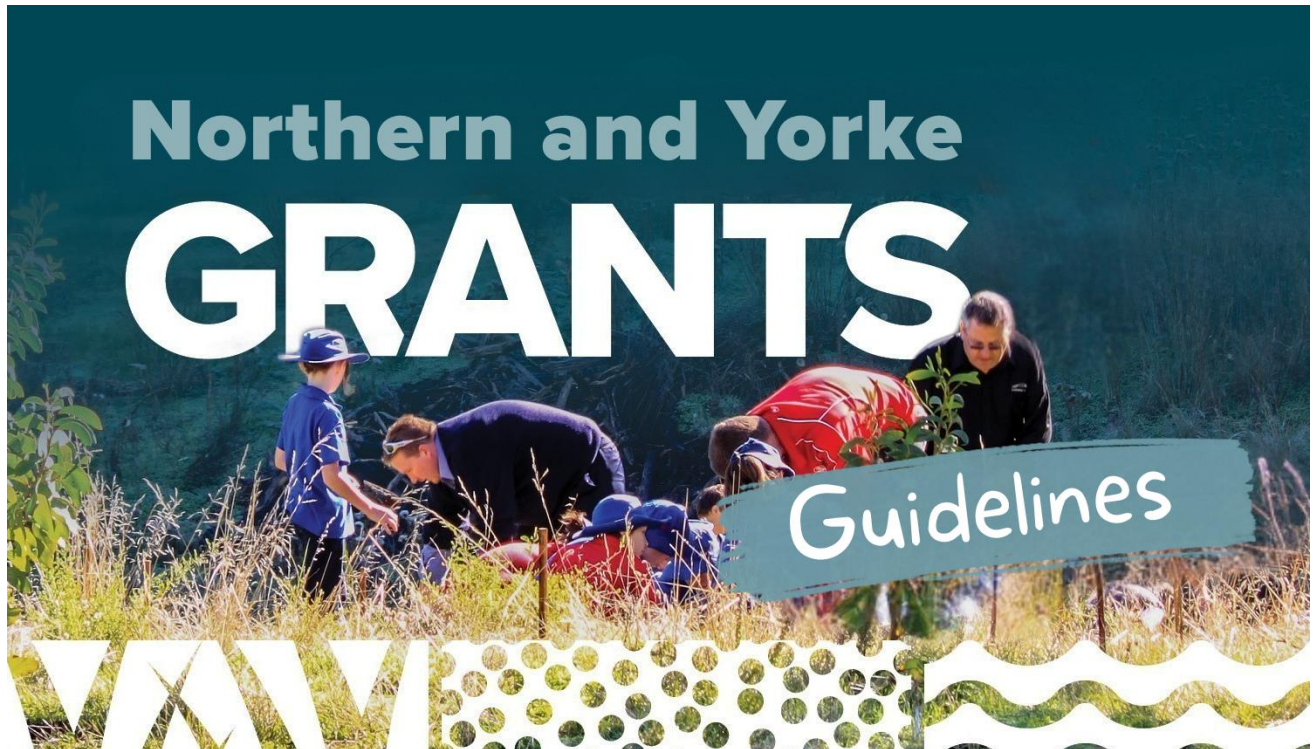


GUIDELINES FOR RECIPIENTS

# How to promote your project



You've been granted funds to organise and run a project, but not sure how to get the word out effectively? This Guideline will step you through how to raise awareness, engage First Nations communities, run events and inspire others in the community.

## Communicate and promote your project

### Acknowledge your funding

- Use the correct logo - available from our Communications Coordinator
- Always include this statement when promoting your project:  
*"This project is funded by the Landscape Levy and delivered on behalf of the Northern and Yorke Landscape Board."*

### Use clear and positive messaging

- Use everyday language
- Focus on benefits to people and the environment
- Share real stories about how your project makes a difference.

### Promote in the media (social and traditional)

- Post updates regularly - photos or videos
- Tag us on Facebook: **@NYLandscapeSA**
- Use hashtag: **#NYLandscapeBoard**
- Draft and send a media release on your project to radio and newspapers (contact us for a template and contacts).

### Share your content with us

Via email [ny.landscapeboard@sa.gov.au](mailto:ny.landscapeboard@sa.gov.au), send us copies of brochures or flyers

- Project photos (.jpg or .png, at least 1MB)
- Links to articles or videos.

## Engage with First Nations communities

First Nations peoples hold deep cultural knowledge and connections to Country.

Including First Nations perspectives strengthens your project and promotes respectful partnerships.

Here are some tips.

### Start early

- Consider how First Nations knowledge, culture, and land management practices can be part of your project from the beginning.
- Identify Traditional Custodian groups in your region. The Northern and Yorke Landscape Board can assist if you're unsure.

### Build relationships respectfully

- Approach with respect and a willingness to listen and learn.

- Request a meeting or yarn to share your project idea and ask how they may like to be involved.
- Be open to advice, cultural protocols, or preferred ways of working together.

