

**LEGISLATIVE ASSEMBLY FOR THE  
AUSTRALIAN CAPITAL TERRITORY**

**INQUIRY INTO A BIRD AND/OR ANOTHER ANIMAL EMBLEM**

**Report No. 3 of the Standing Committee on Economic Development and Tourism**

**October 1996**



## **Resolution of Appointment**

A standing committee be appointed to inquire into and report on:

- (a) matters related to economic development, science and technology and the impact of tourism on the A.C.T. economy, community and infrastructure;
- (b) strategies to increase the level of activity in the tourism sector; and
- (c) other matters relating to tourism in the A.C.T. that the Committee considers should be drawn to the attention of the Assembly.

Legislative Assembly for the A.C.T., *Minutes of Proceedings*, (1995), No. 1, p 9 as amended by No. 13, 22 June 1995, pp 96 and 97

## **Terms of Reference**

That the Standing Committee on Economic Development and Tourism inquire into and report on the available options for faunal emblems to represent the Australian Capital Territory and in particular to consider a suitable animal and/or bird emblem.

Legislative Assembly for the A.C.T., *Minutes of Proceedings*, (1995), No. 31, 7 December 1995, p 222

## **Committee Membership**

Mr Trevor Kaine, MLA (Chairman)

Mr Bill Wood, MLA (Deputy Chairman)

Mr Paul Osborne, MLA

Secretary: Ms Beth Irvin

Research Officer: Mrs Kim Blackburn

Administrative Officer: Mrs Anne Munns

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## **Summary of Recommendations**

### **4.25. Recommendation 1.**

**The Committee recommends that the Government consider one or more of the three most popular nominations which meet the selection criteria suggested by the public. The three nominations are:**

- **gang gang cockatoo;**
- **southern lined earless dragon; and**
- **corroboree frog.**

### **4.26. Recommendation 2.**

**Should the Government wish to proclaim a faunal emblem the Committee recommends that the Government:**

- **define and publish the purpose for which such emblems may be used; and**
- **refer its proposals to the Assembly.**





## **Chapter 1. Introduction**

### ***Reference by Assembly***

1.1. On 7 December 1995 the Assembly (on the motion of the Chief Minister, Mrs Carnell, MLA) asked the Committee to:

inquire into and report on the available options for faunal emblems to represent the Australian Capital Territory and in particular to consider a suitable animal and/or bird emblem.<sup>1</sup>

1.2. In moving her motion Mrs Carnell commented that:

I am confident that the committee will access information or input from the general community and have a wide consultation process.<sup>2</sup>

1.3. Mrs Carnell also stated that:

[I]t is interesting that the A.C.T. is the only State or Territory that does not have a flower, bird and animal as its emblems, and I think that is something that we should attempt to address ...<sup>3</sup>

### ***Conduct of Inquiry***

1.4. Conscious of Mrs Carnell's desire for a "wide consultation process" the Committee wrote to 32 local organisations inviting submissions. The Committee also advertised its inquiry in *The Canberra Times, Chronicle* and *Valley View* and asked for public comment to be lodged by 19 April 1996. The Committee continued to accept submissions after the original closing date. Seventeen submissions were received by the Committee. A list of submissions is at Appendix A.

1.5. The Committee met with Mr Mark Jensen (National Marketing Manager, Canberra Tourism) and Mr Bruce Mackay (Managing Director, Grey Advertising) during a public hearing on 10 September 1996. The meeting gave the Committee an opportunity to learn about marketing in general and more specifically the marketing of a faunal emblem.

### ***Publicity***

1.6. Apart from the normal process followed by Committees of the Legislative Assembly to seek public input (through newspaper advertisements and letters to interested organisations) the issues before the inquiry were publicised in other ways.

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<sup>1</sup> *Minutes of Proceedings*, (1995), No. 31, 7 December 1995, p 222

<sup>2</sup> Mrs Kate Carnell, MLA, *Hansard*, 7 December 1995, p 2,769

<sup>3</sup> *ibid*

1.7. Firstly, in an effort to broaden the consultation process the Committee telephoned the organisations it had previously written to which had not responded.

