



Government of **Western Australia**  
Department of **Regional Development**

# Regional Grants Scheme and Community Chest Fund Communications Guide



## 1. Background

The Regional Grants Scheme (RGS) is a Royalties for Regions (RfR) initiative that aims to improve economic and community infrastructure and services in regional Western Australia. It helps attract investment, increase jobs and improve the quality of life in regional Western Australia.

RGS funding is available to assist the development of infrastructure, services and community projects including the provision of headworks, and to assist in the broad development of the community.

This includes the establishment of services and programs that will support the development of resilient communities and contribute to regional areas being vibrant and interesting places to live.

The RGS is administered by the State's nine Regional Development Commissions (RDCs) with support from the Department of Regional Development (DRD). RGS applications are assessed and endorsed by RDC boards and approved by the Minister and Cabinet.

The Community Chest Fund (CCF) is a newly established rolling small grants program, aimed at providing funds for smaller community projects throughout the year. CCF applications are assessed and endorsed by RDC boards and approved by the Minister.

## 2. Purpose

The purpose of this plan is to

- Coordinate consistent messaging for the RGS and CCF across the nine RDCs, Regional Development Council, DRD and funding recipients.
- Ensure all parties meet the requirements of the funding agreement and comply with the RfR Marketing, Communications and Acknowledgement Policy and Guidelines.

## 3. Objectives

The objectives of this plan are:

- To provide each RDC with guiding principles that will support effective communication with the local community.
- To support RDCs to be open and transparent in their communication and minimise the potential concerns of key stakeholders.
- To promote key advantages of the project to all stakeholders, in particular regional communities.
- To ensure consistency in messaging across all stakeholders.

## 4. Audience

- Regional Development Council
- RDCs
- DRD
- Funding recipients
- Promoting bodies
- Local communities for each RDC

## 5. Key messages

1. The Regional Grants Scheme is a Royalties for Regions initiative that aims to improve economic and community infrastructure and services in regional Western Australia.
2. The Community Chest Fund is a newly established rolling small grants program, aimed at providing funds for smaller community projects throughout the year.
3. The Regional Grants Scheme and the Community Chest Fund are administered by the State's nine Regional Development Commissions with support from the Department of Regional Development.
4. Royalties for Regions is the State Government's multi-billion dollar program to help grow Western Australia's regional areas into thriving and sustainable communities.

## 6. Modes of Communication

### 6.1 Contact at each Development Commission

Each Development Commission will manage the dissemination of communication within their own office. RDCs may wish to consider establishing a dedicated email accounts for the RGS and CCF to ensure all initial communication relating to applications remain centralised.

The primary telephone line should also maintain an after-hours message for queries outside the standard office hours. RDCs may also wish to consider setting up an automatic response for the dedicated email account i.e. "Thank you for your email. Your query will be tended to within the next business day."

Commissions may also choose to make use of "Messages on Hold" services to promote information regarding the scheme.

## 6.2 Contact with local community

### 6.2.1 Meetings

RDCs may choose to hold forums or meetings that will enable discussion with the community. RDCs are encouraged to promote the grant funding rounds through their meetings with community bodies and other stakeholders.

### 6.2.2 Website

There should be dedicated pages for the RGS and CCF on each RDC website. Updates, successful applicants and information on funding rounds (application process etc) will be detailed there.

## 7. Sensitivity

The last round of RGS funding was in 2010-11 and it has been dormant since then.

General questions regarding the RGS and CCF will be addressed in a Frequently Asked Questions (FAQ) document that will be made public via the RDC website.

