

## 11.3 Notice of Motion - LED Event Signage and Shire Notice Board Policy - Cr Doug Jeans

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| <b>File Code</b>                  | PR.RFQ 16.2021   |
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| <b>Disclosure of Any Interest</b> | Nil  |
| <b>Attachments</b>                | Nil  |

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### SUMMARY

Councillor Doug Jeans has advised of his intention to move the following notice of motion:

#### MOTION

That:

1. The Shire request community feedback regarding the three installed LED Event Signage and Shire Notice Board sites through the Engage Mundaring platform;
2. That feedback be sought for each site;
3. Develop a LED Event Signage and Shire Notice Board Policy; and
4. No further LED Event Signage and Shire Notice Boards be considered until the LED Event Signage and Shire Notice Board Policy has been adopted by Council.

This report provides advice in regards to the motion.

### BACKGROUND

Cr Jeans has provided the information below in support of his motion:

*“COUNCIL DECISION MOTION C14.05.21 - 10.7 Annual Electors' Meeting 10 March 2021 Decision: LED Noticeboard for Events and Special Notices*

*With reference to Council Decision Motion C14.05.21, further consideration needs to be undertaken in the development of a LED Event Signage Notice Board Policy.*

*Further investigation in the use of permanent LED Event Signage Boards needs to be undertaken to ensure that the required outcomes are achieved, based on the Shire of Mundaring's 2020 - 2030 Strategic Community Plan.*

*Goal 1: Community*

*Healthy, safe, sustainable and resilient community, where businesses flourish and everyone belongs*

*1.1 Healthy, safe, sustainable and resilient community*

*1.1.4 Support community collaboration and community-led initiatives and activities*

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*Goal 4: Governance*

*Trusted, leading and listening local government*

*4.3 A well engaged and informed community and a high standard of customer service*

*4.3.1 The community can access information on their community through a range of media*

*4.3.2 The community is engaged in planning for the future and other matters that affect them.”*

**STATUTORY / LEGAL IMPLICATIONS**

The Shire of Mundaring *Meeting Procedures Local Laws 2015* states, among other things:

**“4.10 Elected members motions of which previous notice has been given**

- (1) Unless the Act, Regulations or this local law provide otherwise, a member may raise at a meeting such business as he or she considers appropriate, in the form of a motion, of which notice has been given in writing to the CEO and which has been included on the agenda.*
- (2) A notice of motion under subclause (1) is to be given at least seven clear working days before the meeting at which the motion is to be raised.*
- (3) A notice of motion is to be accompanied by supporting reasons and is to relate to the good governance of the district.”*

The Notice of Motion received from Cr Jeans is in accordance with the *Shire of Mundaring Meeting Procedures Local Law 2015*.

**POLICY IMPLICATIONS**

Community Engagement Policy – CD-04

**FINANCIAL IMPLICATIONS**

Should Council decide to support the motion on notice, depending on the level of consultation Council determines be undertaken and the engagement tools utilised there would be a range of financial and other resource implications. For example, a simple online poll through Engage Mundaring could be undertaken within existing resources, however a larger online survey, face to face consultation or a randomised phone survey using external consultants would require staff resources and appropriate budget to support the project.

**STRATEGIC IMPLICATIONS**

Mundaring Strategic Community Plan 2020 - 2030

Priority 4 - Governance

Objective 4.3 – A well engaged and informed community and a high standard of customer service

Strategy 4.3.1 – The community can access information on their community through a range of media

## SUSTAINABILITY IMPLICATIONS

### Social

- Enhance community access to information

### Governance

- Deliver outcomes that are consistent with the strategic goals and objectives of the Shire

## RISK IMPLICATIONS

| <b>Risk:</b> Reputation – Undertaking community engagement on this matter is likely to result in competing views.  |                    |               |
|--|--------------------|---------------|
| <b>Likelihood</b>  | <b>Consequence</b> | <b>Rating</b> |
| Almost Certain   | Minor              | High          |
| <b>Action / Strategy</b>   |                    |               |
| Ensure community engagement outcomes and decision making processes are made clear to participants. Engagement aims to seek possible solutions to ensure the views of all respondents are considered. |                    |               |

## EXTERNAL CONSULTATION

The design of the community messaging board was discussed and feedback sought at a Cultural Advisory Group (CAG) meeting. The CAG was supportive of a simple design, capable of adjustment following adoption of a signage strategy.

The relevant Resident and Ratepayer Associations were informed of the proposed community messaging boards and no objections were received.

## COMMENT

The installation of community messaging boards was a capital project to address requests from the community and council members to improve promotion of community events and communications to the community.

