

Premier's Circular

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TITLE

USE OF WA STATE GOVERNMENT BADGE BY PUBLIC SECTOR AGENCIES

POLICY

All public sector agencies are to use the State Coat of Arms as the WA State Government Badge (State Government Badge), in accordance with the "*State Government Badge Style Guide*".

BACKGROUND

The previous "common badge" or "globe" logo is no longer to be used. All State Government departments, commissions and statutory authorities other than those listed in Schedule 1 of the *Public Sector Management Act 1994* are to use the State Coat of Arms as the approved State Government Badge representing the Government of Western Australia.

Implementation of the new State Government Badge is to be approached on a cost conscious basis. Wherever possible, existing stocks of consumable items such as stationery should be depleted prior to replacement. Durable items such as signage, apparel and other assets incorporating the previous "globe" logo should be phased out. This should occur when the item is due for replacement or when this can be simply achieved. For example, the "globe" logo should be replaced when new stocks of corporate uniforms are ordered or when contractors are engaged to produce new signage or corporate banners.

Guidance relating to the implementation of the State Government Badge on websites is available from the Public Sector Commission. Agencies should refer to the Website Standards: *Common Website Elements* document located on the Public Sector Commission's website: www.publicsector.wa.gov.au or contact the Public Sector Commission on 9219 6300.

Agencies that have received co-badging approval under previous arrangements retain such approval. However, agencies with co-badging approval should ensure compliance with specifications detailed in the *State Government Badge Style Guide*. Applications for co-badging will continue to be considered by the Department of the Premier and Cabinet, through the Common Badging Committee.

The guidelines and style guide are available at: www.commonbadge.dpc.wa.gov.au

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Other relevant Circulars:	2007/04, 2008/02, 2008/07
Circular/s replaced by this Circular:	2008/13