Australian Government
Wine Australia

Wine Australia

# ACKNOWLEDGEMENT REQUIREMENTS (Requirements)

## About these Requirements

Wine Australia is an Australian Government statutory body established under the *Wine Australia Act 2013* (Cth). Wine Australia empowers the success of the Australian grape and wine sector (**Sector**) across three key functions:

- **Investing in research and innovation** (**R&I**), and ensuring findings are extended and adopted (**E&A**)
- **Promoting Australian wine and grape products** in domestic and international markets
- **Protecting the integrity and reputation** of Australian grape products and the Sector through regulatory services

Wine Australia is funded by grapegrowers and winemakers through levies and user-pays charges, and by the Australian Government, which provides matching funding for R&I and E&A investments.

Wine Australia's ongoing receipt of levies and taxpayer funds turns on its ongoing compliance with the terms of its Statutory Funding Agreement with the Australian Government dated 3 December 2024 (**SFA**). The SFA establishes a performance, transparency and accountability framework for Wine Australia, and ensures accountability to levy payers, the Australian government and the public.

Relevantly, as matters relate to the communication of its utilisation of levies and matching funding by the Australia Government, under the SFA, Wine Australia must:

- demonstrate positive outcomes and benefits to levy payers and the Australian community
- clearly communicate the results of the impact and benefits of its activities to stakeholders and the government
- have appropriate procedures in place to measure and show the impact of its investments, and

- communicate transparently with stakeholders (including government) on the impacts and benefits of its activities.

Wine Australia is accountable to levy payers and to the Australian public to demonstrate how it strives towards positive outcomes and delivery to benefit the Sector and the broader community through its utilisation of levies and matching funding by the Australia Government (collectively **Wine Australia Funding**).

As part of demonstrating public value, Wine Australia requires its contractors, collaborators, research providers, good and services suppliers, etc (collectively **Partners**) to acknowledge Wine Australia Funding in all publications, public communication, announcements, presentations, dissemination of information, media releases, etc (collectively **Public Communication**).

These Requirements have been designed to assist our Partners to attribute Wine Australia Funding across any aspect of projects, activities and/or services delivered using Wine Australia Funding consistently, accurately and fairly.

Consistent acknowledgment for Wine Australia Funding ensures that the Sector and the broader community can see how Wine Australia Funding are invested for the benefit of the Sector, and their individual regions, businesses and communities.

## Acknowledgement by Wine Australia

Wine Australia recognises the contributions of its Partners to deliver the outcome to benefit the Sector and the broader community. As such Wine Australia commits to acknowledging its Partners in ways that demonstrate the Partners' contribution to our shared projects, activities and/or services.

## Who are these Requirements for?

- All Partners and their staff, including authorised sub-contractor(s), involved in delivering any aspect of projects, activities and/or services utilising or utlised Wine Australia Funding.
- Anyone involved in communicating about current or completed projects, activities and/or services utilising or utilised Wine Australia Funding.

## LOGO LOCK-UP AND ACKNOWLEDGEMENT

After reviewing Parts A and B below, please refer to Part C for more detailed requirements relevant to specific Public Communication types and channels which are likely to be used.

## PART A - Acknowledgement of Wine Australia Funding

To ensure consistent, accurate and fair recognition of support / funding from Wine Australia in all Public Communication relating to any aspect of projects, activities and/or services utilising Wine Australia Funding, our Partners ("**you / your"**) must include an appropriate acknowledgement as follows.

### I. What wording should you use?

Subject to the proportion of funding provided by each party, the words 'funded by' or 'supported by' must be used as per the following:

**For projects and services where Wine Australia funds 51% or more of the costs (not including in-kind)**

'This work is funded by Wine Australia, with levies from Australia's grapegrowers and winemakers and matching funds from the Australian Government'.

**For projects and services where Wine Australia funds 50% or less of the costs (not including in-kind)**

'This work is supported by Wine Australia, with levies from Australia's grapegrowers and winemakers and matching funds from the Australian Government and [other party]'.

**For more than one funding source**

If it is appropriate to acknowledge multiple other parties, they should be listed in order of contribution, e.g. when Wine Australia funds 51% or more of the costs, use

'This work is funded by Wine Australia, with levies from Australia's grapegrowers and winemakers and matching funds from the Australian Government and [other party/s]'.

### II. Where should you place the acknowledgement wording?

This will be determined by the type of Public Communication - please refer to Part C.

### III. What font should you use?

Font type used for the acknowledgement in line text is acceptable

Font size should be the same size as the 'paragraph text' in the communication.

## PART B – Logo

There are various Wine Australia logos to suit a range of purposes.

They are shown here in black for use on light backgrounds. They can also be provided in white for use on dark backgrounds.

### I. Which Wine Australia logo should you use?

Please use the logo as directed below. Do not use other forms of Wine Australia branding, including the Australian Government crest, unless otherwise directed by Wine Australia.




A logo lock-up can be developed with you and used as an alternative to the single Wine Australia logo.

