

The Duke of Edinburgh's Award in Australia



National Policy

Policy Topic	BRANDING AND CORPORATE IMAGE AUTHORITY TO OPERATE (DRAFT 2)
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Preamble:

The Australian Co-ordinating Council (the **Council**) of the Duke of Edinburgh's Award in Australia Inc (the **National Award Authority**) is required to manage the Duke of Edinburgh's Award's brands in Australia. It recognises that the National Award Authority's brands provide a guarantee of reliability and quality which is only good as long as the reputation is maintained.

Through this policy the Council is committed to monitoring its practices and procedures to maintain and enhance the public presence of the [National Award Authority/Duke of Edinburgh's Award in Australia Award Program (**Award Program**)].

The policy is to be consistent with ACC Policy 1.6 *Use of the Name and Logo* and the *International Award PR Guidelines*, *NAA Guide* and *National Graphics Manual*. It recognises that local arrangements exist for media relations.

This policy reflects interim arrangements pending the establishment of subsidiary companies limited by guarantee to protect the trade marks and names used by the National Award Authority in Australia. The policy will be updated on finalisation of these arrangements.

The terms of this policy are to be construed subject to any applicable Commonwealth or State statute, delegated legislation or industrial instrument such that if any provision of this policy is inconsistent with any such statute, legislation or instrument, the terms of the statute, legislation or instrument prevail to the extent of any inconsistency.

Purpose of the Policy:

This policy aims to protect the National Award Authority's brands and names in Australia. It further aims to standardise and coordinate the national branding activities of the National Award Authority in Australia.

Definition:

“**Branding**” is the sum total of images that people have and how they think about a particular company/organisation and a particular mark. Branding is the creation of an association in the minds of your audience.

POLICY:

National Logo:

National Award Authority’s official logo in Australia is as follows:



The official logo must be used on all national resources, stationery, signage, advertising and the national website.

Brand and Name Protection:

The official logo has been registered in Australia by the National Award Authority (registration no. 798999) in respect of personal development and achievement program for young people for a period of ten years commencing 2 July 1999. (This can be renewed for further periods.)

The National Award Authority has also registered in Australia (registration no. 797114) THE STATE AWARD FOR PERSONAL DEVELOPMENT in respect of self development program for a period of 10 years commencing 14 June 1999. (Again, this can be renewed for further periods.) **This refers to a separate local initiative run by WA – it is not the Duke of Edinburgh’s Award.**

[NB: These registrations will need to be corrected to refer to the correct name of the National Award Authority.]

In addition, the National Award Authority and persons associated with the National Award Authority use the following unregistered trade marks in Australia:

- a) AUSYOUTH; - **Ceased 2002**
- b) Global bird logo [**National Award Authority - is this registered? Was the logo designed by employees of National Award Authority?**]; This is an International Award logo – to my knowledge not registered in Australia. Do international regns apply in Australia?
- c) International Association logo [**National Award Authority - is this registered? Was the logo designed by employees of National Award Authority?**]; Not registered in Australia to my knowledge and not designed by NAA employees – is international branding.
- d) YOUNG AUSTRALIAN CHALLENGE; and
- e) CHALLENGING YOUNG PEOPLE EVERYWHERE.

The names and trade marks 'The Duke of Edinburgh's Award in Australia', 'The Duke of Edinburgh's Award Young Australian Challenge' and the names of any related companies and those trade marks described above, **(together the DEA Marks)** may not be used without prior approval of the National Award Authority.

All uses of DEA Marks must comply with the guidelines set out in the Schedule. The DEA Marks may not be used in any other form or adapted in any way. No DEA Mark may be used with or appear in close proximity to another trade mark without the National Award Authority's prior written approval.

Each use of a DEA Mark must be accompanied by a trade mark notice in the form prescribed by the Council.

When a DEA Mark that is registered is used, the ® symbol must be used in close proximity. When a DEA Mark that is unregistered is used, the ™ symbol must be used in close proximity. The ® symbol must not be used with an unregistered DEA Mark unless and until the National Award Authority advises that that DEA Mark is registered.

The Australian National Award Authority, under the direction of the National Chairman and in consultation with the Council, will proceed to establish subsidiary companies limited by guarantee in the names:

- The Duke of Edinburgh's Award in Australia Limited
- The Duke of Edinburgh's Award Young Australian Challenge Limited

[National Award Authority to confirm that it has obtained permission from the International Secretary General to use the title "The Duke of Edinburgh's Award"].

[Do you want the policy to cover the development of new trade marks?] – Yes

National Spokesperson and Media Relations

The National Chairman, or his nominated Council Executive representative, is the official spokesperson for the **[National Award Authority/Duke of Edinburgh's Award in Australia Inc Award Program (Award Program)]** in Australia for national media activities.

