

Responsible Directorate	Office of the Chief Executive Officer
Responsible Business Unit/s	Office of the Chief Executive Officer
Responsible Officer	Chief Executive Officer
Affected Business Unit/s	Customer and Communications Governance

Objective

This policy protects the City of Stirling brand in the use of the *Coat of Arms* or *Corporate Symbol* by an Elected Member, staff or on application from the members of local groups and organisations.

Scope

This policy is aligned with the City of Stirling Code of Conduct when using the *City of Stirling Coat of Arms* or *Corporate Symbol* in the course of official duties.

Policy

Coat of Arms

Approval for the use of the words City of Stirling in the title of an incorporated group or organisation shall only be granted to those non-profit groups and organisations established or promoted by the City in serving the wider community.

Approval shall not be granted for the use of all or part of the armorial bearing of the *City of Stirling Coat of Arms*.

Corporate Symbol

Council may approve an application by a community group or organisation to use the *City of Stirling Corporate Symbol* without a fee subject to the following:

- i. Applications must be in writing stating the reasons for the request, brief history of the organisation and detailed information on proposed use, including media, placement and location.
- ii. Approval will extend to those non-profit groups and organisations operating and based within the City of Stirling.
- iii. Where approval is given, the use must be in a form that does not confer any agency rights upon an applicant, or give the impression that the applicant has any such rights, backing, guarantee, or sponsorship by Council, unless Council has resolved to do so.
- iv. All promotional items and materials are to be submitted to the City's Customer and Communication Business Unit for approval.
- v. The Corporate Symbol may not be used to promote any commercial venture or obtain a business advantage including an application for borrowings, purchase of plant, furniture and equipment.
- vi. All promotional items and materials must carry the words "A community group based in the City of Stirling" in a prominent location.

- vii. The City reserves the right to withdraw the approval on a case by case basis, following consultation, with the grantee. The City’s decision will be final.

Definitions

Coat of Arms means an arrangement of bearings depicted on and around a shield that indicates the ancestry and distinctions of the City of Stirling.

Corporate Symbol means a symbolisation of representation with which the City of Stirling is expressed.

Relevant management practices/documents

City of Stirling Annual Fees and Charges
City of Stirling Code of Conduct

Legislation/local law requirements

Local Government Act 1995

Office use only			
Relevant delegations	Not applicable		
Initial Council adoption	Date 9 April 2013	Resolution #	0413/021
Last reviewed	Date 26 May 2020	Resolution #	0520/027
Next review due	Date 2021		