1.8. Secondly, *The Canberra Times* ran an article entitled *Three-way race for ACT's faunal emblem* on 13 August 1996.<sup>4</sup> The article discussed the merits of the three most popular nominations made to the Committee - the gang gang cockatoo, the earless dragon and the corroboree frog.

1.9. Thirdly, the James Valentine talkback show on radio station 2CN held a segment on the three most popular nominations on 16 August 1996.<sup>5</sup> The matter was discussed by people with detailed knowledge of each species. A graphic designer also contributed to the discussion.

1.10. Mr Valentine then asked his listeners to express their preferences. The gang gang cockatoo was clearly rated first, with the corroboree frog second, followed by the earless dragon.

1.11. Despite the above, the Committee considers it unfortunate that this extra publicity did not seem to encourage more people to write to the Committee with their views.

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<sup>4</sup> Mr Ian Warden, *Three-way race for ACT's faunal emblem, The Canberra Times*, 13 August 1996, p 3

<sup>5</sup> Mr Art Langston, *discussion*, 24 October 1996

## **Chapter 2. Emblems.**

### ***What is an Emblem***

2.1. An emblem is a symbol or representation of a class of persons or a quality. In the context of national/Territory symbols, emblems traditionally are of three kinds: flags, coats of arms and bird/other animal/flower.

2.2. Coat of arms are usually used for “official” purposes such as gazettes, legislation, advertising, letterhead, flags, crockery, cutlery, government buildings and uniforms. Bird/other animal/flower emblems tend to be seen as “feel good” and are used for less “official” purposes.

### ***Use of Emblems***

2.3. In moving her motion referring this inquiry to the Committee, Mrs Carnell, MLA, did not state the purpose or uses for such an emblem.

2.4. The Committee contacted the Federal Department of Administrative Services (Awards and National Symbols Branch) to find out what purposes are proclaimed for national emblems and how they are used. An officer from the Branch advised that when the wattle and opal were proclaimed as Australia’s floral and gemstone emblems no purpose was specified nor were there rules for their use. The officer commented that all national symbols can be freely used except the coat of arms.

2.5. The Committee understands that emblems can be used for a wide variety of purposes including:

- representative Territory sporting or other teams (for example debating teams) could use the name of the animal/s and include a illustration in their uniform;
- Government agencies or semi Government agencies could adopt the emblem/s as their logo or part of their letterhead (as the Department of Education and Training and Children’s, Youth and Family Services Bureau have included the royal bluebell as part of their letterhead);
- “With compliments” slips, badges and gifts (such as ties and scarves) could feature the animal/s;
- Canberra Tourism could include the emblem/s in their advertising campaign at some stage in the future;
- Schools could name their “sporting houses” after the emblem/s for intra-school competitions (and at the same time provide a yearly reminder to the children about the species);
- certificates of merit etc could feature the animal/s; and

- tableware such as cutlery, crockery, tablecloths and serviettes could feature the emblems.

2.6. The Committee is aware that the Territory's floral emblem, the royal bluebell, is used on "With compliments" slips, government cheques, the carpet in the Assembly Chamber and Committee rooms, letterhead, ties, scarves, and badges. Although the royal bluebell was declared the ACT floral emblem in 1982 it has never been formally adopted by the Assembly.<sup>6</sup>

### ***Past Consideration of Emblems by the Assembly***

2.7. In 1992 the Assembly resolved, on the motion of Mr Kaine, MLA (then Leader of the Opposition), that the Government:

take early steps to adopt: (a) a flag for the Territory; (b) a logo for the Territory; and (c) flora and fauna emblems for the Territory.<sup>7</sup>

2.8. In moving his motion Mr Kaine talked about the "use of symbols that show other people what you are and who you are", that they could be used "when our sporting clubs and others go interstate and elsewhere they can display them" and mentioned the A.C.T. Parks and Conservation Service logo as a "great" example.<sup>8</sup> Mr Kaine was supported in his comments by Ms Follett, MLA (then Chief Minister) and Mr Humphries, MLA and the motion was formally passed.

