

Attribution Reference Guide



About this guide

[Forest & Wood Products Australia](#) (FWPA) invests in research, development, and extension (RD&E) and marketing to support the growth, innovation, and sustainability of the forest and wood products industry. FWPA is funded through industry levies and contributions from the Australian government to drive impactful outcomes for the industry.

This guide is designed to assist FWPA staff and partners in consistently and accurately attributing FWPA's investment in RD&E projects and industry initiatives. Proper attribution ensures transparency and demonstrates how funding is utilised to support innovation and industry growth.

Partner acknowledgement

FWPA recognises and values the contributions of its research partners, industry collaborators, and stakeholders. As such, FWPA is committed to acknowledging these partnerships in ways that fairly represent shared investment and contributions.

Naming Guidelines

In all materials referencing FWPA:

- Use the full name initially – **Forest & Wood Products Australia** – followed by the acronym FWPA in brackets, e.g., “Forest & Wood Products Australia (FWPA).”
- Use an ampersand ‘&’ as opposed to the word ‘and’ in the full company name Forest & Wood Products Australia.
- The acronym FWPA can then be used in subsequent references.

Standard attribution statement

All project communication outputs delivered both during and after the project should include attribution of FWPA's investment, acknowledging the provision of funding by levy payers, FWPA members and the Commonwealth as applicable, as well as recognition of project partners.

The following standard attribution statements can be used.

RD&E Investment

"[Project Name] is an initiative of Forest & Wood Products Australia (FWPA) in collaboration with [Lead Partner Name] and [Additional Partner Names]. This work is supported by funding provided to FWPA by the Department of Agriculture, Fisheries and Forestry (DAFF)."

Voluntary Matched RD&E Projects

“This work was co-funded by industry contributions from the following companies [Additional Partner Names] and supported by matching funding provided to FWPA by the Department of Agriculture, Fisheries and Forestry (DAFF).”

Non-RD&E Investment

“The [Program Name, PhD, Event] is supported by Forest & Wood Products Australia (FWPA).”

Where attribution is made in a digital environment, “Forest & Wood Products Australia” should link to the FWPA website (www.fwpa.com.au).

Written attribution

Written acknowledgment of FWPA investment is required in project communication outputs, including but not limited to:

- Research papers and reports
- Publications
- Media releases
- Email campaigns
- Website content
- Event promotion
- Social media posts

Verbal attribution

Verbal acknowledgment of FWPA investment is required in, including but not limited to:

- Videos
- Podcasts
- Media interviews
- Industry events, workshops, and research presentations

Social media attribution

On social media platforms, FWPA investment should be attributed by tagging or acknowledging FWPA in posts and comments:

- **X (Twitter):** no FWPA handle. Acknowledge FWPA in comments.
- **Facebook:** [Forest & Wood Products Australia](#)
- **LinkedIn:** [Forest & Wood Products Australia](#)

- **YouTube:** [@FWPA](#)
- **Instagram:** no FWPA handle. Acknowledge FWPA in comments.

Using FWPA's logo

Partners should use the FWPA logo to attribute FWPA investment on the following project outputs:

- Research papers and reports
- Signage
- Publications
- Advertising and promotional materials
- Social media graphics
- Websites, apps, and online content
- Events, workshops, and presentations

When using the FWPA logo in a digital format, it should include a link to the FWPA website www.fwpa.com.au.

The primary FWPA logo should be used where possible.

For logo guidelines, access and approval, please request the **FWPA Brand Guidelines** from the FWPA Marketing Team info@fwpa.com.au.

100% Funded FWPA Projects

If a project is fully funded by FWPA, materials should align with FWPA branding and prominently display the FWPA primary logo. At FWPA's discretion, a research partner's logo may also appear.

Less Than 100% Funded FWPA Projects

For partially funded projects, the FWPA logo should be included in accordance with funding proportions. Logos should be arranged from left to right by investment size and, secondly, alphabetically.

FWPA has a primary logo, logomark and brandmark. The version of the logo used should be determined based on application and minimum size. Where possible, use the full colour FWPA primary logo.

Logo clear space

A minimum amount of clear white space must surround the FWPA logo. As a rule, there should be space equal to half the height of the logo on every side.



Logo lockup examples



Do not

- Distort the FWPA logo in any shape or form
- Use an alternative typeface or try to recreate the logo. Master copies of the logo are supplied by FWPA.
- Rearrange the logo elements in anyway.
- Reproduce the logo in different colours other than the corporate colours specified.
- Use the logo against an inappropriate background colour/image/pattern where it impedes the legibility of the logo.

Project-specific websites, social media accounts, apps and logos

The FWPA Marketing & Communications team must be consulted prior to the creation of any logo, website, app or social media account for an FWPA project, investment or initiative. Contact info@fwpa.com.au for advice on logo use, social media, websites and apps.

Media engagement

All media activities involving FWPA-invested projects must include proper attribution. Partners planning media activities should coordinate with FWPA's Communications Team regarding:

- Future planned media activities
- Quotes attributable to FWPA representatives
- Approval of media releases with FWPA attribution

Attribution by type of contract

The type of attribution required may depend on the investment contract type. Consult with your FWPA stakeholder for specific attribution requirements.

In circumstances where FWPA investments result in the creation of intellectual property (IP), the attribution requirements associated with such IP are to be developed by FWPA working in collaboration with the respective research partner(s) on a case-by-case basis.

FWPA may also provide funding, grants, or in-kind support, with attribution requirements determined on a case-by-case basis.

Type of Agreement	Attribution Requirement
Research Agreement (Two-Party)	FWPA must be attributed, and the partner acknowledged.
Research Agreement (Multi-Party)	FWPA must be attributed, and all partners acknowledged.
Research Agreement (Grower Collaborative Commitments)	All funding partners must be attributed, and acknowledged.
Services Agreement	When FWPA fully funds an arrangement for the provision of services or assistance to deliver an investment, materials must be either FWPA-branded or include FWPA attribution.
Consultancy Agreement	Attribution is required where externally facing materials are produced when FWPA seeks specialist advice or expertise on a particular process or subject matter.
Scholarship Agreement	FWPA attribution is requested for scholarships funded by FWPA.
Award Agreement	Each award agreement will specify FWPA attribution requirements.
Study Tour Agreement	FWPA must be attributed for its investment in study tours.
Strategic Partnership	FWPA and all strategic partners must be acknowledged in partnerships that deliver a strategic initiative.

Funding Agreement	Each funding agreement will specify the attribution requirements on a case-by-case basis where FWPA has provided funding and/or other in-kind support, or provide grants, such as an open call-out for submissions to receive grant funding.
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For further information

For any questions regarding FWPA attribution, contact the FWPA Marketing & Communications Team at info@fwpa.com.au.