

## SIEF Guidelines for acknowledgement and use of logo

### Relationship to Funding Agreements/Letters

These Guidelines have been drawn up to provide information to parties who have been awarded funding under one of SIEF's programs. Recipients should read these Guidelines in consultation with their Funding Agreement/Letter with the Trustee, which sets out the legal obligations of recipients in relation to publicity. These Guidelines provide additional information and detail regarding SIEF's expectations in relation to acknowledgement and use of SIEF's logo.

### Approvals required

As a general rule, Recipients must obtain approval from SIEF for any public announcements prior to publication. However, prior approval is NOT required for publications in learned journals, theses, seminar or conference presentations of a technical nature, or as part of a patent application process, provided the acknowledgement of SIEF and logo is used as required in these Guidelines.

### Appropriate acknowledgement

All publications, promotional and advertising materials, public announcements, events and activities in relation to any project that SIEF has funded must include the following statement:

*'This research is supported by the Science and Industry Endowment Fund.'*

Where the Recipients have no direct control over content (for example, press interviews), the journalist should be informed that the research being discussed is supported by funding from the Science and Industry Endowment Fund and SIEF should be notified of the media opportunity in advance.

In publicising the SIEF's funding support, statements about SIEF must be unambiguous and factual. For example, the audience should be able to clearly understand that SIEF is an arm's length funder of the research and has not been involved in conducting the research itself.

### "About SIEF"

As a guide, the following paragraph can be used when describing SIEF. However, approvals are still required for any public announcements.

*'Spanning a history of over 90 years, the Science and Industry Endowment Fund (SIEF) provides grants to science and scientists for the purposes of assisting Australian industry, furthering the interests of the Australian community and contributing to the achievement of Australian national objectives. This unique and esteemed funding arrangement received a substantial gift from CSIRO made possible from proceeds of its fast wireless local area network (WLAN) technology, facilitating the rejuvenated Fund to be a mechanism for significant support of science in Australia.'*

*Providing substantial grants available across the National Innovation System, the Fund supports a portfolio of activities including: 17 Research Projects to the value of over AU\$75 million; Research Infrastructure worth AU\$30 million; Special Research Projects in excess of AU\$13m; as well as a commitment of over AU\$19 million until 2020 for Promotion of Science in the form of Postdoctoral Fellowships, Postgraduate*

and Undergraduate Scholarships, a Chair in Wireless communication at Macquarie University, Lindau Fellowships and the STEM+ Business Fellowships.’

### Notification of Opportunities for Publicity

Recipients must notify the Trustee of any opportunities to promote SIEF’s role in funding the Project of which the Recipients become aware and must co-operate to the extent reasonable with the Trustee to implement any such opportunities. For example, any interviews that are conducted in relation to a SIEF project need to be notified in advance to SIEF.

### Publicity associated with SIEF

SIEF’s funds originate from public monies, e.g. the proceeds of commercialising CSIRO’s Wi-Fi patent. As such, SIEF is transparent and open about the use of these funds, including identifying details about funding recipients, project details and project outcomes. SIEF will usually consult with relevant parties prior to any publications, but in some circumstances this may not be possible.

### SIEF logo



The SIEF logo should be presented, where reasonably possible, in:

- **Media Releases, Invitations and Public Reports:** As stated above, Recipients must receive written SIEF approval for any public announcements prior to distribution. When requesting this approval, the intent to use the SIEF logo must also be included.
- **Websites:** Any website content that refers specifically to the research funded by SIEF should display the SIEF logo. Logos required specifically for websites are available and include the logo with caption. If possible, the logo should be hyperlinked to the SIEF website at [www.sief.org.au](http://www.sief.org.au).
- **Presentations:** The SIEF logo should be included in the acknowledgement of funding support made in the presentation.
- **Employment:** SIEF specifically requests that the SIEF logo is **NOT** used in connection with any advertising campaigns relating to the employment of staff in connection with the project.







Copies of the SIEF logo, in various print quality formats, are available on request from SIEF management by emailing [sief@sief.org.au](mailto:sief@sief.org.au). It is recommended that you use an EPS or TIFF format for press use, GIF for web use and JPEG or GIF for Microsoft Office use.


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### Summary of Requirements

Publication Type	Prior approval from SIEF	Notify SIEF of opportunity in advance	Acknowledge SIEF funding	Use SIEF Logo
Book	x	x	✓	x
Article in Learned Journal	x	x	✓	x
Thesis	x	x	✓	x
Scientific presentation (conference/seminar, talk/poster)	x	x	✓	✓
Reports			✓	✓

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Website			✓	✓
Newsletter			✓	
Media Release	✓	✓	✓	✓
Media Interviews	✗	✓	✓	
Invitations	✓	✓	✓	✓
Events	✓	✓	✓	✓
Employment Advertisement	✓	✓	✓	✗

 - Seek advice from SIEF Management as will depend on particular circumstance