

COUNCIL MEMBERS' USE OF COUNCIL CREST

Responsible Directorate:	<i>Corporate Strategy & Performance</i>
Responsible Service Unit:	<i>Council & Corporate Support</i>
Date of Approval:	<i>8 October 2024</i>
Council Resolution No:	<i>CS03-10/24</i>

1. POLICY STATEMENT

To ensure the appropriate use of the Council Crest.

2. OBJECTIVE AND PURPOSE

Objective

The objective of this policy is to define guidelines for the appropriate use of the Crest of the City of Wanneroo Council.

Purpose

The purpose of this policy is to protect and provide clear protocols for the permitted use of the Council Crest and to ensure that its application is consistent and appropriately represents Council.

3. KEY DEFINITIONS

Corporate Logo means an official copy of the trademarked logo of the City of Wanneroo (the 'kangaroo paw') as described in the registered trademark and includes variations of the logo that are not substantially different from the trademark.

Council Crest means an official copy of the trademarked Crest of the City of Wanneroo Council as described in the registered trademark and includes variations of the Crest that are not substantially different from the trademark.

4. SCOPE

This policy applies to all Council Members and to the City's Administration.

5. IMPLICATIONS

The policy aligns with the following Strategic Community Plan Goal and Priorities:

Strategic Community Plan 2021-31

Goal 7: A well governed and managed City that makes informed decisions, provides strong community leadership and valued customer focused services

Priority 7.2 - Responsibly and ethically managed. The City of Wanneroo will be managed responsibly to ensure a long-term, sustainable future. The City will have effective governance arrangements and ethical leadership that is open and transparent, ensuring a clear understanding of roles and accountabilities.

This policy establishes the circumstances under which the Council Crest may be used and the process for making and assessing an application for its use.

IMPLEMENTATION

The Council Crest may be authorised for use by Council Members for the sole purpose of Council business.

The Council Crest will be applied to pre-determined Council stationery to support the civic duties of Council Members. Under authorisation of the Chief Executive Officer the following materials may have the Council Crest applied:

- Council Member correspondence and stationery (e.g. memoranda and letterheads);
- Council Member name badges;
- Council Member business cards;
- Council Member email signatures;
- Common (wax) seal used for sealing / stamping Council correspondence;
- Council Member apparel;
- Invitations and other documentation/material relating to Civic Events;
- Items of memorabilia and gifts given by the City to Council Members, in line with Section 3 of the Council Members' Fees, Allowances, Reimbursements & Benefits Policy;
- Official plaques installed at new buildings and facilities within the City of Wanneroo.

The Council Crest provides Council with a distinctive visual identifier and will in general be used for all branded materials associated with Council. Council Members may also request to use the Corporate Logo should this be more appropriate for the intended purpose.

Consistently with section 17(2) of the Council Member, Committee Member and Candidate Code of Conduct, neither the Council Crest nor Corporate Logo may be used for electoral purposes.

Council Members seeking to use the Council Crest or Corporate Logo for purposes not listed in this policy may seek authorisation for its use by undertaking the following steps:

1. Council Member submits a request in writing to the Manager Council & Corporate Support detailing the intended use of the Council Crest or Corporate Logo.
2. Manager Council & Corporate Support will review the request, liaising with the Communications & Brand Service Unit to verify that the proposed use is in line with corporate brand standards.
3. Manager Council & Corporate Support will forward a recommendation endorsed by Manager Communications & Brand to the Chief Executive Officer for authorisation.
4. If approved, a digital copy of the Council Crest or Corporate Logo in a format appropriate to the intended use will be forwarded directly to the Council Member electronically.

The Council Member is to provide a copy of the document(s)/material on which the Council Crest/Corporate Logo is included to the Manager Council & Corporate Support for the City's records.

6. AUTHORITIES AND ACCOUNTABILITIES

There is no requirement for the Chief Executive Officer to delegate or authorise a decision making function to an employee for efficiencies in regard to this policy.

7. ROLES AND RESPONSIBILITIES

- The Manager Council & Corporate Support is responsible for the implementation and monitoring of this policy.
- The Manager Communications & Brand is responsible for defining standards in relation to the appropriate use of the Council Crest.

8. DISPUTE RESOLUTION (if applicable)

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

9. EVALUATION AND REVIEW

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

- Number of requests received from Council Members to use the Council Crest;
- Number of these requests approved;
- Number of these requests declined.

10. RELATED DOCUMENTS

Council Member, Committee Member and Candidate Code of Conduct

Council Members Fees, Allowances, Reimbursements and Benefits Policy

Council Crest Brand Book

11. REFERENCES

Nil

12. RESPONSIBILITY FOR IMPLEMENTATION

Manager Council & Corporate Support

REVISION HISTORY

Version	Next Review	Record No.
16 October 2001 (CE04-10/01)		
23 September 2004 (CE03-09/04)		
8 August 2006 (GS01-08/06)	July 2008	
29 June 2010 (CD06-06/10)	June 2010	10/16824
10 November 2014 (CS11-11/14)	November 2016	10/16824
11 November 2018 (CS07-11/18)	November 2020	10/16824
16 February 2021 (CE02-02/21)	February 2023	18/421871v2
8 October 2024 (CS03-10/24)	February 2026	18/421871v3