

Premier's Circular

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Review Date:	30/06/2029

TITLE

GOVERNMENT BRANDING REQUIREMENTS FOR WA'S SEVEN CITIES POLICY

POLICY

Western Australia's regional cities are critical to the State's economic growth. To unlock long-term economic development, and deliver quality infrastructure and services, the WA Government has launched its Seven Cities vision for Bunbury, Kalgoorlie, Port Hedland, Karratha, Broome, Geraldton, and Albany.

To enable consistency and transparency, these guidelines ensure Government projects, programs and initiatives, including advertising where practicable, within or relating to the Seven Cities are branded to support public understanding of delivery outcomes.

This policy applies to projects funded and co-funded by State Government and managed by WA Government departments, SES and non-SES organisations, and Schedule 1 Entities excluding Local Governments and Public Universities. Government job ads relevant to the Seven Cities should also be branded.

Co-branding is required on new projects and permitted on established projects relevant to the Seven Cities vision. Branding for existing projects is encouraged, wherever possible, but not required. Co-branding, including projects with private organisations, must adhere to logo hierarchy in line with Common Badging guidelines and the Circular's style guide.

Requests for exemptions from using the Seven Cities logo must be made through relevant Ministerial Offices, with final exemption approval granted by the Premier's Office.

BACKGROUND

Government has a responsibility to inform Western Australians about projects, programs and initiatives relating to Seven Cities. Project funds may be used to brand or co-brand to raise awareness of new or ongoing work in support of growing the economic viability and sustainability of regional WA.

OFFICIAL

Please refer to the [Branding Guidelines for Seven Cities](#) for further information. Branding should comply with [Common Badging](#) requirements.

ROGER COOK MLA
PREMIER

For enquiries contact:	sevencities@dpird.wa.gov.au Department of Primary Industries and Regional Development
Other relevant Circulars:	N/A
Circular/s replaced by this Circular:	N/A