

**Council Members' Use of City's Corporate Logo**

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<b>Policy Owner:</b>	Council and Corporate Support
<b>Contact Person:</b>	Manager Council and Corporate Support
<b>Date of Approval:</b>	16 February 2021 (CE02-02/21)

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**POLICY STATEMENT**

To determine when the City's trademarked Corporate Logo can be used by Council Members.

**POLICY OBJECTIVE**

1. Council Members may only use the City's Corporate Logo for Council related business. Examples include:
  - a) Advertisements;
  - b) Newsletters;
  - c) Web pages; or
  - d) General material.

The use of the City's Corporate Logo is not permitted for the purpose of electioneering.

2. This policy ensures that:
  - a) Administration is aware of and approves the materials on which Council Members wish to include the City's Corporate Logo.
  - b) consistency and equity is applied to all requests by Council Members wanting to use the City's Corporate Logo; and
  - c) the brand, image and values of the City is maintained and upheld.

**SCOPE**

This policy applies to all Council Members.

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

Nil

**IMPLEMENTATION**

1. A written request by a Council Member to use the City's Corporate Logo is required to be forwarded to the Manager Council and Corporate Support;
2. The Manager Council and Corporate Support is to approve or decline the Corporate Logo request based on the following criteria:

- a) Is for a genuine City of Wanneroo related business activity;
  - b) Is consistent with the City's brand, image and values;
  - c) The material on which the Corporate Logo will appear is considered appropriate.
3. If approved, the Corporate Logo is forwarded directly to the Council Member electronically; and
  4. the Council Member is to provide a copy of the document(s) on which the Corporate Logo is included to the Manager Council and Corporate Support for the City's records.

### **ROLES AND RESPONSIBILITIES**

The Manager Council and Corporate Support is responsible for the implementation and monitoring of this policy.

### **DISPUTE RESOLUTION *(If applicable)***

All disputes in regard to this policy will be referred to the Director Corporate Strategy and Performance in the first instance. In the event that an agreement cannot be reached, the matter will be submitted to the Chief Executive Officer.

### **EVALUATION AND REVIEW PROVISIONS**

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

1. Number of requests received from Council Members to use the City's Corporate Logo ;
2. Number of these requests approved; and
3. Number of these requests declined.

### **DEFINITIONS**

**Corporate Logo** means the trademarked logo of the City of Wanneroo as described within the registered trademark and includes variations of the Corporate Logo that are not substantially different from the trademark.

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

Nil

### **REFERENCES**

Nil

### **RESPONSIBILITY FOR IMPLEMENTATION**

Manager Council and Corporate Support

<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
10 November 2014, Resolution No. CS11-11/14	November 2016	Trim 10/16824
11 November 2018, Resolution No. CS07-11/18	November 2020	Trim 10/16824
16 February 2021 CE02-02/21	February 2023	18/421871v2