



Cooperative Research Centre for Developing Northern Australia Style Guide for Research Activity Materials



Australian Government
Department of Industry,
Innovation and Science

Business
Cooperative Research
Centres Program



Contents

1. Introduction	2
1.1 Our vision	3
1.2 Our mission	3
1.3 Referencing the CRCNA.....	3
2. Key messages.....	3
3. Corporate identity	5
3.1 Positioning statement	5
3.2 CRCNA logo, fonts and brand colours	6
3.3 Usage.....	9
4. Research Provider activity material guidelines	11
4.1 Research provider activity materials	11
4.2 Final project outputs – industry situational analysis studies	14
4.3 Suggested template for industry “must-do” strategies and implementation pathways	15
5. Publication guidelines.....	17
5.1 Request to publish form.....	17
5.2 Acknowledgment	18
5.3 Peer review statement.....	19
5.4 Disclaimer.....	19

1. Introduction

The Cooperative Research Centre for Developing Northern Australia (CRCNA) Style Guide aims to provide a clear and concise set of guidelines for all materials to assist in promoting and presenting the CRCNA and our research collaborations to our investment partners and the community.

Consistent and correct use of our corporate identity standards will strengthen the CRCNA brand recognition, familiarity and consistency. To help achieve this, it is imperative the CRCNA, our Research Providers and collaborators are given appropriate acknowledgment during and after the project. We ask Research Providers (project participants) to work with us to develop a strong CRCNA brand which is synonymous with high impact, quality research projects which deliver meaningful outcomes for industry across northern Australia.

This Style Guide has been provided to assist Research Providers prepare all research activity materials relating to their CRCNA research activity (**the Project**).

Using this Guide will ensure you are compliant with the requirements outlined in Annexure D Clause 12 *Acknowledgement and Activity Events* of your *CRC Research Agreement*.

Please note, Research Providers must not engage in any Activity relating to Activity Events (project) or create any Research Activity Material, without the CRCNA's prior consent. Failure to inform the CRCNA of any planned Activity or Material would be a breach of your *CRC Research Agreement* terms.

Please direct all enquiries about this Guide to the Communications Manager (commsmanager@crcna.com.au).

1.1 Our vision

To create a prosperous, sustainable, vibrant and healthy northern Australia.

1.2 Our mission

Leading an integrated, coordinated and evidence-based approach to improving the competitiveness, productivity and sustainability of the northern Australian economy and the wellbeing of its communities.

1.3 Referencing the CRCNA

One sentence

The Cooperative Research Centre for Developing Northern Australia (CRCNA) delivers industry-led research collaborations across northern Australia in the areas of agriculture and food, northern health service delivery and Traditional Owner-led business enterprises.

One paragraph

The Cooperative Research Centre for Developing Northern Australia (CRCNA) delivers industry-led research collaborations across northern Australia in the areas of agriculture and food, northern health service delivery and Traditional Owner-led business development (in these areas). The CRCNA brings together industry, research institutions and universities, regional development organisations, governments and northern jurisdictions and international partners to collaboratively resolve industry-related challenges and assist businesses, governments and researchers identify opportunities for business and growth in the north.

2. Key messages

A leader in our field

The CRCNA is the leader of integrated, coordinated, multi-disciplinary research partnerships across northern Australia.

Industry-led research

Our industry-led research collaborations with stakeholders from the agriculture and food, health and Traditional Owner industry sectors maximise the economic and social impact and adoption of new technologies, products and services.

We work with any individuals, group of individuals, industry groups, private business and SMEs, government agencies (including local, state/ territory and federal), universities, TAFEs, vocational colleges and community groups who have a research question they wish to address which resolves an industry-related challenge across northern Australia.

Delivering high-impact outcomes for northern Australia

The CRCNA funds industry-led research collaborations which lower investment barriers and enable significant capital to flow into northern Australia leading to increased wealth and employment opportunities, improved production and supply chain efficiencies and enhanced wellbeing of the northern community.

Inform and support decisions

We fund and support research which aims to resolve industry challenges and provide pathways to inform and support decision making and investment planning.

Capacity building

CRCNA research aims not only to resolve an industry challenge but to build capacity and skills in the workforce and research communities of northern Australia.

Program 1 – Building potential in northern Australia

To find the policy and regulatory solutions to facilitate northern Australian development, particularly in the areas of agriculture, health service delivery, and Traditional Owner-led business.

To deliver emerging market and sector capacity situational analysis for cropping, beef, rice, horticulture, forestry, aquaculture, Indigenous agriculture, health service delivery and communications and support regional development by investing in projects which deliver supply chain gap analysis and identify critical infrastructure needs in regional contexts.

