



**MOUNT BARKER**  
DISTRICT COUNCIL

**TITLE: USE OF COUNCIL LOGO BY EXTERNAL  
ORGANISATIONS**

REFERENCE NUMBER:	DOC/19/102047
RESPONSIBLE OFFICER/ DEPARTMENT:	Community Services
APPLICABLE LEGISLATION:	Local Government Act 1999
MOUNT BARKER 2035 – DISTRICT STRATEGIC PLAN:	Governance and Leadership
RELATED POLICIES:	<ul style="list-style-type: none"><li>• Nil</li></ul>
SUPPORTING PROCEDURES:	<ul style="list-style-type: none"><li>• Nil</li></ul>
PREVIOUS REVIEW DATES:	3 August 2015
ENDORSED BY CORPORATE GOVERNANCE GROUP:	3 August 2015
APPROVED BY CEO	
NEXT REVIEW DATE:	September 2023

**1. PURPOSE**

The primary purpose of this Policy is to outline the circumstances under which the logo can be used by other organisations upon application.

**2. CORPORATE COMMITMENT**

The Corporate Governance Group and staff are committed to enabling use of the Council logo for legitimate purposes by external parties.

**3. SCOPE**

This Policy is applicable to all staff who receive requests to use the Logo.

**4. DEFINITIONS**

**Logo** - graphic representation or symbol of a company name, trademark, abbreviation, often uniquely designed for ready recognition

Council's logo explained:

*The eucalyptus blossom evokes the very essence of the Mount Barker District community: diverse, tenacious, united and flourishing, where progress is encouraged, nature preserved and heritage respected. The stamens represent the unique villages in the region, each unified but distinctive – thriving and reaching upwards. It also reinforces the intrinsic nature of the eucalyptus itself in our local hills' character; from the ancient gums that tower over our country roads and tracks, to the new-growth seedlings that emerge resolutely after fire and drought.*

## **5. ROLES & RESPONSIBILITIES**

CGG

- Review the Corporate Policy and recommend the CEO approve

Chief Executive Officer

- To receive requests for use of the logo.
- To approve the Corporate Policy

Project Manager Communications and Marketing

- To assess whether the request for use of the logo has a legitimate basis.

## **6. CORPORATE POLICY STATEMENT**

Council's logo was endorsed by Council on 18 May 2015 and other organisations may apply to Council to use the logo.

Requests for permission to use the Council's logo will be assessed by the Chief Executive Officer or his delegate.

Use of the logo will be permitted when Council is a participant in a particular project, has funded or part-funded a project or is a sponsor.

## **7. TRAINING / EDUCATION**

nil

## **8. REVIEW**

This Corporate Policy will be reviewed every three years or earlier in the event of changes to legislation or related Policies and Procedures or if deemed necessary by the Communications Manager.

## **7. ACCESS TO THE POLICY**

The Corporate Policy is available to staff via the Policies section of the Intranet.

## **8. FURTHER INFORMATION**

For further information on this Policy, please contact:

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