

Community Road Safety Grants Scheme

Guidelines for developing, producing and promoting your road safety initiative

October 2019

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Document control options

Departmental approvals

Refer to the appropriate Risk Assessment Tool for relevant reviewer and approver

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Introduction

Congratulations on receiving a Community Road Safety Grant (CRSG) to support your important road safety initiative. Thank you for joining us as a road safety advocate.

With your community road safety grant, comes responsibilities and requirements relating to the development and promotion of various aspects of the project.

Developing road safety education and promotional materials can be complex. Approval must be sought from the Department of Transport and Main Roads at various stages of development. This will ensure the road safety messaging and delivery of your project and any supporting materials align with the department's standards.

A key part of the promotion of your activity is appropriate acknowledgement of the Queensland Government's funding. Acknowledging the Queensland Government helps to inform the Queensland community about how public funding is spent and how they may be able to actively engage in delivering their organisations' own road safety initiative.

It is important that your organisations' nominated grant project team are aware of and comply with these responsibilities.

Failure to comply with these guidelines may result in cancellation of your project and you will be required to return grant monies in full.

The Department of Transport and Main Roads' CRSG team are here to help and support you through the life of your project. Please contact the CRSG team if you need clarification on any matter or have any questions about the requirements of these guidelines.

Telephone: 1300 186 159

Email: roadsafetygrants@tmr.qld.gov.au

Concept development

An outline of the content of materials being considered for development must be produced prior to commencing production of your materials.

You must then forward your concept/content/storyboard/script to the department for consideration and approval prior to commencing production of your materials to ensure the content meets the department's standards (see Section – Mandatory Approval Processes for further information).

Developing and producing your materials

Below is an extensive list of requirements that must be followed when developing your road safety materials. These may include but are not limited to videos, brochures, posters, banners, signs, and roadside billboards.

Please follow these requirements when developing your road safety promotional materials.

Videos for Social Media/YouTube

- Your video must contain a road safety message, current and correct policy and road rules, as well as the correct branding.
- All videos must have a clear target audience.

- Your video should be a direct duplication of the approved storyboard. Any alterations will need to be approved by TMR prior to production.
- Ensure you have the appropriate consent (see section – Consent for use of image for further information).
- Photo Consent Forms must be completed by anyone whose face appears in the video and a copy must be provided to TMR.

□ Social Media

- Social media platforms such as Facebook, Twitter and Instagram are a great way for your organisation to promote your initiative.
- **Posts relating to road rules, registration and licensing**
 - The information in posts, comments or responses must be accurate.
 - Information about road rules, registration and licensing is complex and subject to change.
 - To minimise the risk of errors in social media posts regarding road rules, registration or licensing, TMR recommend you provide a link to the TMR website in your posts. The TMR website always has the latest information about road rules, registration and licensing. The TMR website link is <http://www.tmr.qld.gov.au/Safety/Queensland-road-rules>

□ Photography

- Ensure that the circumstances represented within any photograph aligns with all relevant road rules and regulations. For example, if you are taking photos of children on bikes participating in bike safety sessions, please ensure the bike is an appropriate size, the child is wearing a correctly-fitted helmet, any other appropriate safety gear is worn, and any riding is demonstrated correctly (for example, if signage is identifiable in photo/shot, ensure the rider is complying with signage instruction and road rules).
- Ensure you have the appropriate consent to use any photographs/images (see section – Consent for use of image for further information).
- A Photo Consent Form can be downloaded from the forms and resources section on the CRSG webpage www.tmr.qld.gov.au/roadsafetygrants

□ Actors/Talent

- Ensure actors/talent reflects the diversity of our community.
- Ensure gender and other stereotypes are not depicted.

□ Drivers depicted in any image or video

- Ensure the driver is always wearing a seatbelt.
- Seatbelt is to be worn at all times when vehicle in motion. It is recommended to have the driver wear a seatbelt even if the vehicle is stationary.
- Seatbelt must be over shoulder, not across any part of neck. No twists in seatbelt.
- At no stage should elbows, arms or hands be out of the window.
- When the driver's hands are visible in any shot, check they are in the 10 to 2 position and thumbs are along steering wheel not through or around the wheel. No hands inside the wheel or resting on the gear stick.
- Driver is seated correct distance from steering wheel when driver extends arms so that both wrists are resting on the top of the steering wheel.
- Backrest positioned so that driver is not laying back but in an upright comfortable position.

