding. Such acknowledgement should be in accordance with the ***NLP Funding Recognition Guidelines***. A copy of material to be released should be provided simultaneously to NRM North and the Tasmanian NRM State Team (Australian Government).

Sensitive or controversial issues

Sensitive or controversial issues are those which may put NRM North or its projects in a negative light, or which may attract criticism.

Proponents and partners should therefore not comment on:

- policy issues such as defence of a policy, rather than an explanation;
- unannounced future directions or an initiative;
- future funding;
- political/contentious community matters;
- speculation about what could happen; and
- personal opinions.

In the event that you are approached on any of the above-mentioned subjects, please inform both your NRM North program coordinator and the NRM North Communications Manager as soon as possible, so that they may follow up on the request.

Branding

The NRM North and Australian Government logo must be incorporated into all formal documentation and communication products.

Additional logos, including State Government, may be required depending on project funding. Please confirm any additional logo requirements with the NRM North program coordinator managing your project.

Each logo must be a minimum 20mm in size.

A summary of accepted branding is shown below. Please contact the NRM North Community Engagement & Communications Manager for copies in a format suitable for your intended purpose.

NRM North logo



Australian Government logo



Tasmanian Government logo



More detailed information on NRM North's logo, including logo misuse, sizing and variations, is available in NRM North's Branding Guidelines. To obtain a copy please contact NRM North on 6333 7777.