

## Communications Guidelines

*(apply to the pilot AAGF Round 2.1 - 2019)*

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### OVERVIEW

Aus4Skills' promotion of the Australian Alumni Grants Fund (AAGF), previously known as Small Grants Fund (SGF), will include publicising successful outputs of grant activities on the [Australia Global Alumni website](#), the [Australia Awards Vietnam website](#), [Australian Alumni in Vietnam Facebook](#), [Aus4Skills Facebook](#) and on other media channels as appropriate.

Grantees are requested to provide suitable photographs, video footage and other relevant materials for Aus4Skills promotion activities. Recipients of grants are encouraged to publicise 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. The communication materials for each activity should be sent to Aus4Skills for approval before use.

Grantees are recommended to use the Australia Global Alumni branded templates for their public presentations, slides, reports and so on.

The Australia Global Alumni and Aus4Skills logo, brand guidelines and templates can be download [here](#).

### 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.

**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.

Grantees should include captions or explanations for every photo so that the content of these photos is well understood.

*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 Australia Global Alumni logo 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. Videos should be no more than two to three minutes in length and cover the focus of the activities. The preferable length is two minutes for online promotional purpose.

## **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 and in presentations at conferences by using the disclaimer provided below (in both English and Vietnamese).

### ***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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