2.9. The Assembly adopted the Territory flag on 25 March 1993,<sup>9</sup> a modified form of the city of Canberra coat of arms is used as the Territory's coat of arms and the royal bluebell has been the Territory's floral emblem since 1982. The only remaining part of the motion not completed is the faunal emblem/s.

### ***Faunal and Floral Emblems - Commonwealth, State and Territories***

2.10. All States and the Northern Territory have adopted faunal emblems except Tasmania (see Table on page 5).<sup>10</sup> As can be noted from the Table the Commonwealth has not proclaimed a bird or other animal emblem.

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<sup>6</sup> Mrs Kate Carnell, MLA, *Hansard*, 7 December 1995, p 2,769

<sup>7</sup> Legislative Assembly for the A.C.T., *Minutes of Proceedings*, (1992), No. 15, 24 June 1996, p 79

<sup>8</sup> Mr Trevor Kaine, MLA, *Hansard*, 24 June 1992, pp 1,169 - 1,171

<sup>9</sup> Legislative Assembly for the A.C.T., *Minutes of Proceedings*, (1992-93), No. 55, 25 March 1993, p 316

<sup>10</sup> Wildlife Research Unit, ACT Parks and Conservation Service, *Submission*

<b>JURISDICTION</b>	<b>FLORAL EMBLEM</b>	<b>FAUNAL EMBLEM (BIRD)</b>	<b>FAUNAL EMBLEM (OTHER ANIMAL)</b>
<b>Australia</b>	Golden Wattle Proclaimed in 1988	No official emblem but emu from coat of arms often used	No official emblem but kangaroo from coat of arms often used
<b>NSW</b>	Waratah Proclaimed in 1962	Kookaburra	Platypus
<b>Victoria</b>	Pink Heath Proclaimed in 1958	Helmeted Honeyeater Proclaimed in 1971	Leadbeater's possum Proclaimed in 1971
<b>Queensland</b>	Cooktown Orchid Proclaimed in 1959	Brolga Proclaimed in 1986	Koala Proclaimed in 1971
<b>South Australia</b>	Sturt's Desert Pea Adopted in 1961	Piping Shrike	Hairy-nosed Wombat Proclaimed in 1970
<b>Western Australia</b>	Kangaroo Paw Proclaimed in 1960	Black Swan Proclaimed in 1995	Numbat Declared in 1973
<b>Northern Territory</b>	Sturt's Desert Rose Adopted in 1974	Wedge-tailed Eagle	Red Kangaroo
<b>Tasmania</b>	Tasmanian Blue Gum	No official emblem but there is support for the Golden Wattle Bird	No official emblem but the Tasmanian Devil often used
<b>ACT</b>	Royal Bluebell Declared in 1982		

2.11. As can be seen from the Table all the floral, bird and other animal emblems are native to Australia.

***Other Emblems***

2.12. The Committee also noted that the Commonwealth, each State and the Territories have a flag and coat of arms. The Commonwealth, Queensland and South Australia also have gemstone emblems. The Commonwealth and South Australia have adopted the opal and the sapphire became the Queensland gem in 1985.<sup>11</sup>

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<sup>11</sup> AGPS Press, *Australia's State and Territory Emblems*, Australian Government Publishing Service, Canberra, unpublished.

### **Chapter 3. Summary of Submissions.**

3.1. In order to provide an overview of the range of opinion on a Territory faunal emblem/s, the Committee provides the following summary of all submissions (in alphabetical order). Quotations that are not footnoted are taken from the written submissions.

#### ***Aboriginal & Torres Strait Islander Consultative Council***

3.2. The Council suggested the **corroboree frog** as an appropriate emblem because it “is an endangered species whose habitat is the A.C.T. region”. The Council also supports using the frog as an emblem because it would raise the “awareness of a local species on the endangered list”.

#### ***Australian Association for Environmental Education***

3.3. The Association suggested that the:

- emblem should be a native species, indigenous to the Territory;
- species’ meaning and relevance to the local environment should be balanced against its aesthetic qualities;
- A.C.T. Parks and Conservation Service should advise on the suitability of the species; and
- community should be involved through a consultation process, possibly through the media.

