

# **KNOX CITY COUNCIL**

## **SUPPLEMENTARY REPORTS**

### **STRATEGIC PLANNING COMMITTEE**

to be held

on

Monday 8 May 2017

3.1 Use of Council Logos – Response to Call Up Item

**ALL WARDS****3.1 USE OF COUNCIL'S LOGO**

**SUMMARY:** *Manager – Communications and Customer Service (Jude Whelan)*

*The following report responds to a call up item from the Strategic Planning Committee meeting held 14 March 2017, seeking information on the issues, options and policy requirements to enable sporting clubs and associations operating within the municipality to use the Knox City Council logo on their sports clothing.*

**RECOMMENDATION**

That Council

1. Undertake further analysis into the options and policy parameters required for the use of Knox City Council's logo by sporting clubs and associations operating within the municipality.
2. Receive a briefing on the further analysis prior to a subsequent report being presented to Council at the Strategic Planning Committee meeting on 9 October 2017.

**1. INTRODUCTION**

At the Strategic Planning Committee meeting held on 14 March 2017, Council resolved 'that a report be prepared outlining issues, options and policy requirements to enable sporting clubs and associations operating with the City of Knox to have permission to use the Knox City Council logo on their sports clothing in recognition of Council's support through the provision of facilities and services in Knox.'

This report has been prepared within the parameters of the Call Up Items at Council Meetings Policy.

**2. DISCUSSION**

The Knox City Council logo is currently used to identify Council's facilities, services, programs, projects, Councillors, staff and significant sub contractors (e.g. LeisureWorks and Waste Services). In 2016, Council expanded the use of the Knox Council logo, requesting that all recipients of funding from Knox City Council acknowledge Council as the provider of funding in relevant promotional material, press releases, annual report and at events associated with the project, service or event funded. A specifically designed logo was prepared to support this acknowledgement, refer Appendix A. In instances where the logo was not appropriate, recipients were asked to acknowledge Council through the use of this statement 'The (project name) has been supported by a grant from the Knox City Council's (name of grant program).'

### **3.1 Use of Council's Logo (cont'd)**

The Knox City Council logo holds a significant value in identifying the work of Council while also setting its reputation within the Community. This reputation applies to the organisation, Councillors and individual staff.

Therefore, when considering extending the use of Knox City Council's logo, a key priority is the maintenance and enhancement of this value.

In responding to the resolution of Council, the following issues have been identified for consideration in determining the use of Council's logo.

1. Consistency of application of the Council logo and the grounds for its use. The resolution of Council referred to the use of Council's logo 'in recognition of Council's facilities and services in Knox'. There are a range of groups beyond sporting clubs and associations using Council's facilities and therefore further consideration of which community groups could have access to use the logo is required. There are also services supported by Knox Council not using Council facilities who may also seek to use the logo.
2. Determining any thresholds, such as levels of Council support or funding that is linked to the use of Council's logo.
3. Oversight of the use of Council's logo and potential resource implications associated with any approval and monitoring mechanisms.
4. Determining whether there is a need to create a point of difference between events, programs and services solely managed by Knox City Council compared with those 'in part' supported by Knox City Council.
5. Management of any misuse of Council's logo or issues that may arise impacting on Council's strategic direction, purpose and policy positions or reputation.

To ensure these issues are considered and inform the development of detailed options and policy parameters, further work is required.

Initially, the following elements would need to be considered in the development of any policy.

- Proper use of Council's logo on any item including clothing and equipment.
- Guidelines and specifications for the use of Council's logo.
- Reporting of the use of Council's logo.
- Guidelines for responding to the misuse of Council's logo (including links to other Council policies i.e. Breach of Seasonal Tenancy Policy)
- Process and assessment of requests to use Council logo.

### **3.1 Use of Council's Logo (cont'd)**

#### **3. CONSULTATION**

Limited consultation has occurred in the development of this report with staff from Leisure Services.

To further explore possible options and policy parameters consultation would be required with a broader range of Council staff. There is potential to also engage with stakeholder groups such as Council's Recreation, Leisure and Liaison Group, which next meets in May 2017.

It is recommended that consultation also be undertaken with other organisations, who allow the use of their logo, to further understand the policy parameters, considerations and controls used along with the effectiveness of these mechanisms.

#### **4. ENVIRONMENTAL/AMENITY ISSUES**

There are no direct environmental or amenity issues associated with this report.

#### **5. FINANCIAL & ECONOMIC IMPLICATIONS**

This report has been prepared within the parameters of the Call Up Items at Council Meetings Policy. Further work is required to provide a detailed report responding to the identified issues, providing options and policy parameters for Council's consideration.

It is proposed this further work will be done within existing resources.

#### **6. SOCIAL IMPLICATIONS**

There are no direct social implications associated with this report. The Council logo has strong recognition within the Knox community and there is a value associated with its use. Any extended use of Council's logo will need to consider the controls used to maintain and enhance the value of Council's logo.

#### **7. RELEVANCE TO CITY PLAN 2013-17 (INCORPORATING THE COUNCIL PLAN)**

The use of Council's logo aligns to Theme 5 Democratic and Engaged Communities within the Knox City Plan 2013-17.

#### **8. CONCLUSION**

This report responds to Council's resolution 'that a report be prepared outlining issues, options and policy requirements to enable sporting clubs and associations operating within the City of Knox to have permission to use the Knox City Council logo on their sports clothing in recognition of Council's support through the provision of facilities and services in Knox.'

### **3.1 Use of Council's Logo (cont'd)**

This report has been prepared in accordance with Council's Call Up Items at Council Meetings Policy and identifies further work is required to provide Council with possible options and policy parameters to achieve the outcome desired.

### **9. CONFIDENTIALITY**

There are no confidentiality issues associated with this report.

**Report Prepared By:** *Manager – Communications and Customer Service (Jude Whelan)*

**Report Authorised By:** *Acting Director – Corporate Development (Kim Rawlings)*

**APPENDIX A – Use of Council’s Logo****Specifically Designed Logo for Use to Acknowledge Council Funding**