A request for a LED noticeboard in front of the Shire's location on Great Eastern Highway was raised at an Annual Electors' Meeting motion in 2021. In response to the request, at its 11 May 2021 meeting Council unanimously resolved (C14.05.21) the following:

*"That Council, in response to Decision 4 of the Annual Electors' Meeting held on 10 March 2021, which is as follows:*

*"That the Council of the Shire of Mundaring (SOM) –*

*1) Invest and provide an LED notice board on their verge in a similar position to the existing Hills Fresh LED notice board. The purpose is to inform the community of events and special notices."*

*1. Notes the current plans to install LED event signage; and*

*2. Writes to relevant Resident & Ratepayer Associations to inform them of the plan to install signage."*

The report to Council in May 2021 noted that the CAG had been consulted on LED event signage and that quotations had been sought on a preferred design.

The “current plans” referred to in point one of the council resolution included the following information:

*“Given the level of messaging proposed is up to three lines of writing and rolling messages, the location of signs is proposed at significant areas of pedestrian, rather than motor vehicle, traffic.*

*Initially, three signs are proposed to be installed. The location of these signs are;*

- *Sculpture Park, Mundaring*
- *Pioneer Park, Mt Helena*
- *Morgan John Morgan, Glen Forrest”*

*“The placement of a sign at the Administration Centre towards the roadway is not proposed at this stage. Given the level of messaging is not ideal for passing motorists to take in the whole contents of the messaging and is near an awkward four way junction together with a digital messaging board in the reception foyer to already capture visitors this is not considered a priority.*

*It is also noted that a sign close to the road reserve of Great Eastern Highway cannot have an illumination level above 300cd/per square metre and must not flash, pulse or chase.”*

Following this decision, Shire staff finalised the quotations for the LED notice boards and the works were awarded.

In December 2022, LED notice boards were installed at Sculpture Park, Mundaring; Morgan John Morgan Reserve, Glen Forrest; and Pioneer Park, Mt Helena. These boards supplement and complement existing communication platforms sharing information relevant to their location and topics of broader community interest. Examples include, but are not limited to, display of emergency warnings, promotion of Shire events, sharing community events supported by the Shire, highlighting National days of significance, raising awareness of burning periods and community engagement opportunities.

Following installation of the signage, in the first week of operation there was limited feedback expressing a view that the LED signage did not fit within the environment in which they were located and concerns about light pollution. Since this initial feedback, no further negative feedback has been brought to the Shire’s attention.

As an alternative to Cr Jeans’ notice of motion proposing to undertake specific community consultation related to LED notice boards, Council may decide to include such consultation as part of the upcoming Signage Strategy development. The Shire is currently seeking quotations from suitably qualified consultants to develop a comprehensive Signage Strategy, including undertaking stakeholder consultation and desktop research and analysis to inform the development of the strategy. This Strategy will guide development of well designed, fit for purpose and consistent signage that creates a positive sense of identity for Shire of Mundaring.

The need to develop a comprehensive signage strategy across Shire of Mundaring has been raised via the Shire’s Cultural Advisory Group, with signage also cited as lacking in the Age Friendly Informing Strategy 2020 – 2025. Signage is also referenced in various precinct plans, strategies and tourism documents.

There is an identified need for overarching branding for the district, supported by a style guide. This brand will then be reflected in a range of Shire of Mundaring projects, such as signage used within the Railway Reserve Heritage Trail, facility signage, light industrial

and commercial precincts, wayfinding and in the development of entry statements into the Shire and Mundaring town centre.

The Signage Strategy will enable Shire of Mundaring to create a clear sense of place identity and ensure a coordinated and consistent approach to signage across the district. This Strategy relates to permanent signs on Council facilities, on Council managed land and streets. Signage enriches a community members and visitor experience and it assists in navigation and creates a sense of identity and place.

Having a strategy in place will ensure any policy developed will be informed by community consultation and take into consideration all Shire owned and managed signage across the district.

Accordingly, in considering this notice of motion there are a number of options open to Council:

1. Undertake specific community consultation and policy development related to the LED noticeboards, as per this notice of motion, noting that this will would have resource implications and necessitate the deferral of existing projects;
2. Include consideration of LED signage within the Signage Strategy project; or
3. Undertake no specific consultation at this time with LED signage, but review community feedback, via an online survey within Engage Mundaring, in six months' time. This will allow time for the signs to be used for community messaging and for the associated communications benefits to be realised.

As noted under the 'Financial Implications' section above, depending on the level of consultation Council determined be undertaken, and the engagement tools utilised there would be a range of financial and other resource implications. A simple online poll through Engage Mundaring could be undertaken within existing resources, however a larger online survey, face to face consultation or a randomised phone survey using external consultants would require staff resources and appropriate budget to support the project. There would also be opportunity costs to be considered in relation to the likely need to defer other projects. Accordingly, should Council support the motion on notice, a further report with detailed and accurate costings would be required and would be brought back to Council once the level of community engagement to be undertaken is decided.

## **VOTING REQUIREMENT**

Simple Majority

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|---------------|
| <b>MOTION</b> |
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