

AUSTRALIAN NGO COOPERATION PROGRAM (ANCP) ACKNOWLEDGEMENT AND ENGAGEMENT SUMMARY

This is a summary of the guidance in the *ANCP Manual*. Full details are in Section 8.

ACKNOWLEDGING THE AUSTRALIAN GOVERNMENT

GENERAL

Acknowledgement of ANCP-funded work should be upfront and obvious, to clearly inform people of the Australian Government's contribution. It also helps to demonstrate the value and achievements of Australia's development program.

All references to ANCP projects need the correct branding and acknowledgement. If there is a compelling case or security risk, the ANCP NGO can email DFAT for an exemption.

BRANDING

The correct branding for all ANCP projects is the Australian Aid identifier (the kangaroo).

In co-branding situations, the logos of additional donors or participants can appear alongside the Australian Aid identifier – which should usually be in the most prominent place. However, co-branding should be appropriate to the funding provided. Logos of commercial and for-profit organisations cannot appear alongside the Australian Aid identifier.

If a partner government logo is to appear alongside the Australian Aid identifier, the Australian Government logo OR the relevant Australian Embassy/High Commission (Post) logo can be used to the left of the Australian Aid identifier. The importance of the situation, along with local diplomatic sensitivities, should determine which option is most appropriate.

The Australian Aid identifier and the Australian Government logo are available on the DFAT website – see the [Logos and Style Guides](#) page. Contact the relevant Post directly for their logo.

There are separate branding guidelines for ANCP partners operating in PNG – see Section 8.2.

Branding examples:





MERCHANDISE

DFAT permission is required to use the Australian Aid identifier and/or a supporting statement on any merchandise (such as program clothing, mugs and drink bottles). For shirts, the preferred placement for the Australian Aid identifier is the back or the side. The ANCP NGO should email DFAT for permission. The Australian Aid identifier must not be used on stationery or business cards.

WRITTEN AND VERBAL ACKNOWLEDGEMENT

All communication materials should include the Australian Aid identifier together with text that acknowledges the Australian Government and the ANCP. Communication materials include signage, publications, presentations, digital media and social media. Acceptable wording is mentioned included in the manual. Signage should be in the local language and, where possible, include the English version. Verbal acknowledgement must go to the Australian Government. Ideally, the ANCP is referenced.

BROADER ACKNOWLEDGEMENT

Opportunities for broader acknowledgement include: Receiving visits by Australian officials; engaging with a Post; supporting in-country publicity through the local press; ensuring participants understand where support is coming from; and awareness raising during trip visits, training, meetings, partner workshops, etc.

SOCIAL MEDIA

The ANCP hashtag and handles are:

- Hashtag: #ANCP
- Handles: @dfat (Twitter and Instagram), @dfat.gov.au (Facebook) and @department-of-foreign-affairs-and-trade LinkedIn.

On social media:

- share positive stories about outcomes achieved under the ANCP
- include the relevant ANCP handle (listed above) and the handle of the relevant social media account managed by Posts
- include the hashtag #ANCP (if operating only in PNG, also use #PNGAusPartnership)
- share all DFAT content that include your organisation's handle
- try to be clear about the ANCP's support

Social media examples:

UNICEF Lao PDR @UNICEFLaos · Jul 10

“One thing I have learned and particularly surprised me was talking to the baby in the womb. I had no idea that unborn children can hear voices,” Ms. Ngoi says.

Like Ms. Ngoi, around 900 parents are supported with parenting sessions thanks to @DFAT's #ANCP @unicefaustralia



Femili PNG @FemiliPNG · Oct 29, 2021

.@FemiliPNG Outreach team has delivered #FSV awareness in schools, health centres and communities in Kokoda and up the track, reaching over 3000 men, women and children as part of Kokoda Track Foundation's #ProjectZero

Full story: tinyurl.com/pzua339t
#PNGAusPartnership #ANCP



ENGAGING WITH POSTS

DFAT encourages keeping in contact with DFAT Posts. The ANCP team has up-to-date contact details for ANCP focal points at Post and will share as requested – ask the ANCP NGO to email DFAT for details. DFAT recommends providing Post with as much notice as possible when requesting meetings and providing a clear purpose and agenda for the meeting. The ANCP team can provide guidance on your approach to Post – ask the ANCP NGO to email DFAT for guidance.

Remember to engage with Posts on public diplomacy opportunities, including social media and events (virtual or physical).