

Intangible Assets

Position Statement

Introduction

yourtown is committed to providing innovative quality programs and services that support children, young people and their families, especially those who are marginalised and without voice.

yourtown holds considerable intangible assets. We protect and use these assets to maximise outcomes for our clients and value for our supporters.

yourtown's Position

yourtown holds intangible assets in the form of brands, trademarks, networks, databases, service models, expertise and know-how.

We acknowledge that our organisational performance is largely driven by these assets, and that the nature and unique mix of these assets separates us from other service providers.

yourtown takes appropriate measures to leverage, manage, and protect our intangible assets, in recognition of the long-term needs of the organisation, including:

- maintaining a register of trademarks, business names, domain names, and social media accounts (with review periods defined and monitored)
- ensuring personnel employment contracts allow for retained ownership of intellectual property in line with Copyright law
- ensuring contracts entered into for the development of systems, technologies, materials and services protect the intellectual property interests of **yourtown** as far as reasonably possible
- secure and maintain working environments and people management systems that support and foster commitment and accountability in line with our People Management Position Statement
- identifying and managing risks around our personnel, partnerships and relationships with stakeholders, and operations.