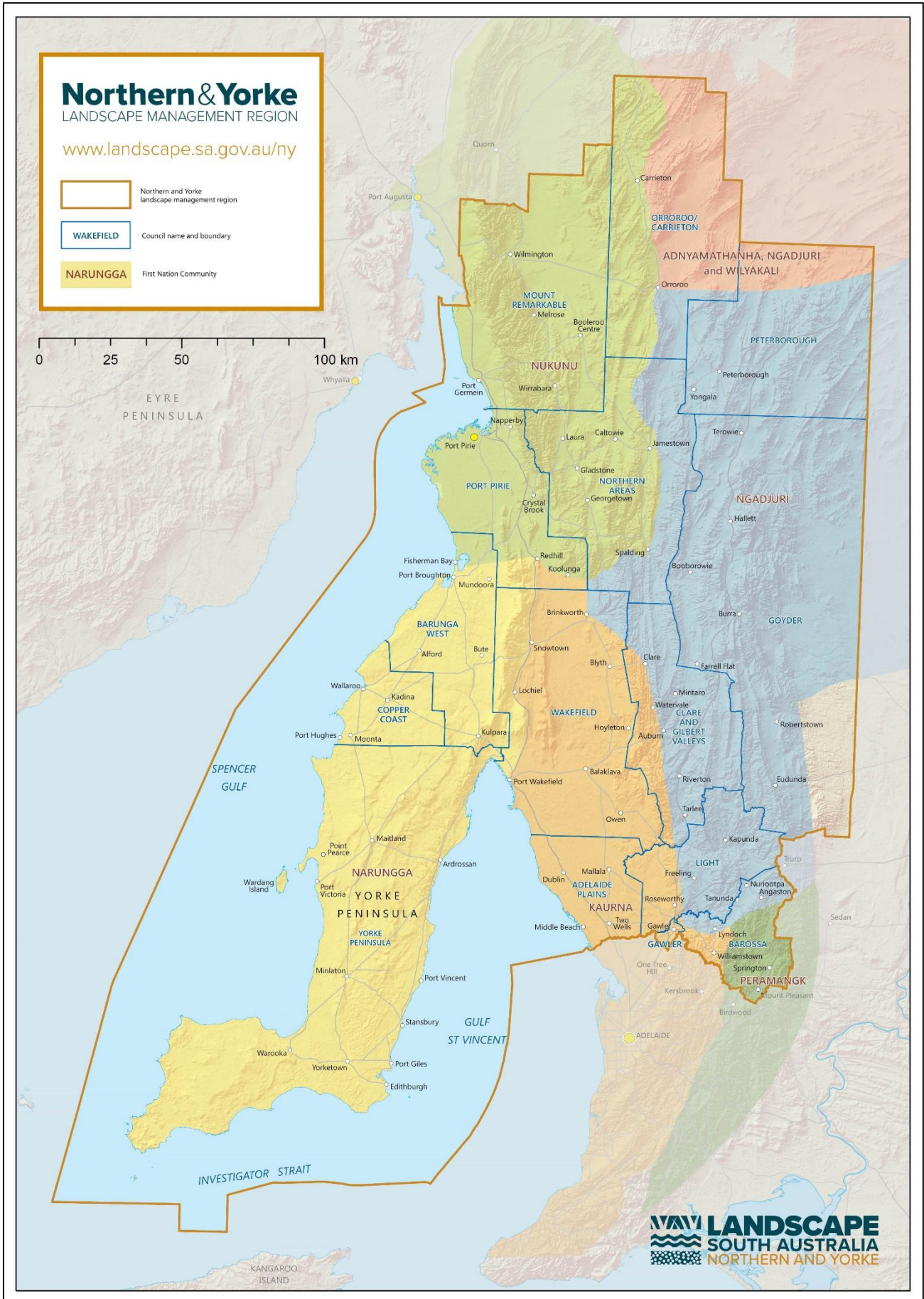
### Offer opportunities for involvement

- Invite First Nations representatives to participate in planning, activities, and events.
- Provide opportunities for Welcome to Country or cultural ceremonies when appropriate.
- Include Traditional Custodian voices in communication materials (with consent).

### Recognise and respect cultural knowledge

- Acknowledge cultural knowledge and contributions in all promotional materials.
- Ensure you have permission before sharing any cultural content, stories, or images.
- Offer payment or recognition where appropriate for time, knowledge, and contributions.







## Run a successful event

Events help celebrate and share your project with the wider community. Here are some key things you need to know.

### Plan ahead

- Choose an accessible location and suitable time.
- Set clear goals (e.g. awareness, education, volunteer action).

### Invite the right people

- Invite the Northern and Yorke Landscape Board team.
- Include Traditional Custodians, community groups, schools, and local media.

### Promote your event

- Use flyers, emails, social media, and community noticeboards.
- Include the required funding acknowledgment and logo.

### Make it engaging

- Use signage to explain your project.
- Include activities like walks, workshops, guest speakers, or planting.
- Provide refreshments and a welcoming atmosphere.

### Capture the moment

- Take photos and videos (with permission).
- Share highlights on social media and with the Board.

### Say thanks

- Thank participants, volunteers and partners.
- Acknowledge Traditional Custodians and funding support.

### Follow up

- Share event highlights with the community.
- Send a short report, photos, or media articles to the Board.

## We're here to help

- Funding acknowledgment and logos
- Event promotion
- Media support
- Advice on engaging Traditional Custodian groups

Email: [ny.landscapeboard@sa.gov.au](mailto:ny.landscapeboard@sa.gov.au)