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NEW PARKS AND WILDLIFE BRAND IDENTITY



The Department of Biodiversity, Conservation and Attractions (DBCA) was created on 1 July 2017 following Machinery of Government changes that brought together the Botanic Gardens and Parks Authority, Rottnest Island Authority, Zoological Parks Authority and the former Department of Parks and Wildlife.

All fire management operations, including prescribed burning and bushfire suppression, for which DBCA is now responsible, will be delivered by the new department's Parks and Wildlife Service. This is the brand identity that will be used on the fire ground and across the department's communications and engagement with stakeholders and the public. It will be represented visually by the above logo and the following title variations:

- Parks and Wildlife Service
- Parks and Wildlife Service at the Department of Biodiversity, Conservation and Attractions
- Parks and Wildlife Service at DBCA, and
- DBCA's Parks and Wildlife Service.

DFES personnel are required to utilise the new brand identity in all new documentation.

For more information please contact media@dfes.wa.gov.au

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COMMISSIONER