

Subject: Council urged to let former logo flower again

I refer to the article "Council urged to let former logo flower again" and letters from residents Ralph Shubert, Angela King, Judy Pearse and Val Gilchrist objecting to Warringah Council changing its logo.

My biggest concern about this issue is the waste of rate-payers money - over \$27k to merely draw the new "W" logo, the over \$850k to create a new Council website with it on, \$2238 for the party to launch it and as at 1 June 2013 \$6985 to advertise and promote it in the Manly Daily. It is also estimated by Council staff that this year for the initial stages of the implementation of the new logo it will cost ratepayers \$6375. So to date the new logo and website has cost approximately \$892,598.00.

Of serious concern is also that not once did Warringah Council's Mayor Regan or Council's management consult the community on this issue or such massive expenditure prior to it coming before the elected Warringah Councillors for voting and rubber stamping.

Ironically, a Warringah Council staff spokesperson was quoted in the Manly Daily on 4 June "that the new website and logo will overcome negative perceptions of the Council". The Council not even consulting with the community on such major expenditure and the change explains why such negative perceptions of Warringah Council continue.

Cr Vincent De Luca OAM

Warringah Councillor