

Funding Acknowledgement Requirements

February 2023

The Department of State Development, Infrastructure, Local Government and Planning connects industries, businesses, communities and government (at all levels) to leverage regions' strengths to generate sustainable and enduring economic growth that supports well-planned, inclusive and resilient communities.

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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.

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D21/51650

1. Introduction

All grants and funding recipients that receive funding from programs administered by the Department of State Development, Infrastructure, Local Government and Planning are required to acknowledge the funding provided by the Queensland Government.

This funding acknowledgement requirements document sets out how funding recipients are to acknowledge their funding and should be read in conjunction with the funding instrument/agreement.

Recipients are required to follow all requirements outlined in this document, as well as any relevant program-specific requirements outlined in Appendix 1.

It is the responsibility of the funding recipient to ensure they are using the most current version of this document when preparing any materials that require funding acknowledgement. Please refer to the department's [funding acknowledgement information page](#) for more information, templates and other files.

Acknowledgement at a glance

Infrastructure projects

Acknowledgement statement

Include in media releases, related website content and other project marketing collateral and materials. Please refer to [section 3.1](#) for the acknowledgement statement.

Social media

Include the relevant departmental social media handle/s and relevant program hashtags (as outlined in [section 3.3](#)) on all project-related social media posts.

Signage

Applies to all infrastructure projects as follows. Please refer to [section 3.4](#) for further information.

Type of funded project	Funding amount (excluding GST)	Signage required	Minimum size required
Tier 1 – Major infrastructure (for example, buildings, community facilities, roads)	Over \$200,000	<ul style="list-style-type: none">Construction (from commencement until completion)Permanent (for 12 months following construction completion)	841mm x 594mm
Tier 2 – Minor infrastructure (for example, kerb and channelling, upgrades to kitchens and toilet blocks)	Up to \$200,000	<ul style="list-style-type: none">Construction (from commencement until completion)	400mm x 800mm

Queensland Government crest

Include on signage (as per the signage templates in Appendix 1), newsletters, websites and project marketing collateral on the bottom right-hand corner (unless otherwise stated in this document). Please refer to [section 3.2](#) for more information.

Events

Invite the Deputy Premier to attend and speak at project opening ceremonies and events. A plaque will be required if there is a formal project opening. Please refer to [section 4](#) for more information.

Non-infrastructure projects

Acknowledgement statement

Include in media releases, related website content, other project marketing collateral and materials and on the inside front cover of any documents that are being funded under the project (e.g. if the development of planning report is the funded project, then the acknowledgement statement should go on the inside front cover of the final planning report.) Please refer to [section 3.1](#) for the acknowledgement statement.

Social media

Include the relevant departmental social media handle/s and relevant program hashtags (as outlined in [section 3.3](#)) on all project-related social media posts.

Queensland Government crest

Include on newsletters, websites and project marketing collateral on the bottom right-hand corner (unless otherwise stated in this document). Please refer to [section 3.2](#) for more information.

Events

Invite the Deputy Premier to attend and speak at any relevant events associated with the funded project. Please refer to [section 4](#) for more information.

Signage

Non-infrastructure projects, such as studies, reports, research and development projects and capital equipment (under \$500,000), do not require signage unless specified by their funding agreement/instrument.

2. Funding acknowledgement in project-related materials

2.1 When to acknowledge funding

Recipients are required to acknowledge the Queensland Government's funding support in all materials developed in relation to the project through the inclusion of the acknowledgement statement, and where appropriate, the Queensland Government Coat of Arms and other visual elements (where applicable). Materials may include, but are not limited to:

- 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
- multimedia material including websites, videos, CDs and other promotional items.

Please contact your departmental contact to arrange approval or if you have any questions about what materials require approvals.

2.2 Approval and notice requirements

Any reference to Queensland Government funding in communication materials (see section 2.1) requires approval from the Department of State Development, Infrastructure, Local Government and Planning.

Funding recipients must provide copies of any planned project-related communication materials to the department before the intended release date so approval can be arranged.

The following notice periods apply to communication materials associated with a funded project:

- 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 Deputy Premier'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 five business days prior** to these being released.

The department or the Deputy Premier may wish to collaborate with the local government for a joint media announcement or statement. Please contact the department to arrange approval or to clarify whether or not approvals are needed.

2.3 Confidentiality and media announcements

Confidentiality obligations are specified in the funding agreement/instrument. These obligations include restrictions on making press, releases or other announcements relating to the project without the department's approval. Approval will not usually be given to announcements or releases about the project by the recipient prior to any government announcement. An announcement by the government/department can be by a media statement by the Deputy Premier or the department, an approved response to a media request for a statement, an address to

Parliament, the department’s annual report, speech by a Minister of the Queensland Government, or Ministerial social media.

Please contact the department for further clarification.

3. How to acknowledge funding

3.1 Acknowledgement statement

Infrastructure projects

All materials (except social media posts and signage) prepared for a Queensland Government-funded infrastructure project must include the funding acknowledgement statement:

Financial contributors	Funding acknowledgement statement
All programs except Works for Queensland, South East Queensland Community Stimulus Program and Local Government Grants and Subsidies program	
Queensland Government funding only	“Proudly funded by the Queensland Government.” OR “Proudly funded by the Queensland Government’s <insert program name>.”
Queensland Government and other contributors (including local governments) (excluding the Australian Government)	“This <activity/document type> was developed with the support of the Queensland Government’s <insert program name> in association with <other contributor name> and <other contributor name>.” OR “This <activity/document type> was developed with the support of the Queensland Government in association with <other contributor name> and <other contributor name>.”
Australian Government and Queensland Government only	“Jointly funded by the Australian Government and Queensland Government.”
Australian Government, Queensland Government and other contributors (including local governments)	“Jointly funded by the Australian Government and Queensland Government in association with <other contributor name> and <other contributor name>.”
Works for Queensland, South East Queensland Community Stimulus Program and Local Government Grants and Subsidies program only	
Queensland Government funding only	“Proudly funded by the Queensland Government’s <insert program name> in association with <local government name>.”