#### ***Canberra and South-East Region Environment Centre***

3.4. The Centre nominated the following species (in order of priority):

- **gang gang cockatoo;**
- **corroboree frog;** and
- **highland earless dragon.**

3.5. The Centre also suggested that, as the gang gang cockatoo and corroboree frog are used as logos by various organisations, the animals should be represented in a different artistic approach.

#### ***Canberra Bushwalking Club***

3.6. In nominating the **corroboree frog** the Club drew attention to the fact that it already used the frog as its logo and asked that a different pictorial representation be used for the A.C.T.’s emblem.

***Canberra Ornithologists Group***

3.7. The Group nominated the **gang gang cockatoo** (which is the Group's logo) because:

- it is already accepted as the Territory's defacto faunal emblem through its status as the A.C.T. Parks and Conservation Service emblem and the Canberra Ornithologists Group logo;
- it is a confiding bird ("confiding" is a term used by ornithologists which means friendly and approachable);
- it has distinctive plumage which is easily recognised;
- its "creaky door" screech is easy to locate; and
- it can be found throughout the Territory including suburban gardens, the Botanic Gardens and parks.

***Friends of Grasslands***

3.8. The Friends nominated the **southern lined earless dragon** because it is:

photogenic, easily handled in captivity, beautifully represented by line drawings and now accessible through captive local populations - it is also a well publicized local species living in one of our most threatened ecosystems, the lowland native grasslands.

3.9. The Friends commented that the Government had recently protected the grasslands and believe that the use of the dragon as the Territory's emblem would:

enhance the status of the animal, its habitat, and your [the Government's] support, as well as being a most appropriate emblem.

***Friends of the Australian National Botanic Gardens***

3.10. The Friends argued that in selecting a faunal emblem for the Territory "it is unrealistic to expect any fauna to be exclusive to the ACT". However, the species should:

- be common in the geographic area;
- be resident in urban and rural areas all year round;
- be distinctive and easily recognised;
- be easily seen and heard by residents and visitors;
- preferably have association with the Territory;
- be photogenic; and



- not be an agricultural pest.

3.11. The Friends nominated the **gang gang cockatoo** because:

- the A.C.T. is close to the epicentre of its natural habitat;
- it is a year round visitor to Canberra;
- it is easily recognised, not confused with other birds and has a distinctive call;
- it is not a shy bird and will often allow humans within close proximity;
- visitors to Namadgi and the Brindabellas also see and hear the flocks;
- it is the “popular” logo of the A.C.T. Parks and Conservation Service; and
- it is a aboreal feeder (that is it does not eat crops).

***Heritage Council of the A.C.T.***

3.12. The Council nominated the **gang gang cockatoo**.

***Mr Art Langston***

3.13. The **southern lined earless dragon** was recommended by Mr Langston as an appropriate faunal emblem. It is a rare lizard associated with lowland temperate grasslands. It was recently rediscovered in the A.C.T. and is endemic to the Territory and Monaro region.

3.14. Mr Langston commented that the Government is a leader in grassland preservation. He believes that the Government could promote its involvement and thereby strengthen its links with the grasslands through marketing the lizard as the Territory’s emblem.

3.15. The lizard is easily handled and transported, captive populations are available and it is the emblem for the A.C.T. Fauna and Flora Committee and the Friends of Grasslands Community Group. It is photogenic and amenable to line drawing.

3.16. Mr Langston submitted that having the lizard as the Territory’s emblem could increase public awareness and ownership.

***Mr Ian Fraser and Ms Margaret McJannett***

3.17. Mr Fraser and Ms McJannett consider that an emblem should not just be selected because it makes an attractive picture. They suggested that it should be a native species and be an animal with which:

- Canberrans feel a special affinity through familiarity; or

- has a special connection with the Territory, above and beyond any other place.