- Headrest positioned at centre of head. Ensure headrests are positioned appropriately.
- Four Wheel Drives should have a luggage cage at back seat.

❑ Passengers depicted in any image or video

- Children and babies must be in the appropriate restraint for their size.
- All motorists and passengers in vehicles must be shown wearing a seatbelt correctly.
- All passengers sitting upright (not laying down or sitting sideways).
- Any animals should be properly restrained.
- No arms or hands outside the vehicle.

❑ Pedestrians depicted in any image or video

- Pedestrians should always be shown crossing roads at designated pedestrian crossings.
- Wearing clothes that are easily seen in all conditions, including evening (that is, not dark clothes).
- Avoid having them crossing between cars.

❑ Cyclists depicted in any image or video

- Wearing correctly fitted helmets (not back to front).
- See instructions for fitting helmets on the TMR website <http://www.tmr.qld.gov.au/travel-and-transport/Cycling/Bike-user-guide/Choosing-a-bike-and-helmet/Choosing-accessories.aspx>
- Cyclists are positioned a safe distance from parked vehicles.
- Bikes have reflector lights and a bell.
- Wearing highly visible colours.

❑ Motorcycle riders depicted in any image or video

- Correct safety gear to be worn – helmet, gloves, leather jacket, pants & boots
- Visible colours if possible. Purely black gear not appropriate (need to keep them visible).
- Must have at least reflector strips on jacket/gear.
- Coloured helmet to be used, not black.

❑ Vehicles depicted in any image or video

- Blur number plates on vehicle.
- In shots of the vehicle – when it is actually being driven – check indicators are used whenever appropriate, and that brake lights are operational.
- Only use standard manufactured vehicles. If vehicle has been modified check that they are legal prior to shoot.
- Car dashboard should be unobstructed, and the lights should all be functioning as normal. For example, do not use shots if oil light is on, or car temperature gauge shows it is overheated.
- Check for windscreen cracks.
- Nothing to be hanging from rear-vision mirror, and nothing visible that could be considered an in-car distraction.
- Ensure number plates are visible from all angles (check legislation) and plates are clean and not bent at all (unless shown in a crash scene where it matches damage to car).

❑ Images or videos depicting persons driving

Contact your nearest Department of Transport and Main Roads road safety advisor to discuss your requirements and to attend and supervise any shoots which require active driving. This will ensure compliance with road rules, seating positions and so on, and general best practice.

- Ensure it is obvious when an indicator is being used (that is, make sure if we are telling them to indicate that you can actually see them do it). Ensure appropriate time for indication.
- Make sure when the vehicle is driving that it does not go over double lines and that road markings are obeyed (unless this is to demonstrate the cycling rules implemented in April 2014).
- Keep within the white lines – vehicle should be centred in lane (unless this is to demonstrate the cycling rules implemented April 2014 – 1/1.5 metre rule).
- Drivers should be seen using rear and side mirrors and doing shoulder checks.
- Be aware of driving behaviour. Check replay. Drivers should be shown obeying the road rules at all times.
- Never film speeding behaviour if it is actively raining or when the road is wet. Rain affects braking distance therefore cannot be linked in any way to speed.
- Drivers should not be shown using (talking/texting/dialling) a mobile phone, or using hands free mobile phone equipment, navigation equipment or iPods.
- Drivers should not be shown smoking, eating, drinking water/soft drinks/alcohol, taking drugs, or under the influence of alcohol/drugs while driving.
- Road signs should be clearly visible, not obstructed (for example, by greenery or other signs), not damaged, and at standard heights according to the MUTCD (regulation 2.2 metres high for most signs).

❑ Images or videos depicting young people driving

- Ensure if it is a young driver, that the vehicle is not a high-powered vehicle and that it does display L or P plates if appropriate at the front and rear of the vehicle.
- Plates can be on a bracket or placed directly on the vehicle.
- Plates must not be obscured – full plate must be shown (that is, not half stuck behind a number plate).
- Can be positioned on front and rear windscreens but we are discouraging fixing to front windscreen.
- Mesh plates must be used if in the windscreens (not block ones – must be able to see through them from the inside out of the car).
- Young drivers should look old enough to have a learner licence.