Non-infrastructure projects

Non-infrastructure projects such as reports, studies, research and planning activities, and capital equipment (under \$500,000) also require acknowledgement. All materials outlined in section 2.1 that are prepared for a Queensland Government-funded non-infrastructure project (except social media posts) must include the funding acknowledgement statement:

Financial contributors	Funding acknowledgement statement
Queensland Government only	"This <activity/document type> was developed with the support of the Queensland Government."
Queensland Government and other contributors (excluding the Australian Government)	"This <activity/document type> was developed with the support of the Queensland Government's <insert program name> in association with <other contributor name> and <other contributor name>." OR "This <activity/document type> was developed with the support of the Queensland Government in association with <other contributor name> and <other contributor name>."
Australian Government and Queensland Government only	"This <activity/document type> was developed with the joint support of the Australian Government and Queensland Government."
Australian Government, Queensland Government and other contributors	"This <activity/document type> was developed with the joint support of the Australian Government and Queensland Government in association with <other contributor name> and <other contributor name>."

3.2 Queensland Government Coat of Arms

Where appropriate, the Queensland Government Coat of Arms (also referred to as the Restricted Logo) should be included on all project-related materials. This does not apply to social media or webpages.

The mono black stylised two-line side-stacked logo on a white background is the preferred option. Placement is on the lower right-hand corner of any materials (with exception to plaques).

Please refer to Appendix 1 for design specifications for the use of the Coat of Arms and links to downloadable files.

3.3 Social media

Acknowledgement of the Queensland Government's support must be included in all relevant social media posts (including project updates, openings etc). This can include the appropriate departmental handle or program hashtag listed below. The department must be notified **three business days in advance** of the publication of social media to enable collaboration and sharing.

Please ensure you use the relevant hashtag for your program. Please contact the department for further clarification.

Handles

- » Twitter
 - [@GrowingQld](#)
 - [@qldgovlocalgov](#)
 - [@DefenceJobsQld](#)
- » Facebook
 - [@GrowingQld](#)
 - [@qldgovlocalgov](#)
 - [@BetterPlanningforQueensland](#)
- » Instagram
 - [@GrowingQld](#)

- » LinkedIn
 - [Department of State Development, Infrastructure, Local Government and Planning](#)

Hashtags

- » #Buildingourregions or #BoR
- » #RCIFund
- » #W4Q (Works4Queensland)
- » #QldShowGrants
- » #LGGSP (Local Government Grants and Subsidies Program)
- » #QLDHydrogen
- » Biofutures
 - [#QLDbiofutures](#)
 - [#QLDbiofuel](#)
 - [#QLDbioenergy](#)
 - [#FutureFoods](#)
- » Resource Recovery (RRIDP)
 - [#QLDResourcerecovery](#)
 - [#circulareconomy](#)
- » #wastemanagement
- » [#QLDbiomedical](#)
- » [#BuildingAccelerationFund](#)
- » [#CIIP \(Community Infrastructure Investment Partnership\)](#)
- » #QldJobsFund
- » #QldMeansBusiness

Recipients are requested to provide materials relating to the project, including photos, videos, case studies or other suitable stories to the department for use on social media. Where possible, social media will be undertaken jointly.

Specifications for social media content

Images

- Please provide all images as high-quality jpg's, ensuring all images are clear and in focus. Try to ensure there are no issues with lighting (too dark/too over exposed).

Video

- Video content should be high-quality and ensure sound is clear with no background distractions.

Please refer to Appendix 2 for more tips and guidance about content for social media posts.

3.4 Signage

Signage is a key acknowledgement tool. However, there are different requirements depending on the size and nature of the project being funded, as follows:

Type of funded project	Funding amount (excluding GST)	Signage required
Tier 1 – Major infrastructure (for example, buildings, community facilities, roads)	Over \$200,000	<ul style="list-style-type: none"> • Construction^ • Permanent~
Tier 2 – Minor infrastructure	Up to \$200,000	<ul style="list-style-type: none"> • Construction^

(for example, kerb and channelling, upgrades to kitchens and toilet blocks)		
Tier 3 – Non-infrastructure projects	Any amount	Nil *
(for example, studies, reports, research and development projects)		
Capital equipment	Under \$500,000	Nil *
	Over \$500,000	<ul style="list-style-type: none"> • Construction^ (Note: Tier 2 rules apply)

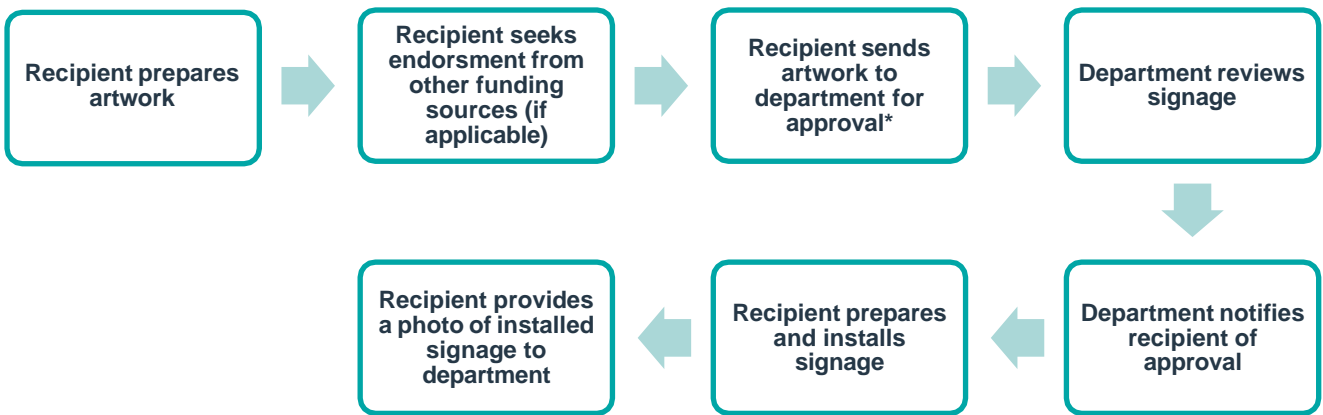
Note:

^Construction signage must be installed at the project site from commencement until completion of construction.