The National Award Authority will prepare national media releases and key messages under the direction of the National Chairman and in consultation with the Chairman National Marketing Committee and provide copies to State Award Authorities.

National Media Releases are to use the official National Award Authority letterhead and logo.

For national event appearances including but not limited to appearances on stage with dignitaries and sponsors and the content of speeches, clearance must be obtained from the National Chairman via the National Award Authority.

[All public relations must be carried out in accordance with the International PR Guidelines (a copy of which is attached)].

Signage at national events is to use an approved version of the national logo

House Styles

In accordance with the International Award PR Guidelines the following words should have **capital letters**:

Program	Trustees
Award	Scheme
Bronze	Silver
Gold	Gold Award holder
Section	Independent Operator
Handbook	<i>Record Book</i>
Expeditions	Exploration
Service	Skills
Physical Recreation	Residential Project
The Duke of Edinburgh's Award	National Award Authorities
International Award for Young People	The International Award Association

All publications quoted e.g. *Record Book* should be written in 'italics'.

The following **do not have capital letters**:

Leaders	level
participants	instructor
assessor	supervisor
badge	certificate
unit	group
holder (as in Gold Award holder)	volunteer

Terminology

In accordance with the IAA PR Guidelines the following terminology is generally used:

- The Duke of Edinburgh's Award
- participants not candidates, recipients or winners
- badge not medal
- The Award Program rather than Scheme
- The Expeditions Section
- Worldwide and fundraising as one word

Award Descriptor

The Council have approved the use of the descriptor -Young Australian Challenge. These words are to appear as follows:

The Duke of Edinburgh's Award in Australia Young Australian Challenge.

Key Message (per NAA Guide)

The International Award is an exciting self-development Program available to all young people worldwide equipping them with life skills to make a difference to themselves, their communities and their world. To date over 4 million young people from over 100 countries have been motivated to undertake a variety of voluntary and challenging activities.

Strapline

The International Award: Challenging young people everywhere.

*challenging
young people
everywhere*

Form of Address for the British Royal Family (per IAA PR Guidelines)

- His Royal Highness The Duke of Edinburgh KG KT (or HRH The Duke of Edinburgh)
- His Royal Highness The Earl of Wessex CVO
- Her Royal Highness The Countess of Wessex
- Their Royal Highnesses The Earl and Countess of Wessex

Regal Event Arrangements

For events involving Royalty all communications with the Palace, International Award Association, Prime Minister's Office and Governor General's Office will be undertaken by the National Chairman through the National Award Authority.

Advertising

Requests to advertise on the National website or to put National Award Authority brands on items for a fee must be in writing and referred to the National Marketing Committee Chairman for clearance in advance of any action.

The Council will be responsible for approving significant advertising initiatives.

All advertising requests must be consistent with the Award policies and image.

Disputes or Grievances Involving National Branding

Where there is a dispute or grievance in relation to a national branding matter, the matter should be referred through the National Award Authority to an independent standing Complaints and Grievance Disputes Panel to be elected by the Council.

The Panel is to review such disputes or grievances and make recommendations to the parties involved. They will inform the National Chairman and Council of the grievance and outcomes.

Evaluation of National Branding Activities

The National Marketing Committee and General Manager will be responsible for periodic reviews and reporting of national branding related activities.

The benefits from branding arrangements are to be assessed to ensure that such arrangements do not restrict future opportunities to achieve greater benefits.

Licensees

No licence of a DEA Mark may be granted, otherwise than pursuant to the Licences in the form prescribed by the National Award Authority, without the Council's prior written consent. Such licences will be on licence terms which will include as a minimum the following:

- a) licensees must obtain the National Award Authority's prior approval for any use of the DEA Marks;**
- b) licensees must comply with any quality standards and directions notified by the National Award Authority from time to time in relation to such use;**
- c) on request from the National Award Authority from time to time, licensees must provide samples of the uses of the DEA Marks to the National Award Authority and allow the National Award Authority to inspect their premises and operations to ensure use of the DEA Marks complies with the National Award Authority's quality standards and the scope of the licence;**
- d) licensees must use "® Registered trade mark of [the National Award Authority] and used under licence by [licensee]" in respect of registered DEA Marks and in respect of unregistered DEA Marks, "™ Trade Mark of [the National Award Authority] and used under licence by [licensee]" in proximity to the DEA Marks;**
- e) licensees must not adapt the DEA Marks in any way; and**
- f) licensees must not combine the DEA Marks with or use them with or in close proximity to any other trade marks.**

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National Chairman

NEED TO ADDRESS THE BRANDING IMPLICATIONS FOR COMMERCIAL VENTURES.