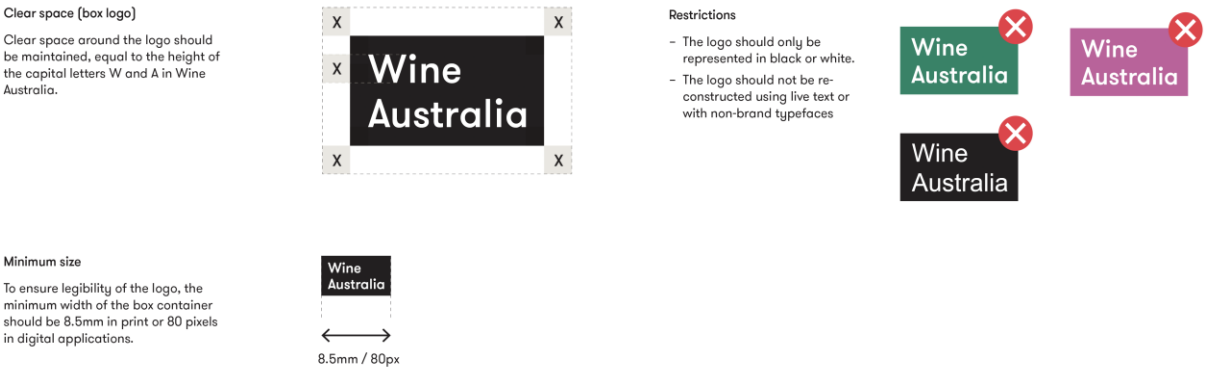



**Why have a logo lock-up?**

Logo lock-ups are an important tool to demonstrate value such as positive outcomes and benefits to levy payers and the Australian public. When used appropriately, a logo lock-up can add important value and brand awareness to you and to Wine Australia. A pre-designed logo lock-up ensures that contributions are appropriately recognised and that sizing and positioning is consistent.

### II. What is the correct way of using the logos?

Our logos have been carefully designed to be displayed to best effect. Please follow our designer's instructions below.




Should you require further information, please contact Wine Australia for a copy of the Wine Australia Brand Guidelines.

## III. Where should you position the logo lock-up on the Public Communication?

Put simply, the required logo lock-up should be clearly visible at the first point of contact by the end-user i.e. the users should not be required to scroll down, turn the page, or read to the end to understand that Wine Australia has funded or supported the service, activity and/or project concerned.

Place the logo lock-up wherever you would normally position your usual corporate logo. If this is at the top right of a Public Communication e.g. Fact Sheet, or eDM, then this is where the logo lock-up should be inserted.

Please do NOT use both your corporate logo and the directed logo lock-up on the same communication.

## PART C – Logo and acknowledgement according to Public Communication type

The following is a non-exhaustive list of commonly prepared types of Public Communication expected to arise from aspects of projects, activities and/or services in connection with Wine Australia Funding.

This is intended to clarify where the Part A Acknowledgement and Part B Logo are to be included in the Public Communication.

| **Public Communication - printed and digital type** | |
|---|---|
| Peer-reviewed scientific papers | Logo – not required<br>Acknowledgement included as per scientific paper publication protocols using the wording in Part A (I), where possible |
| Booklets, guides, books | Logo or logo Lock-Up – front cover<br>Part A Acknowledgement included on the inside front cover or on the first page of the document |
| PowerPoint | Part B Logo or logo lock-up included on the title page and acknowledgement page<br>Part A Acknowledgement included on the acknowledgement page<br>If Wine Australia supported / funded development of the content, PowerPoint templates with branding and Digital Asset Management library of digital images can be supplied. Please contact Wine Australia Brand Design Manager for access |
| Extension resources e.g. fact sheets, hand-outs, how to guides, etc. | Part B Logo or logo lock-up included on the front cover<br>Part A Acknowledgement included on the front page but if greater than 2 sides, to be included on the bottom of the last page<br>IMPORTANT – any Public Communication developed under any previous agreements between you and Wine Australia but reviewed and updated in relation to current arrangements are also covered by these Requirements |

| Public Communication - printed and digital type | |
|---|---|
| Media releases | Part B Logo or logo lock-up included in the header of media release<br><br>Part A Acknowledgement included in the body of the text<br><br>IMPORTANT – all media releases MUST be approved by Wine Australia before release. Refer to Wine Australia Communications Manager for approval. |
| Newsletters/eDM/eBulletins | Part B Logo or logo lock-up included at the top of the news item. If the whole communication is supported by Wine Australia, the Part B logo should be in the masthead<br><br>Part A Acknowledgement of any Wine Australia funded/supported projects and/or services included at the bottom of the body of the news item, or, if the whole communication is supported by Wine Australia, at the end of the newsletter |
| 3rd party publications | Part B Logo or logo lock-up included if requested by the publisher<br><br>Part A Acknowledgement included by weaving through the publication |
| Cover sheets for mailed resources | Part B Logo or logo lock-up included in the header of the cover sheet<br><br>Part A Acknowledgement included at the bottom of the cover sheet |

