

## 19. PTN Attribution Policy

### 19.1 Purpose and scope

*This policy sets out the requirements for PTN members, staff, contractors, partners, and funding sources to acknowledge PTN in all public-facing materials, including inclusion statements. The aim is to improve PTN's brand transparency and consistency, while ensuring fair recognition of funding partners and contributions across all media channels and campaigns.*

*This policy covers all publicly available marketing and promotional materials created by PTN members, staff, contractors, and partners, including funding acknowledgments. The acknowledgement of PTN in all public-facing materials includes (but is not limited to):*

- *Marketing and promotional materials (print, digital, social media).*
- *Campaigns and advertisements.*
- *Written reports, blogs, and newsletters.*
- *Audio-visual content (e.g., videos, podcasts, graphics).*
- *Events and public presentations.*
- *Member-generated content used for organisational purposes.*

*For field day events, please refer to the PTN Trial Site Field Days and Stakeholder Engagement policy.*

### 19.2 Guiding principles

*The application of this policy is to respect all members and funding partners, and ensure consistency in messaging:*

- **Brand Alignment:** *Attribution must be consistent with PTN's brand voice and messaging strategy.*
- **Member-Centric Recognition:** *Acknowledge member contributions where feasible and appropriate, either via written text or logos, which can be supplied via PTN.*
- **Transparency:** *Ensure that any content sourced from the PTN is acknowledged in accordance with the principles outlined in this policy.*
- **Respect for Consent and Rights:** *Intellectual property rights are to be upheld, with commercial lines from competitors to be communicated in public-facing material.*

*See the PTN Data Transparency policy.*

### 19.3 Company logos

*Members and funding contributors will be periodically requested to confirm whether the company logo remains relevant for PTN material. Members may request anonymity or decline attribution without consequence.*

*Also see the PTN Brand Guide.*

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## 19.4 Attribution in Marketing Campaigns

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PTN is to be acknowledged in all circumstances where PTN material is used. In certain circumstances, an explanation of the PTN may be required, using the following statement:

***“The Pasture Trials Network (PTN) provides rigorous, independent, and free performance data on grazing forage varieties across temperate Australia, enabling livestock and dairy producers and their advisors to select the best pasture seed varieties for sowing.”***

All acknowledgements or inclusion of PTN outputs **MUST** credit members, partners, including funding with the following statement:

***“The PTN program is funded through partnerships with Meat and Livestock Australia (MLA), Dairy Australia, the Australian Seed Federation (ASF), and leading proprietary seed companies. Its core aim is to enhance the productivity of Australia's national temperate feedbase.”***

### **Adjusting to marketing needs:**

Adjustments may be needed to complement members' marketing needs, with consideration to:

- Attribution statements can be constructed to complement (not conflict with) the promoting organisations' marketing styles.
- Attribution may be withheld if the content is significantly edited or transformed and no longer reflects the original contribution.
- Member logos can be provided upon request to the PTN.

For verbal circumstances or field day events, please refer to the PTN Trial Site Field Days and Stakeholder Engagement policy.

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## 19.5 Dispute resolution

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Any issues regarding misattribution or lack of credit must be raised with the PTN Executive Officer. In cases, the instances will be referred to the PTN Board for further review.

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## 19.6 Policy review

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This policy will be reviewed as the PTN Operation Guide is updated.