

# Kadaltilla / Park Lands Authority

## Kadaltilla / Park Lands Authority New Logo

Thursday, 28 April 2022  
Board Meeting

**Author:**

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Public

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## Purpose

The Adelaide Park Lands Authority (the Authority), is established as a subsidiary of the City of Adelaide pursuant to section 42 of the *Local Government Act 1999 (SA)*. The Authority is to be branded as 'Kadaltilla / Park Lands Authority' in accordance with its Charter. The current logo for the Authority comprises the acronym "APLA" and is proposed to be replaced by the "Kadaltilla" logo in line with the re-branding of the Authority.

Given the legislative and reporting responsibilities of the Authority under the *Adelaide Park Lands Act 2005 (SA)*, it is considered necessary to advise both the City of Adelaide (Council) and the Minister for Planning, who is responsible for the *Adelaide Park Lands Act 2005 (SA)*, of the new logo.

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## Recommendation

THAT THE ADELAIDE PARK LANDS AUTHORITY ADVISES COUNCIL:

That Kadaltilla / Park Lands Authority:

1. Approves the "Kadaltilla" logo contained in Item 5.2 on the Agenda for the meeting of the Board of Kadaltilla / Park Lands Authority held on 28 April 2022.
2. Supports the use of the abbreviated form "Kadaltilla" for the Kadaltilla / Park Lands Authority.

# Implications

Adelaide Park Lands Management Strategy 2015-2025	<a href="#">Adelaide Park Lands Management Strategy 2015-2025</a> Development of a brand and identity to differentiate the Authority from Council and other organisations is consistent with the objectives of Adelaide Park Lands Management Strategy (APLMS).
APLA 2020-2025 Strategic Plan	<a href="#">Adelaide Park Lands Authority 2020-2025 Strategic Plan</a> <b>Strategic Plan Alignment – Culture</b> Key Action 1.1 “Make Kaurna culture intrinsic to everything we do”.
Policy	Not as a result of this report
Consultation	Once noted by the Council, correspondence will be forwarded to the Minister for Planning seeking endorsement of the proposed logo prior to Trademarking.
Resource	Not as a result of this report
Risk / Legal / Legislative	Not as a result of this report
Opportunities	An identifiable logo forms a key part of the Authority’s brand and public recognition of the Authority.
City of Adelaide Budget Allocation	This work can be accommodated within the existing general operating budget.
Life of Project, Service, Initiative or (Expectancy of) Asset	Ongoing
Ongoing Costs (eg maintenance cost)	Trademark registration lasts for 10 years at which time a trademark renewal fee would be required. At present day value, the renewal fee is anticipated to be in the order of \$1,200.
Other Funding Sources	Not as a result of this report