Important notes:

- The L or P character on the L or P plate must be visible from 20m away at any point within an arc of 45 degrees from the surface of each plate above or to either side of the vehicle.
- As per Section 297(2) of the Queensland Road Rules, a driver must not drive a motor vehicle unless the driver has a clear view of the road, and traffic, ahead, behind and to each side of the driver (Maximum penalty – 20 penalty units).
- If filming from in front of a car, suggest the plate be positioned either extreme bottom left hand side of the windscreen (only if a dotted/mesh see-through one is used), or on the front of the vehicle next to the number plate.

❑ Images or videos that contain driving school vehicles

- Signage must meet legislative requirements, for example, company name, contact and address details.
- Dual controls fitted.

- Extra internal rear-view mirror for trainer.
- Vehicle fitted with two external mirrors.

❑ Images or videos that contain the Police

- Latest vehicles and uniforms used.
- Hats on for during the day shots.
- Check with Police for standard dress – badges, stripes.
- If motorcycle police shown, ensure they are wearing proper safety gear.

❑ Images or videos that contain crossing supervisors

- Must be shown in correct, up to date uniform. It is preferable for a new uniform to be used during production.
- Must be shown wearing sunglasses, hat, vest, enclosed non-slip shoes and prefer 'long' sleeve shirt.
- Stop sign and flags in good order.
- Crossing infrastructure in good order (for example, crossing painted, pedestrian toe lines painted).
- Crossing supervisor looks healthy.
- Crossing drill: 2 hands on sign. Sign held on 45° angle.
- Crossing supervisor looks before stepping on road.

Contact your nearest Department of Transport and Main Roads road safety advisor to discuss your requirements, and their attendance/assistance/participation.

❑ Demonstrating Health and Safety in your image or video

- There are five (5) sun safe behaviours. Try to get three (3) in as a minimum. The five (5) are:
 - Wearing a hat
 - Wearing sunglasses
 - Wearing a sleeved shirt
 - Being under shade
 - Wearing sunscreen (impossible to show).
- Do not show anyone smoking.
- It is preferable not to show junk food and fizzy drinks. If food is to be included, aim to keep portion sizes small.
- In relation to not looking too drunk/showing alcohol being consumed, use common-sense and show moderation.

❑ Consent for use of images

- Generally, people must provide their consent for their image to be taken, except in certain situations as outlined below.
- **You will need a consent form when your photo or recording includes:**
 - A recognisable individual
 - If the person is aged under 18 years, a copy of the signed consent form must be provided to TMR
 - A recognisable or non-recognisable individual in any setting where personal information will be documented in the corresponding caption (for example, name or other identifying details)

- An individual who has been asked to sit for a photograph or a recording where there is no modelling contract in place with the individual which allows the Queensland Government to use the image.
- A consent form can be downloaded from the forms and resources section on the CRSG webpage or by clicking on this link www.tmr.qld.gov.au/roadsafetygrants
- **You don't need a consent form when your photo or recording includes:**
 - Non-recognisable individuals in public or crowd situations (faces and all other identifying features must be obscured)
 - Crowds in public (for example, audience at an outdoor concert)
 - Property only (where no recognisable person is captured in the photo) from outside the property boundary
 - Individuals where there is already a contract in place with the individual which allows the Queensland Government to use the image.
- **When consent is refused**
 - It is Queensland Government policy that if somebody does not want to sign the Photo Consent Form, you must respect their request and not take their photo or use their image in any way.
 - A consent form may be signed with certain conditions for the use of their image (for example, cultural or religious considerations, or other restrictions such as single-use only for one specific purpose). In such cases, you will need to document these restrictions in writing and ensure the restrictions are adhered to when using the image.
 - It is recommended that you:
 - Advise the CRSG team who will then discuss with their legal team amendments to the standard Photo Consent Form which will incorporate the restrictions required by the individual
 - Advise the individual to seek their own legal advice before signing the Photo Consent Form
 - Store the image, together with details of the restrictions on its use, in a restricted access folder
 - Consult with the CRSG team and your own legal team prior to using the image to ensure the use accords with the restrictions.
- **Images of children**
 - It is recommended that you:
 - Obtain a signed Photo Consent Form from the child's parent/guardian prior to taking the images of anyone under the age of 18.
 - Ensure that all people concerned are aware of the way in which the image is to be used.
 - Avoid including the child's name; if this is not possible, only use a first name.
 - Do not display the child's personal information such as residential address, email address or telephone numbers
 - Do not display other information about the child, such as hobbies, likes/dislikes, or school.
 - Only use appropriate images of the child that is relevant to the activity and ensure that the child is suitably clothed, including appropriate sun protection.
 - Reduce the ability for direct copying of pictures from a website to another source (that is, disable the 'right mouse click' function)
 - Keep copies of signed consent forms with your grant documentation for future reference, for at least two years.

