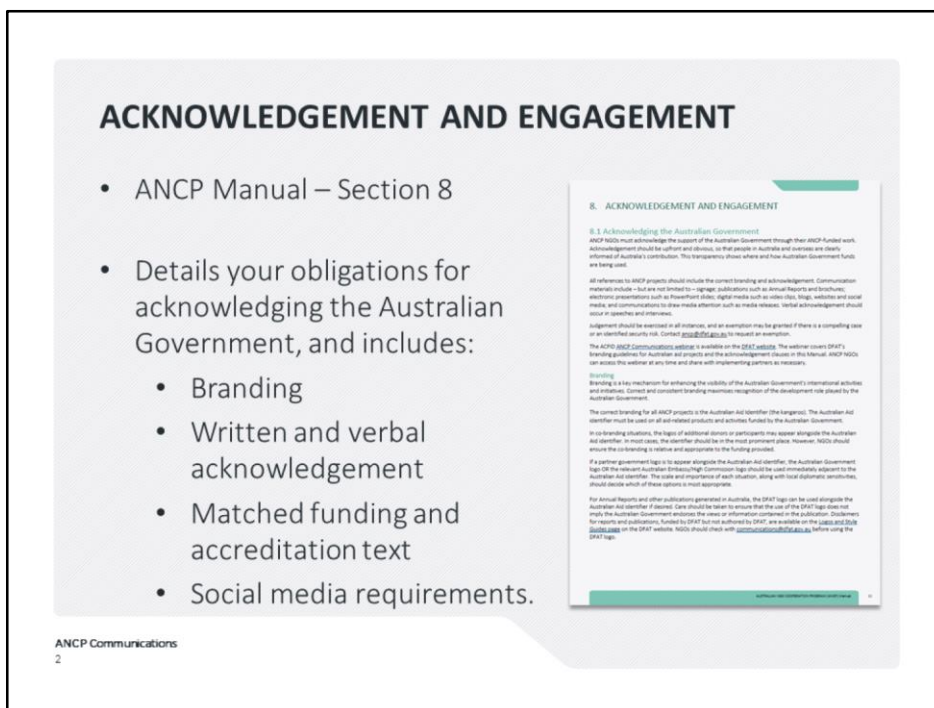Presenter: Annabelle Wood, Communications Manager for NGO Programs, Performance and Quality Section – the section that manages the ANCP.

This webinar covers Section 8 of the ANCP Manual: https://dfat.gov.au/about-us/publications/Pages/australian-ngo-cooperation-program-manual.aspx

This section covers everything you need to know about Acknowledging the Australian Government through your ANCP projects. As with the rest of the Manual, it is updated yearly, so covers any changes and questions raised in the previous year.

Section 8 covers:
- Branding – what is the correct branding and how to apply it
- Written and verbal acknowledgement – standard wording that you need to use in your communication materials and during speeches and interviews
- Matched funding and accreditation – standard wording to use when referring to the ANCP funding match or your accreditation status
- Social media requirements – including relevant hashtags and handles, and our expectations on how you create and share ANCP-related content
- Broader acknowledgement – such as ensuring beneficiaries understand that the Australian Government is supporting your work, and talking to Australian officials about how the program works and your achievements as ANCP partners.

Section 8 also provides information about engaging with Australian High Commissions and Embassies (Posts).

ACKNOWLEDGEMENT CLAUSES

- ANCP NGOs **must acknowledge** the support of the Australian Government.

- Acknowledgement applies to **everything** referring to the program.

- Acknowledgement should be **upfront and obvious**.

ANCP Communications
3

Starting on page 32 of the Manual, the section outlines three acknowledgment clauses:

- Firstly, ANCP NGOs must acknowledge the support of the Australian Government through their ANCP-funded work. Acknowledgement is a contractual requirement and all NGOs should adhere to these guidelines.

