

## **Councillors Use of Corporate Logo**

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<b>Policy Owner:</b>	Office of the CEO
<b>Contact Person:</b>	Manager Communication and Events
<b>Date of Approval:</b>	29 June 2010, Resolution No. CD06-06/10

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### **POLICY OBJECTIVE**

The purpose of this policy is to determine when the City's logo can be used by Elected Members.

### **POLICY STATEMENT**

Elected Members may only use the City's logo for Council business in the following instances:

- Advertisements;
- Newsletters;
- Web pages; or
- General material.

The use of any corporate logo is not permitted for the purpose of electioneering.

### **SCOPE**

This policy applies to all Elected Members.

### **BACKGROUND**

This policy ensures that Administration is aware of and approves the materials in which Elected Members wish to include the City's corporate logo. It will ensure consistency and equity is applied to all requests by Elected Members wanting to use the City's logo and most importantly it will ensure the brand of the City is maintained and upheld.

### **CONSULTATION WITH STAKEHOLDERS**

The City's Communications and Events team which is responsible for authorising the use of the City's logo has been consulted.

### **IMPLICATIONS (Financial, Human Resources)**

Nil

### **IMPLEMENTATION**

The implementation plan for this policy includes the following steps:

1. A written request by an Elected Member to use the City's logo must be forwarded to Manager Communications and Events;
2. Manager Communications and Events to approve or reject logo request based on the following criteria:
  - a) Is for a genuine City of Wanneroo business activity;
  - b) Is consistent with the City's brand
  - c) The material on which the logo will appear is considered appropriate.
3. If approved, logo forwarded to Elected Member electronically; and
4. Elected Member to provide a copy of the document in which the City's logo is included to Manager Communications and Events for the City's records.

## **ROLES AND RESPONSIBILITIES**

The Manager Communications and Events, Coordinator Communications and Events and the Senior Graphic Designer are responsible for the implementation, monitoring and enforcement of this policy.

## **DISPUTE RESOLUTION**

All disputes in regard to this policy will be referred to the Director Community Development in the first instance. In the event that an agreement cannot be reached, the matter will be submitted to Council for a ruling.

## **WHO NEEDS TO KNOW ABOUT THIS POLICY?**

The Office of the Mayor, Elected Members, Chief Executive Officer and his/her staff, Directors and Managers as well as the Communications and Events team need to know the details of this policy.

## **EVALUATION AND REVIEW PROVISIONS**

This policy will be evaluated and its effectiveness measured by the following key performance indicators:

- Number of requests made by Elected Members to use the City's logo;
- Number of these requests approved;
- Number of these requests rejected;

## **DEFINITIONS**

There are no definitions for this policy.

**RELEVANT POLICIES/MANAGEMENT PROCEDURES/DOCUMENTS OR DELEGATIONS**

Nil

**REFERENCES**

Nil

**RESPONSIBILITY FOR IMPLEMENTATION**

Manager Communications and Events

<b>Version</b>	<b>Next Review</b>	<b>Record No:</b>
16 October 2001, Resolution No. CE04-10/01		
23 September 2004, Resolution No. CE03-09/04		
8 August 2006, Resolution No. GS01-08/06	July 2008	
29 June 2010, Resolution No. CD06-06/10	June 2010	Trim 10/16824