



Guidelines for acknowledging funding provided by Rural Health West for Outreach services

Introduction

Under the funding agreement, organisations and service providers must acknowledge the funding support provided by Rural Health West through its Outreach programs for the services funded. By acknowledging this support, organisations and service providers are informing the community about how public funding is spent.

This relates to all funding provided to service providers under:

- Healthy Ears – Better Hearing, Better Listening
- Medical Outreach Indigenous Chronic Disease Program
- Rural Health Outreach Fund
- Visiting Optometrists Scheme
- Eye and Ear Surgical Support Service

Format of acknowledgement

Organisations must acknowledge the funding support of Rural Health West's Outreach programs for services funded under the service contract 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 as follows:

Publication	Acknowledgement type	Placement
Annual Report	Logo and written acknowledgement	On a supporters or acknowledgements page. Does not need to be included on front page
Videos	Logo and written acknowledgement	In credits or end slide
Reports, brochures, posters	Logo and written acknowledgement	Where appropriate
Website	Logo and written acknowledgement	Only required on pages related to the funded service
Media releases	Written acknowledgement	In body copy of the release. Media releases should be sent to Rural Health West's Marketing team as a courtesy prior to being releases. Rural Health West is happy to provide a comment from the CEO (or general manager) expressing support for the service
Speeches, launches, conferences	Verbal acknowledgement of funding source	During introductory speeches
	Display of banners (where practical)	Where practical
	Logo acknowledgement	Programs and invitations (if major funding provider)

Note: No acknowledgement is required for general administrative notices or messages related to operational aspects of the service eg. appointment confirmations.

Logo acknowledgement of Rural Health West funding

Rural Health West's logo and funding statement should be used where possible to acknowledge funding.

To obtain a high-resolution copy of the logo formats used below, please contact the Outreach team via email: outreach@ruralhealthwest.com.au

Ideally, the logo should be used with the included funding statement (see below for approved variations) where space permits.



The Outreach programs are delivered by Rural Health West on behalf of the Australian Government Department of Health.



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If there not sufficient space for both the logo and the included funding statement, it is preferred that the statement is written below or beside the Rural Health West logo.



Use with written statement

Written or verbal acknowledgement statement of Rural Health West 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] is made possible by Rural Health West's Outreach program, which is funded by the Australian Government Department of Health
- The [name of program/s/projects/s/ service/s] are/is supported by Rural Health West's Outreach program, which is funded by the Australian Government Department of Health
- [Name of organisation] acknowledges the support of the Rural Health West Outreach program, which is funded by the Australian Government Department of Health

Events/conferences/launches

Where an event/launch has been organised in relation to a service funded by Rural Health West:

- Programs and invitations should display the Rural Health West logo if a significant portion of funding for the service in question is from Rural Health West
- Any speeches and presentations should include a verbal acknowledgement of Rural Health West and Australian Government Department of Health support.

Rural Health West banners may be available for use by organisations to display at relevant events/launches and conferences and can be used where practical. When organising an event or conference, an organisation can contact Marketing to discuss the use of these signs and banners. If organisations have their own banners developed related to the service or initiative funded which includes the Rural Health West logo a separate banner may not be required in some cases.

Use of the Rural Health West logo

Following is a list of what you should or should not do in regards to the logo:

You should

- Always maintain a suitable amount of clear space around the logo. Allow a space roughly equivalent to one quarter of the width of the logo at whatever size it is used.

You should not

- Print the logo smaller than 40mm in width.
- Distort, change the proportions or redraw the logo.
- Print the logo over heavily textured graphic backgrounds or reverse it out of 'busy' photographs, or superimpose it over areas of text.
- Apply a border or background to the logo.
- Alter the colours of the logo.
- Separate the graphic element from the type or alter the graphic element of the logo.

PLEASE NOTE: The Rural Health West logo provided is for use only as specified. Should you require the use of the logo in future for a different use, a separate request must be made.

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