



AusAID-NGO Cooperation Program (ANCP)

Development Awareness Raising Guidelines

May 2013

Introduction

Reforms to the AusAID NGO Cooperation Program (ANCP) in 2009 included the option of using up to 10 per cent of funding on in-Australia development awareness raising activities. This was in response to recommendations from the [Organisation for Economic Cooperation and Development \(OECD\) Development Assistance Committee \(DAC\) Peer Review \(2008\)](#). This review recommended that AusAID work with NGOs to widen public support for effective aid.

Following consultations with ANCP NGOs and the Committee for Development Cooperation in 2013, NGOs funded under the ANCP can use up to six per cent of their ANCP funding for development awareness raising activities in Australia. Accredited NGOs are not obligated to support development awareness raising through the ANCP, and may continue to use these funds to support overseas development programs.

The ANCP Development Awareness Raising Guidelines apply to development awareness raising activities funded by AusAID through the ANCP. The guidelines serve as a line of sight from meeting ANCP's accreditation criteria to approval of Annual Development Plans (ADPlans). All activities (as outlined in ADPlans) will be assessed by AusAID against the ANCP Development Awareness Raising Guidelines, the ANCP Guidelines and Guiding Principles, and broader AusAID policies.

AusAID upholds the principles outlined in [Australia's National Compact; working together](#), the framework for government and the not-for-profit sector. Through the ANCP, AusAID aims to give effect to the shared aspirations of the Compact, including to:

- work together respectfully, based on mutual understanding;
- communicate openly with each other;
- share relevant information and data to help us all plan and evaluate our efforts;
- achieve more transparent, accountable decision making and program delivery;
- foster research and innovation; and
- protect the freedom of not-for-profit sector organisations to contribute to public debate without impact on their funding or status.



Assessment of proposed activities

The following guidance is provided to assist ANCP NGOs and AusAID to understand the parameters that apply in developing and approving development awareness raising activities funded under the ANCP.

The **purpose** of ANCP development awareness raising activities is to help engage more Australians in aid and development issues, including increased understanding of poverty reduction; development effectiveness; the Millennium Development Goals; and increase the transparency of Australia's aid program.

Activities falling under the broad heading of 'development awareness' will be supported where they meet one or more of the three following objectives:

- **Increasing public understanding of development issues**, by undertaking information and knowledge-sharing activities within the Australian community that contribute to an improved level of understanding of the nature and complexity of international development challenges, with a focus on poverty, hunger, livelihoods, gender inequality, maternal and child health, education, disability, water and sanitation and other issues bearing on the achievement of the Millennium Development Goals;
- **Enhancing development effectiveness**, by analysing, producing and disseminating information, within the Australian NGO sector and its broader international network, academia, civil society organisations, community groups and the Australian public, that promotes effective practices, successes and lessons learned through the design and delivery of international development activities; and
- **Promoting transparency in the use of public funds**, by developing and disseminating information to the Australian public about the operation and impact of NGO development activities, including ANCP-funded activities, with a view to increasing community understanding of Australia's contribution to international development.

Guidance for proposed in-Australia development awareness raising activities

ANCP development awareness raising activities are intended to inform and engage the Australian community on aid and development issues and to share information about Australia's contribution to international development, including through the ANCP. Activities should contribute to the fundamental purpose of Australian aid, which is to help people overcome poverty and towards the five strategic goals of Australia's aid program.

To increase public accountability, and in line with commitments outlined in [AusAID's Transparency Charter](#), details of ANCP development awareness raising activities, including the ANCP funds used for such activities, will be published on AusAID's website. NGOs are encouraged to also provide these details on their websites. Development awareness raising activity summaries should include:

- a project title which reflects the project to be implemented - one that gives the public an idea of what the project is about;
- details about where the project will take place – in which Australian states and cities; and
- a clear project description which informs the public of what the project is about, including key messages, and what it aims to achieve.



In addition to the Financial Management and Accountability (FMA) Act, where use of public funds must be efficient, effective, economical and ethical, accredited NGOs should be aware of the following parameters when preparing development awareness raising activities as they will be specifically reviewed by AusAID:

a) consistency with Australian Government or AusAID policy:

- activities that have a reputational risk to the Australian Government, AusAID, Partner Governments or the Australian NGO Sector will not be approved;
- ANCP NGOs are encouraged to visit the AusAID website at www.ausaid.gov.au to keep up-to-date with AusAID policies, including priority areas for Australian aid; and
- development of any curriculum, resource kits, and promotional material should be made available on an NGO's website as well as on AusAID's Civil Society portal: <http://www.ausaid.gov.au/civilsociety>.

b) any form of fundraising:

- activities should not include any element of collecting money from those attending a development awareness raising event; selling products or material, including books; providing information on how to donate to an organisation; training fundraising volunteers.

c) support for religious activities:

- activities should not promote a particular religious adherence, or activities that involve support for religious, evangelical, missionary or welfare activities; activities should not produce religious material.

d) advocacy and campaigns:

- activities should not support a political party, or promote a candidate or organisation affiliated to a particular party, including political campaigns or activities; activities should be demonstrably bipartisan in nature;
- activities should not be linked to international campaigns or advocacy, including linking to international campaign websites;
- activities should not build public support for increases in aid funding or lobbying for changes in aid policy; and
- activities should not mobilise members of the public to undertake advocacy in relation to the aid program e.g. 'calls to action', 'advocacy', 'take action', 'act', 'promote action', 'campaigns', etc.

e) materials used in DAR activities:

- NGOs may wish to produce material including magazine articles, radio segments, websites, brochures, etc. as part of a development awareness raising activity. NGOs participating in such activities must ensure that such material is submitted to AusAID for review prior to being published, printed or distributed. Material should be emailed to AusAID at ancp@ausaid.gov.au, noting that AusAID requires a minimum of 15 working days to undertake this review;
- NGOs must adhere to the AusAID Logo and the Australian Identifier Guidelines located at: <http://www.ausaid.gov.au/about/pages/logo.aspx>;
- AusAID may request the use of DAR materials in communication activities relating to Australian Aid.



f) activity costs that are proportional to the activity:

- activity costs, including administration, travel, and staff costs, must be proportional to the activity being implemented, be reasonable and directly relate to the implementation of the activity;
- activities cannot use ANCP funding for the core administrative functions or core processes of an NGO, including overseas travel to collect information, data, photographs, etc. for an in-Australia development awareness raising project; and
- it may be possible for an expert from the field (i.e. from overseas) to travel to Australia and present as part of an in-Australia development awareness raising project. Such requests must be made to AusAID, in writing (ancp@ausaid.gov.au), prior to an activity commencing. Such projects can only be considered where there is a clear link to the three objectives of in-Australia development raising (as detailed above). Requests will be considered on a case-by-case basis

These Guidelines are to be read in conjunction with the ANCP Guidelines and Guiding Principles, broader AusAID policies, and the ACFID Code of Conduct. ANCP NGOs are welcome to contact AusAID for feedback via email at ancp@ausaid.gov.au prior to submitting a formal development awareness raising proposal.

NGOs and Business Branch

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