

## Communication Guidelines

*(for the AAGF Round 4 - 2021)*

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### OVERVIEW

These Communication Guidelines must be used in conjunction with the Australian Alumni Grants Funds (AAGF) Guidelines for Applicants applying to the AAGF Round 4 - 2021 and are incorporated into Grant Agreement. As a recipient of a grant under the AAGF, grantees have responsibility to acknowledge the Australian Government's support in their activities and provide suitable photographs, video footage and other relevant materials for Aus4Skills promotion activities. Aus4Skills' promotion of the AAGF will include publicising successful outputs and outcomes of grant projects on the [Australia Awards Vietnam website](#), [Australian Alumni in Vietnam Facebook](#), [Aus4Skills Facebook](#) and on other media channels as appropriate. Recipients of grants are encouraged to promote the grants through their own networks.

### BRANDING

Grantees are required to use both **Australia Global Alumni logo and Aus4Skills logo** in their activities' communication materials such as backdrop, banner, press release, training materials, leaflet, etc. The Australia Global Alumni and Aus4Skills logo, brand guidelines and templates are available [here](#).

The communication materials for each activity must be sent to Aus4Skills for approval before use.

Grantees must also use the co-branded templates for their public presentations, slides, reports and so on.

### ETHICAL PHOTOGRAPHY

When taking photographs/ video footages, grantees must comply with [DFAT's Guidelines on Ethical Photography](#) and [DFAT's Child Protection Policy](#) to respect human dignity and ensure the rights, safety and well-being of the person(s) involving in their funded projects. This [Consent Form](#) must be completed and submitted with other documents when required.

## PHOTOGRAPHS

Photographs are the most effective means to record the implementation of grant activities. Grantees should follow the requirements set out below for promotion activities of AAGF. At least three to five suitable photos of high quality (more than 1 Mb in size) should be submitted with captions or explanations for every photo so that content of these photos is well understood.

**File type:** Photos should be in format of either .jpg or .png. Other image file formats are not commonly supported, hence, cannot be used.

**Light sufficiency:** Photos should always be taken in a good or acceptable lighting condition to clearly portrait the activities and participants.

**Content:** Photos should be taken in different angles to fully demonstrate the nature of the activities. Suitable photos are the ones that can capture the actions in the activities. Group photos (at least one) should also be included.

*Examples of photos in bad lighting*



*Examples of photos in acceptable lighting*



**Examples of 'in action' photos**



**Examples of group photos**



The Australia Global Alumni logo, Aus4Skills logo and/or name of the activity should appear in the photos, if possible.

**Examples of appearance of co-branded logos and name of the activity in the photos**



## VIDEO FOOTAGE

In addition to photos, video is also a good tool to record the implementation of grant activities.

**Video length:** Videos should be no more than two to three minutes in length. The preferable length is two minutes for online promotional purpose.

**Content:** Videos should cover the focus of the activities and include testimonials of beneficiaries, if possible.

## ACKNOWLEDGEMENT OF THE AUSTRALIAN GOVERNMENT'S SUPPORT

Grantees are requested to acknowledge the Australian Government's support in an appropriate way in their publications, reports, at training courses and workshops by using the disclaimer in English and Vietnamese provided below.

### ***Disclaimer***

This report/research/publication is supported by the Australian Government through the Australian Alumni Grants Fund. The opinions expressed in this report/research/publication are those of the author(s) and do not necessarily reflect the views of the Australian Government.

### ***Tuyên bố miễn trừ trách nhiệm***

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