## 8. Communication Protocols

Appropriate protocols for all project communications need to be established to ensure consistent messaging across all RDCs. Protocols for project communication will be established in the Grant Agreement between RDCs and successful recipients

### 8.1 Naming Conventions

8.1.1 The 2014-15 Regional Grants Scheme allocation will be in the first instance, referred to as:

*The State Government's Royalties for Regions Regional Grants Scheme 2015.*

8.1.2 Subsequent references should be:

- *Regional Grants Scheme*
- *RGS (abbreviation should be in brackets in the first mention)*
- *(Region) Regional Grants Scheme*
  - *i.e South West Regional Grants Scheme*
    - Subsequent reference : SWRGS

8.1.3 The 2014-15 Community Chest Fund will be in the first instance, referred to as:

*The State Government's Royalties for Regions Community Chest Fund 2015.*

8.1.4 Subsequent references should be:

- *Community Chest Fund*
- *CCF(abbreviation should be in brackets in the first mention)*
- *(Region) Community Chest Fund*
  - *i.e South West Community Chest Fund*
    - Subsequent reference : SWCCF

## 8.2 Acknowledgements

Each RDC will be provided with the DRD and RfR logo and, the Royalties for Regions Style Guide and Acknowledgements Policy (attached).

Acknowledging RfR, DRD and the relevant RDC is part of the funding agreement and vital to RGS and CCF.

Appropriate acknowledgement of RfR funding, DRD and the relevant RDC applies (but is not limited) to:

- Media statements
- Corporate publications
- Signage
- Plaques
- Launches / openings / unveilings
- Milestone celebrations
- Speeches
- Presentation material
- Digital media – web page, social media
- All advertising material relating to the funded project.

Many RGS and CCF projects will have other funding partners that may also need to be acknowledged in any promotional activities undertaken.

To ensure communication protocols are adhered to, please review : Royalties for Regions Style Guide and Acknowledgements Policy, Capital Works Signage Guidelines, RGS / CCF guidelines

### **Banners**

Due to advice on discretionary expenditure (advertising and communications promotional items) provided by the Department of Premier and Cabinet, DRD is unable to provide RDCs with banners for display, as was done in the past.

RDCs are free to create and print banners (if required) at their own cost, for display at their offices and events. The RDC and RfR logo can be on the banners. Artwork for banners can be sent to [communications@drd.wa.gov.au](mailto:communications@drd.wa.gov.au) to ensure correct placement of RfR logo.

### 8.3 Logos

Use of the DRD and RfR, relevant RDC logos must comply with the RfR Stakeholder Style Guide.

### 8.4 Signage Protocols

Signage must comply with first, the Capital Works style guide and in the second instance, the RfR Stakeholder Style Guide. Protocol for project communication will be established in the Grant Agreement between RDCs and successful recipients.

Costs for production of signage (including artwork and proofs) are to be borne by funding recipients.

Contact [communications@drd.wa.gov.au](mailto:communications@drd.wa.gov.au) for clarification on signage requirements if there is not an appropriate physical location to erect a sign or plaque.

The Capital Works style guide (attached) ensures consistency across WA State Government capital works. For further enquires and to obtain signage artwork templates, please contact :

#### **Gary Marcon**


Building Records Manager  
Building Management Works  
Department of Finance  
Phone : (08) 6551 1808  
Email : [gary.marcon@finance.wa.gov.au](mailto:gary.marcon@finance.wa.gov.au)

A final pdf of signage artwork must be emailed to [adapproval@dpc.wa.gov.au](mailto:adapproval@dpc.wa.gov.au) for approval before any production commences.

**Note** : DRD is still waiting on approval from Building Works Management / Department of Premier and Cabinet for inclusion of RDC logo alongside RfR and The Bigger Picture logo on signage. RDCs will be kept informed in due course. There will be no impact on RDCs at this stage as successful projects are only meant to commence in 2015.

Where practical, signage should be erected within four weeks of project commencement. On completion of the project, signage must be maintained for a period of 12 months.

Guidelines on sizing requirements for signage (dependent on funding amount) are detailed in the RfR Stakeholder Style Guide.



Each RDC is encouraged to establish a list of sign suppliers to assist project recipients with fulfilling signage obligations. Suppliers must be provided with the RfR Stakeholder Style Guide and be familiar with signage specifications. RDCs are to manage issues that may arise with *endorsing* certain suppliers over others.

## 8.5 Media

RDCs may prepare and release a media statement with a *regional* angle for relevant project milestones.

Each Commission arranges its own pre-program advertisement, with reference to the RfR program.

DRD will generate a joint media statement with each RDC for major announcements, provided there is no Ministerial media release.

## 8.6 Templates and Checklists

Guidelines and content for the following are attached.

