

7.1 REPEAL OF COUNCIL LOGO POLICY

Attachments: 1. Attachment 1 - Council Logo Policy 4.1.11

RECOMMENDATION

That Council **APPROVES** the repeal of Council Logo Policy 4.1.11, at Attachment 1.

PURPOSE OF REPORT:

For Council to approve the repeal of the Council Logo Policy 4.1.11, at Attachment 1.

BACKGROUND:

It is proposed that Council Logo Policy 4.1.11 be repealed as there is no requirement for a documented City position on the use of the logo.

This was presented to Council Members through the monthly Policy Paper in January 2022. No feedback was received from Council Members.

DETAILS:

Council Logo Policy 4.1.11 was adopted on 4 November 2003 to govern the use of the City of Vincent logo and prohibit its use for unauthorised purposes. It was last reviewed on 26 February 2013.

The policy has three main elements:

- Prohibiting the use of the City of Vincent logo by unauthorised persons.
- Outlining that the CEO can approve use of the logo.
- That Council Members may not use the logo for election purposes.

A key finding of Administration's review was that it was unusual for local governments to have a policy position on the use of their logo.

The policy duplicates protections already afforded under law and provides no additional protections or powers of enforcement.

The policy outlines that it is the CEO's role to approve use of the logo for Council business, which is consistent with the role of the CEO under the *Local Government Act 1995*. In practice, the City encourages approved use of the logo for sponsorship and grant recipients, as an agreed term of the relationship. The process of sending logos and instructions is included in City processes.

Council Members may not use the logo for electioneering, and this is covered under the Code of Conduct for Council Members, Committee Members and Candidates under section 17 - misuse of local government resources.

CONSULTATION/ADVERTISING:

In accordance with the City's Community and Stakeholder Engagement Policy, repealed policies do not require consultation.

LEGAL/POLICY:

Section 2.7(2)(b) of the *Local Government Act 1995* provides Council with the power to determine policies.

The City's Policy Development and Review Policy sets out the process for the development and review of the City's policy documents.

RISK MANAGEMENT IMPLICATIONS

Low: It is low risk for Council to repeal the policy.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Innovative and Accountable

Our resources and assets are planned and managed in an efficient and sustainable manner.

SUSTAINABILITY IMPLICATIONS:

This does not contribute to any environmental sustainability outcomes. This action/activity is environmentally neutral.

PUBLIC HEALTH IMPLICATIONS:

This does not contribute to any public health outcomes in the *City's Public Health Plan 2020-2025*.

FINANCIAL/BUDGET IMPLICATIONS:

None

POLICY NO: 4.1.11**COUNCIL LOGO****OBJECTIVES**

To provide for the protection of the use of the Council Logo and to prohibit its use for unofficial purposes.

POLICY STATEMENT

1. No person, without the authority of the Council, shall assume or use the City of Vincent Logo, device or design so nearly resembling the City of Vincent Logo as to be likely to be confused therewith on any letter, pamphlet, notice or handbill.
2. The Chief Executive Officer is authorised to permit the use of the Corporate Logo on Council business. Those persons authorised to use the Corporate Logo must recognise that the corporate logo is subject to copyright and shall strictly ensure that the Corporate Logo is used in accordance with the City's approved Style Guide.
3. If use is granted, it may be withdrawn at any time by the Chief Executive Officer, if evidence of abuse or by evidence of perceived or real disrepute being associated with the use is evident.
4. The Corporate Logo is not to be used by any Council Member of the Council or other person for election purposes.

At the Ordinary Meeting of Council held on 12 February 1994 at Item 12.4.2, the Council approved of the design of the City of Vincent Corporate Logo. This Logo was registered with the Australian Industrial Property Organisation on 24 June 1996 (Registration No 710894) under the Federal Trademarks Act 1995.

The PMS Numbers are 187 (Maroon/Dark Red) and 3165 (Dark Green).

In late 1995 a public competition was conducted to design and create the City's corporate logo. The joint winners of the Competition were Renato Perino and Paul Glasson. The logo was adopted by the Council on 12 February 1996.

The logo concept has been developed combining some of the elements that characterise the diversity of the area. These include:

THE SUN - symbolising warmth and energy, reflecting the pleasant lifestyle in this area.

THE TREE BRANCH - symbolising the lush, well kept parks and gardens and a strong commitment to a clean, healthy and safe environment, which are aspects of the City of Vincent's outdoors.

THE BIRD - symbolising peace, harmony and friendliness which prevails within the City.

THE CORNICE - symbolising the architectural and historic aspect of the area, which features on many character houses and buildings, some of which were built in the late 1890s and early 1900s.

THE DIAMOND SHAPE - symbolising strength and prosperity.

The Colour Values of maroon/deep red are closely associated with the heritage and represent action, youth and vitality which symbolises the City. The direct opposite colour is green/blue and represents strength and reliability.

Date Adopted:	4 November 2003
Date Amended:	-
Date Reviewed:	22 April 2008, 26 February 2013
Date of Next Review:	February 2018