

Petition: Officers' Response

Title: The International Peace symbol on either side of POSITIVELY in the City Council's logo

Primary Petitioner: Murray Tingey of Levin
Total Signatures: 27 (via ePetition)

Presented by: Murray Tingey
Contact officer: Trina Saffioti, Manager – Communications and Marketing
Director responsible: Wendy Walker, Director – Citizen Engagement

Officers' recommendation:

Officers recommend that the Committee:

1. *Receive the petition.*

Background:

The ePetition 'the International Peace symbol on either side of POSITIVELY in the City Council's logo' was initiated by Murray Tingey on 30 August 2010 and closed on 2 March 2011.

The purpose of the petition is to request that the Council places the international peace symbol on either side of the POSITIVELY in the City Council's logo.

The petition was open to all members of the public with internet access to the Council's website. It received 27 signatures.

Officers' response:

We occasionally receive requests to alter the 'Absolutely Positively Wellington' logo. There appears to be minimal public support to add the international peace symbol to the logo. Anecdotally the feedback we receive is that the public relates to and likes the logo as it currently is. It would cost a lot of money to make any changes to the logo and there are other ways the Council can show commitment to various initiatives. There are currently no plans to review the brand.