



DSS funding acknowledgement

For services, activities and events

This advice provides organisations with guidance on acknowledging the Department of Social Services (DSS) funding contribution. It also includes guidance for working with the DSS Communication Branch to cross-promote these services, activities and events.

Acknowledgement of funding

Funded organisations are required to acknowledge the Australian Government contribution of financial support.

How does funding need to be acknowledged?

As part of your grant agreement, you agree to acknowledge the department's support in material published in connection with your grant and agree to use any form of acknowledgment we reasonably specify.

To assist with this condition, the department provides prescribed text attribution that organisations must use, to acknowledge funding for services, activities and events – this is:

[Funded/Supported] by the Australian Government Department of Social Services.

In some, but limited, circumstances it may be appropriate to use the DSS logo to acknowledge funding. Use of the DSS logo must be approved by the department.

Further queries about acknowledgment of funding should be emailed to communication@dss.gov.au

Where does the funding need to be acknowledged?

Acknowledgement of DSS funding should be made in:

- publications (including but not limited to annual reports and research reports)
- published advertising and promotional materials (including but not limited to print advertisements, brochures, posters, newsletters, magazine articles, outdoor signage and on campaign or funded website landing pages and through social media activities)

- public announcements and promotional activities undertaken in relation to DSS funded services, activities and events (including but not limited to speeches, media releases, conferences and radio announcements).

Contact your Funding Arrangement Manager with details of your communication activity or email communication@dss.gov.au

Promotion of funded activities

Organisations are encouraged to promote their funded services, activities and events and the benefits they will bring to the community.

Organisations are also encouraged to advise the department of major communication activities that will be undertaken, including advertising, community service announcements and websites to promote funded services, activities or events. This can be done by contacting your Funding Arrangement Manager with details of your communication activity or emailing communication@dss.gov.au

Inviting the Minister

If you are planning to host an event and would like to invite the DSS Minister to attend, you will need to send an event invite to Minister Rishworth via Minister.Rishworth@dss.gov.au and/or Minister Shorten via Minister.Shorten@dss.gov.au, cc Media@dss.gov.au and your Funding Agreement manager.

Cross-promotion

The department can assist you to cross-promote your activities and events. This may include sharing:

- materials or promoting launches and new initiatives via the department's website and intranet site
- a post on the department's social media accounts
- information about your services, activities and events in relevant Ministerial speeches and media releases.

At times, DSS may ask organisations to display relevant program material relating to their funded services, activities or events on their website, at events or in shop fronts. This is to acknowledge the purpose of the funding and to include key messages in materials about the policy or program under which funding is received.

Communication strategies

To assist in the promotion of services, activities and events funded by the Australian Government, organisations are encouraged to share their communication strategies relating to their funded services, activities and events with the department where appropriate.

Communication strategies should be provided to your Funding Arrangement Manager or emailed to media@dss.gov.au

Media

Media releases to promote funded services, activities and events should acknowledge DSS funding and where appropriate, include key messages about the policy or program under which funding is received.

Funded organisations should advise the department of any relevant potential or emerging media issues and provide the department with at least 2 days' notice of any media announcements relating to the funded services, activities or events. Media releases or issues should be sent to media@dss.gov.au

More information

These guidelines apply to all organisations that receive funding from the Department of Social Services. For further information or clarification please email communication@dss.gov.au

For more information about grants visit dss.gov.au/grants