Program 2 – Supporting new and emerging industries in northern Australia

By funding innovative projects which help establish new industries or challenge traditional business models.

Program 3 – Improving production and supply chain efficiencies in northern Australia

By investing in innovative research which develops new technologies, efficiencies and approaches which resolve industry production and supply chain challenges.

Program 4 – Building industry and community capacity in northern Australia

By investing in research which creates new models to improve workforce development and retention and enhance investment in agriculture, food, northern health service delivery and Traditional-led business development (in these areas).

Program 5 – Developing northern Australian health service delivery innovation

By developing new model of care and improving early disease detection methods, health-seeking behaviours and the delivery of health services (including mental health services) to the northern Australian community.

Program 6 – Developing and delivering an industry-focused education and training program

To build the strategic research capacity in northern Australia in the fields of agriculture, food, northern health service delivery and Traditional Owner-led business development, by providing scholarships, fellowships and stipends for students enrolled in formal education or training programs.

3. Corporate identity

The CRCNA logo must be used when promoting any CRCNA funded project including in any flyers, surveys, advertisements, conference materials, PowerPoint presentations and reports. Our investment partners' logos must be included in all research activity material promoting a CRCNA-funded project.

3.1 Positioning statement

The positioning statement is: "Developing Northern Australia."

3.2 CRCNA logo, fonts and brand colours

Primary brandmark



Minimum Clear Space /

To ensure integrity and legibility, the CRCNA brandmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space. Whenever possible, maintain more clear space around the logo than the minimum specified. The minimum clear space for the logo is X, where the value of X is derived from the height of the "c" in the "CRC".



Minimum Size /

The isolation zone is the space around the logo. It is important that no images/text/borders or margins are placed within 10mm of the logo. For the sake of legibility, the logo must never be printed smaller than 25mm in width or 25px on screen.

Logo Variations /

To ensure integrity and legibility, the CRCNA brandmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space.

The logo variations are available in different file formats, and should only appear as displayed unless permission is given for any variation.

Pangram Extra Bold

.....
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Orkney Regular

.....
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Orkney Light

.....
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Black and White Reversed



Internally Created Documents /

The CRCNA typography for internally created documents consists of two fonts. Arial Bold for break out text and main headings and Arial Regular for body text.

Professionally Created Marketing Touch Points /

The CRCNA typography for professionally created marketing touch points consists of three fonts. Pangram Extra Bold for break out text and headings, Orkney Regular for sub headings and Orkney Light for body text.

Arial Bold

.....
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

.....
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



3.3 Usage

Do Not /

- Change colour of logo
- Alter size and ratio of logo elements
- Do not stretch or skew the logo
- Do not rotate
- Do not place the logo over off-brand colours



Brand Colours /

The CRCNA brandmark consists of three main colours and three supporting colours

It can also be shown in monotone as per the logo variations on pages 5 and 6.

Dark Green

Dark Blue

Dark Brown

R078/G092/B047

R049/G101/B134

R097/G052/B025

Web#4E5C2F

Web#316586

Web#613419

C68/M46/Y95/K32

C85/M55/Y30/K10

C39/M74/Y92/K50

Light Green

Light Blue

Light Brown

R103/G143/B062

R123/G152/B177

R135/G088/B036

Web#678F3E

Web#7B98B1

Web#875824

C65/M26/Y100/K07

C55/M33/Y20/K00

C36/M62/Y99/K27

4. Research Provider activity material guidelines

Using this Guide will ensure you are compliant with the requirements outlined in **Annexure D Clause 12 Acknowledgement and Activity Events** of your *CRC Research Agreement*.

Research Providers must not engage in any activity relating to the project or create any material about the project without the CRCNA's prior consent. The *Request to publish research material* form must be completed and sent to the CRCNA with a copy of the proposed research material, before the publication of any research-related materials.

The following outlines branding expectations for the CRCNA Research Providers as well as the CRCNA's role in promoting Research Provider activities.

4.1 Research provider activity materials

'Activity Event' means any promotional event conducted by the Research Provider relating to the Activity (the **project**), including a celebration of all openings, ceremonies or other public events to mark the completion of any aspect of the Activity and all other openings, ceremonies or public events which are related to the Activity.

Examples of such events include, but is not limited to:

- Project launches/announcements
- Media conferences
- Media appearances or interviews
- Workshops
- Conferences
- Radio, TV or podcast recordings or interviews

'Activity Material' means any Material, including Research Outputs, created by the Research Provider for or as a result of, performing its obligations under the *CRC Research Agreement*.

Examples of such materials include, but is not limited to:

- Media releases
- Meeting agendas and minutes for workshops and stakeholder meetings
- Presentations
- Public addresses
- Fact sheets about the project

- Surveys
- Reports or publications (including draft versions)

The following provides examples of these activities and material and how the Research Provider ought to advise the CRCNA of the event/ activity.