- Secondly, acknowledgement applies to everything referring to the program, including project signage, publications, annual reports, events, websites, stories, articles, media releases, speeches, interviews, etc. Essentially, if you are referencing a project that is funded by the ANCP, you need to provide an acknowledgement.

- The final clause is that acknowledgement should be upfront and obvious. First and foremost, this is for transparency. Being upfront and obvious means the public (in Australia or overseas) are clearly and immediately informed of the extent of Australia's contribution.

Branding increases the accountability and transparency of Australia's aid program. The correct branding for all ANCP-funded projects is the Australian Aid Identifier (the kangaroo, as seen on this page).

The Australian Aid identifier must be used on all aid-related products and activities funded by ANCP.

There are some occasions – such as if a partner government logo is to appear alongside the Australian Aid identifier – that additional logos should appear alongside the Australian Aid identifier.

There is also a special situation in place for projects being implemented in PNG. Again, Section 8 of the Manual explains what to do in these special circumstances, and if you have any questions email the team on ancp@dfat.gov.au

Another time to contact the team is if you need to request an exemption from branding or acknowledgement – the team can grant an exemption if there is a compelling case or an identified security risk.

All versions of the Australian aid identifier – and the other logos you may need on occasions –are available for download from the Logos and Style Guides page on the DFAT website: https://dfat.gov.au/about-us/corporate/Pages/logos-and-style-guides.aspx

STANDARD WORDING

- [NGO /Project] is supported by the Australian Government through the Australian NGO Cooperation Program (ANCP).
- [NGO] is accredited by the Australian Department of Foreign Affairs and Trade (DFAT), responsible for managing the Australian Government's aid program. [NGO] receives support through the Australian NGO Cooperation Program (ANCP).
- Every donation you make to this project will be combined with funding from the Australian government to reach more people. We have committed to contribute $1 for every $5 we receive from the Australian Government. Your donation will allow us to extend our programs.

ANCP Communications
5

The Manual incudes standard wording for written acknowledgement, matched funding and accreditation. It provides 4 options for written acknowledgement, 2 for accreditation and 2 for matched funding. You can see one example of each here.

Example 1 is a written acknowledgement: In addition to using the correct branding you also need to provide a written acknowledgement (in most cases - signage is an obvious exception).

All communications materials that reference your ANCP projects should include a written acknowledgement. Materials include – but are not limited to – publications such as Annual Reports and brochures; electronic presentations such as PowerPoint slides; digital media such as video clips, blogs, websites and social media; and communications to draw media attention such as media releases.

Example 2 is text for NGOs that want to mention their accreditation through DFAT.

Example 3 is text for NGOs that want to acknowledge ANCP funding in their publications.

Annual grants received by NGOs can vary and are dependent upon a number of factors including total ANCP budget, number of NGOs in the program and the RDE averages of each accredited NGO. Wording around matched funding must not imply that the Australian Government will match all public contributions, as this is not technically correct. Wording must accurately reflect how the ANCP funding is allocated. For this reason we ask that you use one of the statements provided, or that you check any variations with the ANCP team.