~Permanent signage must remain on the project site for 12 months following construction completion.

*Unless otherwise specified by the relevant program guidelines or funding agreement/instrument.

The production and approval process for all signage is as follows:



For both construction and permanent signage, recipients are responsible for:

- » completing the signage artwork in accordance with the design specifications set out in Appendix 1.
- » seeking endorsement from other contributors (if any). (Note: If a project has multiple funding contributors, the recipient is responsible for meeting the requirements of all contributors. For example, if the Australian Government is a co-contributor and requires their prescribed signage to be used, the recipient must prepare signage as per the Australian Government’s requirements and must also prepare signage as outlined in this document.)
- » submitting the artwork to the relevant departmental contact for approval **at least 10 business days before** the signage is to be produced*
- » ensuring the signage is made with appropriate, durable materials and displayed in a format that best suits the project site (see Appendix 1 for manufacturing guidelines) and weather conditions.
- » locating the signage onsite in the most visible area where it will be clearly seen by the general public, not obscured by any roadside signage or other objects (including any other information signs and vegetation) and does not pose a safety hazard. If there is not an appropriate physical location to install a sign or plaque, or if there are multiple construction sites as part of the project, this should be discussed with the department on a case-by-case basis.
- » providing a photograph of the signage to the department as soon as possible after the sign has been installed.
- » any costs associated with producing, installing and maintaining signage required by this document (unless otherwise specified by the relevant program guidelines or funding agreement).

Recipients must submit signage artwork proofs to the department for approval **before** the sign is intended to be produced.* The department will then advise recipients and request a new artwork proof for approval if changes are required. Recipients must not print their signage until they have received formal approval from the department.

***For Works for Queensland projects only** – please contact your department representative about whether a signage artwork proof is required to be submitted to the department for approval prior to installation.

Please contact the department for further clarification of signage requirements.

Projects that receive multiple rounds of funding from the same program

Where a project receives support over multiple funding rounds from the same program, the recipient can use the signage that has been used for an earlier round provided that the:

- name of the project is the same
- existing signage is made from durable, long-life materials and is in good condition.

Alternatively, if the project receives funding for a subsequent stage (for example Stage 2 of the project), the recipient has the option to replace the existing signage and incorporate both stage names on the new signage to reduce the number of signs required on the project site. If permanent signage is required, the sign must remain in place for at least one year after the last funded project has been completed.

EXAMPLE

1. Tropical Council receives funding from Works for Queensland for the Sunshine Foreshore Project. Then in a subsequent round of the Works for Queensland program, Tropical Council receives additional funding for the same project which still has the same name. Their existing signage is made from durable materials and is in good condition, so the council can continue using the existing signage, without the need to create new signage for the new funding received.
2. Sunshine Council receives funding from Works for Queensland for the Pleasant Ring Road Stage 1 project, which is a Tier 1 project. Then in a subsequent round of the Works for Queensland program, Sunshine Council receives funding for the Pleasant Ring Road Stage 2 which is also a Tier 1 project. The council can replace the existing stage 1 signage with new, combined signage for both projects (i.e. Pleasant Ring Road Project – Stage 1 and 2). Sunshine Council must keep the combined permanent signage in place until one year after the stage 2 project has been completed (provided stage 2 finishes after stage 1).

If a project receives support from two different funding programs, the recipient must follow the acknowledgement requirements of both programs.

Indigenous and community-focused artwork inclusion for local government grant recipients

Local governments who receive funding support from the department have the option to include suitable Indigenous or community-focused artwork that reflects the local community's culture and people on their construction hoarding and signage as outlined in Appendix 1.

Examples of artwork that could be included are artwork created by a local Indigenous artist which depicts the local community or an artwork created by a local school.

If a local government chooses to include an Indigenous or community-focused artwork in their signage, they can either engage a suitable local artist or source an appropriate image from a stock image provider like Shutterstock (www.shutterstock.com)

Local governments are responsible for:

- identifying a suitable artist/source and sourcing an artwork that is appropriate to include on the project signage
- managing any licencing matters including seeking written consent from the artist/creator to use their artwork on the project signage
- including acknowledgement of the artist and the title of the artwork on the sign as outlined in Appendix 1
- any graphic design work required to include the artwork onto the signage template as outlined in Appendix 1
- following the signage production and approval process outlined above
- any costs associated with this process.

Please contact the department for further details.

3.4.1 Construction signage

Tier 1 and Tier 2 funded projects must acknowledge Queensland Government funding support with construction signage on the construction site. Recipients are to ensure approved construction signage is installed at the project site at least **30 days before** construction starts (for Tier 1 projects) or at the commencement of construction (for Tier 2 projects). The construction signage must remain in place until construction has been completed or it is replaced with permanent signage (required for Tier 1 projects only).

Recipients have two options for construction signage:

1. **Construction sign template**

This is the preferred option for Tier 1 projects. The recommended sizes for a construction sign are as follows:

Project funding amount (excluding GST)	Recommended minimum signage size
Tier 2	
Up to \$200,000	400mm x 800mm
Tier 1	
\$200,000 - \$500,000	841mm x 594mm (A1)
\$500,000 - \$2 million	1200mm x 900mm
Over \$2 million	2000mm wide x 1500mm high

Please note that the minimum accepted size for construction signage for Tier 1 projects is 841mm x 594mm (A1) and for Tier 2 projects is 400mm x 800mm.

2. **Construction hoarding (fencing signage) template**

This may be used instead of the construction sign template if it is a Tier 2 project or if there are practical reasons not to use the construction sign – for example, the project site has multiple street frontages or is in a high traffic area where a construction sign would be unsafe. It may also be used in addition to the construction sign. Recipients should notify their departmental contact if they wish to use construction hoarding instead of the construction sign.