Research activity/ material	What to include
Workshops/ stakeholder meetings	<ul style="list-style-type: none"> • Advise CRCNA of the workshop (i.e. email to Project Manager) • Consent from CRCNA to host a workshop • Invite CRCNA representative to a workshop
Project meeting agenda	<ul style="list-style-type: none"> • CRCNA logo • Government partner logos – DIIS, NT Government, WA DPIRD and Qld Government • Project reference number and project name
Project meeting minutes	<ul style="list-style-type: none"> • CRCNA logo • Government partner acknowledgement & logos – DIIS, NT Government, WA DPIRD and Qld Government • Project reference number and project name
PowerPoint presentations	<ul style="list-style-type: none"> • Consent from CRCNA (i.e. email from Project Manager/ CEO) • CRCNA PowerPoint Template (optional) • Acknowledgement of funding from CRCNA • CRCNA logo • Government partner acknowledgement and logos – DIIS, NT Government, WA DPIRD, Qld Government • Acknowledgement of project partners • Project reference number and project name
Interim reports	<ul style="list-style-type: none"> • Request to publish form completed if the intention is to publish and socialize the interim/draft report to external parties. • Draft sent to CRCNA for review • Acknowledgement of funding from CRCNA • CRCNA logo • Government partner acknowledgement and logos – DIIS, NT Government, WA DPIRD, Qld Government • Use report template provided.

<p>Surveys</p>	<ul style="list-style-type: none"> • Request to publish form completed • Acknowledgement of funding from CRCNA • CRCNA logo • Government partner acknowledgement and logos – DIIS, NT Government, WA DPIRD, Qld Government • Acknowledgement of project partners • Project reference number and project name • Appropriate privacy statement
<p>Project reports</p>	<ul style="list-style-type: none"> • Request to publish form completed • Acknowledgement of funding from CRCNA • CRCNA logo • Government partner acknowledgement and logos – DIIS, NT Government, WA DPIRD, Qld Government • Report template • Web accessibility • Copyright (if applicable)
<p>Ad hoc external communications such as:</p> <ul style="list-style-type: none"> • Industry magazines • E-newsletters 	<ul style="list-style-type: none"> • Request to publish form completed • Consent from CRCNA to distribute • Appropriate acknowledgement for CRCNA funding • Government partner acknowledgement and logos – DIIS, NT Government, WA DPIRD, Qld Government • Project partner/ participants acknowledgment



Media releases, media appearances and editorial	<ul style="list-style-type: none"> • Advise CRCNA of intent to draft and release media release • Request to publish form completed and CRCNA consent given • Invitation for CRCNA and project participants to provide comment • Consideration for relevant Federal Ministers to comment given. • CRCNA and project participant approval of draft before distribution • Appropriate acknowledgment for CRCNA funding • CRCNA logo • Government partner acknowledgment & logos – DIIS, NT Government, WA DPIRD, Qld Government • Partner logos if requested • Industry contacts as appropriate • Approved high-quality image
---	--

4.2 Final project outputs – industry situational analysis studies

A key deliverable of your research project will be a final report, which will include discussion around your methodology, trends, SWOT and recommendations and next steps.

The CRCNA intends to aggregate this information into an annual report providing a comprehensive overview of the current state-of-play and future priority areas of key northern Australian industries.

As such, we have developed a preferred approach to how you may bring your final findings together.

In addition to your project's final research report, we ask you to consider the additional, supplementary research materials are developed in collaboration with the CRCNA:

- **A (no more than) 20-page summary report:** providing an overview of the key trends, opportunities, recommendations and next steps; and
- **A 4-page (max) Sector Synthesis snapshot** which would include:
 - A brief introduction, the definition of sector and overview of current size, locations or area.

- A historical timeline (preferably as a graphic) providing an overview of sector’s development to date.
- An overview of key economic trends to date, including area, production, Gross Value and employment numbers.
- Identified (prioritised) opportunities facing the sector as defined in the final report.
- Identified (key) constraints facing the sector as defined in the final report.
- Strategies and implementation pathways for sector development (see table below)

4.3 Suggested template for industry “must-do” strategies and implementation pathways

The CRCNA has developed a preferred approach to how final recommendations are presented in your final report. A template of how you may approach these is below.

