



ACT
Government

YOURsay
Community panel



YourSay Community Panel Territory Coat of Arms Survey

Summary Report

27 April 2021





Background: The ACT Government is reviewing the emblems which represent and celebrate the Australian Capital Territory following a Legislative Assembly enquiry in 2018. This includes developing a new Territory Coat of Arms. As part of community engagement in this process, a survey has been developed to gauge preferences of YourSay Panel members regarding current and possible new emblems to be used in a new Territory Coat of Arms.

Purpose: The findings from the survey will help inform the design of options for a Territory Coat of Arms (undertaken in conjunction with students from the University of Canberra) which will subsequently be put to the community for further feedback.

Timeframe: The survey took place between **1–11 April 2021**.

Sample: **1,720** YourSay Community Panel members completed the survey.

Weighting: The results have been weighted to reflect relative population proportions based on Australian Bureau of Statistics (ABS) Census figures.

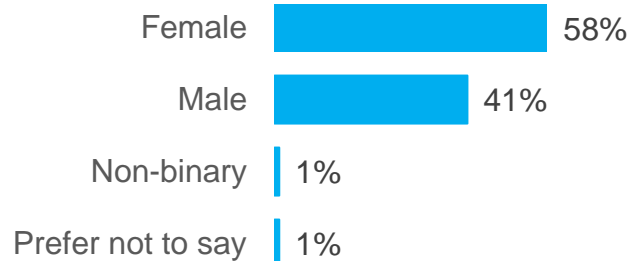
Rounding: In single choice questions, results may not add up to 100% due to rounding.

Limitations: The methodology is biased towards those with internet and computer literacy.

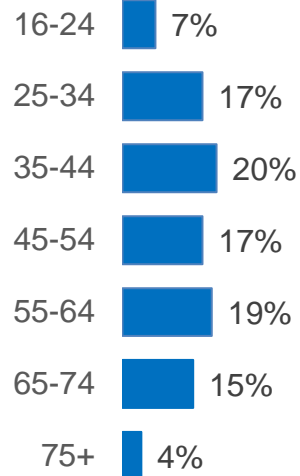


Sample profile (unweighted)

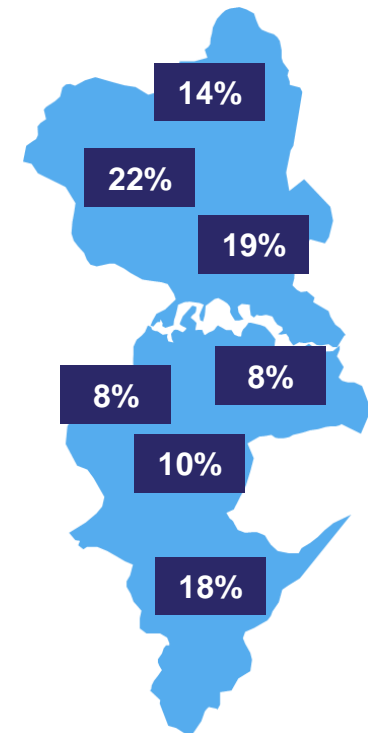
Gender



Age



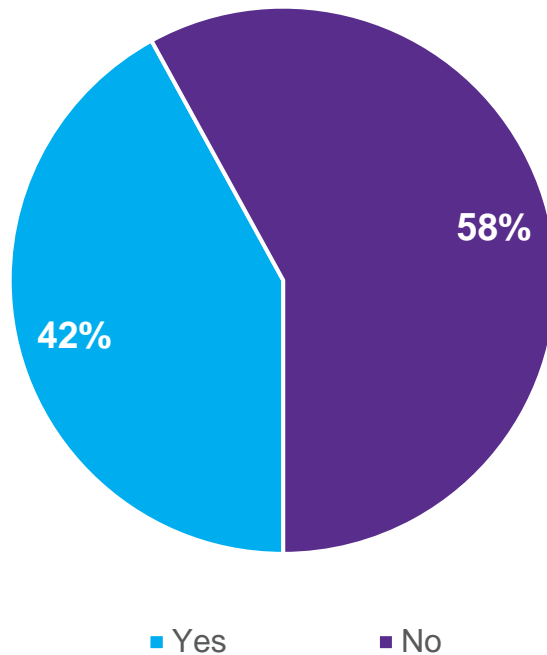
Region





Around four in ten members are aware of plans to create a new Territory Coat of Arms

