

Use of City of Maitland Coat of Arms Policy

Date Adopted: 27 February 2024

Version: 1.1

Policy Objectives

The objective of this policy is to protect the image of Council through control of the use of the City of Maitland Coat of Arms.

Policy Scope

This policy applies to the use of the City of Maitland Coat of Arms by organisations outside of Council.

Policy Statement

The City of Maitland Coat of Arms is an achievement of arms consisting of shield, crest, mantling, supporters and compartment granted to the City of Maitland on 20 December 1962 by the English Kings of Arms and which specifically identifies the Local Government area of Maitland. It is important to the ongoing reputation and brand of the city and organisation of Council, and as such, must be treated with appropriate respect by organisations outside of Council and in the public domain.

This policy does not relate to the city branding which is covered by Council's Brand Style Guide.

1. Responsibilities

The General Manager (or delegate) is responsible for approving the use of the City of Maitland Coat of Arms.

1.1. Approval Arrangements

The use of the Maitland City Council Coat of Arms shall be permitted by bodies, organisations or an individual where:

- Prior written submission has been submitted, stating the purpose, form and extent of the proposed use and the reason for such use. Any approval granted applies only for the specified use/s and must not in any way be taken as an overall approval to cover a number of uses;
- Approval in writing for the use has been obtained from the General Manager or delegate. Any approval given may be withdrawn or cancelled at any time at the absolute discretion of the Council by written notification, thereupon the Coat of Arms shall not be further used.
- Proof of the works has been provided to Council to ensure that the Coat of Arms image has not been altered.

1.2. Provisions

The use of the Coat of Arms shall be restricted to formal representation of the City of Maitland City Council. The use of the Coat of Arms must not in any way discredit the Coat of Arms, the Council or the city. The Coat of Arms shall be accorded due honour and the design shall not be departed from or distorted in any way.

1.3. Contrary Use

Council may instigate legal proceedings where the use of the Coat of Arms is contrary to this policy.

2. Review and monitoring

Council will keep a record on file of how the individual or group has used the Coat of Arms image. Non-compliance with this Policy will be reported to Council's Audit, Risk and Improvement Committee.

Policy Administration

Business Group:	Office of the General Manager
Responsible Officer:	Executive Officer
Council Reference:	Ordinary Council Meeting 27 February 2024
Policy Review Date:	Three (3) years from date of adoption
File Number:	103/1
Relevant Legislation	
Related Policies / Procedures / Protocols	Council's Brand Style Guide

Policy History

VERSION	DATE APPROVED	DESCRIPTION OF CHANGES
1.0	27 February 2024	New policy adopted
1.1	-	Updated to new branding. No change to content.