Please refer to Appendix 1 for more details and design specifications.

3.4.2 Permanent signage

In addition to construction signage, Tier 1 funding recipients must acknowledge Queensland Government support with permanent signage, once construction is complete. All permanent signage must be made of durable, long-life material (not corflute or paper/cardboard-based products) and must be maintained (if needed) during the required period.

Permanent signage must be in place **within 30 days of construction being completed, or at the time of an official opening (whichever is sooner)** and must remain in place for **one year after the project is complete**.

Recipients have three options for permanent signage:

1. **Use the construction sign**

The construction sign can be used as the permanent sign provided it is made from durable, long-life materials, is located appropriately and is in good condition at the end of construction. Recipients must advise the department if they are using this option.

2. **Create a new permanent sign**

If the construction sign is not able to be used because it does not meet the criteria outlined in option one, then recipients will need to create a new sign. A new permanent sign must be no smaller than 841mm x 594mm (A1).

3. **Create a plaque**

Plaques can be used as an alternative to the options outlined above. This is the preferred option if the project will be officially opened by the Premier, Deputy Premier or Minister.

All permanent signs must be produced in accordance with process outlined in section 3.4 above and must be approved by the department **before** it is produced and installed. Please refer to the design specifications in Appendix 1 for further details.

4. Project-related events

Often recipients may either host an event or be asked to participate in an event related to the project. Recipients must participate in media events and/or announcements if requested by the department with reasonable notice.

When organising an event, recipients must both advise the Department of State Development, Infrastructure, Local Government and Planning (via their departmental contact) and invite the Deputy Premier and Minister for State Development, Infrastructure, Local Government and Planning to all proposed public relations activities/events relating to funded projects, **at least 28 days before** they are scheduled to occur.

Such program-related events may include, but are not limited to:

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

Before sending a formal invitation to the Deputy Premier, recipients should contact the Deputy Premier's office (details below) to discuss possible dates for events (e.g. sod-turnings, openings, etc) or coordinate the best opportunity for the Deputy Premier or representative to attend.

Once availability has been confirmed, recipients must send a formal invitation to the Deputy Premier and provide their departmental contact with the event details and confirm that the invitation to the Deputy Premier has been sent.

Recipients are responsible for working with the department to ensure Queensland Government funding is acknowledged at the event (e.g. banners, signage), in addition to any permanent signage that may be required.

Ministerial contact details

PO Box 15216

CITY EAST QLD 4002

Phone: +61 7 3719 7100

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

5. More information

To access the Queensland Government Coat of Arms artwork files, signage templates and style guides, please visit the funding acknowledgement information page.

For more information or assistance, please contact your departmental contact.

Appendix 1: Signage style guide and templates

Colour palette | Typography | Coat of Arms

COLOUR PALETTE – COLOUR CODES



Grey LIGHT

C: 0 **R:** 87
M: 0 **G:** 87
Y: 0 **B:** 86
K: 80

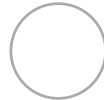
HEX: #57576
PANTONE 425C



Queensland MAROON

C: 5 **R:** 167
M: 100 **G:** 2
Y: 45 **B:** 64
K: 22

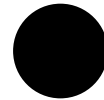
HEX: # AC1D37
PANTONE 207C



WHITE

C: 0 **R:** 255
M: 0 **G:** 255
Y: 0 **B:** 255
K: 0

HEX: #FFFFFF
PANTONE WHITE



BLACK

C: 60 **R:** 0
M: 40 **G:** 0
Y: 40 **B:** 0
K: 100

HEX: #000000
PANTONE BLACK

TYPOGRAPHY

As with all other Queensland Government agencies, our preferred typeface is Meta. In all of your applications, use any of the Meta styles below. If Meta is unavailable, Arial can be used as substitute.

Meta Bold
Meta Bold Italic

Meta Medium
Meta Medium Italic

COAT OF ARMS

The Queensland Government Coat of Arms is the sole identifier for all our communication and marketing materials.

The mono black stylised two-line side-stacked logo on a white background is preferred.

Preferred placement is the lower right-hand side of any materials.



**Queensland
Government**

Minimum size
15 mm

Coat of arms - Option 1
Stylised two-line side-stacked logo
Mono black



Coat of arms - Option 1
Minimum clearance zone
Width of the shield

COAT OF ARMS – JOINT AUSTRALIAN GOVERNMENT PROJECT

For all joint Australian Government projects, the mono black stylised one-line stacked logo on a white background is preferred. Preferred placement is the lower right-hand side of any materials.



Queensland Government

Minimum size
18 mm

Coat of arms - Option 4
Stylised one-line stacked logo
Mono black



Coat of arms - Option 4
Minimum clearance zone
Width of the shield

1.1.1 Construction signage templates


To be used when the project is funded by the Queensland Government and the funding recipient

Queensland | *Good jobs* | *Better services* | *Great lifestyle*

**Insert Project Title
Here Over Two Lines
or Three Lines**

Proudly funded by the Queensland Government in
association with *(insert contributor names here)*.