Q. Before today, were you aware of plans to create a new Territory Coat of Arms?



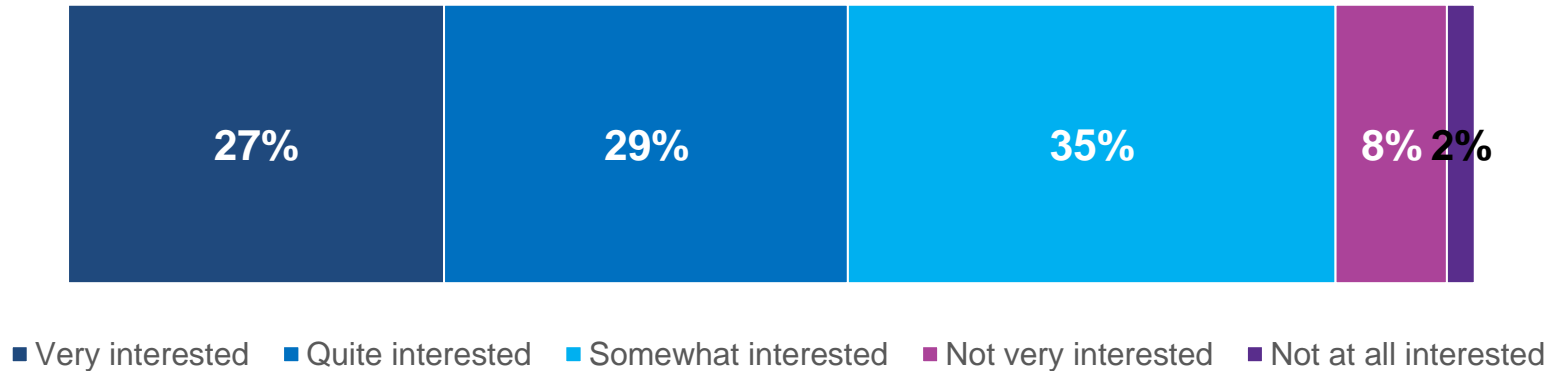
There is higher awareness among males compared with females

Awareness is highest among the Baby Boomer generation



Around six in ten are very or quite interested about having a say on the Coat of Arms in the future

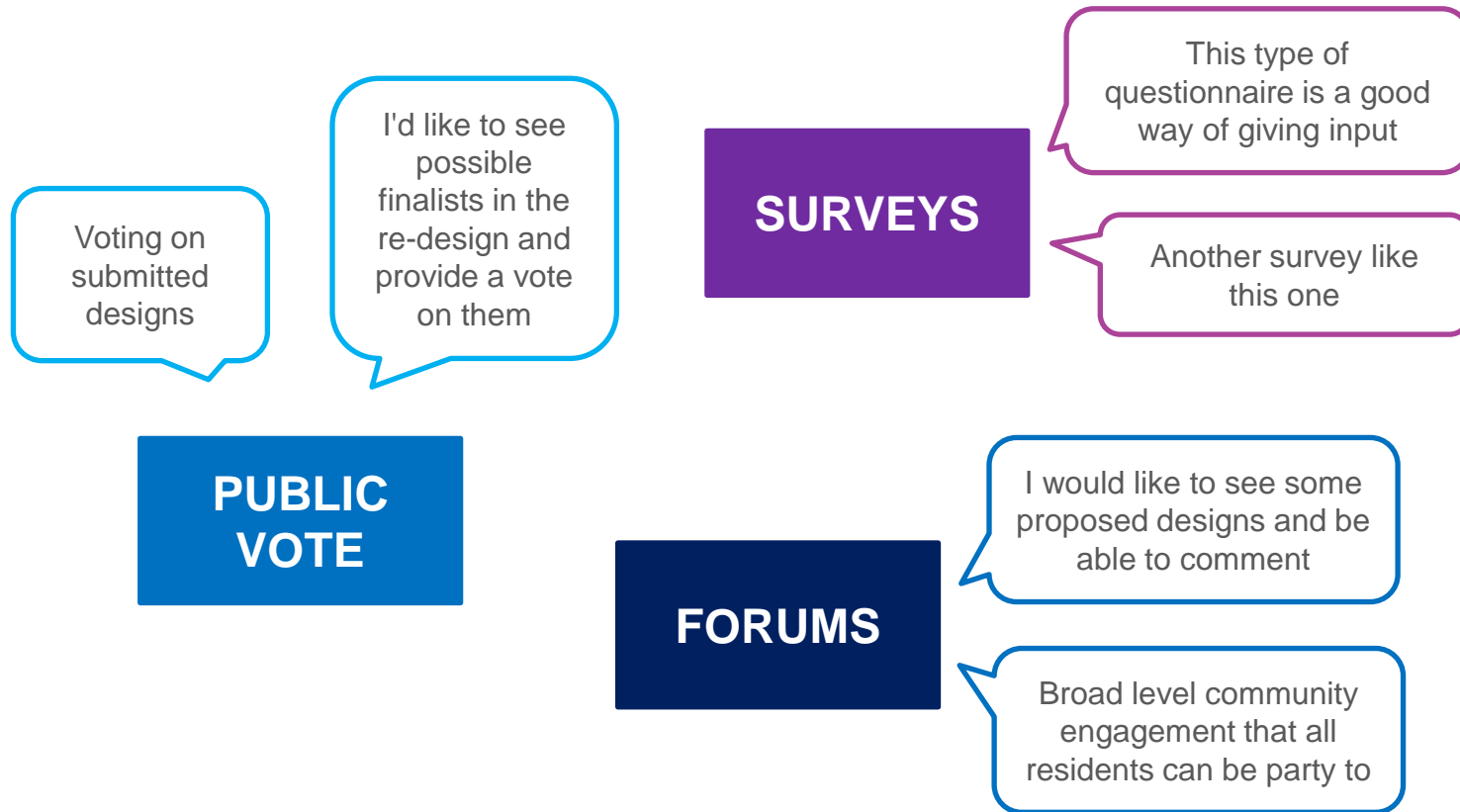
Q. And how interested are you in having a say about a new Territory Coat of Arms?





