



**DFES General Circular No: 84/2025**

File: 25/124673

**19 June 2025**

**Important Reminder on the Proper Use of DFES Identifiers**

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As part of our ongoing commitment to maintaining the safety, integrity and professionalism of the Department of Fire and Emergency Services (DFES), I would like to remind all staff and volunteers about the proper use of DFES branding and identity.

[Section 38B](#) of the *Fire and Emergency Services Act 1998* (the Act) provides that a person cannot, without the written authorisation of the FES Commissioner, use:

- the name of the Department or an operational name
- any abbreviation of the Department or operational name;
- a prescribed symbol; or
- any symbol so closely resembling a prescribed symbol that it could be mistaken for it.

Further to the above, the Act provides that a person must not:

- use any name, title, description or symbol that expresses or implies an association with the Department; or
- otherwise represent that the person is associated with the Department.

All DFES-branded clothing including polo shirts and other items with a DFES identifier must not be worn by individuals who are not authorised, including external contractors, unless they have received approval from the FES Commissioner. Additionally, DFES identifiers are strictly prohibited to be displayed (e.g., printed, stitched or embroidered) on other companies' work attire.

Compliance with these regulations is crucial to ensure that the DFES brand is used appropriately and that our identity is protected. Unauthorised use of DFES branding can lead to confusion, misrepresentation and security issues.

Non-compliance may result in penalties as outlined in the Act.

In addition to this, please make yourself familiar with the Workplace Dress Standards, outlined in [General Circular 10/2024](#) and [SAP 1.03.D Dress Standards](#).

Please report any unauthorised use to [AssetManagement@dfes.wa.gov.au](mailto:AssetManagement@dfes.wa.gov.au).

**STACEY NAUGHTIN**  
**ACTING EXECUTIVE DIRECTOR CORPORATE SERVICES**