Contributor
logo here



Queensland | *Good jobs* | *Better services* | *Great lifestyle*

**Insert Project Title Here
Over Two Lines**

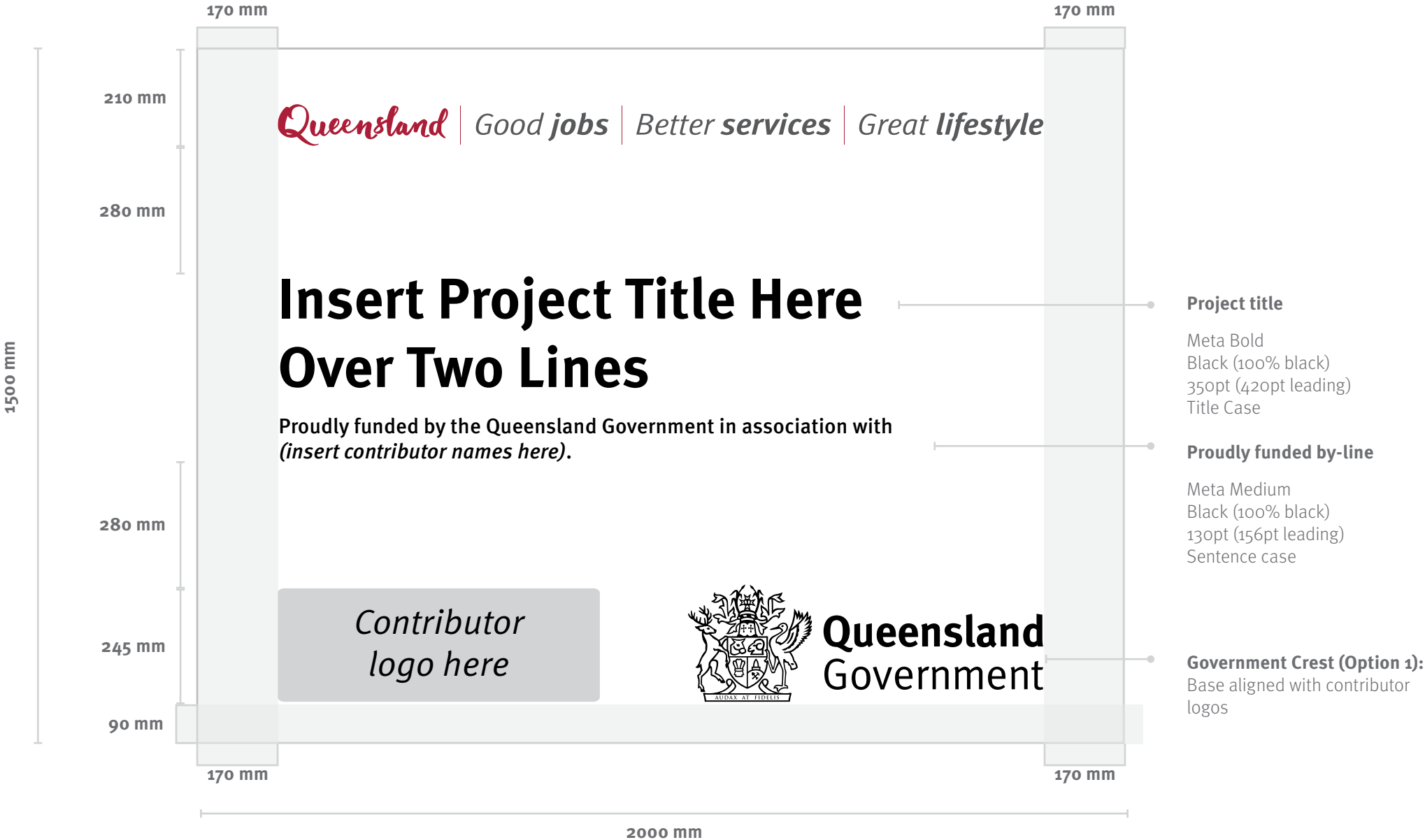
Proudly funded by the Queensland Government in association with
(insert contributor names here).

Contributor
logo here



Signage sample 1

The example below relates to measurements of **2000mm (wide) x 1500mm (high)**




1.1.2 Construction signage template – Joint Australian Government projects

To be used when the project has a combination of funding from the Australian Government, Queensland Government and the funding recipient


Queensland | *Good jobs* | *Better services* | *Great lifestyle*

Insert Project Title Here Over Two Lines or Three Lines


Proudly funded by the Queensland Government in association with *(insert contributor names here)*.



Australian Government



Contributor logo here



Queensland Government

Queensland | *Good jobs* | *Better services* | *Great lifestyle*

Insert Project Title Here Over Two Lines

Proudly funded by the Queensland Government in association with *(insert contributor names here)*.



