



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 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 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

Invitation wording and logo recognition should be sent to
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 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

Questions?

Email commsapprovals@cits.wa.gov.au