3.18. Mr Fraser and Ms McJannett thought that several species meet one or both of these criteria.

3.19. They noted that the **gang gang cockatoo** met the first criterion because it is an attractive bird which most Canberrans know and it is at home in street trees and urban gardens (where it can become tame). The cockatoo also met the second criteria - Canberra is the only city in the world where gang gangs visit regularly.

3.20. Mr Fraser and Ms McJannett also claimed that “like any ‘true’ Canberran, it [the gang gang cockatoo] stays here throughout winter!!”.

3.21. Mr Fraser and Ms McJannett saw the second criterion as an opportunity to educate people to the significance of less well known species which rely on the Territory for their future. They nominated the **highland/southern lined earless dragon**, the **striped legless lizard**, the **corroboree frog** or the **golden sun moth**.

3.22. The **corroboree frog** was recommended since its only remaining stronghold seems to be the Brindabellas and “there is evidence that it is of a different species from the Snowy Mountains Corroboree Frog”.

3.23. However, Mr Fraser and Ms McJannett also argued that:

[W]ith a growing understanding of the importance of the A.C.T. as a refuge for the scarce lowland grasslands, grassland dwellers have a strong case for consideration; the Dragon, Legless Lizard and Moth are all in this category.

### ***Ms Leslie McIntyre***

3.24. Ms McIntyre nominated the **southern lined earless dragon**. Ms McIntyre, an artist, considers the dragon to be:

particularly suitable as an emblem. It is graceful in form and line and can be stylised to fully or partially encompass necessary lettering. Its colouring and patterns are subtle and stylish although these can be enlivened by showing its display colours. The earless dragon lends itself to being depicted in line drawing or full luscious colour, even in impasto paint to show the texture of its skin.

3.25. Ms McIntyre believes people associate lizards with the Australian bush - which she considers is very appropriate as Canberra is often referred to as “The Bush Capital”. She argues that:

the dragon is a very versatile image, very Australian, and particularly in the case of the earless dragon, very A.C.T.

The earless dragon promotes the A.C.T. as the environmentally aware and caring Territory. It shows the nature of the A.C.T. and the A.C.T. as part of nature, city and nature living in harmony.

***National Parks Association of the A.C.T.***

3.26. The Association considers a faunal emblem is appropriate because it would symbolise the significance of the:

Territory's magnificent natural attractions, Canberra's identity as the "bush capital" and the importance of environmental protection in the Territory.

3.27. The **southern lined earless dragon** and the **gang gang cockatoo** were recommended by the Association.

3.28. The southern lined earless dragon was nominated because it is:

- a species inhabiting native grasslands that have a high priority in the Territory;
- listed as vulnerable nationally and was believed to be extinct in the Territory until five years ago (the Territory may be one of the dragon's strongholds because of the Territory's approach to the protection of grasslands); and
- attractive and would look good as an emblem.

3.29. The gang gang cockatoo was nominated because it is:

- an attractive and popular bird with its unique call and beautiful colouring - the Association believes that this popularity is evidenced by the A.C.T. Parks and Conservation Service using the cockatoo as its emblem and a local journalist having used it for the name of his newspaper column; and
- Canberra is the only large city in Australia where they are commonly seen.

***Society for Growing Australian Plants, Canberra Region***

3.30. The Society did not nominate a species though it invited its members to lodge a submission to the inquiry.

***The Heraldry & Genealogy Society of Canberra***

3.31. The Society suggested the **gang gang cockatoo** because "[i]t is distinctive, decorative and familiar to most Canberrans". No other Australian city has them as residents except Canberra where flocks are common in winter.

***Tuggeranong Community Council***

3.32. The Council proposed the **kangaroo**, **koala** and **emu** as suitable emblems for the Territory. The Council suggested that a design featuring the animals be put around the water jet on Lake Burley Griffin using the skills of the Canberra School of Arts.

***Wildlife Foundation (A.C.T.)***

3.33. The Foundation did not wish to nominate a particular species on the basis that they believe there are no animals unique to the Territory.