SOCIAL MEDIA

Opportunities for posts include when you are:
- Communicating about an ANCP project
- Running or attending an event that relates to ANCP
- Conducting M&E visits to ANCP projects
- Visiting any ANCP projects
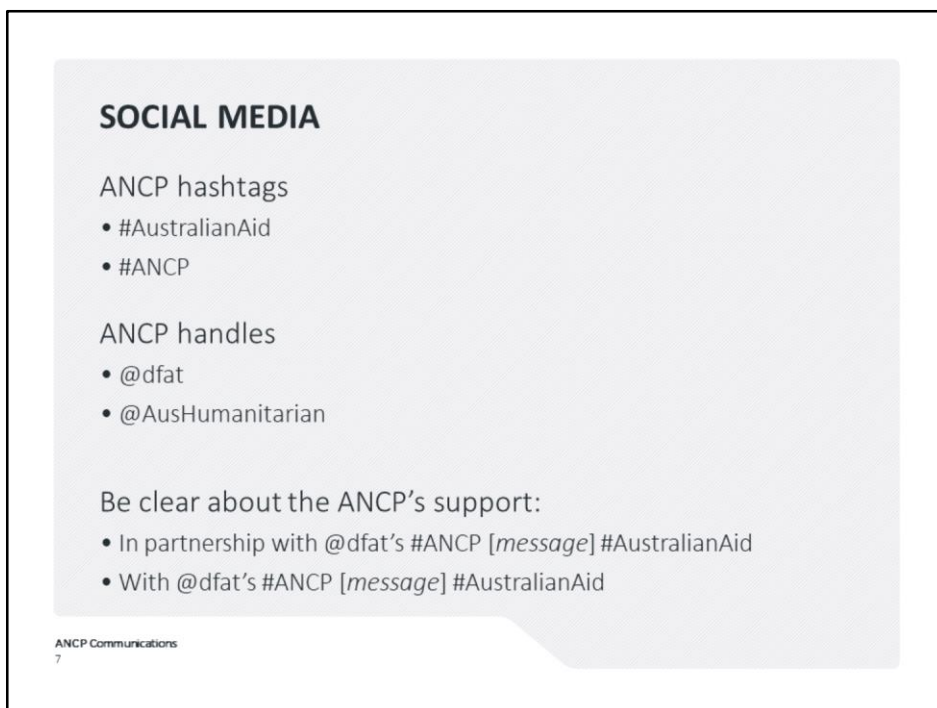- Receiving a visit by an Australian Government Minister.

ANCP Communications
6

Now to social media – where we need you to demonstrate the value and achievements of the Australian aid program in your social media content.

Opportunities for communicating about the Australian aid program and the ANCP can take many forms, including those listed here (and on page 34 of the Manual).

Where possible, social media posts should focus on concrete achievements and results and highlight the priorities in the 2017 Foreign Policy White Paper.

Please note that we respect your independence in communicating about the Australian aid program in other ways – including any advocacy, campaigns or fundraising activities. We have no comments or requirements as to how these actions are carried out. What we are asking in the Manual, is when you reference an ANCP project outcome, event, visit or similar online that you are transparent that it is an Australian aid-funded project and show your support of this program by referencing it in your social media posts.

SOCIAL MEDIA

ANCP hashtags
- #AustralianAid
- #ANCP

ANCP handles
- @dfat
- @AusHumanitarian

Be clear about the ANCP's support:
- In partnership with @dfat's #ANCP [*message*] #AustralianAid
- With @dfat's #ANCP [*message*] #AustralianAid

ANCP Communications
7

We have two hashtags that we use and ask you to use too.

When referencing anything that receives ANCP support, NGOs should use the hashtag #AustralianAid – this is our brand and our primary hashtag.

ANCP-related social media should also include #ANCP. This confirms that ANCP supports the project and allows us to monitor, capture and engage with ANCP content (particularly tweets).

We also ask that you include our primary handle – @dfat – or our secondary handle, @AusHumanitarian.

This combination of handles and hashtags will allow us to cross promote your content and further the reach.

Our preference is that the text in your social media post includes some explanation of the ANCP's support, and that this is worked into the content naturally rather than a point at the end. I've provided two examples here, and there's more in the Manual.

Alternatively, just include the hashtags and handles at the end of your tweet.

