



# PlayOn WA Toolkit

*Transforming  
sport and recreation  
infrastructure across WA*

## What is PlayOn WA?

PlayOn WA is an exciting WA Government initiative to deliver 2,030 community infrastructure items across WA by the year 2030.

## How can I be part of PlayOn WA?

If your sporting infrastructure item is in place between now and 2030, you're part of PlayOn WA.

It doesn't matter if the project was a previous election commitment or part of an earlier grant round, if it's delivered after 1 July 2025, it's part of PlayOn WA.

**This includes all sport and recreation infrastructure items within:**

- major projects
- State Sporting Infrastructure Fund
- election commitments and grants:
  - Community Sporting and Recreation Facilities Fund
  - Club Night Lights Program
  - Community Use of School Sporting Facilities Program.

## How can I share the great news about my grant?

The first step is to review the [acknowledgement guidelines](#).

Contact the Department of Creative Industries, Tourism and Sport's Corporate Communications team via [commsapprovals@cits.wa.gov.au](mailto:commsapprovals@cits.wa.gov.au) to ensure the correct steps are taken to promote your PlayOn WA project.

Refer to the checklist on the next page.

# PlayOn WA checklist

Use this checklist to recognise WA Government funding support as per your acknowledgement guidelines.

**Please note:** All media opportunities should be offered to the responsible Minister in the first instance. Contact the CITS Communications team at [commsapprovals@cits.wa.gov.au](mailto:commsapprovals@cits.wa.gov.au) to discuss the media and promotional opportunities.

## Acknowledgements

- ☐ You acknowledge the WA Government in all material linked to the project.

### Acknowledgement must be:

This project is part of PlayOn WA, the WA Government's exciting initiative to deliver 2,030 community infrastructure items across WA by 2030.

## Events

If you're hosting an event associated with your grant, please contact:

- ☐ Department of Creative Industries, Tourism and Sport  
[commsapprovals@cits.wa.gov.au](mailto:commsapprovals@cits.wa.gov.au)
- ☐ Invitation wording and logo recognition should be sent to  
[commsapprovals@cits.wa.gov.au](mailto:commsapprovals@cits.wa.gov.au)

## Logo and branding

- ☐ Include a PlayOn WA logo on all promotional materials.
- ☐ PlayOn WA branding is visible on all external promotional materials, including signage, both during and after construction.
- ☐ Email [commsapprovals@cits.wa.gov.au](mailto:commsapprovals@cits.wa.gov.au) before proceeding to discuss external promotions relating to your funding.

## Social media

- ☐ Acknowledge on social media that your project is part of the PlayOn WA initiative thanks to the WA Government.

### Tag us

- Facebook  
@wagovernment and @CITSWA
- Instagram  
@wagovernment and @CITS\_WA
- LinkedIn  
@Department of Creative Industries, Tourism and Sport

### Hashtags

You can also include the following hashtags on your posts:

#PlayOnWA #2030by2030 #healthyliving  
#WABestPlaceToLive

You can use the [approved social media tiles and Canva templates](#) to use on your channels.

You also have the option of adding your own image to the [Canva templates](#).

Note: A Canva account is required to use these templates. You can sign up for a free account at [canva.com](https://canva.com)

## Questions?

Email [commsapprovals@cits.wa.gov.au](mailto:commsapprovals@cits.wa.gov.au)