- A consent form can be downloaded from the forms and resources section on the CRSG webpage or by clicking on this link www.tmr.qld.gov.au/roadsafetygrants

Acknowledgement of Queensland Government funding

The Queensland Government's Community Road Safety Grants Scheme requests all funding recipients to acknowledge the government's contribution to their initiative.

This can be achieved through the following options *only*:

1. Using the following statement (if space permits) -

This initiative is supported by funding from the Queensland Government's Community Road Safety Grants scheme.

2. If there is more than one funding body, the following statement should be used –

This initiative is supported by funding from the Queensland Government's Community Road Safety Grants scheme and [other funding body's name].

Please note:

• **Social Media**

Social media messages do not require a funding acknowledgement as it is your organisation's responsibility to post correct information to promote your initiative.

• **Media releases and media activities**

Please include the funding acknowledgement in all written and verbal statements to the media.

- It is a requirement to seek approval from TMR about the placement of the funding acknowledgement on all materials (see section – Mandatory Approval Processes for more information).
- The funding acknowledgement is to be included on all materials (if space permits).
- Ensure drafts and finals of materials/storyboards/scripts include the funding acknowledgement.
- Placement of the funding acknowledgement will be reviewed on receipt of materials at various stages.
- Please contact the CRSG team at roadsafetygrants@tmr.qld.gov.au at any stage to discuss placement of the funding acknowledgement on your materials.

Mandatory Approval Processes

- All promotional, advertising and CRSG-related materials must be approved by TMR before they can be produced, distributed or made publicly available.
- It is a requirement to seek approval from TMR about the placement of the funding acknowledgement on all materials.
- You must forward your materials to the department for consideration and approval prior to commencement of production, to ensure the content meets the department's standards.
- Email your material to the CRSG team at roadsafetygrants@tmr.qld.gov.au

- *Note: If the file is too large to be sent by email, email the CRSG team at **roadsafetygrants@tmr.qld.gov.au** to request access details for OwnCloud (a cloud-based file sharing system).*
- Please allow a minimum of 10 working days for review (of each stage as applicable).

□ Social Media

- Social media posts on your own channels do not have to be checked by the CRSG team. However, please contact the team if you need advice or would like them to review your content for accuracy.
- TMR may share your posts on our departmental or StreetSmarts platforms at our discretion.
- Social media messages do not require a funding acknowledgement as it is your organisation's responsibility to post correct information to promote your initiative.

□ Media interviews

□ Media releases, print and broadcast community service announcements

- If you are promoting your CRSG initiative for television or radio you must notify the CRSG team in advance and provide a brief overview of the proposed opportunity (such as the media outlet, time and date, and a brief content summary).
- Please include the funding acknowledgement in all written and verbal statements to the media.
- If your organisation is preparing media releases, and so on you must provide the content to the CRSG team for approval at the following stages of development and production:

Stage 1

- Draft your content, including the appropriate funding acknowledgement.
- Email your content to the CRSG team at **roadsafetygrants@tmr.qld.gov.au** for review and approval.
- TMR will review the content and come back to you with any feedback or approval within 10 working days.
- You can only begin production of your materials after receiving approval from TMR.
- Your materials should be a direct duplication of the materials approved. Any alterations will need to be approved by TMR prior to production.

Stage 2

- Upon completion of the initial edit version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.

Stage 3

- Upon completion of the final version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.

□ Workshops, forums, presentations and events

□ Training sessions

- If your organisation is preparing materials for these types of activities, you must provide the content to the CRSG team for approval at the following stages of development and production:

Stage 1

- Draft your content, including the appropriate funding acknowledgement.
- Email your content to the CRSG team at **roadsafetygrants@tmr.qld.gov.au** for review and approval.
- TMR will review the content and come back to you with any feedback or approval within 10 working days.
- You can only begin production of your materials after receiving approval from TMR.
- Your materials should be a direct duplication of the materials approved. Any alterations will need to be approved by TMR prior to production.

