



City of Busselton
Geographe Bay

Policy and Legislation Committee Agenda

17 April 2018

ALL INFORMATION AVAILABLE IN VARIOUS FORMATS ON REQUEST

city@busselton.wa.gov.au

CITY OF BUSSELTON

MEETING NOTICE AND AGENDA – 17 APRIL 2018

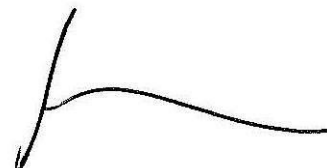
TO: THE MAYOR AND COUNCILLORS

NOTICE is given that a meeting of the Policy and Legislation Committee will be held in the the Committee Room, Administration Building, Southern Drive, Busselton on Tuesday, 17 April 2018, commencing at 2.00pm.

The attendance of Committee Members is respectfully requested.

Disclaimer

Statements or decisions made at Council meetings or briefings should not be relied on (or acted upon) by an applicant or any other person or entity until subsequent written notification has been given by or received from the City of Busselton. Without derogating from the generality of the above, approval of planning applications and building permits and acceptance of tenders and quotations will only become effective once written notice to that effect has been given to relevant parties. The City of Busselton expressly disclaims any liability for any loss arising from any person or body relying on any statement or decision made during a Council meeting or briefing.



PAUL NEEDHAM

A/CHIEF EXECUTIVE OFFICER

10 April 2018

CITY OF BUSSELTON

AGENDA FOR THE POLICY AND LEGISLATION COMMITTEE MEETING TO BE HELD ON 17 APRIL 2018

TABLE OF CONTENTS

ITEM NO.	SUBJECT	PAGE NO.
1.	DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS.....	4
2.	ATTENDANCE	4
3.	PUBLIC QUESTION TIME.....	4
4.	DISCLOSURE OF INTERESTS	4
5.	CONFIRMATION OF MINUTES	4
5.1	Minutes of the Policy and Legislation Committee Meeting held 27 March 2018	4
6.	REPORTS	5
6.1	NEW COUNCIL POLICY - PORTABLE ADVERTISING SIGNS IN PUBLIC PLACES	5
6.2	POLICY TEMPLATE.....	26
6.3	REVIEW OF BRANDS AND STYLE GUIDE POLICY	43
7.	GENERAL DISCUSSION ITEMS	70
8.	NEXT MEETING DATE	70
9.	CLOSURE	70

1. **DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS**

2. **ATTENDANCE**

Apologies

3. **PUBLIC QUESTION TIME**

4. **DISCLOSURE OF INTERESTS**

5. **CONFIRMATION OF MINUTES**

5.1 **Minutes of the Policy and Legislation Committee Meeting held 27 March 2018**

RECOMMENDATION

That the Minutes of the Policy and Legislation Committee Meeting held 27 March 2018 be confirmed as a true and correct record.

6. REPORTS

6.1 NEW COUNCIL POLICY - PORTABLE ADVERTISING SIGNS IN PUBLIC PLACES

SUBJECT INDEX:	Activities in Thoroughfares and Public Places and Trading Local Law 2015
STRATEGIC OBJECTIVE:	Development is managed sustainably and our environment valued.
BUSINESS UNIT:	Environmental Services
ACTIVITY UNIT:	Ranger and Emergency Services
REPORTING OFFICER:	Ranger & Emergency Services Coordinator - Ian McDowell
AUTHORISING OFFICER:	Director, Planning and Development Services - Paul Needham
VOTING REQUIREMENT:	Simple Majority
ATTACHMENTS:	Attachment A Draft Council Policy - Portable Advertising Signs in Public Places (as presented for consultation) ↓ Attachment B Draft Council Policy - Portable Advertising Signs in Public Places (with track changes) ↓

PRÉCIS

This new Council Policy has been developed as a means of providing a regulatory framework for the design and placement of portable advertising signs within the City of Busselton. The policy, underpinned by the *Activities in Thoroughfares and Public Places and Trading Local Law 2015* (the Local Law), is intended to provide clear direction to local business as to where they can display portable advertising signs, the types of signs requiring a permit, and the restrictions with regard to the number of signs and the times they may be displayed.