You should also encourage your implementing partners to use these hashatgs and handles when appropriate.
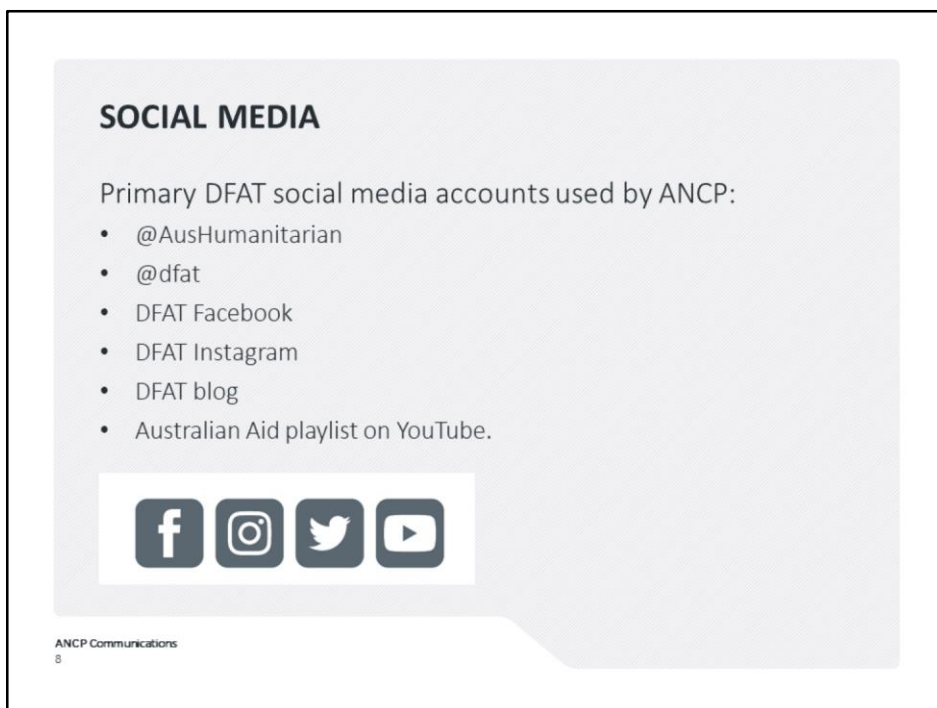
The ANCP team runs a yearly social media schedule, and you are asked to contribute to this schedule:

- The schedule coordinates ANCP content for UN International Days and DFAT social media campaigns. It produces content for a number of DFAT social media accounts (the accounts we use are listed here)

- In July this year, you will be asked to supply three social media posts for the 2019-20 financial year

- Submissions should be sent as final drafts in the style of other DFAT #ANCP #AustralianAid posts (see the accounts listed here for examples of what we are looking for).

NGOs are also encouraged to send country-specific content to relevant Posts.

In all cases, NGOs are asked to amplify our messages by sharing all DFAT social media posts that include your NGO's handle.

SOCIAL MEDIA

- Post positive stories that highlight the great work you are doing under the ANCP

- Use the ANCP related hashtags and handles

- Contribute to the ANCP social media schedule

- Share all DFAT posts that includes your NGO's handle.

ANCP Communications
9

In summary NGOs should:

- Post positive stories that highlight the great work you are doing under the ANCP

- Use the ANCP-related hashtags and handles

- Contribute to the ANCP social media schedule

- Share all DFAT posts that includes your NGO's handle.

We also ask that you:

- Comment on DFAT posts that include your NGO's handle

- Follow all relevant DFAT social media accounts and keep up-to-date with the latest news.

PROMOTING AUSTRALIAN AID ACHIEVEMENTS

- Support and promote @dfat #AustralianAid - it is of mutual benefit for us to be communicating about our #ANCP partnership outcomes

- Demonstrate what @dfat #ANCP #AustralianAid is achieving

ANCP Communications
10

We want to work together to get #AustralianAid messages out to the Australian public. Why? Because we need to collectively demonstrate the value of the Aid program and work to shift attitudes around aid. We want to ensure the longevity of this program by clearly showing what can be achieved with #ANCP support – the more positive stories that help us highlight the great work being done, the better!

We all need to be promoting #AustralianAid achievements – what this unique, substantial, global program does and why.

We think ANCP offers fantastic opportunities for communicating about Australian Aid. We need you to support this program – to support our content (with likes, shares, etc.) and to start your own as well.

Those who have been involved in the refresh of ANCP's Program Logic will know we are working together on a third outcome; one that recognises the importance of ANCP NGOs communicating the program's impact to audiences in Australia and overseas.

