



SUGAR RESEARCH AUSTRALIA COMMUNICATIONS PROTOCOL

September 2025

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SRA is funded by industry levy payers, the Australian Government, the Queensland Government, and other partners to achieve its vision to be a trusted partner, shaping the future prosperity of the Australian sugarcane industry and regional communities through innovation and ingenuity.

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1 Introduction

This document sets out the appropriate branding, recognition and associated approval processes for communication and marketing activity associated with SRA's R&D investments, activities, and outputs.

The purpose of these guidelines is to maximise benefits for both Sugar Research Australia (SRA) and its partners. Additionally, it ensures:

- the appropriate recognition of funding
- that SRA is aware of media and other activity being generated about its funded projects
- all available communications channels are being utilised, where SRA's Communications team can assist
- that no commercially-sensitive Project IP is prematurely disclosed.

This protocol specifies the additional branding and acknowledgment criteria for R&D projects that are co-funded by the Queensland Department of Primary Industries (DPI) through the Sugarcane RD&E Funding Deed.

2 Guiding Principles

- Acknowledgment of Sugar Research Australia's funding is required in every communication related to the funded research project. Additionally, for projects receiving co-investment under the DPI Sugarcane RD&E Funding Deed, recognition of DPI's contribution is essential.
- All research partners must submit proposed communication material to SRA for approval prior to distribution and publishing.
- Where SRA seeks to jointly promote or communicate with a research partner regarding a R&D project (for example, an article for Cane Matters magazine or monthly eNewsletter), SRA will identify and notify researchers and collaborate on a joint approach.
- Communication materials for R&D projects need to consider the safeguarding of intellectual property (IP) and adherence to privacy and confidentiality requirements.
- The SRA Communications Protocol remains a dynamic document, subject to updates as needed. Researchers are encouraged to access the most current version of this document electronically through [SRA's website](#) for accurate referencing.

3 About

Communication means a publication or other publicity material relating to any Research Project funded by SRA and includes a printed or online publication or a presentation, including the following:

- Publications (e.g. factsheets, technical notes, brochures, newsletters, eNewsletters, magazines, booklets)
- Media releases
- Journal articles
- Conference papers, posters and presentations
- PowerPoint presentations
- Websites

- Social media
- Research posters
- Flyers for events (e.g. workshops, field days)
- Scientific papers
- Case studies
- Webinars, podcasts, and videos

4 Funder Acknowledgements

Standard acknowledgement (SRA funding only):

The project was/is funded by Sugar Research Australia.

SRA acknowledges and thanks its investors, including levy payers (sugarcane growers and millers), the Commonwealth Government and the Queensland Government.

Acknowledgment for projects with additional investors:

The project was/is funded by Sugar Research Australia, and [insert name/s of investor/s].

Acknowledgement for in-kind contributions:

*The following words should be added after the standard or additional investor acknowledgment.
“...with support from [insert name of organisation/s].*

Acknowledgement for DPI Co-investment: list in order of each organisation's funding contribution from highest to lowest.

“This project was/is funded by the Department of Primary Industries and Sugar Research Australia.”

For Grant Projects which receive funding from the Department and other third parties:

‘This project was/is funded by the Department of Primary Industries, Sugar Research Australia and [insert].’

For Grant Projects that only receive funding from DPI:

‘This project was/is funded by the Department of Primary Industries.’

Other Externally Funded R&D projects – SRA will ensure the appropriate acknowledgements.

5 Logo Acknowledgement

The approved logo format must be used in all publications, reporting, communication, and promotional material relating to the funding and/or delivery of R&D projects, (the exception is social media.)

The logos and branding guidelines are available by contacting SRA's Research and Business Development team at: sraresearchinvestments@sugarresearch.com.au

SRA Funded R&D Projects**DPI Co-invested R&D Projects**

**Queensland
Government**



**Queensland
Government**

6 Social Media Acknowledgements

Each social media post should include tagging SRA to enhance visibility and potential reposting.

When feasible, consider including a funding acknowledgement in the initial comment on X (formerly Twitter), LinkedIn, Instagram, and Facebook (see section 4 for Funder Acknowledgements).

SRA's approval for social media posts is not necessary unless it aligns with a media release.

Please note that logos are not mandatory for social media posts.

SOCIAL CHANNEL	SUGAR RESEARCH AUSTRALIA	DEPARTMENT OF PRIMARY INDUSTRIES #
Facebook	@sugarresearch.com.au	@QueenslandAgriculture
LinkedIn	@sugarresearchaustralialimited	@department-of-primary-industries
Instagram	@sugarresearch.com.au	@QldAgriculture
YouTube	@sugarresearch	@dpiqld

There are additional requirements for tagging DPI, if your project has received DPI investment / co-investment. Acknowledgement of DPI funding is necessary (see section 4 for Funder Acknowledgements).

7 Imagery and Video Consent

Consent is essential for the use of photographs and videos featuring people (including researchers) in presentations and other published materials.

A consent form is available on SRA's website to cover the use of images and video content.

The consent form should be scanned and emailed to CommsTeam@sugarresearch.com.au where it will be used for specific permission to use images. This form will be kept on file for the duration of the publication.

8 Approvals and Assistance

All communication material related to projects funded by Sugar Research Australia's R&D funding must be submitted to SRA for review and approval, prior to distribution and publishing. SRA will seek approval from co-investors where appropriate.

All requests to publish must contain a copy of the material ready for publication and details of when and where it will be published.

Researchers are to send materials to the relevant SRA Research and Business Development Manager who will coordinate the required approvals.

Once approved, the researcher should provide SRA with a final copy of the material for reference and, where appropriate, circulation.

Approval Process for Media Releases

SRA will aim to provide a written response within **ten** business days of receiving a copy of the request that it:

- approves the proposed media release as submitted, the research partner can proceed to publish the Communication.
- approves the proposed media release with amendments, in which case the research partner may proceed to publish the Communication, but only with those amendments.
- SRA will notify the Research Partner if additional time is required for further Industry/Board approvals.
- If SRA rejects the proposed media release, the Research Partner is not permitted to publish the Communication.
- SRA will not unreasonably withhold approval for a proposed Communication.

How do I know if my R&D project has received DPI co-investment?

If you are uncertain whether your project involves DPI co-investment, consult the agreement governing your project, or reach out to your designated SRA Research and Business Development Manager.

Additional authorisations are necessary for projects with DPI co-investment, and SRA will oversee and obtain the approval of the Department prior to release.

9 Contact Details

To reach SRA's Research and Business Development team, email:
sraresearchinvestments@sugarresearch.com.au



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