



*Policy on Use of
Skate Australia Logo and Brands*

BYLAW 15

Effective from February 2012

The purpose of this policy is to ensure appropriate use of the Skate Australia logo and letterheads and applies to all Skate Australia Branch Committees and any sub committees formed for specific purposes.

Branch Chairpersons, in particular, owe certain duties to SA and its members. These duties require Branch Chairpersons to act competently, honestly, in good faith and in what they consider to be the best interests of Skate Australia and its members.

Policy for Any Use of the Skate Australia Logo and Brands:

The use of logo/brand/sub-brand may not be used without approval from the National Office. The use of the Skate Australia Logo and Brands, must be authorized by Skate Australia and is designed to represent a specific relationship with Skate Australia for a State Association, Affiliated Club, Approved Licensee or business that works with Skate Australia for the benefit of all involved in skating activities.

The National Office is responsible for keeping all relevant artwork and specifications. All requests for use of the logo must go through the National Executive Officer.

Skate Australia must approve all intended use(s) of the Skate Australia Logo and/or Brands including use(s) on business cards, advertisements or letterhead or in any similar manner prior to printing or usage.

If the Skate Australia logo or brands are used on the internet, they must always be used as an active link to Skate Australia's official website: www.skateaustralia.org.au. Skate Australia may visit participating websites to check on compliance to these guidelines and may terminate internet use of the SA Logo or Brands at any time even though such use complies with this Policy.

Please read the following guidelines if you are authorized to use the Skate Australia logo and/or brands in any of its various forms. Skate Australia reserves the right to change these guidelines at its discretion. Skate Australia also reserves the right to immediately terminate permission to use the Skate Australia logo and/or brands for anyone not following these guidelines.

Use of the SA logo and/ or brands may be granted to any one of the categories specified below as well as other Skate Australia business partners.

- Affiliated State Association
- Affiliated Member Club
- Approved Program Member Licensee
- Approved Sponsor or Preferred Supplier

The Skate Australia logo and/or brands may not be printed, embossed or displayed on products, literature, packaging or websites that would suggest endorsement or promotion by Skate Australia. Merchandise not supported or provided through Skate Australia and used for sale, may not contain the Skate Australia logo or brands.

An initial proof for printed or electronic use should be provided to the National Office for review prior to printing.

By using the Skate Australia Logo and/or Brand the user agrees to these terms and conditions. Use of the Skate Australia logo and/or brands in violation of these terms shall be considered unauthorized use and subject to appropriate legal and equitable relief.

Skate Australia or Branch Specific Letterhead

Skate Australia's or Branch Specific Letterheads must be used ethically, effectively, and carefully in the course of your role as Branch Chairpersons, and must not be used for private purposes.

Skate Australia's Branch Chairpersons have use of Skate Australia's or Branch Specific Letterhead for the purpose of carrying out their responsibilities, including but not limited to:

- Representation of branch executive
- Functions associated with their technical role as branch chairpersons.

However Branch Chairpersons must avoid any use of Skate Australia or Branch Specific Letterhead that could create the impression that Skate Australia's name or function is being improperly used for their own or any other person or body's benefit or gain.

The interest of their re-election or the re-election of any member of their Executive Committee is considered to be a personal interest and Skate Australia letterhead and other information that could give the impression it is official branch material must not be used for these purposes.

Copies of all correspondence using the Skate Australia or Branch Specific Letter, with the exception of intra-committee communication in relation to technical matters, must be provided to the National Office at the same time the correspondence is sent to the recipient.

Where the Skate Australia Board finds that a Branch Chairperson has breached this policy, it may decide by resolution to remove the Branch Chairperson from office.