Australian Government



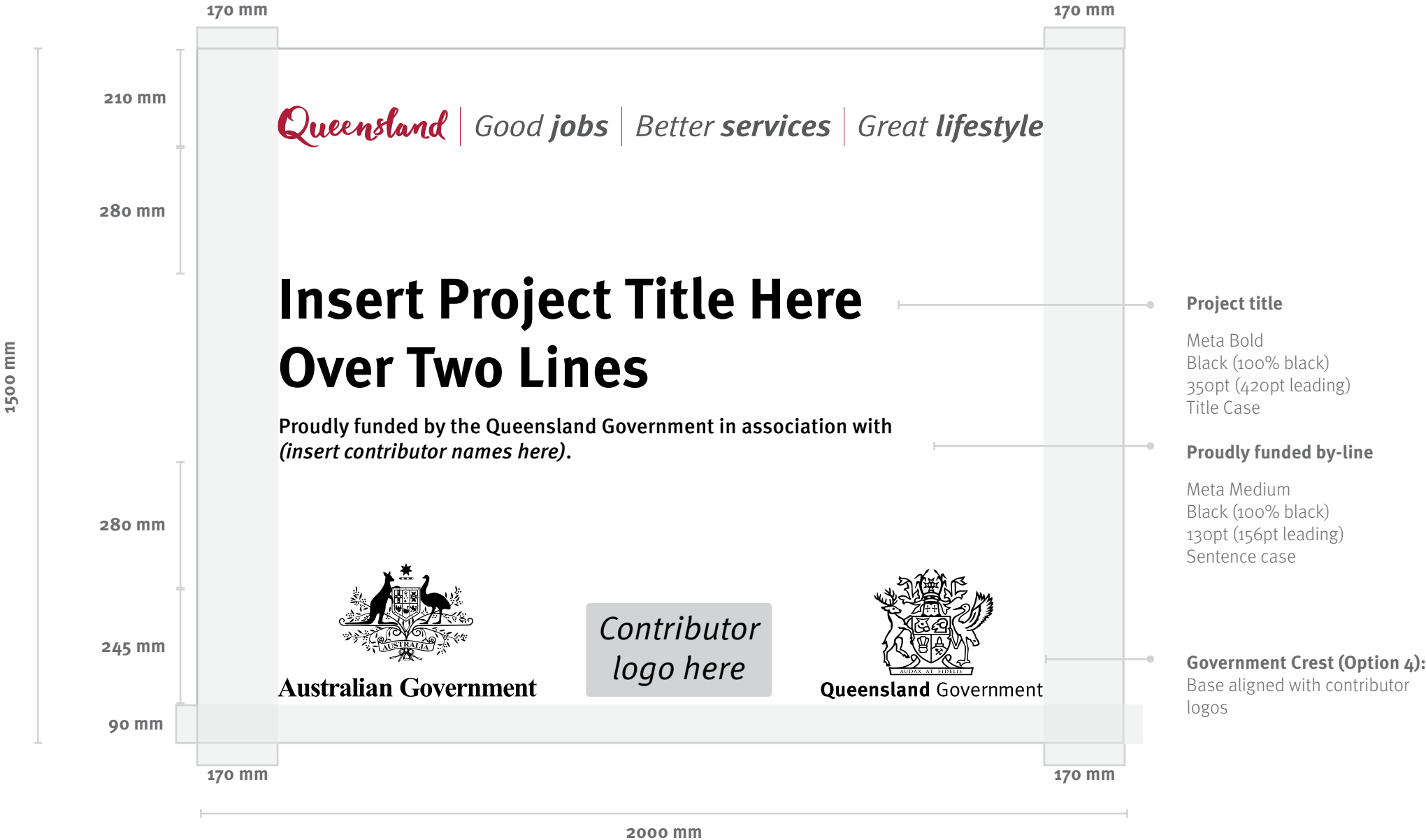
Contributor logo here



Queensland Government

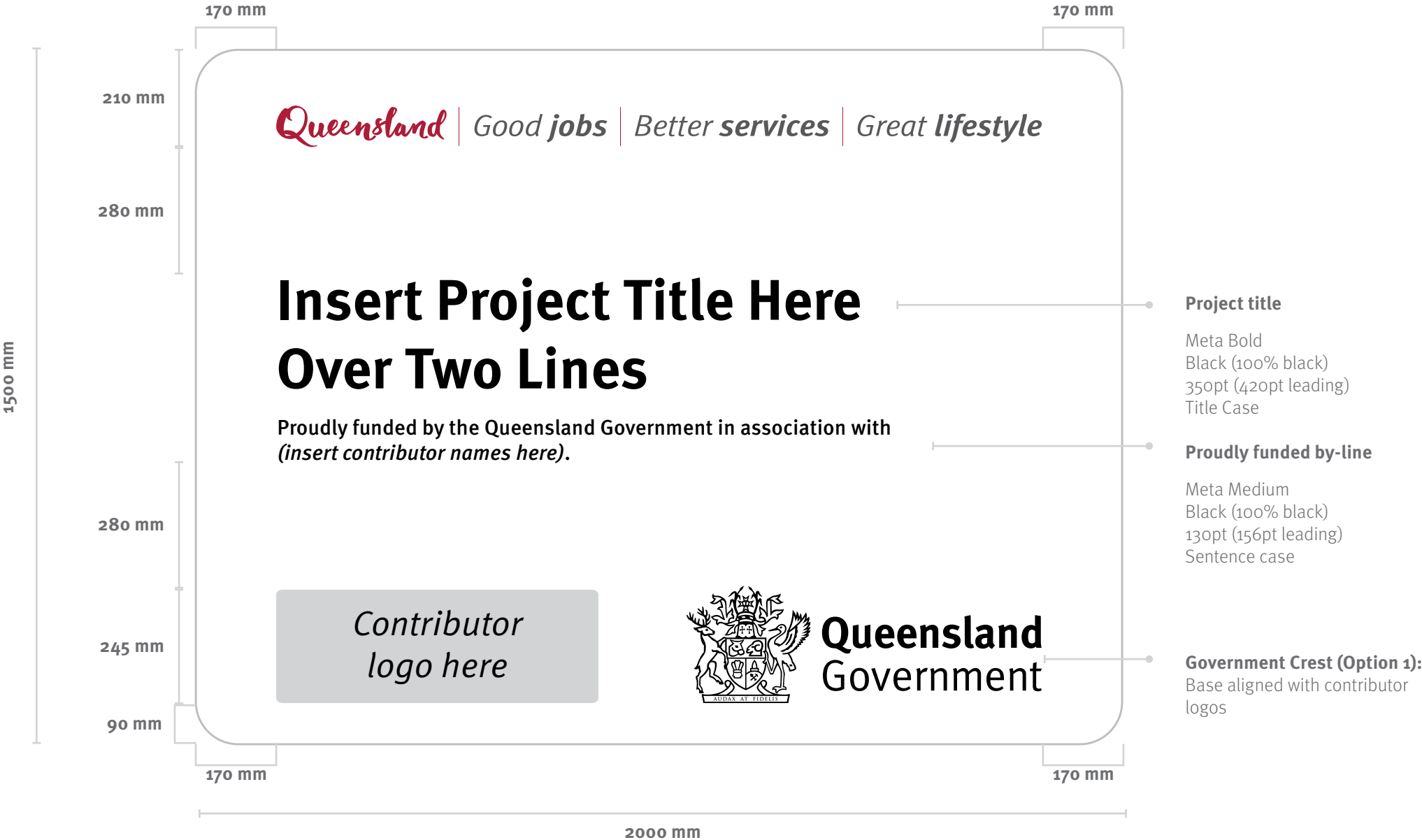
Signage sample 2 – Joint Australian Government project

The example below relates to measurements of **2000mm (wide) x 1500mm (high)**



Signage sample 3 – Road project signage application

The example below relates to measurements of **2000mm (wide) x 1500mm (high)**



1.1.4 Construction signage template – Works for Queensland project

To be used for Works for Queensland projects when it is only funded by Queensland Government

Queensland | *Good jobs* | *Better services* | *Great lifestyle*

Works for Queensland

Proudly funded by the Queensland Government in association with
(insert contributor names here).

