



# **Guidelines for the acknowledgement of Queensland Government investment in public works and other procurement**



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Version	Date	Comments
v1.1	January 2018	Published
v1.2	September 2025	Minor updates made – highlights: <ul style="list-style-type: none"><li>• DHPW corporate branding</li><li>• Machinery-of-government changes</li><li>• Hyperlinks verified and updated or removed</li><li>• Document date updated</li><li>• New version history log and 'Administration' section added</li></ul>

**The State of Queensland (Department of Housing and Public Works) 2025.**



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**Contact us**

We are committed to continuous improvement. If you have any suggestions about how we can improve this document, or if you have any questions, contact us at [betterprocurement@hpw.qld.gov.au](mailto:betterprocurement@hpw.qld.gov.au).

**Disclaimer**

This document is intended as a guide only for the internal use and benefit of government agencies. It may not be relied on by any other party. It should be read in conjunction with the Queensland Procurement Policy, your agency's procurement policies and procedures, and any other relevant documents.

The Department of Housing and Public Works disclaims all liability that may arise from the use of this document. This document should not be used as a substitute for obtaining appropriate probity and legal advice as may be required. In preparing this document, reasonable efforts have been made to use accurate and current information. It should be noted that information may have changed since the publication of this document. Where errors or inaccuracies are brought to attention a reasonable effort will be made to correct them.

**Administration**

Version 1.2 of this document replaces all previous versions of this document and takes effect immediately.

## Purpose

The Queensland Government invests in the community in many ways, including through its procurement of goods and services.

The purpose of this document is to provide procurement-specific guidance on the implementation of signage for goods and services procured by the Queensland Government.

## Scope

This guideline supplements the [Queensland Government Corporate Identity Guidelines](#), which includes the Queensland wordmark 'Delivering for Queensland' visual identity.

Agencies may choose to negotiate with suppliers to erect signage in accordance with these guidelines for procurement which is already underway.

## Application

The corporate identity guidelines require that all major construction and infrastructure developments must acknowledge the government's investment. It also covers other procurements like vehicles including motor vehicles, marine craft, and aircraft, as well as plant. There may also be other opportunities not specifically addressed in the guidelines, where signage may be able to be used.

## Actions relating to procurement

- Officers procuring items covered by the corporate identity guidelines will identify appropriate opportunities for the use of signage which acknowledges the contribution of the Queensland Government.
- Requirements for the scope and use of signage, and specific obligations on suppliers, are to be incorporated into terms and conditions of offer, and contract documentation.
- Category councils will maintain standard contract clauses which can be incorporated into contractual documentation. Judgement should be applied by officers undertaking procurement activities, about when legal advice is required in relation to the clauses.

Individual agencies may have their own requirements for the use of signage, and officers are responsible for ensuring approvals are sought prior to contract execution.

## When not to use signage

The use of signage must enhance the reputation of the Queensland Government. Signage must not be used where it would compromise the government's reputation.

There are circumstances where drawing public attention to government projects through the use of signage is not appropriate. Such circumstances include sensitive procurement, where signage may put vulnerable people at risk, or stigmatise sections of the community. For example, the construction of a refuge for victims fleeing domestic and family violence.

## Related documents

This guideline is to be applied consistent with the corporate identity guidelines, as well as related policies and codes including:

- [Queensland wordmark 'Delivering for Queensland' visual identity](#)
- [Queensland Government Sponsorship Policy](#)
- [Queensland Government Advertising and Marketing Communication Code of Conduct](#)