

MTNS MADE rules for certification trademark

Owner and approved certifier

Blue Mountains Economic Enterprise (BMEE) is the peak regional economic development organisation for the Blue Mountains. BMEE commissioned MTNS MADE as the cultural identity for the creative industries in the Blue Mountains, in response to industry demand for a collaborative approach to branding. MTNS MADE is designed to promote the Blue Mountains as home to world-class creative talent and to attract new clients and investors to the region.

BMEE is the owner of the certification trade mark, hereafter called the MTNS MADE logo. To be an approved certifier, approved to assess whether the goods or services meets the certification requirements, the person must be an employee of BMEE.

Certification requirements

The certification requirements that an applicant must meet for to have the certification trade mark applied to them, and to use the MTNS MADE logo are:

1. The applicant must live and/or work in the Blue Mountains local government area.
2. The applicant must create a business listing on the MTNS MADE website (<http://mtnsmade.com.au>).
3. The goods or services created/provided by the applicant must fall within the creative industries. The creative industries is defined as “those sectors which specialise in the use of creative talent for commercial purposes” (NESTA, 2013). The following broad categories are included:
 - a. Advertising and marketing
 - b. Built environment
 - c. Design (including fashion, industrial and graphic design)
 - d. Visual Arts
 - e. Sound and music
 - f. Performing Arts
 - g. Publishing
 - h. Screen (television, film and electronic games)
 - i. Radio
 - j. Creative Makers (handicraft, jewellery, furniture, design pieces etc.)
 - k. Artisanal food and beverage products
 - l. Software development and interactive content
4. The applicant must request a copy of the MTNS MADE logo from Blue Mountains Economic Enterprise. This may be in the form of an electronic logo or a physical item such as a sticker, stamp or tag.
5. The applicant must read and understand the MTNS MADE Industry Manual (style guide) before applying the trade mark to their work. The Industry Manual is supplied by BMEE to the applicant together with the logo.

Process for determining whether certification requirements have been met

Upon receipt of a request to apply the MTNS MADE trade mark, the approved certifier will:

1. Determine whether the applicant has a listing on the MTNS MADE website. The listing will allow the approved certifier to ascertain:
 - a. If the applicant lives and/or works within the Blue Mountains local government area
 - b. Whether the goods or services created/provided by the applicant falls within the creative industries.
2. If the above requirements are met, the approved certifier will:
 - a. email a copy of the logo and the style guide to the applicant
 - b. include instructions in the email requesting that the applicant read the style guide before applying the logo
 - c. include a link to these rules for the applicant's information.

Requirements about the use of the MTNS MADE logo

1. The owner of the MTNS MADE logo, Blue Mountains Economic Enterprise and its employees, must comply with the uses set out in the MTNS MADE Executive Manual.
2. An approved user (having been determined by the approved certifier to meet the certification requirements) must comply with the uses set out in the MTNS MADE Industry Manual (style guide).

Right to independent review of decision

In instances where an application for the use of the MTNS MADE logo is refused by BMEE, the applicant may request a review of the decision. The process for review is:

1. The parties must confer within seven days of the receipt of the request for review by BMEE to try to resolve the dispute.
2. If the dispute is not resolved within 14 days, the dispute may be submitted to an independent review.
3. The independent review will be conducted by a person or organisation selected by agreement between the applicant and BMEE.
4. The independent reviewer's fees and charges will be borne by the applicant.
5. The independent reviewer will determine the capacity of the applicant to comply with these rules and conditions.
6. Where the independent reviewer determines that the applicant meets these rules and conditions, the applicant will be granted use of the MTNS MADE logo and BMEE shall reimburse the applicant for any fees and charges levied by the reviewer.

7. Decisions of the independent reviewer are binding on all parties.

Dispute resolution procedure

Where BMEE receives a complaint about any other issue relating to the use of the MTNS MADE logo, the following process will be followed:

1. The parties must confer within seven days of the receipt of the complaint by BMEE to try to resolve the dispute.
2. If the dispute is not resolved within 14 days, the dispute may be submitted to an independent review.
3. The independent review will be conducted by a person or organisation selected by agreement between the complainant and BMEE.
4. The independent reviewer's fees and charges will be borne by the complainant.
5. The independent reviewer will determine the outcome of the complaint upon the merits of the issue/s raised.
6. Where the independent reviewer determines that the complaint is upheld, BMEE shall reimburse the applicant for any fees and charges levied by the reviewer.
7. Decisions of the independent reviewer are binding on all parties.

Please contact the Creative Industries Cluster Manager on hello@mtnsmade.com.au or 4782 6555 if you have any questions.