- On hold messaging
- Website content
- FAQs
- Co-badged logos
- Locally released media statement guideline
- Social media guidelines
- Register - Media references, Issues and Project tracking

## 8.7 Approvals

Where promotional material differs greatly from the RfR Stakeholder style guide, approval must be sought before dissemination of such communications material using the DRD and RfR logos.

Draft media statements prepared by the Development Commission are to be approved by the CEO of the relevant Commission prior to release and sent to DRD Communications as an FYI.

## 9. Advertising

Commissions are free to advertise in any format (size of ad, style and tone etc) as they deem suitable to their community.

The only compulsory reference required in the advertisement is as below. This can be included at the bottom of the advertisement.

- The Regional Grants Scheme is funded by the State Government's Royalties for Regions program.
- The Community Chest Fund is funded by the State Government's Royalties for Regions program.
- The Regional Grants Scheme and Community Chest Fund are funded by the State Government's Royalties for Regions program.

Commissions are able to place their logos on the advertisement. No visual reference to the department and/or Royalties for Regions is required.

Other than that the advertisement can have inclusion of the opening and closing dates, the RDC's contact details, reference to previous projects and benefits (optional), and other relevant information as necessary.

Advertising costs are to be borne by each RDC.

## 10. Events

Proponents must adhere to relevant protocols regarding event planning. These are outlined in the RfR Stakeholder Style Guide. Commissions should assist proponents with event preparation to ensure that all relevant protocols (invitees, speeches, notice required etc.) are being followed.

## 11. Measurement and Evaluation

### 11.1 Media Register

RDCs are encouraged to retain copies of media references and details of milestones/events to determine the impact of the funding rounds in individual communities.

### 11.2 Stakeholder Issues Register

RDCs are also encouraged to record feedback and issues raised about the communications strategy by stakeholders for future reference.

### 11.3 Project Tracking Register

RDCs are encouraged to maintain a simple project tracking system for milestones, that will be provided to DRD as and when required. This log will assist in keeping the Minister for Regional Development informed and to organise media activities if necessary.



## 12. Pre-promotion task list for DRD and RDCs

### Media

- Media Statements
  - State-wide Ministerial statements announcing commencement of RGS and CCF (Prepared by DRD and released by DPC)
  - Announcement of successful projects (Local angle prepared and released by RDCs)
  - Ministerial statements are produced by DRD at the request of the Minister's media adviser. Should RDCs have a milestone coming up that they would like a Ministerial statement, please send through completed Project Tracking register.
- Prepare Westlink advertisements (Prepared and released by DRD in consultation with RDCs)

### Stakeholders

- On hold messaging (RDCs)
- Establish contact database (RDCs)
  - Where possible, ensure names are included and postal addresses are known. Obtain email addresses for electronic communication.
  - Community bodies
  - Local businesses
  - CRCs
  - Sign suppliers

### Promotions

- Write articles for internal / external stakeholders. (RDCs)
- Independent advertisement in local papers (RDCs)
  - Formulate copy
  - Research costs
- One page flyer (Optional- RDCs)
  - Displayed on local notice boards
- Social media (Optional RDCs)
  - Set up account
  - Identify generic messaging and contentious issues
- Record keeping (RDCs)
  - Log of stakeholder feedback
  - media references and citations (date, paper/ broadcaster, headline, tone, region, scheme, topic)
  - Project tracking
- Website content (RDCs and DRD)
  - Update content on RGS and CCF
  - FAQ

## Checklist Regional Grant Scheme

### Opening of the Scheme

| Area         | Task  | Content      | Responsibility |
|--------------|---|--------------|----------------|
| Media        | Ministerial statement announcing RGS                                  | -            | DRD Comms      |
|              | Local statement   | Pre-approved | RDC            |
|              | Advertisement in local papers   |              | RDC            |
| Website      | RDC website content uploaded  | Pre-approved | RDC            |
|              | DRD website content uploaded  |              | DRD Comms      |
| Publications | Optional- Pamphlet and banner on display at RDC (for entire duration) | -            | RDC            |
|              |   |              |                |
| Social media | Social media messaging (optional)                                     | Pre-approved | RDC            |