***Wildlife Research Unit, A.C.T. Parks and Conservation Service, Department of Urban Services***

3.34. The Unit's submission suggested the following principles be considered in selecting the Territory's emblem:

- the natural distribution should include the A.C.T.;
- its conservation status - endangered species are increasingly being used as emblems. The Unit commented that:

[E]ndangered species have intrinsic community interest. Increased concern and support for its welfare may be generated for one selected as an A.C.T. emblem. Endangered species are often restricted in occurrence and one could be selected that is readily recognised as associated with the A.C.T. There is some community support for an animal associated with endangered ecosystems of the A.C.T., particularly grasslands;
- its visibility - which is not crucial. Endangered species are rarely seen in the wild. The Unit made the point that:

“[M]ore common species used as emblems seem to be selected on overall image qualities rather than ready visibility;
- its charisma (including humanlike values such as “cuddly koala, majestic eagle, cute possum” and photogenic qualities) given the emblems' potential to create a positive image of the A.C.T.;
- its physical characteristics - should be distinctive so that the animal is easily recognised. The animal's silhouette, posture, body colours or patterns should also be considered. A particular species should be selected if photogenic qualities are important. However, if a type of animal (such as a fish or frog) is selected

it would allow artistic licence to be applied ... and would lend itself to inclusion of a landscape or habitat element, or development of a symbolic design; and
- the emblem should not be used by another State or Territory.

*Inquiry into a Bird and/or Another Animal Emblem*

## **Chapter 4. Observations and Recommendations.**

4.1. Arising out of the material considered by the Committee, it appears that three broad issues arise in examining a suitable faunal emblem for the Territory, namely:

- the species preferred by those lodging submissions;
- logos already in use in the Territory; and
- criteria to aid the selection of a faunal emblem.

### *Species Preferred by Those Lodging Submissions*

#### **Gang Gang Cockatoo**

4.2. The following seven organisations/individuals nominated the gang gang cockatoo to be the Territory's emblem:

- Friends of the Australian National Botanic Gardens;
- Heraldry & Genealogy Society of Canberra;
- Canberra Ornithologists Group;
- Canberra and South-East Region Environment Centre (first preference);
- Mr Ian Fraser and Ms Margaret McJannett;
- National Parks Association of the A.C.T.; and
- Heritage Council of the A.C.T.

#### **Southern Lined Earless Dragon or Highland Earless Dragon**

4.3. The southern lined earless dragon or highland earless dragon received six nominations from the following organisations/individuals:

- Mr Art Langston - southern lined earless dragon;
- Canberra and South-East Region Environment Centre - highland earless dragon (third preference);
- Mr Ian Fraser and Ms Margaret McJannett - southern lined and highland earless dragon;
- Friends of Grasslands - southern lined earless dragon;
- National Parks Association of the Australian Capital Territory - southern lined earless dragon; and

- Ms Leslie McIntyre - southern lined earless dragon.

### **Corroboree Frog**

4.4. Four organisations/individuals nominated the corroboree frog:

- Canberra and South-East Region Environment Centre (second preference);
- Mr Ian Fraser and Ms Margaret McJannett;
- Canberra Bushwalking Club; and
- Aboriginal & Torres Strait Islander Consultative Council.

### **Striped Legless Lizard**

4.5. The striped legless lizard was nominated by Mr Ian Fraser and Ms Margaret McJannett.

### **Golden Sun Moth**

4.6. Mr Ian Fraser and Ms Margaret McJannett nominated the Golden Sun Moth.

### **Kangaroo, Koala and Emu**

4.7. The Tuggeranong Community Council nominated the kangaroo, koala and emu.

### ***Observation***

4.8. *The gang gang cockatoo, southern lined earless dragon and corroboree frog are clearly the most popular nominations for a faunal emblem for the Territory.*

4.9. *As can be seen from the Table in Chapter 2 all other States (except Tasmania) and the Northern Territory have both a bird and another animal as their emblems. If the Government wished to proclaim a bird and another animal, the selection - based purely on popularity - would be the gang gang cockatoo as the bird emblem and either the southern lined earless dragon or corroboree frog as the other animal emblem. The southern lined earless dragon came second in popularity in the submissions received by the Committee. However, the corroboree frog was rated second in popularity on a local radio show.*

### ***Logos Already in Use in the Territory***

4.10. It was noted in Chapter 2 that the Territory already has a flag, coat of arms and a floral emblem. As well, the Territory might be said to have other prominent logos - namely, those used by the A.C.T. Parks and Conservation Service, Canberra Tourism and the Canberra Region Campaign.

