

## Policy Details

<b>Directorate:</b>	People and Engagement
<b>Branch:</b>	Corporate Communications
<b>Responsible Manager:</b>	Corporate Communications Manager
<b>Date adopted:</b>	19/02/2020 (minute number 12/2020)
<b>Date for review:</b>	2 years from the date of adoption or date of last review
<b>Legislative basis:</b>	Local Government Act 2009
<b>Related Documents - forms and procedures</b>	Logan City Council Visual Standards Manual (DM: 6564998) Logo User Guide (DM: 6601628)

### 1. Policy Purpose

- a) To establish and maintain uniform branding and attribution guidelines for Council assets and non-infrastructure capital items.
- b) To ensure there is no perceived conflict of interest or personal benefit to councillors expending discretionary funding.

### 2. Scope

This policy applies to all councillors, employees and contractors working for Council regardless of whether they are permanent, temporary, full-time, part-time or casual. For the purposes of this policy, the term contractor includes on-hired temporary labour services (agency staff) and sub-contractors.

### 3. Policy Statement

- a) This policy is consistent with the provisions of the Local Government Act 2009 that councillor's decisions will be made in the interests of the city as a whole.
- b) This policy upholds the principle that councillors will not benefit tangibly or intangibly from discretionary funding allocations.
- c) This policy ensures that Logan City Council is recognised for its provision of community assets.
- d) This policy excludes infrastructure but will apply to branded assets including, but not limited to: vehicles, items of public amenity such as barbecues, playgrounds sporting equipment, capital (depreciating items) and assets.
- e) This policy is consistent with the Use of Council Logos and Branding Policy.
- a) Council officers from the Corporate Communications branch will be responsible for specifying branding requirements for signage in accordance with the Use of Council Logos and Branding Policy.

- b) There are no circumstances where it is appropriate to mention the internal source of Council funding, the allocation of a Council asset to an area or Council division or the name of a councillor.
- c) Where appropriate Council may co-brand an asset, such as a playground equipment, in partnership with a community organisation or company or individual.
- d) Branding of the two entities shall be equal and minimalist in nature.

#### 4. Reporting

The Manager, Corporate Communications will report to Council on this policy on an “As required” (exception report) basis.

#### 5. Definitions

The following definitions apply to this policy.

<b>TERM</b>	<b>DEFINITION</b>
Discretionary Funding	Funding which can be allocated for a purpose at Council discretion – outside programmed Council budget funding.

#### Document Control

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<b>Amendment History</b>			
<b>Version Number</b>	<b>Description of Change</b>	<b>Author / Branch</b>	<b>Date</b>
1.0	Original version	Marketing & Events	19 February 2020