### Closing Deadline

| Area    | Task                              | Content      | Responsibility |
|---------|-----------------------------------|--------------|----------------|
| Website | Update website                    | Pre-approved | RDC            |
|         | Social media messaging (Optional) | Pre-approved | RDC            |

### Successful Recipients

| Area         | Task   | Content      | Responsibility |
|--------------|--|--------------|----------------|
| Media        | Ministerial statement announcing successful recipients | -            | DRD Comms      |
|              | Local media statements                                 | DRD template | RDC            |
| Website      | RDC website content uploaded – project list            | DRD template | RDC            |
|              | DRD website content uploaded                           |              | DRD Comms      |
|              | Successful letters (Signed by Minister)                | DRD Template | DRD            |
|              | Unsuccessful letters                                   | DRD Template | RDC            |
| Social media | Social media messaging (optional)                      | Pre-approved | RDC            |

### Project Commencement

| Area         | Task   | Content      | Responsibility |
|--------------|--|--------------|----------------|
| Media        | Media releases promoting major milestones              | RDC          | RDC            |
| Website      | RDC website content uploaded – project list / benefits |              | RDC            |
|              | DRD website content uploaded                           |              | DRD Comms      |
| Social media | Social media messaging (optional)                      | Pre-approved | RDC            |
| Protocol     | Signage  | Pre-approved | RDC            |

### Project Completion

| Area         | Task  | Content      | Responsibility  |
|--------------|---|--------------|-----------------|
| Website      | RDC website content uploaded – project list |              | RDC             |
|              | DRD website content uploaded                |              | DRD Comms       |
| Social media | Social media messaging (optional)           | Pre-approved | RDC             |
| Protocol     | Opening events, plaque                      |              | RDC & DRD Comms |

## Checklist Community Chest Fund

### Opening of the Community Chest Fund

| Area         | Task  | Content      | Responsibility |
|--------------|---|--------------|----------------|
| Media        | Ministerial statement announcing CCF in conjunction with RGS announcement | -            | DRD Comms      |
|              | Advertisement in local papers   | DRD template | RDC            |
| Website      | RDC website content uploaded  | Pre-approved | RDC            |
|              | DRD website content uploaded  |              | DRD Comms      |
|              | Flyer on local noticeboard  | Pre-approved | RDC            |
| Social media | Social media messaging (optional)   | Pre-approved | RDC            |

### Approvals

| Area    | Task                              | Content      | Responsibility |
|---------|-----------------------------------|--------------|----------------|
| Website | Update website                    | Pre-approved | RDC            |
|         | Social media messaging (Optional) | Pre-approved | RDC            |

### Successful Recipients

| Area         | Task  | Content      | Responsibility |
|--------------|---|--------------|----------------|
| Media        | RDC statement announcing successful recipients (optional) | -            | RDC            |
|              | Periodic localised media statements (optional)            | DRD template | RDC            |
| Website      | RDC website content uploaded – project list               | DRD template | RDC            |
|              | DRD website content uploaded                              |              | DRD Comms      |
|              | Successful letters  | DRD Template | RDC            |
|              | Unsuccessful letters                                      | DRD Template | RDC            |
| Social media | Social media messaging (optional)                         | Pre-approved | RDC            |

### Project Commencement

| Area         | Task   | Content      | Responsibility |
|--------------|--|--------------|----------------|
| Media        | Media releases promoting major milestones                          | RDC          | RDC            |
|              | Intermittent advertisements promoting the rolling round (optional) | Pre-approved | RDC            |
| Website      | RDC website content uploaded – project list                        |              | RDC            |
| Social media | Social media messaging (Optional)                                  | Pre-approved | RDC            |
| Protocol     | Signage  | Pre-approved | RDC            |

### Project Completion

| Area         | Task   | Content      | Responsibility  |
|--------------|--|--------------|-----------------|
| Website      | RDC website content uploaded – project list (end of each year) |              | RDC             |
|              | DRD website content uploaded                                   |              | DRD Comms       |
| Social media | Social media messaging   | Pre-approved | RDC             |
| Protocol     | Opening events, plaque   |              | RDC & DRD Comms |

\*Please note “Pre Approved” denotes a template/guide approved by Capital Works.