

Policy Details

Directorate:	Community Services
Branch:	Marketing and Events
Responsible Manager:	Marketing and Events Manager
Date adopted:	19/02/2020 (minute number 12/2020)
Date for review:	2 years from the date of adoption or date of last review
Legislative basis:	Local Government Act 2009
Related Documents - forms and procedures	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 Marketing and Events 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, Marketing and Events will report to Council on this policy on an "As required" (exception report) basis.

5. Definitions

The following definitions apply to this policy.

TERM	DEFINITION
Discretionary Funding	Funding which can be allocated for a purpose at Council discretion – outside programed Council budget funding.

Document Control

File:	1169645-1	Document Id:	13471564
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Amendment History

Version Number	Description of Change	Author / Branch	Date
1.0	Original version	Marketing & Events	19 February 2020