The City is now seeking the Council's endorsement of the new policy.

BACKGROUND

The Council endorsed the draft policy, Attachment A, for consultation on 8 November 2017 (C1711/272). This consultation has now been completed and has resulted in proposed minor changes to the draft policy as shown at Attachment B.

The results of the consultation and proposed changes are detailed in the consultation section of this report.

STATUTORY ENVIRONMENT

Pursuant to section 2.7(2)(b) of the *Local Government Act 1995*, a role of Council is to determine the local government's policies.

Pursuant to clause 3.2 of the *Activities in Thoroughfares and Public Places and Trading Local Law 2015* (the Local Law):

- (1) *A person shall not without a permit, erect, place or maintain an advertising sign:*
 - (a) *on or above a thoroughfare;*
 - (b) *on a path;*
 - (c) *over any path where the resulting vertical clearance between the sign and the path is less than 2.5 metres (s.45B of the Building Regulations 2012 requires a vertical clearance of 2.75 metres and supercedes this clause of the Local Law);*

- (d) *in any location where the sign is likely to obstruct line of sight along a thoroughfare or cause danger to the person using the thoroughfare; or*
- (e) *on any natural feature including a rock or tree on a thoroughfare, or on any bridge or the structural approaches to a bridge;*
- (2) *Notwithstanding subclauses (1) and (2), a permit is not required in respect of a home open sign or garage sale sign provided that:*
 - (a) *the sign neither exceeds 500mm in height or 0.5m² in area;*
 - (b) *the sign is placed or erected on a thoroughfare no more than half an hour prior to the garage sale or home open and is removed within half an hour of the close of the garage sale or home open; and*
 - (c) *there is no more than one garage sale or home open sign at any road intersection and no more than six separate signs which delineate not more than 2 alternative routes to the home open or garage sale.*

Pursuant to section 29(1) of the Local Government (Functions and General) Regulations (the Regulations):

- (1) *A contravention of a regulation or local law made under the Act can lead to the impounding of goods involved in the contravention if:*
 - (a) *it occurs in a public place; and*
 - (b) *either:*
 - i. *the presence of the goods presents a hazard to public safety, or obstructs the use of any place; or*
 - ii. *where the regulation or local law prohibits or regulates the placement of the goods, the goods are located in a place contrary to that regulation or local law.*

It should be noted that the Council Policies cannot override the statutory requirements of a Council Local Law or State Government legislation.

RELEVANT PLANS AND POLICIES

This report proposes adoption of a new Council Policy – Portable Advertising Signs in Public Places.

FINANCIAL IMPLICATIONS

There are two potential sources of income as a result of the implementation of this policy and enforcement of the Local Law.

The first relates to income generated as the result of the City impounding portable advertising signs displayed contrary to the Local Law. The impound fee, as prescribed in the Adopted Schedule of Fees and Charges for the 2017/18 financial year, is \$74 per sign. It is unlikely there would be any significant income as a result of the City impounding signs as, in many cases the cost to replace the sign would be less than the impound fee and as such, the owner of the sign is unlikely to claim it. Businesses may be more inclined to pay the impound fee if the City has cause to impound more costly “A” or “T” frame signs, or banner signs that are displayed without a permit following the implementation of this policy.

The second relates to the annual application fee for a permit to display a portable advertising sign, which is currently \$213.00 per application. This fee would be payable by all businesses who currently display the “A” or “T” frame signs that are prevalent in the Busselton and Dunsborough CBDs, and who wish to continue to display these signs.

It should be noted that these fees are not new fees. The sign impound fee dates back to the Adopted Schedule of Fees and Charges for the 2010/11 financial year, while the application fee was introduced as a new fee in 2015/16.

Long-term Financial Plan Implications

No significant implications.

STRATEGIC COMMUNITY OBJECTIVES

The draft policy aligns with and supports Council’s Key Goal Area 3 – Environment: valued, conserved and enjoyed; and more specifically Community Objective 3.1 – development is managed sustainably and our environment valued.

This policy provides a regulatory framework for the design and placement of portable advertising signs within the City of Busselton. In doing so it provides a mechanism for the management of portable advertising signage in the natural and built environment.

