



Policy for Authorised Use of the Children's Week Logo

The Children's Week logo is a distinguishable mark of official events and activities coordinated by members of the Children's Week Council of Australia (CWCoA) Incorporated. The Children's Week (CW) logo may only be used in association with Children's Week events and activities. The original artwork was originally created by Children's Week South Australia.

The Children's Week Council of Australia hereafter referred to as "The Council" has the trademark for the Children's Week logo which incorporates the words "Children's Week". The three approved versions are:

1. the world map in blue and green with multi-coloured letter's spelling CHILDREN'S WEEK and children's shapes in orange, yellow, red and purple. Australia is clearly visible on the world map
2. the world map in blue and white with blue letter's spelling CHILDREN'S WEEK and children's shapes in shades of blue
3. A Greyscale version

The Council retains full responsibility for the administration and subsequent authorisation of the trademarked "Children's Week" logo, hereafter referred to as "the logo".

Conditions for the authorised use of the logo have been outlined in this policy. Any proposed changes to these conditions for its use, by either the Council or its member States & Territories are to be put to the executive prior to the annual conference for their consideration. Proposed changes are to be outlined at the annual conference and voted on by all current members, with changes to be incorporated into this policy document.

The logo can only be licenced to members of the Council or other authorised bodies.

Each State or Territory will be required to adopt this policy regarding the allocation of yearly permits for agencies to utilise the logo for Children's Week events and reflect that ownership of the CW logo is retained by the CWCoA.

Conditions of Use

The logo can only be used by members of the Children's Week Council or other authorised bodies.

Each State or Territory needs to apply to the Council triennially to be authorized to administer the logo in their respective State or Territories. Permission will be allocated to the organisation elected to represent their respective State or Territories.

1. Licences will all be issued to coincide with the Council's AGM for the following:
 - a. State and Territory representatives for a period of 3 years
 - b. Each third party, including government departments, for a period of 3 years

Compliance with specifications and further advice on ethical marketing and advertising can be attained from the authorized State or Territory

The logo cannot be associated with profitable gains for any individual, service or business. The logo can only be used at events that:

- Are child safe and child friendly
- Are alcohol, smoking and illicit substance free
- Promote the rights of children to enjoy childhood
- Celebrate children and young people
- Highlight children's talents, skills, achievements and needs
- Acknowledge parents, carers and all those associated with the wellbeing of children and young people

Breaches in Conditions of Use.

Breaches of the conditions of use of the logo by any user are to be addressed initially at the State or Territory level and escalated to the CWCoA if unable to be resolved.

State and Territory Council members are responsible for the adherence to the conditions of use of the logo in their respective State or Territory.

State or Territory Council members who are unable to effectively manage the appropriate use of the logo may be refused future authorisation by the Council. Every effort will be provided to assist Council members to be compliant prior to any action being taken.

Circumstances to Grant Permission to National Organisations for Use of the Logo

Applications need to be directed to the Council Executive for their consideration and interim approval pending a decision by the full Council.