GOOD EXAMPLES

Fred Hollows ✓
@FredHollows
Following

Look at the happiness restoring sight brings! "I can see the beauty outside again!" said 55yo Nene, 2nd from left. Cataract surgery let her see clearly for the first time in years and her whole village was overjoyed. This is work made possible by #AustralianAid & @dfat's #ANCP.

RACSurgeons
@RACSurgeons
Following

RACS Global Health & the Kiribati Ministry of Health and Medical Services are combating preventable childhood hearing impairment with a new Ear Health Clinic in #Kiribati. In partnership with @dfat #ANCP, RACS is establishing a nurse-led ear clinic. #AustralianAid

ANCP Communications
11

Here's some examples of what we are encouraging, which is positive content that clearly acknowledges our support.

We also encourage content that has links to videos and articles (i.e. to more information).

I've included Twitter here only, but this is the kind of messaging we are looking for across all your social media channels.

A great photo is essential. In your submissions to the ANCP schedule and in your own social media posts – the photo is the thing that will get people's attention.

DFAT will assess how you acknowledge the program in your Performance Reports.

There is a Header form requirement called 'Acknowledgement of program participation and partnership.'

This section asks for links to examples of where you have publically communicated about the achievements of our ANCP partnership.

PERFORMANCE REPORT

Project form

Australian Government Support

How was Australian Government support acknowledged in the implementation of this project?

Provide project-specific examples demonstrating as many mediums as relevant, including social media, web content, media releases, speeches, events, articles, signage, publications or any innovative approaches taken to recognise Australian Government support.

ANCP Communications
13

The is also a Project form requirement.

Here, again, we request links to online content or other specific examples where you have acknowledged the support of the Australian Government through your ANCP funded projects.

PERFORMANCE REPORTS

Case Study
NGOs must provide one case study that describes the
impact of their ANCP-funded work.

It can cover the last 12 months or the life of a project, or
can cover a group of projects impacting a sector or a
region.

We also ask for one strong case study to demonstrate the impact of your ANCP
funded work.

The case study should include:
The issue: Explain the need for the project/s.
The results: Demonstrate the outcomes using qualitative and quantitative
information and explain the benefits.
A quote: Provide a personal viewpoint that depicts individual or community-level
change.
A photo: Include a high resolution (approx. 1MB) image that clearly demonstrates
the project. Provide a short caption.

ENGAGING WITH POSTS

- ANCP encourages NGOs and in-country implementing partners to establish and maintain contact with relevant High Commissions and Embassies (Posts).

ANCP Communications
15

Section 8 of the Manual also has some information about engaging with Posts.

We encourage you and your implementing partners to establish and maintain contact with relevant High Commissions and Embassies (Posts). We have designated ANCP focal points at each Post (where ANCP projects are implemented). Due to the rotation of responsibilities at Post, we keep these details on file and will share them as requested – email ancp@dfat.gov.au for current Post details.

We recommend that you provide Post with as much notice as possible when requesting meetings and provide a clear purpose and agenda for the meeting. If necessary, we can provide guidance on the approach to Post – email ancp@dfat.gov.au for engagement advice and support.

Posts are engaged in the review of Annual Development Plans (ADPlans) and it is beneficial for partners to discuss new project designs and significant project changes with Post prior to the ADPlan submission.

Implementing partners are encouraged to engage with Post on public diplomacy opportunities, to increase public exposure of activities and attendance at events, launches and other forums.

Here is the front cover and the NGO logos from our new ANCP Brochure. A PDF version is available on our website: https://dfat.gov.au/about-us/publications/Pages/the-australian-ngo-cooperation-program-brochure.aspx

If you'd like some printed copies to distribute amongst your networks, please email ancp@dfat.gov.au

If you have any communications questions at any time, email ancp@dfat.gov.au.

Thanks for your time today and I look forward to your continued support in communicating about the value and achievements of this fantastic program.