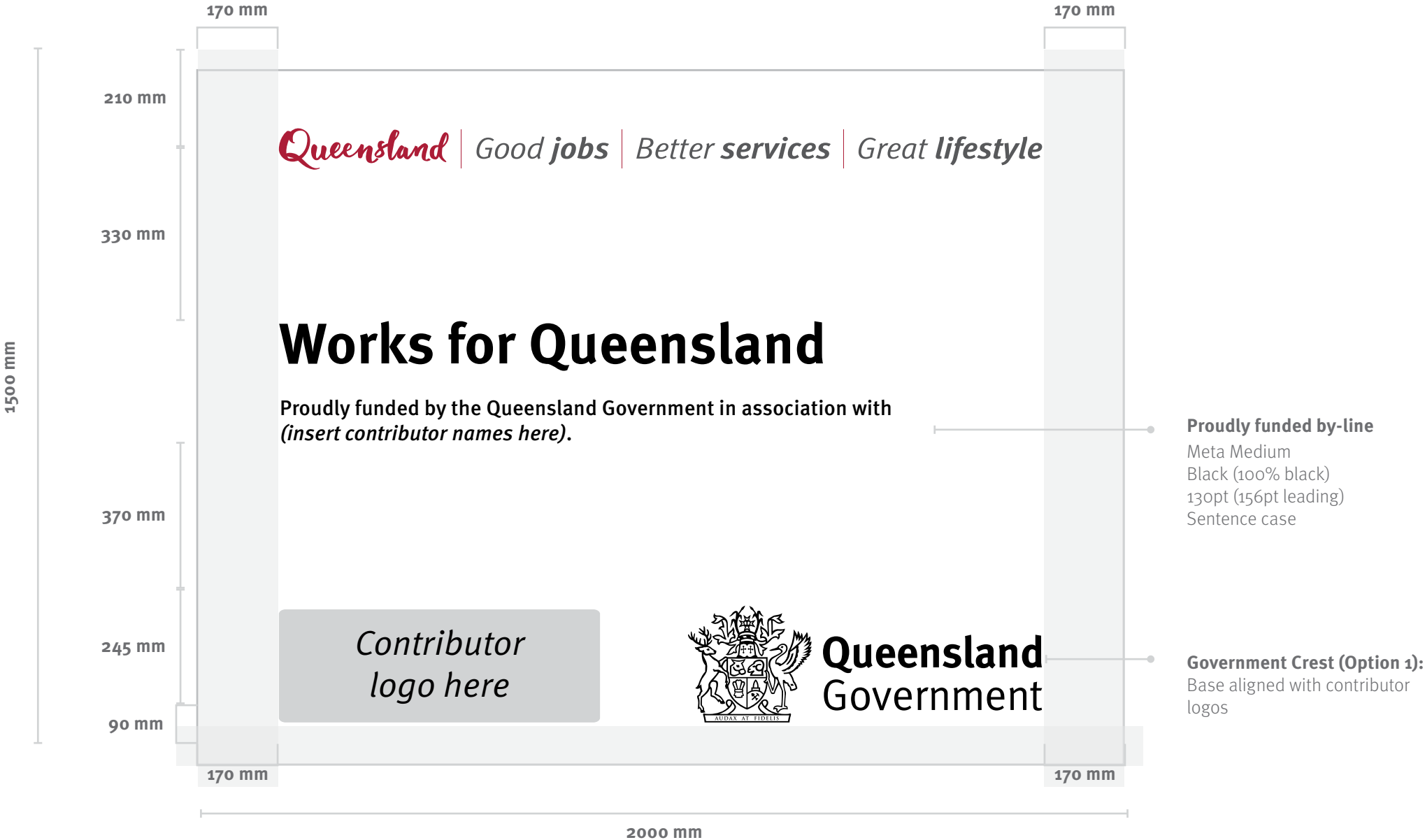
*Contributor
logo here*



**Queensland
Government**

Signage sample 4 – Works for Queensland project

The example below relates to measurements of **2000mm (wide) x 1500mm (high)**



1.1.5 Construction signage template – Works for Queensland Joint Australian and Queensland Government project

To be used for Works for Queensland projects when there is a combination of funding from the Australian Government and Queensland Government

Queensland | *Good jobs* | *Better services* | *Great lifestyle*

Works for Queensland

Proudly funded by the Queensland Government in association with
(insert contributor names here).