| Public Communication - digital assets | |
|---|---|
| Videos | Part B Logo or logo lock-up included in the title screen shot and front page of any promotional materials<br><br>Part A Acknowledgement included in the closing credits of video and verbally, if appropriate<br><br>IMPORTANT – all videos MUST be approved by Wine Australia before release. Refer to Wine Australia (see Part E for appropriate contact person) for approval. |

| Public Communication - digital assets | |
|---|---|
| Webinars | Part B Logo or ogo lock-up included in the title screen shot and front page of any promotional materials<br><br>Part A Acknowledgement included in the closing credits of webinar and verbally, if appropriate<br><br>IMPORTANT – webinars should be approved by Wine Australia before release. Refer to Wine Australia (see Part E for appropriate contact person) for approval. |
| Visual interviews e.g. TV | Logo or logo Lock-Up – utilise an appropriately branded back drop (e.g. media board, banner, poster) or badge, branded clothing, where possible<br><br>Acknowledgement – weave through conversation when possible<br><br>IMPORTANT – all media interview requests MUST be approved by Wine Australia before release. Refer to Wine Australia (see Part E for appropriate contact person) for approval and/or content input. |
| Audio interviews e.g. radio or hosted podcasts | Part B Logo or logo lock-up included in any promotional materials<br><br>Part A Acknowledgement included by weaving through conversation, when possible, and the media host should be advised of the importance of the inclusion of the acknowledgement to consistently, accurately and fairly recognise the support from Wine Australia<br><br>IMPORTANT – all visual interview requests MUST be approved by Wine Australia before release. Refer to Wine Australia (see Part E for appropriate contact person) for approval. |
| Podcasts | Part B Logo or logo lock-up included in any promotional materials<br><br>Part A Acknowledgement included and Wine Australia must be acknowledged as the funder / co-funder / supporter (as appropriate) of the work verbally in podcast<br><br>IMPORTANT – podcasts should be approved by Wine Australia before release. Refer to Wine Australia (see Part E for appropriate contact person) for approval. |

| Public Communication - digital assets | |
|---|---|
| Social media | Part B Logo of logo lock-up not required to be included unless the post would usually include your logo, in which case it should be replaced by the Part B logo lock-up<br><br>Part A Acknowledgement included at the bottom of social media text |

This list will not cover every eventuality. If in doubt, please contact Wine Australia for guidance.

## PART D – Frequently asked questions

**Q. What if the communication you are developing is not listed in the table in PART C?**

*A. Contact Wine Australia GM Customer Engagement for clarification and direction.*

**Q. What if a third party (such as a news or media outlet) does not follow your acknowledgement requests?**

A. *Wine Australia recognises that media, hosts or editors may choose to cut out acknowledgements for the sake of* brevity*. If this is the case, written evidence of your request to the media outlet will suffice. However, based on our experience, most media outlets will respect acknowledgement requirements with sufficient notice.*

## PART E – USEFUL CONTACTS

| | |
|---|---|
| **Wine Australia GM Customer Engagement**<br>Shirley Fraser<br>shirley.fraser@wineaustralia.com<br>0449 704 409 | For general queries regarding Wine Australia's policies for external communication, events and customer engagement.<br>For any questions about what logo, logo lock-up or acknowledgement might be needed and where it should be placed. |
| **Wine Australia Communications Manager – R&I**<br>Sonya Logan<br>sonya.logan@wineaustralia.com<br>0477 213 901 | Media releases and articles, webinar, podcast, radio and TV appearances relating to R&I and E&A |
| **Wine Australia National Extension & Adoption Manager**<br>Libby Tedstone<br>libby.tedstone@wineaustralia.com<br>0427 970 565 | Advice and guidance around extension design and delivery methods.<br>For any questions about Wine Australia's National Extension & Adoption Strategy and monitoring and evaluation expectations. |
| **Wine Australia Brand and Creative Manager**<br>Cameron Midson<br>cameron.midson@wineaustralia.com<br>0422 059 511 | For any questions about logos, logo lock-up formats and use from a design perspective.<br>To request logos in different formats. |
| **Wine Australia Marketing Communications Manager – APAC**<br>Bree Wood<br>bree.wood@wineaustralia.com<br>0466 207 468 | Media releases and articles, webinars, podcasts, radio and TV appearances relating to activities in APAC |
| **Wine Australia PR and Communications Manager – EMEA**<br>Emma Baumann<br>emma.baumann@wineaustralia.com<br>+44 759 083 4514 | Media releases and articles, webinars, podcasts, radio and TV appearances relating to activities in EMEA |
| **Marketing Manager – Americas**<br>Deirdre Cook<br>deirdre.cook@wineaustralia.com<br>+1 707 927 6397 | Media releases and articles, webinar, podcast, radio and TV appearances relating to activities in the Americas |

Version as updated on 18 May 2026. All earlier versions of the Requirements have been superseded by this version of the Requirements.

Ends.