



Youth Volunteering for Nature Fund

Victoria's Great Outdoors

Publicising Successful Projects and Activities

This Fact Sheet will guide you through the process and requirements of publicising successful projects and activities for the Youth Volunteering for Nature Fund.

What am I required to do?

You are required to publicise your project and the activities you deliver as a result of the funding you receive from the Youth Volunteering for Nature Fund. In doing so, recipients must follow Parks Victoria's guidelines to acknowledge the Victorian Government's support.

Confidentiality

Once approved, many projects remain highly confidential until the relevant Minister or their representative has publicly announced that funding has been approved. If this applies to your application, you will have been advised in writing. We will also confirm when you can start publicising publicly.

Responsibility

It is the recipient's responsibility to publicise their successful project and project activities. This needs to be managed in consultation with Parks Victoria and following the guidance provided in this fact sheet.

How do I publicise my project?

There are many channels you can use to publicise and promote your project and project activities, including: websites, social media; local media; publications; and events. Publicising the project is a good opportunity to promote and recruit for your project, and can be a useful way to recognise and reward the good work that volunteers are doing. It can create awareness of the issues you are addressing and engage more of the community. It is important to take photos and/or videos. These can be used as an effective way to engage community and record your project's progress.

Photos/Videos

Take before and after photos and videos for your own records, Parks Victoria and to use in publicity. Parks Victoria requires photos as part of the end of project report. Make sure everyone in the photos and videos agrees to their public use and completes a photo release form.

Promotional Channels

Social Media

Provide updates on the project through social media and use photos to capture the progress. Use the following hashtags when posting about your funded project.

#VicGreatOutdoors #SupportingNaturesFuture

Local Media

Notify local media and invite them to attend events. You can find details of who to contact via your local newspaper website or ask Parks Victoria. Record all publicity from local media and include in your acquittal.

Publications

Provide updates on the project through written publications (e.g. newsletters) and use photos to create interest. Record all written publications and include in your acquittal.

Events

Events and public launches can be a great way to promote your application's success and gain community support. If you are planning an event, please contact Parks Victoria.

Signage

Parks Victoria's signs or banners can be used to display at openings, launches and events for your project. Signs and banners can be borrowed from Parks Victoria. The recipient is responsible for organising their collection, display and prompt return. If you are aware of any upcoming openings, launches or events where Parks Victoria's sign or banner should be displayed, you should contact the Volunteer Team.

Government Acknowledgement

You must acknowledge the government's funding support in published or printed materials, speeches, or other forms of presentations with the 'Key Statement' below.

Volunteering Innovation Fund



Requirements

The Victorian government's funding support and key messages about the Department or funding program (if there are any) should be acknowledged:

- In speeches and presentations about the service or project activity
- In media releases and social media posts
- In relevant job advertisements
- In documents, publications, reports, brochures, posters, fliers and the like. The government should also be given the opportunity to contribute a sponsor's message for any relevant publication
- On websites; websites developed with the government's funding support should also include a link to the Department website. You should contact Parks Victoria for the relevant website URL.

Go to the Victorian Department of Premier and Cabinet website at

www.dpc.vic.gov.au/index.php/communication/brand-victoria to obtain a high-resolution version of the logo.

You should liaise with the Volunteer Team to provide drafts of publications or signage featuring the Victorian Government brand for approval prior to final production.

Contact us

If you have any queries, or require more information, please contact Parks Victoria via: email:

Volunteer@parks.vic.gov.au or phone: 13 19 63

Key Statement

Recipients must use the following funding acknowledgment statement in published or printed materials associated with the funded project.

"The [Name of application/project] is/was supported by the Victorian Government through the Youth Volunteering for Nature Fund."

Logo

Recipients must use the Victorian government's brand in all published or printed materials or signage associated with the funded project.

The logo to use is shown below. There are variations on how the logo is to be used depending on what you are publishing or printing. It cannot be altered without permission.



Unpaid model/actor/participant photo release form for adults



I, _____, provide permission to Parks Victoria to take video or photographic footage of me for use by Parks Victoria.

I acknowledge and agree that Parks Victoria will own the video footage and/or photographs, which will be retained and stored by Parks Victoria in its image library.

I authorise the use or reproduction of any video footage and photographs referred to above for any reasonable purpose within the discretion of Parks Victoria. The typical uses for these video or photo images will be:

- Video productions promoting facilities & equipment in parks
- Brochures
- Promotional magazines
- Website information on parks
- Social media
- Signage
- Other publications and presentations

I authorise the video footage and/or photographs to be used without acknowledgment and without being entitled to remuneration or compensation.

All video footage and photographs will be used and managed in accordance with Parks Victoria's privacy policy (see www.parks.vic.gov.au).

Name of person giving permission:	
Contact telephone number:	
Contact address and email:	

Date: -----/-----/-----

Signature: _____

(person giving permission)

Unpaid model/actor/participant photo release form for children



Where person is under 18 years of age

I, _____, the parent / legal guardian of the child named below, provide permission to Parks Victoria to take video or photographic footage of the named child, for use by Parks Victoria.

I acknowledge and agree that Parks Victoria will own the video and photographs, which will be retained and stored by Parks Victoria in its image library.

I authorise the use or reproduction of any video footage and photographs referred to above for any reasonable purpose within the discretion of Parks Victoria. The typical uses for these video or photo images will be:

- Video productions promoting facilities & equipment in parks
- Brochures
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All video footage and photographs will be used and managed in accordance with Parks Victoria's privacy policy (see www.parks.vic.gov.au)

Name of parent/guardian:	
Contact telephone number:	
Contract address and email:	
Name of child:	

Date: -----/-----/-----

Signature: _____
(parent/guardian)