Key priority actions for sector development	Action owner and key partners	Pathways to implementation and timeline	Intended industry impacts
<p>Guide:</p> <ul style="list-style-type: none"> • Must be a strong sector consensus. • Must have pan-northern significance. • Must be realistic, impactful and measurable. • Anything more than 4 or five key prioritised and impactful recommendations will be getting too complex to achieve. 	<p>Guide:</p> <ul style="list-style-type: none"> • The principal Owner should be in bold. • The principal owner must have agreed to take a lead role in negotiation progressing and implementation. • Key partners must have actively agreed as consortium style supporters. 	<p>Guide:</p> <ul style="list-style-type: none"> • Must be clear, unambiguous, agreed and realistic pathway to secure investment and implementation. 	<p>Guide:</p> <ul style="list-style-type: none"> • Must be demonstrated benefit defined in terms of growth in GDP, jobs, investment, productivity or wellbeing.

<p>Example:</p> <p>Create a new special purpose fund of \$X p.a. for Y years to delivery Z</p> <p>Review current trade protocol X to enable Y.</p>	<p>Example:</p> <p>Organisation A:</p> <ul style="list-style-type: none"> • <i>Org B</i> • <i>Org C</i> • <i>Org D</i> 	<p>Example:</p> <p>Through negotiation with NASONG agencies, develop a clear and costed proposal for Ministerial Forum consideration (by June 2020).</p>	<p>Example:</p> <p>Implementing this recommendation will:</p> <ul style="list-style-type: none"> • Lift exports by \$500 million pa. • Reduce industry input costs by \$100 million pa. <p>Create 300 FTE jobs.</p>
--	---	---	--



5. Publication guidelines

5.1 Request to publish form

The CRCNA requires Research Providers to complete our *Request to publish research material form* before any materials are published or presented. This includes the publication of :

- Draft project reports
- Literature and scoping studies/ reviews
- Conference abstracts
- Journal articles
- Presentations
- Media releases
- Magazine, newspaper or online articles (i.e. The Conversation)
- Project fact sheets
- Project websites
- Project surveys
- CRCNA funded PhD student theses
- Book chapters
- Information videos

This process is to ensure:

1. The CRCNA is informed about any research activities and materials which have been developed as part of the project research. The CRCNA is a partner in the research activity and wants to support and promote the work of our Research Providers.

We are also required to inform our Commonwealth, State and Territory investment partners of any research materials or activities before they are made public. Please consider the CRCNA works across various Government departments which do require adequate lead times to review and approve content, especially media releases or statements.

2. Consistent and high-quality publications with appropriate acknowledgement of contributors its investment partners and other project participants.

3. Intellectual property and confidential information are identified and protected.

4. Due consideration is given to potentially sensitive information or matters compliance with:

- a) the Participant's Head Agreement (Annexure D Clause 12)
- b) CRCNA policies and guidelines such as the Style Guide for Research Activity Materials

It is the Research Providers responsibility to allow enough time for the CRCNA to review the draft document and provide feedback before submission deadlines.

A copy of your publication **MUST** be submitted with the completed *Request to publish research material form*.

5.2 Acknowledgment

All publications of the CRCNA research activities must:

- Acknowledge the authors' affiliation with the CRCNA in addition to their institutional affiliation/s (if relevant).
- Display the CRCNA logo without alteration alongside supplied Departmental logos.
- Give the appropriate funding acknowledgement:

“The author/s acknowledge the financial support of the Cooperative Research Centre for Developing Northern Australia and the support of its investment partners: the Western Australian, Northern Territory and Queensland Governments. We also acknowledge the financial and in-kind support of the project participants.”

- Acknowledge PhD students and support as follows: *“The candidate acknowledges the financial support of the Cooperative Research Centre for Developing Northern Australia and the support of its investment partners: the Western Australian, Northern Territory and Queensland Governments.”*

5.3 Peer review statement

Anything published for an academic audience must be peer-reviewed and include the following statement :

The CRCNA recognises the value of knowledge exchange and the importance of objective peer review. It is committed to encouraging and supporting its research teams in this regard.

The author(s) confirm(s) this document has been reviewed and approved by the CRCNA, the project's participants and Steering Committee. These reviewers evaluated its:

- *originality*
- *methodology*
- *rigour*
- *compliance with ethical guidelines*
- *conclusions against results*
- *conformity with the principles of the [Australian Code for the Responsible Conduct of Research](#) (NHMRC 2018), and have provided constructive feedback which was considered and addressed by the author(s).*

5.4 Disclaimer

Publications must include the following disclaimer.

Any opinions expressed in this document are those of the authors. They do not purport to reflect the opinions or views of the CRCNA or its partners, agents or employees.

The CRCNA gives no warranty or assurance and makes no representation as to the accuracy or reliability of any information or advice contained in this document, or that it is suitable for any intended use. The CRCNA, its partners, agents and employees, disclaim all liability for any errors or omissions or in respect of anything or the consequences of anything done or omitted to do in reliance upon the whole or any part of this document.