### **A.C.T. Parks and Conservation Service Logo**

4.11. The A.C.T. Parks and Conservation Service logo features a male and female gang gang cockatoo. The logo is widely known in Canberra through its use on publications and other documents, vehicles, badges, signs and letterhead.

4.12. Five submissions commented favourably on the logo, including one submission which thought that the gang gang cockatoo was already the Territory's faunal emblem. The Canberra Ornithologists Group also stated that:

the Gang-gang Cockatoo has been given much publicity, to the point that we believe that it is already accepted as the de-facto faunal emblem of the A.C.T.<sup>12</sup>

### **Canberra Tourism Logo**

4.13. The Canberra Tourism logo is a colourful, stylised image which features the new Parliament House flagstaff and incorporates the "bush capital" aspect of Canberra through the use of green. It also has a sun setting over the flagstaff in an effort to change the misconception that Canberra is not a sunny city, when really it is the second sunniest capital city in Australia!

4.14. The logo is used by operators in the tourism industry, including the Rally of Canberra and Masters Games<sup>13</sup> and is aggressively marketed interstate and internationally.

4.15. Canberra Tourism pointed out that its logo was developed following extensive research which showed that:

the clearest icon in terms of Canberra is Parliament House. It is confirmed in every bit of research, and some of the cornerstone research of the NCPA Staddon Consulting report that was put out in January 1995 confirms everything we know about representation of Canberra. ...

... We endeavoured to use the symbolism of Parliament House in a refreshing way and to make Canberra look visually appealing and friendly and welcoming, to recognise and acknowledge that Canberra is Australia's most talked about city, but for a whole lot of other reasons ... That was the cornerstone of the logo's development.<sup>14</sup>

4.16. The view of Canberra Tourism is that there is little need for a faunal emblem:

In so far as the other imagery is concerned in terms of floral emblems, animal representation, and so on, apart from a very narrow context of ecotourism, we would not submit that it is a very appropriate form of symbolism. It does not embrace what I

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<sup>12</sup> Canberra Ornithologists Group, Inc., *submission*

<sup>13</sup> Transcript (Mr Jensen), pp 5 and 6

<sup>14</sup> Transcript (Mr Mackay - Managing Director, Grey Advertising), pp 1 and 2



think are the objectives of tourism, and for that reason we would not see them as being particularly appropriate in a tourism context.<sup>15</sup>

### **Canberra Region Campaign Logo**

4.17. The Canberra Region Campaign logo is a representation of the new Parliament House flagstaff. It is widely marketed in and around Canberra.

#### ***Observation***

4.18. *The Committee notes that there is a case for no faunal emblem/s if account is taken of the following:*

- *the Territory already has its own flag;*
- *the Territory uses the modified city of Canberra coat of arms;*
- *the Territory uses the royal bluebell as its floral emblem; and*
- *two separate logos are already used by Canberra Tourism and the Canberra Region Campaign.*

4.19. *On the other hand, the Committee notes that a case can be made for a bird and/or another faunal emblem for the Territory if account is taken of the success of the logo used by the A.C.T. Parks and Conservation Service.*

4.20. *The Committee considers that the Government would need to very clearly define the purpose and use of any emblem and encourage its use if the emblem was to become popular. It is possible that the emblem could also be used to publicise the new nature-based tourism market.*

4.21. *However, the Committee believes that the success or otherwise of the emblem would depend on its marketing and public awareness. There would be no point in having an emblem if Territorians in particular, and Australians in general, did not associate it with the A.C.T. in a positive way.*

#### ***Criteria to Aid the Selection of a Faunal Emblem***

4.22. Four submissions outlined criteria for the selection of an emblem.<sup>16</sup> The suggested criteria are summarised below:

- the emblem should be a native species, indigenous to the Territory;
- the species should be resident in urban and rural areas all-year round;

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<sup>15</sup> *ibid*

<sup>16</sup> Australian Association for Environmental Education; Friends of the Australian National Botanic Gardens; Mr Ian Fraser and Ms Margaret McJannett; and the Wildlife Research Unit, A.C.T. Parks and Conservation Service, *submissions*

- the species' meaning and relevance to the local environment should be balanced against its aesthetic qualities;
- the species should be distinctive and easily recognised, as well as easily seen and heard, photogenic and not be an agricultural pest;
- Canberrans should feel a special affinity for the species through familiarity;
- the species should have a special connection with the Territory over other places;
- the species' conservation status, charisma and physical characteristics should be considered;
- advice should be sought from the A.C.T. Parks and Conservation Service on the suitability of the species;
- the community should be involved in the selection process; and
- the emblem should not be used by another State or Territory.

***Observation***

*4.23. The Committee makes the following observations in relation to these criterion:*

- *members agree that the species should be a native species, indigenous to the Territory;*
- *members are not concerned about whether the species is resident in both urban and rural areas;*
- *members agree that it is desirable to balance the species' relevance to the Canberra environment against its aesthetic qualities;*
- *members agree that the species should be distinctive, readily recognised, photogenic and not an agricultural pest;*
- *members do not consider the species need be easily seen and heard, in that such a requirement would immediately rule out the southern lined earless dragon and corroboree frog;*
- *members agree that, while it is desirable for Canberrans to feel a special affinity for the species, a strict interpretation of this criterion could unnecessarily restrict the selection process. It may be that a greater affinity with the species could follow from a successful marketing campaign, and regular use of the emblems;*
- *members consider that the species should have a special connection with the Territory;*

- *members agree that the species' conservation status, charisma and physical characteristics should be considered;*
- *members note that the A.C.T. Parks and Conservation Service has itself adopted a faunal emblem (the gang gang cockatoo) and that the criteria suggested by the Service are included in those listed above;*
- *members note that the consultation process used for this inquiry included the local community through newspaper advertisements inviting submissions to the Committee and the Committee wrote to, and telephoned, community groups inviting submissions;*
- *members agree that it would be inappropriate to have a Territory emblem that was used by another State or Territory.*

### **Conclusion**

*4.24. The Committee concluded that the three most popular nominations, the gang cockatoo, southern lined earless dragon and corroboree frog, met the selection criteria.*

### **4.25. Recommendation 1.**

**The Committee recommends that the Government consider one or more of the three most popular nominations which meet the selection criteria suggested by the public. The three nominations are:**

- **gang gang cockatoo;**
- **southern lined earless dragon; and**
- **corroboree frog.**

### **4.26. Recommendation 2.**

**Should the Government wish to proclaim a faunal emblem the Committee recommends that the Government:**

- **define and publish the purpose for which such emblems may be used; and**
- **refer its proposals to the Assembly.**

Mr Trevor Kaine  
Chair  
30 October 1996

## **Appendix A: Submissions**

Aboriginal & Torres Strait Islander Consultative Council.

Australian Association for Environmental Education.

Canberra and South-East Region Environmental Centre.

Canberra Bushwalking Club Inc.

Canberra Ornithologists Group, Inc.

Friends of Grasslands.

Friends of the Australian National Botanic Gardens Inc.

Heritage Council of the A.C.T.

Mr Art Langston.

Mr Ian Fraser and Ms Margaret McJannett.

Ms Leslie McIntyre.

National Parks Association of the A.C.T. Inc.

Society for Growing Australian Plants, Canberra Region Inc.

The Heraldry & Genealogy Society of Canberra Inc.

Tuggeranong Community Council Incorporated.

Wildlife Foundation (A.C.T.) Inc.

Wildlife Research Unit, A.C.T. Parks and Conservation Service, Department of Urban Services.

**Appendix B: Public Hearing**

**Tuesday, 10 September 1996**

**Canberra Tourism**

Mr Mark Jensen

**Grey Advertising**

Mr Bruce Mackay