RISK ASSESSMENT

An assessment of the potential implications of implementing the Officer recommendations has been undertaken using the City’s risk assessment framework.

The greatest risk associated with the implementation of this policy and enforcement of the Local Law is one of reputational harm to the City. One of the community objectives in key goal area 4 (Economy) of the City’s Strategic Community Plan 2017 is “*a community where local business is supported and in turn drives our economy*”. Enforcement of the Local Law through implementation of this policy may be seen by some local business as restricting their ability to use this type of advertising, thereby adversely affecting their business and contradictory to the community objective.

That being said, it is not the intent of the policy to stop the use of portable advertising signs altogether. The intent is to manage their use by ensuring the placement of signs does not restrict pedestrian and/or vehicular access, and to ensure the signs are constructed and placed in a manner that does not present a safety risk to the wider community. The policy will also ensure a ‘level playing field’ for businesses.

It is however, the intent to prevent the use of portable advertising signs as a means of remotely advertising a business and to manage the number and placement of signs used to advertise garage sales and homes open. In essence the policy will provide the City with clear guidance on how to ensure compliance with the Local Law.

CONSULTATION

The draft policy was available for public comment from the end of January to 19 March 2017. A notice was published in local newspapers, and on the City's website and Facebook page. Letters were mailed to all real estate agencies within our district, to builders of display homes, and to the following regional business associations:

- Busselton Chamber of Commerce and Industry
- Dunsborough Yallingup Chamber of Commerce
- Margaret River Wine Association
- Margaret River Busselton Tourist Association
- Real Estate Institute of Western Australia

In addition to the above, a letter drop was conducted to businesses within the Busselton Central Business District and Dunsborough Town Centre.

A total of 11 responses were received. Nine of the respondents represented single businesses including retail, hospitality, building, and a consultancy; one represented a not-for profit community group; and one represented the real estate industry as a group.

The following is a summary of the issues raised by respondents and an officer comment in relation to the issues. The number column indicates how many of the respondents raised the point in question (or something similar).

Item	Issue	Number	Officer Comment
1	Portable advertising signs are important to my business	4	The policy does not seek to prohibit the use of portable advertising signs. It seeks to: provide clarity on when and where the signs may be displayed; restrict the number of signs displayed; stop businesses from using these signs as a means of remotely advertising their business, and provide guidelines regarding the manufacture and method of display of the signs so as to reduce the risk of harm to the general public.
2	We disagree with the payment of a permit application fee	3	This fee is set in the Schedule of Fees and Charges for the financial year and is established to cover the cost of administering the permit application. The fee for 2017/18 is set at \$213. As part of the roll out of the new policy, the City supports either a zero or discounted application fee. However, it is recommended this be considered by Council when determining the Schedule of Fees and Charges for 2018/19 and thereby, not determined by this report.

3	We would like to see more support, rather than obstacles, for small business from our local government	2	Please refer to the officer comment for item 1.
4	There is no visual street frontage to display my sign	2	The draft policy requires signs to be placed on the property boundary (clause 5.2(b)); and placed directly in front of, or as near as is practically possible to the business to which it relates (clause 5.8(a)). Officers will consider applications to display signs in places other than directly in front of a business based on merit however, one of the intents of the policy is to stop businesses using portable advertising signs as a means of remotely advertising a business. If the applicant is able to demonstrate there is no practical alternative to displaying the sign in front of their business it is likely their application will be supported.
5	I do not place signs to obstruct thoroughfares, cause danger, or obstruct vehicle line of sight	2	The draft policy provides a framework that considers the safe placement of portable advertising signs so as to reduce potential public safety risks.

