

Regional Economic Development Grants Grantee Communications Guidelines

The Peel Development Commission (PDC) created this guide to support you in communicating about your grant. We are excited to inform stakeholders and the region about the progress, achievements and success of your project.



Regional Economic Development Grants (RED Grants) support initiatives driven by regional organisations that will create real economic impact and employment opportunities.

Acknowledging the program and funding bodies

All communications regarding the RED Grants program require correct reference to the program and acknowledgement of the funding bodies as follows;

The Regional Economic Development Grants (RED Grants) program is delivered by the Peel Development Commission for the Peel region, with support from the Department of Primary Industries and Regional Development (DPIRD).

The Regional Economic Development Grants (RED Grants) is supported by the State Government's Royalties for Regions program.

This <Project Name> has been made possible with funding from the State Government's Regional Economic Development (RED) Grants Program, supported by Royalties for Regions.

Examples of where acknowledgement of funding should be used;

- Media releases
- Corporate publications
- Signage and plaques

- Launches / openings / unveilings
- Milestone celebrations
- Speeches and presentations
- Online and email communications
- Advertising material relating to the funded project

All proofs will need to be approved via the grants@peel.wa.gov.au mailbox and we will seek further approval with DPIRD.

Media releases

Draft media statements prepared by the funding recipient are to be forwarded to the PDC for approval and inclusion of quotations. The funding agencies must be acknowledged as provided in the preceding paragraphs.

Plaques and signage

The funding recipient must submit final proofs of signs and plaques, and proposed size and location, to the PDC for approval prior to production.

Signs must, where practical, be located in an area of high visibility to the general public and not to be obscured by roadside objects, including any other information signs. Signs that have been removed or damaged must be replaced.

On completion of the project, signage must be maintained for a period of 12 months. Photographs of signage or plaque with details of their location are to be provided to the PDC after they have been erected.

At the completion of an infrastructure project, there is a requirement for a permanent plaque to be affixed to the structure.

Invitations, Events, Launches and Announcements

As a funding body, the State should be invited to all project related events. We will be speaking to you about your media releases, milestone planning, official openings etc., so this a perfect opportunity to invite the State and the Minister for Regional Development and secure representation at the event.

In many cases, the Minister may defer this to a PDC representative, like our CEO or Chair, however, it is required for grantees to provide sufficient notice to make these arrangements.

Please consult with the PDC in advance of all planning to receive advice on approvals.





Department of
Primary Industries and
Regional Development



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Logo use

On execution of your agreement and commencement of the project, you will be able to download logos for your project use from the PDC website, which includes further instructions for their correct use here;

<https://www.peel.wa.gov.au/our-focus/funding-recipient-documents/>

Your reference for using the State Crest is the Department of Premier and Cabinet website under 'Common Badging' ([link here](#)) - you should refer to this page when using the State Crest, however the PDC will assist you in adhering to these guidelines.

All communications relating to the RED Grants program must display the:

1. DPIRD logo
2. Commission logo
3. The text 'Supported by the State Government's Royalties for Regions Program'.

The Commissions' logo and branding will be prominent on all communication material. The DPIRD logo must be applied to all material to acknowledge the support provided and the joint portfolio.

Below is a brief visual guide for the correct application of logos within Common Badging guidelines and State Coat of Arms rules of depiction.



Example of application



Supported by the State Government's Royalties for Regions Program.

Sending photos to the PDC

Photographs are an effective way to promote your project and share the success with your stakeholders.

The PDC regularly shares information with the region on our project partners through our e-newsletter, website and social media and including visuals is a great way to promote your project and organisation.

Please send us high resolution photos (at least 1MB) that can be used in communication materials, including:

- Project progress photos
- Project completion photos
- Events
- People involved in the project

Please also share with us your organisation's social media profiles so that we can connect with you when sharing these stories.

You are also invited to send us articles, news, milestones, achievements etc as they come up so that we can include them in our e-news, social media and possibly upcoming editions of the Peel magazine.



We're here to help

For any questions, requests, or to send us any content or other material, please contact our Regional Economic Development Grants Officer, Simone Hutton, at grants@peel.wa.gov.au or call 9535 4140.

For communications support, approval of media releases, plaques and other collateral, as well as providing material for Peel Development Commission publications, please contact our Corporate Communications Coordinator, Andrea Kelly at andrea.kelly@peel.wa.gov.au or call 9535 4140.



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