

ATTRIBUTION OF AUSTRALIAN IDENTITY POLICY

ORGANISATION:	Kokoda Track Foundation
ACN:	103 660 948
POLICY TITLE:	Attribution of Australian Identity Policy
VERSION:	6.0
STATUS:	FINAL
ALLIED POLICIES:	Code of Conduct Donations, Fundraising & Refunds Policy Communications & Media Policy
OWNER:	Senior Management
APPROVED BY:	CEO
LAST UPDATE:	02.02.2024
NEXT REVIEW DATE:	02.02.2026



PURPOSE:

Branding is a key mechanism for enhancing the visibility of the Australian Government's international development and aid initiatives. Kokoda Track Foundation (KTF) shall attribute the Australian identity to ensure the Australian Government benefits from a consistent and high-quality visual promotion and to ensure publications and other public exposure comply with the Australian Government's Branding Guidelines and therefore minimise the risk of misuse of the brand.

SCOPE:

The policy applies to all staff, partners and program areas of KTF.

POLICY DETAILS:

When producing publications, marketing materials, web pages and all other public materials that carry the Australian Government's name or logo the Australian Government's Branding Guidelines will be applied. When using the Australian Government's logo, the elements, position, proportion, hierarchy of certain terms and other visual aspects of the logo will be respected.

AUSTRALIAN GOVERNMENT VISUAL IDENTITY GUIDELINES:

1. Correct branding maximises recognition of the development role played by the Australian Government and increases the accountability and transparency of Australia's aid program. In Papua New Guinea, the Papua New Guinea Australia (PNGAus) Partnership Identifier must be used on all aid-related products and activities funded by the Australian Government. Note that this logo is used in Papua New Guinea instead of the Australian Aid
2. All partners, including non-government organisations (NGOs), multilateral organisations and managing contractors, should use the PNGAus Partnership Identifier to brand all aid and development activities delivered overseas with support from the Australian Government.
3. The Papua New Guinea Australia Partnership Identifier is as follows:



4. For clarity on logo placement and wording of acknowledgement requirements, reference can be made to the DFAT [Logos and Style Guide page](#), however, it must be noted that wherever reference is made to the Australian Aid identifier, the PNGAus Partnership identifier (in 3. Above) MUST be used for PNG projects supported by the Australian Government.
5. Publications, including but not limited to KTF's annual report, other reports and evaluations and the KTF website, will include acknowledgement of the Australian Government's support. The wording will vary depending on the funding circumstances, as guided by the [Australian NGO Cooperation Program \(ANCP\) Manual](#).
6. Reports and publications (eg. evaluation reports) funded by DFAT but not authored by DFAT will include an appropriate acknowledgement and accompanying disclaimer that the views expressed in the publication are the author's alone and are not necessarily the views of the Australian Government.
7. The logo of a partner government, NGO or multilateral organisation may also appear alongside the PNGAus Partnership identifier, however, the PNGAus Partnership identifier should be in the most prominent place. The logo of an implementing partner or managing contractor may not be used alongside the Australian Aid identifier.
8. Current guidelines for specific circumstances and mediums are available from the DFAT Logos and Style Guide page. An exemption for not applying branding may be granted by the Head of Mission or the Communications Section at DFAT if there is a compelling case or an identified security risk.
9. All new Australian aid-funded projects and initiatives in Papua New Guinea should be branded with the PNGAus Partnership Identifier. Wherever practical, the previous (AusAID) Australian Aid Identifier should be replaced progressively and sensibly.
10. Policy guidance for attribution and use will be reviewed annually based on information provided at the ANCP Communications Information Session (or similar briefings or advice).

RESPONSIBILITIES OF IMPLEMENTATION:

All KTF staff and partners.

END.