Item	Issue	Number	Officer Comment
6	I currently use a mix of vertical banner and "A" frame signs; will I be permitted to use both	1	One of the intents of the new policy is to reduce the proliferation of portable advertising signs in the community. Under the draft policy businesses may use one or the other, not multiple types of signs.
7	Having signs out during the day, when the business is closed, is important for restaurants to advertise the fact they are open in the evening	1	It is a requirement of the policy that portable advertising signs are only displayed during business operating hours. Should we allow these signs to remain in place when the business owner is not present may expose the City to claims of public liability in the event someone is injured as a result of the sign being left unattended. This risk would be increased during stormy weather. Noting that it is a further requirement of the draft policy for the signs to be removed by the owner during periods of severe weather warnings.
8*	Placement of signs 30 minutes before a home open and removal 30 minutes after is not workable as there may only be 15 minutes between two open homes	1	It is a requirement of the Local Law that home open signs be placed and removed within this timeframe. As such, the Policy cannot be written to override the Local Law. In practice however, Rangers would exercise discretion. Specifically they would however, deal with home signs that are placed out days before a home open, or signs that remain in place for days following the home open. Clause 5.15(c) of the draft policy, which had been included as a means of reinforcing this requirement of the Local Law, has been deleted from the draft at Attachment A.

9*	Placement of signs on roundabouts, traffic islands and median strips is fundamental to the effectiveness of the home open signs. There is a difference between roundabouts on main roads and residential areas.	2	<p>The draft policy at Attachment A has been amended so this restriction refers only to:</p> <ul style="list-style-type: none"> • Bussell Highway • Busselton Bypass • Caves Road • Busselton CBD • Dunsborough Townsite <p>This change will allow real estate agents and residents conducting garage sales to display their signs on roundabouts and median treatments in residential areas.</p>
10*	Technological change will occur, why not have electronically illuminated or animated display	1	The use of this type of technology may cause more of a distraction for motorists. However, this could be revisited when and if this technology becomes available (and affordable).
11*	Not allowing signs to be used more than one kilometre from the home open is not workable in rural residential areas	1	The draft policy has been amended so that signs in rural and rural residential areas may be displayed up to two kilometres from the open home.
12*	Signs are usually placed on the most convenient traffic route 6-24 hours before the home open	1	<p>Please refer to the comment for item 8.</p> <p>Allowing signs to be in place one day before a home open would seem reasonable however, it should be no more than one day and the signs should be removed on the day the home is open (late afternoon/early evening).</p>

Item	Issue	Number	Officer Comment
13*	It (Real Estate industry) is a self-regulating system which has cause virtually no valid concern for anyone	1	Real estate signs, including home open and for sale, are often left out for periods in excess of that permitted by the Local Law. A drive around the district will show plenty of examples where the industry is not self-regulating.
14	Is it necessary to display the permit number on the sign, who will pay for it	1	From a regulatory perspective it's important we are able to distinguish between signs that have a permit to be displayed, and those that do not.
15	Limiting the number and placement of signs seriously restricts business from promoting themselves, some display 2-6 signs	1	<p>The intent of the policy is to restrict the number of signs displayed by a business, and not allowing them to display their signs remotely throughout the district.</p> <p>Allowing businesses to display multiple signs would make enforcement of the Local Law very difficult.</p> <p>There are other options available for a business owner to promote their business.</p>
16	It is unfair to allow mobile traders to have two signs whereas fixed business may only have one	1	<p>One of the signs displayed by a mobile business will need to be displayed immediately adjacent to their business. The other sign will need to be displayed in accordance with the requirements of the policy and/or Local Law.</p> <p>Fixed businesses have opportunities to use other methods outside their business to promote it such as fixed signs.</p>

Items 8-12 (marked with an asterisk) were included in the submission from the real estate industry.

Other comments in support of the draft policy include (the number of respondents in brackets who made this or a similar comment):

- Signs blown down in stormy weather are not always removed by business owners (public safety risk) (1)
- Existing signs have rough or sharp edges and are weighed down by brick and timber offcuts (public safety risk) (1)
- Businesses display multiple signs creating obstructions (1)
- Removal of unauthorised signs would reduce public safety risk (2)
- An amicable way to resolve the sign issue would greatly improve the appeal of the town for tourism and pedestrian access (1)
- We appreciate there should be regulation of portable signs to prevent visual clutter (1)
- Signs are visual pollution which detracts from the visual amenity of our town (2)
- There are alternative ways of advertising businesses (e.g. newspapers, social media) (1)
- I strongly oppose the use of portable or temporary advertising signs (1)

OFFICER COMMENT

As a result of the feedback received during the consultation period, and where considered appropriate by officers, changes have been made to the draft policy. Those changes are shown in the “track changed” copy of the policy at Attachment B.

