

Premier's Circular

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TITLE

USE OF WA STATE GOVERNMENT BADGE BY PUBLIC SECTOR AGENCIES

POLICY

All public sector agencies other than those listed in Schedule 1 of the *Public Sector Management Act 1994* are to use the State Coat of Arms as the WA State Government Badge.

A [style guide](#) for WA Government has been developed to inform the production of new materials, particularly for new State Government projects and programs. The guide does not seek to override agency specific branding or require the replacement of existing materials. It also is not intended to change general department stationery, which should continue to follow current common badging guidelines.

It is important to note the new style guide is to be implemented over time and communication materials are to be updated in accordance with the guide when current stocks are exhausted or reach the end of their useful life.

BACKGROUND

The State Coat of Arms is protected under the Armorial Bearings Protection Act 1979 and official use of the State Coat of Arms is restricted to authorised Western Australian Departments and Agencies, to authenticate documents, to show ownership of property and to signify government projects or publications.

The Department of the Premier Cabinet website contains [common badging](#) information and guidelines in regard to use of the State Coat of Arms and the State Government Badge to ensure consistency across all departments.

Guidance relating to the implementation of the State Government Badge on websites is available from the Department of Finance. Agencies should refer to the Department of Finance's [Website Governance Framework](#) for further information.

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

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ACTING PREMIER

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Other relevant Circulars:	Public Sector Commissioner's Circulars 2009/02
Circular/s replaced by this Circular:	2009/02