## Discussion

1. Kadaltilla / Park Lands Authority (Kadaltilla), is the principal advisory body to the City of Adelaide and the State Government on the Adelaide Park Lands. It is appropriate that the Authority has a logo to establish its new brand and to differentiate itself from Council and other organisations.
2. On 26 August 2021, the Authority considered the naming of the Authority, and dual naming practices, and decided to advise the City of Adelaide that it:
  - 2.1. Supports that the Authority being known as Kadaltilla / Adelaide Park Lands Authority
  - 2.2. Recommends that Council approves the name change to be incorporated in the Authority's Charter.
3. The name of Kadaltilla followed consultation with, and the support of, Jessica Davies-Huynh, former Kadaltilla Board member appointed as the member representing indigenous culture or reconciliation, the Presiding Member, and the City of Adelaide Reconciliation Officer Nicole Gollan, who met with Uncle Lewis O'Brien and Mickey O'Brien to discuss an appropriate name for the Authority.
4. Kadaltilla means "Green place/Green lands/Parklands" in Kaurna language.
5. At its meeting on 16 September 2021, the Council resolved to:
  - 5.1. Note the advice of the Adelaide Park Lands Authority and the City of Adelaide Reconciliation Committee to update the branding of the Adelaide Park Lands Authority to Kadaltilla / Park Lands Authority.
  - 5.2. Approve amending clause 1.1 of the Adelaide Park Lands Authority Charter to reflect the inclusion of Kadaltilla / Park Lands Authority for the branding of the Authority and that this change will subsequently proceed to consultation with the Minister (along with updates to the Charter approved by Council on 13 July 2021).
  - 5.3. Note that should the update to the Adelaide Park Lands Authority Charter be approved by the Minister, the use of "Kadaltilla / Park Lands Authority" in internal and external reference and branding of the Adelaide Park Lands Authority will be implemented.
6. On 28 October 2021, a Notice of Amendment of the Charter for the Adelaide Park Lands Authority was gazetted stating:
  - 6.1. The City of Adelaide at its meeting on 13 July 2021 resolved to amend the Charter of the Adelaide Park Lands Authority, established as a subsidiary of the City of Adelaide pursuant to section 42 of the *Local Government Act 1999 (SA)*.
  - 6.2. The City of Adelaide at its meeting on 14 September 2021 resolved to amend the Charter of the Adelaide Park Lands Authority, established as a subsidiary of the City of Adelaide pursuant to section 42 of the *Local Government Act 1999 (SA)*.
  - 6.3. Pursuant to section 13 (a) of the *Adelaide Park Lands Act 2005 (SA)*, the City of Adelaide has consulted on the amendment with the Minister responsible for the administration of the *Adelaide Park Lands Act 2005 (SA)* and obtained the approval of the Minister responsible for the administration of the *Local Government Act 1999 (SA)* on 20 October 2021.
  - 6.4. Pursuant to Clause 3 (5) of Part 1 of Schedule 2 of the *Local Government Act 1999 (SA)*, the amended Charter of the Adelaide Park Lands Authority, is available for public inspection at [cityofadelaide.com.au/apla](http://cityofadelaide.com.au/apla)
7. The *Adelaide Park Lands Act 2005 (SA)* refers to the Authority as the "Adelaide Park Lands Authority". Section 1.1 of the Adelaide Park Lands Authority Charter states that "The name of the Subsidiary is the Adelaide Park Lands Authority (referred to as 'the Authority' in this Charter). The Authority will be branded as 'Kadaltilla / Park Lands Authority'".
  - 7.1.1. The dual naming of Kadaltilla is consistent with the dual naming of the parks within the Adelaide Park Lands such as Tarntanyangga / Victoria Square.
8. The abbreviated form to be used for the Kadaltilla / Park Lands Authority is "Kadaltilla".
  - 8.1. The acronym of KPLA is not considered appropriate and should not be used as it is not culturally respectful to shorten any indigenous name (such as Kadaltilla).
    - 8.1.1. Other boards or committees that do use acronyms such as NAIDOC (National Aborigines and Islanders Day Observance Committee) have approved such use because their title does not include an indigenous name.

9. The newly designed Kadaltilla / Park Lands Authority logo of “Kadaltilla” is depicted in Figure 1 below.

9.1. Figure 1.

# Kadaltilla

10. The logo has been created by the City of Adelaide Marketing and Communications team.
11. The logo incorporates the leaf design and colouring previously used in documents of the Authority as a transition to the new brand identity.
12. The creation of the logo has to date incurred no fee. However, \$6,040 will be required to achieve Trademark protection (which can be accommodated within the existing budget of the Authority). Further design work, if deemed necessary by Council, may entail additional expenditure.
13. The logo would be used for such purposes as, Authority:
  - 13.1. Agendas
  - 13.2. Reports
  - 13.3. Letterhead
  - 13.4. Media Statements
  - 13.5. Publications.
14. Given the legislative and reporting responsibilities of Kadaltilla under the *Adelaide Park Lands Act 2005 (SA)*, it is considered necessary to advise both the City of Adelaide (Council) and Minister for Planning, who is responsible for the *Adelaide Park Lands Act 2005 (SA)* for the new logo.
  - 14.1. Kadaltilla is a subsidiary of the City of Adelaide pursuant to section 42 of the *Local Government Act 1999 (SA)*, which is the same for the other subsidiaries ACMA and AEDA. It is not a legal requirement to seek the approval of the Council or Minister regarding logo design, like AEDA who did not seek Council approval of their logo, so Kadaltilla is seeking to advise Council of the new logo.
15. Once noted by Council, correspondence will be forwarded to the Minister for Planning to advise of the proposed logo prior to Trademarking.
16. Once the logo has been Trademarked a brand style guide will be created.

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## Attachments

Nil