



**Government  
of South Australia**

**Department of the Premier and Cabinet Circular**

**PC 008 – Use of the Piping Shrike**

**Revised July 2006**

## **PC008 – USE OF THE PIPING SHRIKE**

### **Summary**

This circular describes the history of the Piping Shrike as the State's emblem and official symbol, and outlines the policy governing its use.

### **A brief history**

The Piping Shrike has been the official badge of the South Australian Government since 1901. While the Piping Shrike has undergone various design modifications over the years it still remains the official State emblem and one which generates pride and affection.

The Piping Shrike adorns all manner of elements from government buildings, through to stationery, brochures, flags, banners, sporting attire and promotional clothing, yet very few people know where the design from the Piping Shrike originates, let alone what sort of bird it is.

There has always been discussion on whether it is the common magpie or the Murray magpie and which ever it is, why is it called a Shrike? Many different birds have been chosen as heraldic devices and South Australia possessed a ready made symbol.

In almost every backyard was the irrepressible magpie – resourceful, brave and daring in defending its nest and young ones and with a very sweet song. These qualities were worth representing by way of a heraldic device for the developing State of South Australia.

Early settlers familiar with the European magpie also called the Australian bird the magpie and at that time included it in the family of Shrikes.

In 1901, Governor Tennyson in his despatch to the Secretary of State for Colonies said "I herewith forward a flag with the new device upon it – the South Australian Shrike in the rising sun of the Commonwealth and hope that as it is a fine design and one which has been favourably received here...."

This symbol represents South Australia today and is used by many government agencies and departments as a corporate logo.

## Official Use

The symbol of the Piping Shrike is for the official use of the Government of South Australia only. Under the Unauthorised Documents Act 1916 no person can print, publish or manufacture the symbol without the permission of a minister of government. The symbol also distinguishes official publications from those produced by private organizations and cannot be used for commercial purposes.



Use of the Piping Shrike is on application to the Chief of Protocol, Department of the Premier and Cabinet. Contact details are provided at the end of this document.

In addition, the Piping Shrike is incorporated into the official logo of the Government of South Australia.



The Government of South Australia logo, or a permitted variation, may be used to identify Government entities, including:

- Government departments and subordinate agencies
- Statutory Authorities
- Boards
- Government Enterprises

For details on the policy governing the use of the Government of South Australia logo please refer to [Premier and Cabinet Circular #25: Common Branding Policy for the Government of South Australia](#).

## Further Information

For further information on the use of the Piping Shrike please contact:

Chief of Protocol  
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GPO Box 2343  
ADELAIDE SA 5001  
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