Australian Government

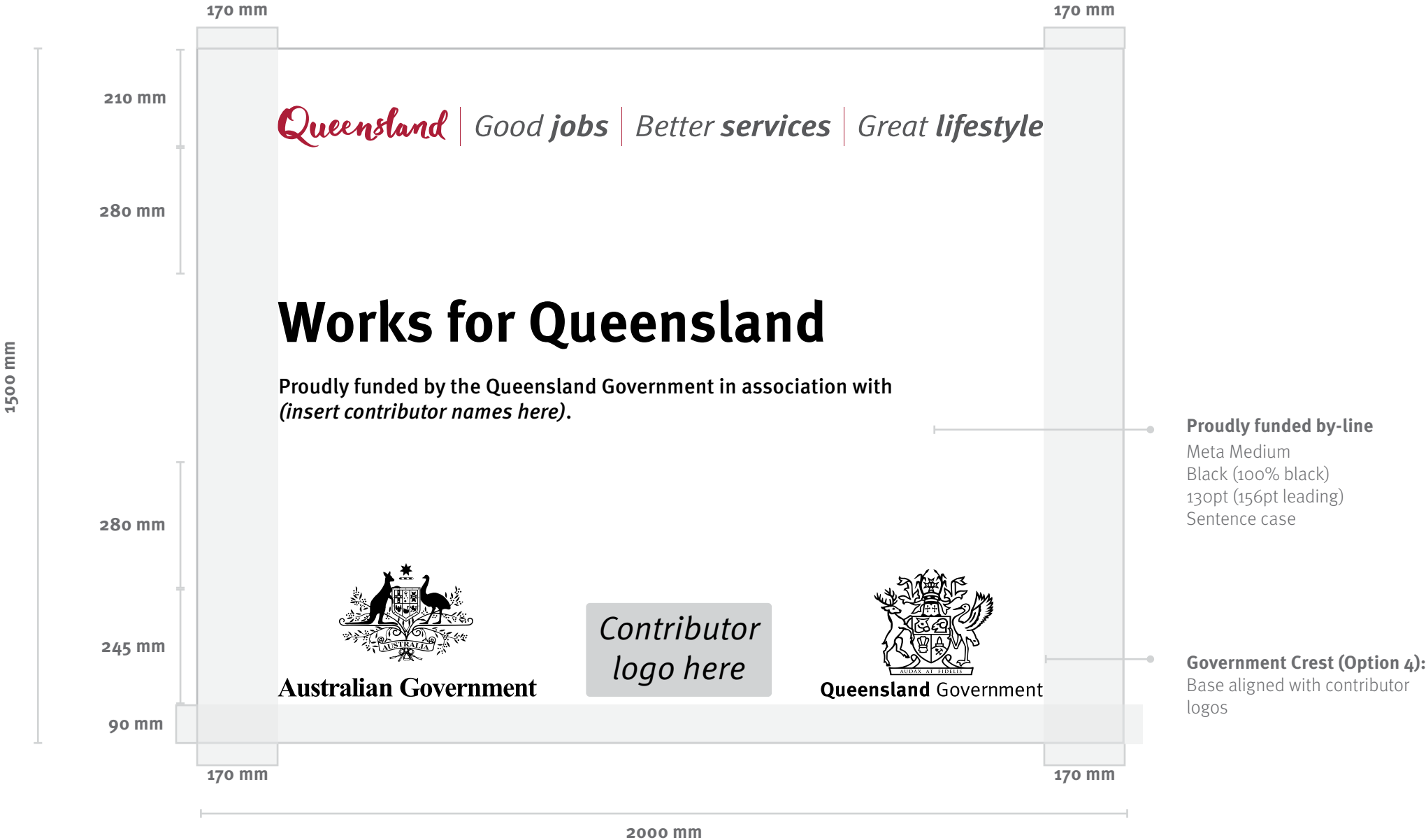
*Contributor
logo here*



Queensland Government

Signage sample 5 – Works for Queensland – Joint Australian and Queensland Government project

The example below relates to measurements of **2000mm (wide) x 1500mm (high)**



1.2 Construction hoarding templates



1.3 Plaque design specifications

Plaque template instructions

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]

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

1.4 Manufacturing guidelines

The following standards are a guide only but are recommended for the manufacturing of signage, particularly permanent signage.

These standards have been developed to ensure any prepared signage is durable and can be easily cleaned if vandalised. Other options may be chosen based on advice from the signage manufacturer / printer.

Aluminium thickness: 1.6mm aluminium (standard for signage)

Mounting: RTA RIB (standard RTA mount)

Stock: Non-Reflective (non-reflective vinyl that does not take in any light)

Finishing: Digital Print Over Lamination – clear (durability)

Coating: Anti-Graffiti (allows for graffiti to be removed with alcohol)

Appendix 2 – Social media tips and guidance

Social media is a great way to tell the story of a project as it evolves. By capturing and sharing key elements along the way, it helps to demonstrate the positive changes being created in the community as well as the personal side of the project. Mobile phone cameras are suitable to capture short videos for social media usage. Written consent must always be obtained from any identifiable person included in images or video. Please contact the department for further guidance if required.

Types of post/s	Content	Visual elements that would support the post
At the start of the project/announcement		
Background to the project (Why this project?)	Good background posts on why this work is being undertaken (e.g. it's replacing old infrastructure/providing a pathway that has been needed for years/a swimming pool for a community that doesn't have one etc) are important for setting the scene for future posts.	Examples would include large exterior images of the structures to be changed, signage around the structure that is to be developed, a video of a worksite in its early stages, time lapse of earthworks/plots being levelled etc.
Benefits (What's in it for the community?)	Show how it will change or solve a long-term problem – e.g. improve a road, sewage or access issue – or how it will create an opportunity, improve community or commercial outcomes or bring new jobs.	Examples would include short, straight to camera interviews with local businesses that will benefit (e.g. tourist operators), positive imagery of the community (e.g. for a town centre upgrade project residents or business owners in the existing town centre could be included), images of existing infrastructure.
Key players (Who's involved in the project?)	Link in/tag key proponents.	Examples would include short, straight to camera project overviews from council members/project managers etc, artistic impressions.
During construction		
Progress updates (How is the project tracking?)	Provide regular progress updates as the project evolves – focusing on the worksite itself and any positive changes to the community that will occur as a result of the project. These are important to ensure the community and other key stakeholders keep up to date.	Examples would include short, straight to camera updates from project managers/local organisations involved, images of construction, images of people working on the project, time lapse content of the project site changing.
Post construction/project completion		
Completion / project opening	Content should celebrate the opening of the project or initiative – content that goes beyond images of blue ribbon cutting.	Examples would include short, straight to camera interviews with local community members at the opening, interviews with council members/projects managers/proponents etc.
Project benefits beyond the opening	Good social media usage continues telling the story beyond the delivery of the project. There is a lot of scope to show the community benefits brought about through the project.	Examples would include short, straight to camera interviews local industry that have benefited from the project, images of local residents using/enjoying the facilities, images/video tour of the facilities/upgraded infrastructure.

The following are some examples of posts that have been created by funding recipients with reposts by the department to further promote the project:

- Lockyer Valley Regional Council – [Laidley Pool post](#)
- Rockhampton Regional Council – [Gracemere Pump Track at Cedric Archer Park post](#)
- Bulloo Shire Council – [Thargomindah Whole Town Renewable Energy Solution post](#)



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