It is now recommended that Council adopt the draft policy so that it can be implemented in accordance with the timeframe detailed below.

To ensure businesses are provided ample opportunity to apply for permits to display portable advertising in accordance with the requirements of the Local Law and the new policy, a six month grace period is recommended, until 31 December 2018, before the City commences enforcement action. The six month grace period would not apply to signs that would not be approved under the provisions of the Local Law or policy.

The general approach to enforcement is proposed to be as follows:

- In the first instance the owner of the unauthorised or illegal sign be given 48 hours to remove the sign (if the sign is an obstruction or considered a public safety risk, the City may collect the sign and return it to the owner, or may direct the owner to remove it immediately)
- There be no penalty for a first offence unless the owner refuses to comply. In these cases, the City will impound the sign and may issue the owner a written caution
- For a second offence, the City will again direct to the owner to remove the sign and may issue a written caution.
- If the owner then refuses to comply, the City will impound the sign and may issue an infringement
- For third and subsequent offences the City will impound the sign and may issue an infringement. In extreme cases, for repeat offenders, the City may consider prosecution.

CONCLUSION

Whilst the Local Law governing the use of portable advertising signs has been in place for some time (since February 2015 in its current form), there has been limited direction in how to apply the requirements with regard to the portable sign permit applications process, and the enforcement and removal of unauthorised signs. The new policy provides this guidance and provides a clear framework for the management of portable advertising signs in our District.

OPTIONS

Council may amend or reject the new policy.

TIMELINE FOR IMPLEMENTATION OF OFFICER RECOMMENDATION

The new policy will come into effect as soon as it is adopted by the Council.

Following its adoption, there will be a six month grace period to allow business owners in particular the opportunity to apply for a permit to display portable advertising signs in accordance with the Local Law and the new policy. The six month grace period will run from 1 July 2018 to 31 December 2018. The City will finalise the application process prior to that and will develop a letter for businesses to advise them of this process.

Signs not requiring a permit will need to comply with the requirements of the Local Law and the new Policy as soon as it is endorsed by Council.

Enforcement of the Local Law will be in accordance with the details provided in the comments above. Commencement of the enforcement process would be dependent on whether the sign that is being displayed requires a permit or not, and whether or not it would be permitted under the Local Law.

OFFICER RECOMMENDATION

That the Council adopts the new Council Policy – Portable Advertising Signs in Public Places as shown in Attachment A.

6.1 Attachment A Draft Council Policy - Portable Advertising Signs in Public Places
(as presented for consultation)

CPXXX	Portable Advertising Signs in Public Places	V1 Draft
-------	---	----------

1.0 PURPOSE

1.1 The purpose of this policy is to provide a regulatory framework for the design and placement of portable advertising signs within the City of Busselton. Council supports the need for signage to promote tourism, business, public events and community groups and services but also supports the need for regulation so that signage does not adversely impact the amenity and streetscapes of the City.

2.0 SCOPE

2.1 This policy will guide the City, local business and the community on circumstances where portable advertising signs may be displayed in public places within the District; and also circumstances where signs may be removed from public places if displayed contrary to this policy and/or our Local Law.

2.2 This policy does not cover:

- a. fixed directional tourism signs or signs promoting public events;
- b. signs and advertising devices on or in the vicinity of highways and main roads that come under the control of the Commissioner of Main Roads; or
- c. signs, advertising or otherwise, that are covered under separate legislation (including election signage), local planning policies or the town planning scheme.

3.0 DEFINITIONS

General

Advertising sign: a sign that is used for the purpose of advertisement or to draw attention to a product, business, person or event and includes a home open sign and garage sale sign. In the case of signs advertising a business or commercial venture they shall only display material which advertises the business or the products available from the business to which the sign relates.

Carriageway: a portion of a road that is improved, designed or ordinarily used for vehicular traffic and includes the shoulders, and areas, including embayments, at the side or centre of the carriageway, used for the stopping or parking of vehicles; and, where a road has two or more of these portions divided by a median strip, the expression means each of those portions separately.

