



## Coastcare Victoria Community Grants

### Standards - Media and Communications Reporting for your Coastcare Victoria Community Grant

Coastcare Victoria Community Grant recipients are required to complete communications reporting as per the **Standards and Permits** clause of the Funding Agreement.

For each Coastcare Victoria funded grant, recipients are required to provide:

- **At least five photos with permissions to reproduce**
- **Copies of any communication activities targeting the general community**
- **Copies of any publications, signage or similar produced as a result of your grant**

We will ask for copies of these materials in your progress and final reporting, but if you have something great or opportune, please forward it at any time.

#### **Why does Coastcare Victoria require communications reporting?**

Coastcare Victoria needs to demonstrate the benefit of our grants program to the public, stakeholders and the government. Photos and communications demonstrate your achievements in an engaging way, which means we are more likely to gain support for the grants program into the future.

Additionally, one of Coastcare Victoria's important goals is facilitating networking and information sharing. Your stories and photos help us do this by promoting, celebrating and sharing your success via social media, newsletters and other channels.

Your communications reporting also helps us demonstrate how Coastcare Victoria achieves important program goals, including:

- Contributing to the Victorian government's marine, coastal and social priorities
- Contributing positively to reconciliation and celebration of Aboriginal culture in marine and coastal areas
- Contributing to marine and coastal citizen science

#### **Photos**

Photos submitted by recipients may be used by Coastcare Victoria in online and print media and in reporting to promote Coastcare Victoria stories and successes, for example:

- Social media posts
- Infographics
- Case studies
- Website updates
- Marine and Coasts Newsletter
- Reporting to DELWP, Ministers and our funding body, the Sustainability Fund

## Tips for submitting photos

Do!	Don't...
<ul style="list-style-type: none"> <li>• Send photos of things that display elements of your project, e.g.               <ul style="list-style-type: none"> <li>○ Before and after photos</li> <li>○ On-ground activities</li> <li>○ Target species or landscapes</li> <li>○ Community engagement and education</li> <li>○ Volunteer contributions</li> </ul> </li> <li>• Include people in photos (remembering to gain consent from everyone who is identifiable in the photo)</li> <li>• Send good quality, high resolution photos in JPEG or PNG format</li> <li>• Always accompany photos with captions detailing who, where, what and when the photo depicts</li> </ul>	<ul style="list-style-type: none"> <li>• Send photos in Word documents, PDF files etc – this reduces the image quality</li> <li>• Send screenshots of photos. e.g. Facebook posts</li> <li>• Put filters on photos</li> <li>• Scribble out faces on photos if haven't provided a consent form</li> </ul>

## Communication activities

Please send Coastcare Victoria copies of relevant public communication materials so we can see how you have engaged with the public, and to help with our goals as mentioned on page 1.

Examples of communications to share with Coastcare Victoria:

- Social media posts (tag us on Facebook, Twitter and Instagram)
- Newspaper or newsletter articles (online and print)
- Media releases
- Radio interviews
- Flyers/brochures
- Project reports
- Community seminar (e.g. PowerPoint slides, agenda, flyer advertising the event)
- Telecommunications events (e.g. SWIFFT teleconferences, webinars)

**Remember that you must acknowledge Coastcare Victoria's funding support on written materials and in speeches and other forms of presentations – see 'Guidelines for acknowledging the government's funding support'.**

## Tips for submitting copies of public communication activities

Do!	Don't...
<ul style="list-style-type: none"> <li>• Include a web address if the communications activity is online (e.g. social media, online news)</li> <li>• Follow Guidelines for acknowledging the government's funding support (you received a copy of this document with grant agreement)</li> </ul>	<ul style="list-style-type: none"> <li>• You don't need to send us your internal communications or communications not available to the general public</li> </ul>

## **Publications, Signage or similar**

Coastcare Victoria keeps a library of publications, signage, cards and other products produced through Coastcare Victoria grants funding. This is to keep track and records of the benefits and outcomes of projects funded by us. And it helps us to recommend your publicly available publications to other marine and coastal groups.

Additionally, our library helps us allocate future funding efficiently and without unnecessary duplication. For example, if Organisation A applies for funding to design beach nesting bird signage, but Organisation B previously received funding to develop similar signage, investigating if it can be reproduced could be a better use of funds (and effort!).

**Remember that you must acknowledge Coastcare Victoria's funding support on written materials and in speeches and other forms of presentations – see 'Guidelines for acknowledging the government's funding support'.**

## **Keep us updated**

We want to stay updated on the great work that is happening as part of your project! You can send your photos and communication activities any time to your local Coastcare Victoria Facilitator.

If a communications, media or event opportunity arises, or you produce any communications or media material that you would like us to promote more widely, please send a copy to your local Coastcare Victoria Facilitator.

**Remember that you must give the government's representative an opportunity to open or launch the funded activity and invite them to events - see 'Guidelines for acknowledging the government's funding support'.**