

Regional Arts Development Fund

ACKNOWLEDGEMENT REQUIREMENTS



ACKNOWLEDGEMENT

Regional Arts Development Fund (RADF) funding recipients must acknowledge the support of the Queensland Government and Lockyer Valley Regional Council in all promotional material, publications and products relating to funded activities.

Acknowledgement is provided through the use of logos and/or the following text -

"The Regional Arts Development Fund (RADF) is a partnership between the Queensland Government and Lockyer Valley Regional Council to support local arts and culture in regional Queensland."

A RADF logo set that includes both the Queensland Government and Council logos is available on request from the RADF Liaison Officer.



Logo Use Guidelines

- The full colour logo set is the first preference and must be used on a white background only.
- Solid, mono-colour logos must be used on coloured backgrounds.
- All logos must be resized proportionally (i.e. never stretched).
- All logos must have sufficient clearance space around them, so they stand out
- The minimum size is 28mm high and 50mm wide.

Alternatively, the Queensland Government crest is available from:

<http://www.arts.qld.gov.au/aq-funding/acknowledgement>

WHERE?

Acknowledgement must be included in the following project materials:

Item	Written	Logo
Media release	X	
Speech/Welcomes	X	
Reports	X	X
Promotional videos		X
Advertisement		X
Newsletter	X	X
Printed promotional material	X	X
Signage	X	X
Website	X	X
Invitation		X
Promotional material sent via email	X	X
Social Media	X	

APPROVAL PROCESS

All marketing items that include the logo set must be emailed to galleries@lvrc.qld.gov.au for approval.

PULL-UP BANNERS

In addition, the RADF Liaison Officer has a large pull-up banner and a smaller pull-up banner for use at an RADF funding event or activity.

Hashtags for social media

use

#RADFLockyerValley
#LockyerValleyArts
#LVRC



Marketing your RADF event

No-one knows your event better than you, so it's important that you manage the marketing of your event. This ensures accuracy of information and if changes need to be made, you are in the driver's seat!



COMMUNITY CONNECT NEWSLETTER

Each month Council distributes an online newsletter to community groups and subscribers which features upcoming events – [Subscribe](#) to the newsletter and email CETeam@lvrc.qld.gov.au to add your event.



COMMUNITY EVENT CALENDAR

Become a member of the My Community Directory and showcase your event on the mycommunitydirectory.com.au website. My Community Directory is for health and community organisations that provide services and activities to the Lockyer Valley. [Register](#) your organisation now!



WHAT'S ON – LOCKYER VALLEY PUBLICATION

Each quarter Council distributes a 'What's On Lockyer Valley' flyer for display at the Visitor Information Centre, in the bus stops, libraries, RV parks, and community facilities. To feature your event, have it listed on either or both of the event calendars noted above, contact the Tourism and Events Team by phone on 1300 005 872 or email lockyerevents@lvrc.qld.gov.au.



TOURISM EVENT CALENDAR

Event organisers targeting visitors to the Lockyer Valley, [can add their event](#) to the Luvyalockyer tourism events calendar by simply clicking on the 'What's On' tab and 'Add your Event'. Tourism events are also pushed through to other Regional Tourism forums. If you are unsure if your event meets the tourism criteria contact the Visitor Information Centre on 07 5466 3426.



ATDW – AUSTRALIAN TOURISM DATA WAREHOUSE

The ATDW is Australia's national platform for digital tourism marketing in Australia. Think of it as an exclusive store where the major online event calendars shop for their listings. Websites like www.brisbane.com, [My Community Directory](#), www.queensland.com, www.eventfinda.com.au, [Southern Queensland Country Tourism](#) all put content for their social media and event calendars. You need to sign up as a member, so contact them on 1300 137 225 or support@atdw.com.au for more information.



FACEBOOK

There are many community pages on Facebook. Search *Lockyer Valley Events* and follow some of the groups. Send a message to the page admins to seek permission for posting your event. Facebook changes often however there are pages like "Free children's events around the Lockyer Valley", "Gatton, Lockyer Valley and Surrounding areas! What's happening in your local", "Lockyer Valley Notice Board".