Stage 2

- Upon completion of the initial edit version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.

Stage 3

- Upon completion of the final version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.

❑ Display materials, such as banners, posters and signage

❑ Promotional materials, such as notebooks, water bottles

❑ Publications, such as reports, books, flyers, case studies, information packs and fact sheets

- If your organisation is preparing the above materials/items, you must provide the content to the CRSG team for approval at the following stages of development and production:

Stage 1

- Consult with CRSG team in first instance as to whether your proposed item requires any funding acknowledgement
 - Note: Each proposed item will be assessed on a case by case basis.
- If it is appropriate that the item is suitable to display any funding acknowledgement, commence draft of content
- Email your content to the CRSG team at **roadsafetygrants@tmr.qld.gov.au** for review and approval.
- TMR will review the content and come back to you with any feedback or approval within 10 working days.
- You can only begin production of your materials after receiving approval from TMR.
- Your materials should be a direct duplication of the materials approved. Any alterations will need to be approved by TMR prior to production.

Stage 2

- Upon completion of the initial edit version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.

Stage 3

- Upon completion of the final version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.
-

❑ Web pages and other on-line content

- If your organisation is preparing this type of material, you must provide the content to the CRSG team for approval at the following stages of development and production:

Stage 1

- Draft your content, including the appropriate funding acknowledgement.
- Email your content to the CRSG team at **roadsafetygrants@tmr.qld.gov.au** for review and approval.
- TMR will review the content and come back to you with any feedback or approval within 10 working days.
- You can only begin production of your materials after receiving approval from TMR.
- Your materials should be a direct duplication of the materials approved. Any alterations will need to be approved by TMR prior to production.

Stage 2

- Upon completion of the initial edit version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.

Stage 3

- Upon completion of the final version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.

❑ Videos (for Social Media, You Tube)

- If your organisation is preparing a video for social media and/or You Tube, you must provide the content to the CRSG team for approval before proceeding to the next stage:

Stage 1: A storyboard and script of what you plan to include prior to beginning any production

Stage 2: An initial edit version of the video to ensure it meets TMR policy requirements

Stage 3: The final produced version of the video, prior to distribution/publication.

- TMR must critically review the storyboard and script to ensure any reference to road rules or policy are current and correct.
- Ensure your storyboard includes how you will include the appropriate funding acknowledgement.

Stage 1

- Draft your content, including the appropriate funding acknowledgement.
- Email your content to the CRSG team at **roadsafetygrants@tmr.qld.gov.au** for review and approval.
- TMR will review the content and come back to you with any feedback or approval within 10 working days.
- You can only begin production of your materials after receiving approval from TMR.
- Your materials should be a direct duplication of the materials approved. Any alterations will need to be approved by TMR prior to production.

Stage 2

- Upon completion of the initial edit version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.

Stage 3

- Upon completion of the final version of your material, submit the material to **roadsafetygrants@tmr.qld.gov.au**
- TMR will review the content and come back to you with any feedback or approval within 10 working days.

Provision of materials for project reporting

Photographs showcase the outcomes and benefits of your CRSG initiative and can help TMR promote your activities, and the CRSG Scheme more broadly.

Your organisation is required to include the following types of photographs with your reports:

- (a) A photograph of the project area (for example, the proposed bike rack area), or point of interest once your Deed of Agreement is signed (if applicable)
- (b) Ongoing photographs (for example, students participating in your activity) to demonstrate your initiative in action for use in your reports.

Format

Photographs can be printed or digital. If providing a digital image, please provide a .tif or .jpeg file at minimum dimensions of 21cm x 10cm at 300dpi resolution.

Images you supply may be used by TMR in other publications, such as publicity activities for the CRSG Scheme or the TMR Annual Report.

Content

Ensure the circumstances represented within any photographs is correct (see section – Developing and producing your materials – Photography for further information).

Consent

Ensure the appropriate consent is obtained (see section – Developing and production your materials – Consent for use of image for further information). A copy of a consent form must be provided to TMR with images, when required.

Submit your materials, together with your report/funds acquittal via the Enquire Online Portal.

Deed of Agreement

As identified within your executed Deed of Agreement, the Department is authorised to use your marketing material at its discretion and without prior notice to your organisation.