A public vote is frequently raised as the way for Canberrans to have their say

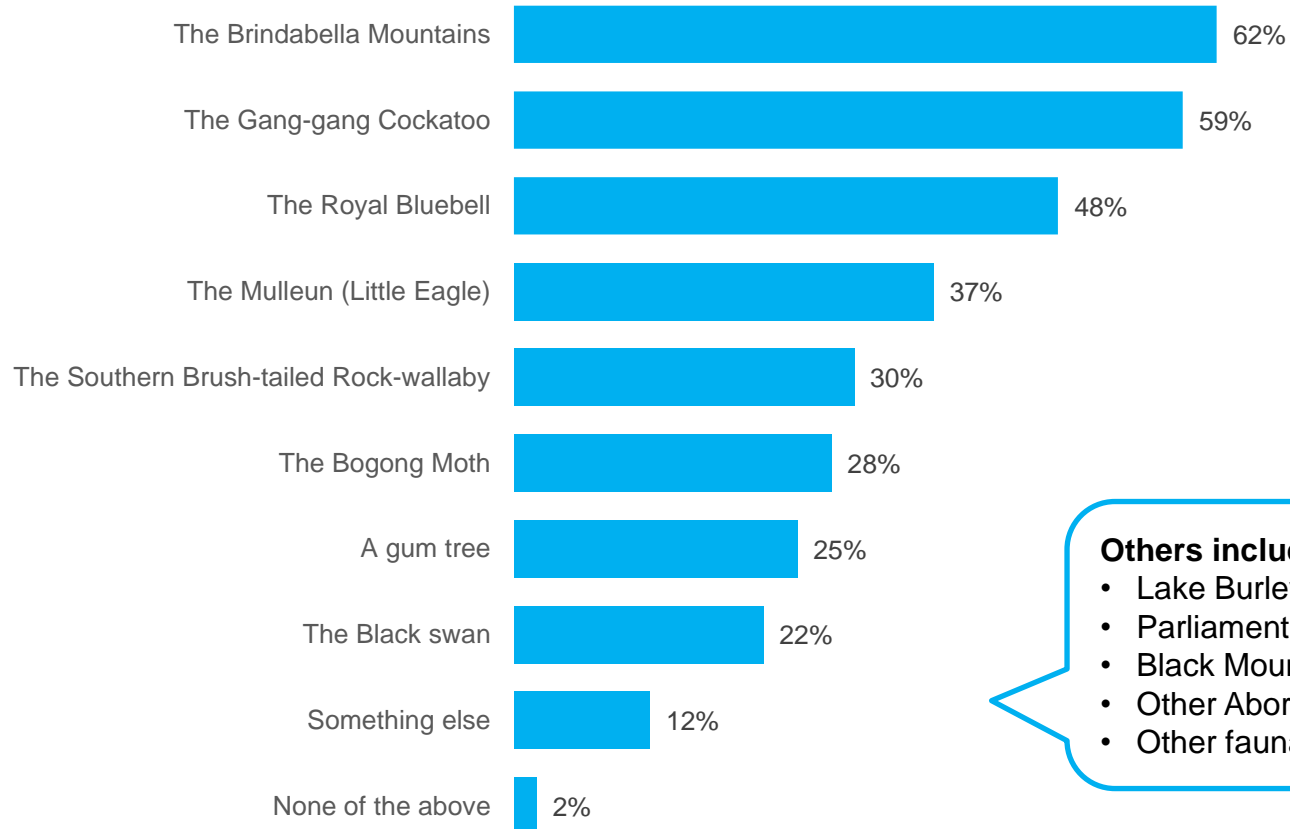
Q. How would you like to have a say on the design of the Coat of Arms in the future?





Brindabellas and Gang-gang Cockatoo emerging as most preferred symbols

Q. Which of these symbols would you most like to see on a new Territory Coat of Arms?



Others include:

- Lake Burley Griffin
- Parliament House
- Black Mountain/Telstra Tower
- Other Aboriginal design/theme
- Other fauna



Other comments – main themes

Q. Was there anything else you would like to add about the Coat of Arms?

No need to
change current
Coat of Arms

Indigenous community
representation /
engagement in design
should be central

Incorporate
Indigenous
design / stylistic

Keep it simple –
visually clean, not
too busy

Waste of time / money

Euro-centric, not fitting
for Australia

Remove references to
the Queen / UK / Latin

Needs to
recognisable /
distinctly
'Canberran'



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