

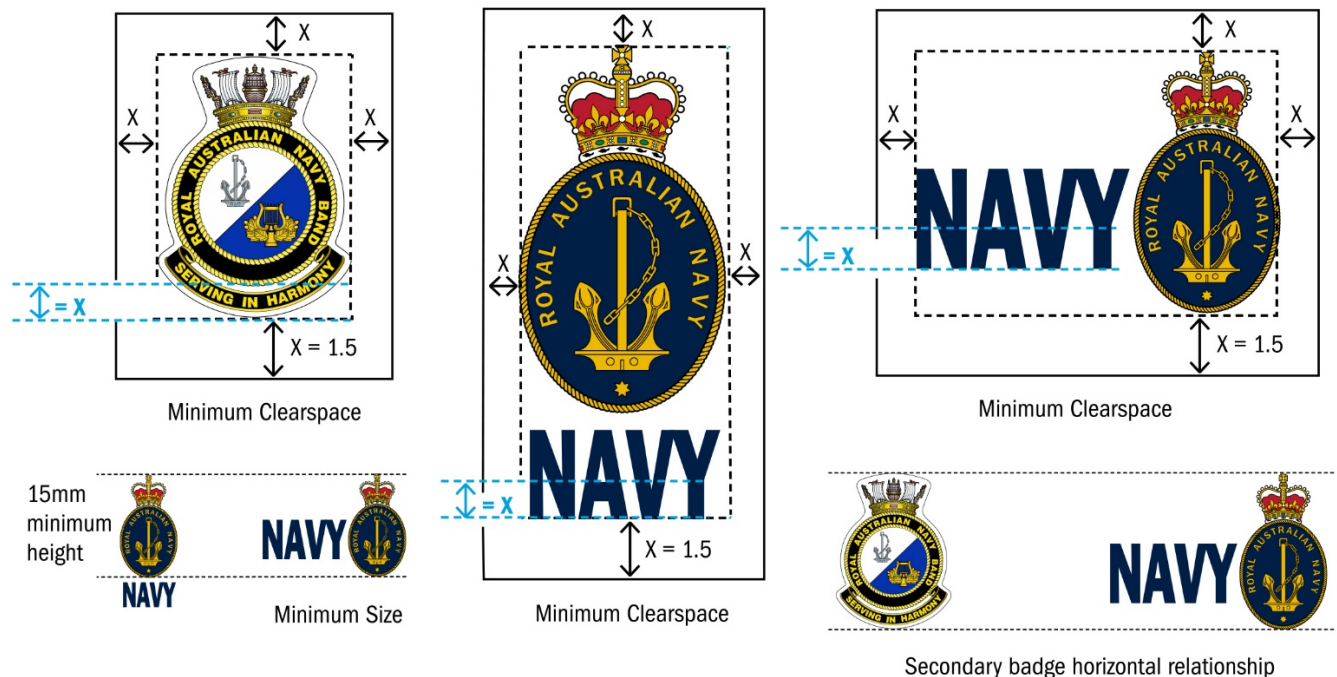


This document must be referred to by any requester in receipt of Royal Australian Navy Band support. The guidelines herein pertain to the official acknowledgement of that support. The point of contact for all acknowledgment queries is the Royal Australian Navy Band National Public Relations Manager.

Logos

Support of the Royal Australian Navy Band's contribution to your event must be acknowledged by the inclusion of our logos in advertisements, brochures, websites, posters or other published event media. There are a number of logos available for use, however both the RAN Badge and RAN Band badge must appear in the aforementioned advertising.

To request logos and seek branding approval please email navyband.pr@defence.gov.au



Signage

To further acknowledge the RAN Band's support of your event, you may wish to display signage. On request, Navy can provide the following items for your event:

- Bunting
- Flags
- Pull-up banners
- Balloons
- Promotional Merchandise

To request signage for your event, please email navyband.pr@defence.gov.au at least 4 weeks in advance of your event. Signage is subject to availability and must be returned to the band within one week of the event.



Social Media

To acknowledge the support of the Royal Australian Navy Band on your social media channels please use the following handles and hashtags:



- Mention **@Royal Australian Navy Band** in your Facebook posts and event descriptions.
- [Where appropriate] Co-host us in your Facebook event.
- Use one or more of the following hashtags **#ServingInHarmony**, **#RANBand**, **#AusNavy** and **#YourADF**

Verbal Acknowledgement

To acknowledge the support of the RAN Band you may wish to consider using the following wording (where appropriate):

- We would like to thank the Royal Australian Navy Band for its support of today's event/performance.
- Thank you to our feature ensemble, the Royal Australian Navy Band [Sydney Admiral's Own Big Band].
- Without the integral musical support of the Royal Australian Navy Band, this event would not be possible.

Naming Conventions & Language

When acknowledging the Royal Australian Navy Band, requesters must use our formal naming conventions. There are various formats of naming conventions depending on the level of required specificity:

- *Full Organisation* – Royal Australian Navy Band
 - *Short Organisation* – RAN Band
- Band Names:** *(can follow both 'Full' and 'Short Organisation' prefixes)*
- Sydney/Melbourne/Queensland/Tasmania/South Australia/Western Australia
 - *Full/Short Band* – Royal Australian Navy/RAN Band Tasmania
 - *Full General Ensemble* – Royal Australian Navy Band Sydney Jazz Ensemble
 - *Shortened Named Ensemble* – RAN Band Sydney Big Band
 - The full naming convention in either format must be used in the first instance. Shortened versions may follow successively.
 - Naming convention order of precedence: Organisation > Band Name > Ensemble General/Named
 - The word 'The' may prefix all naming conventions except *Full/Short Band*.
 - Bands 'Western' and 'South Australia' may be abbreviated to 'WA' and 'SA' eg. 'RAN Band WA'
 - The RAN Band may be referred to as the *'Navy Band'* in a casual context.

Full details of the ensemble performing at your event will be provided by the local Engagement Manager/POC.



Biographies

For official band biographies, head to www.navy.gov.au/about/organisation/navy-band and click on the corresponding link in the 'Bands' section.

Media

It may be possible to provide media support for your event, and for certain performances or collaborations, advanced promotional media may be appropriate. If you have a specific request for media support, the RAN Band National Public Relations Manager can assist you to organise this. Media support is subject to availability.

For all media support enquiries please contact the RAN Band National Public Relations Manager at navyband.pr@defence.gov.au or call on 02 9464 2521.