Event: an occurrence proposed to be held within the City of Busselton on private or public land, either indoor or outdoor by a person(s)/group/organisation, where people assemble at a given time for entertainment, recreation, cultural or community purposes. This includes but is not limited to:

- a. concerts and music festivals;
- b. motorsport events, motor vehicle rallies and displays;
- c. sporting events;
- d. cultural and community events;
- e. shows and fairs;
- f. exhibitions, wine and food festivals; and
- g. surfing events.

Footpath: an area that is open to the public that is designated for, or has as one of its main uses, as use by pedestrians and includes dual use or shared paths.

Local Law: the City of Busselton *Activities in Thoroughfares and Public Places and Trading Local Law 2015*.

Median strip: any physical provision, other than lines, dividing a road to separate vehicular traffic proceeding in opposing directions or to separate two one-way carriageways for vehicular traffic proceeding in opposing directions.

Portable sign: includes 'A' frame or inverted 'T' signs, garage sale signs, home open signs, horizontal and vertical banner signs, and variable message signs (including trailer mounted)

Public place: any thoroughfare or place the public is allowed to use, whether or not the thoroughfare is on private property, and includes local government land/property but does not include premises on private property from which trading is lawfully conducted.

Sporting and community sign: a portable advertising sign erected by not-for-profit sporting, or community groups or services for the purpose of advertising a sporting or community event (eg. cultural activities, sporting registration days, arts and craft fairs, market days or other events of public interest).

Thoroughfare: a road or other thoroughfare and includes structures or other things appurtenant to the thoroughfare that are within its limits, and nothing is prevented from being a thoroughfare only because it is not open at each end.

Traffic controlled intersection: an intersection that has traffic control lights, stop signs, or give way signs directing traffic.

Traffic island: any physical provision, other than lines, marks or other indications on a carriageway, made at or near an intersection to guide vehicular traffic.

Sign Types

'A' frame or 'T' frame sign: a self-supporting sign of rigid, lightweight material that is capable of being easily moved by hand, in 'A' or 'T' frame configuration.

Garage sale sign: a sign made from cardboard/corflute, paper or other lightweight material that is used to direct persons to a garage sale at residential premises.

Home open sign: a sign made from cardboard/corflute or other lightweight material used to direct persons to a home for sale that is open for inspection and includes display homes.

Horizontal banner sign: a sign made of lightweight, non-rigid material such as cloth, canvas or similar attached by rope or similar material to poles or other vertical anchoring points.

City project sign: a sign made from cardboard/corflute or other lightweight material used to promote constructions projects being undertaken by the City.

Vertical banner sign: a fabric or similar material sign with a single mast constructed of carbon-fibre or similar flexible material attached to a weighted base or otherwise anchored to the ground. These are typically marketed as 'teardrop', 'feather' or 'blade wing' signs.

Variable message sign: an electronic sign that is capable of displaying a single message, or a series of messages.

4.0 LEGISLATION

4.1 Clause 3.2 of the Local Law:

- (1) *A person shall not without a permit, erect, place or maintain an advertising sign:*
 - (a) *on or above a thoroughfare;*
 - (b) *on a path;*

- (c) *over any path where the resulting vertical clearance between the sign and the path is less than 2.5 metres (Note: s.45B of the Building Regulations 2012 require a vertical clearance of 2.75 metres and would prevail over the Local Law);*
 - (d) *on or within 1 metre of a carriageway;*
 - (e) *in any other location where the sign is likely to obstruct line of sight along a thoroughfare or cause danger to the person using the thoroughfare; or*
 - (f) *on any natural feature including a rock or tree on a thoroughfare, or on any bridge or the structural approaches to a bridge.*
- (2) *Notwithstanding subclauses (1) and (2), a permit is not required in respect of a home open sign or garage sale sign provided that:*
- (a) *the sign neither exceeds 500mm in height or 0.5m² in area;*
 - (b) *the sign is placed or erected on a thoroughfare no more than half an hour prior to the garage sale or home open and is removed within half an hour of the close of the garage sale or home open; and*
 - (c) *there is no more than one garage sale or home open sign at any road intersection and no more than six separate signs which delineate not more than 2 alternative routes to the home open or garage sale.*
- 4.2 Under section 29(1) of the *Local Government (Functions and General) Regulations 1996* (the Regulations):
- (1) *A contravention of a regulation or Local Law made under the Act can lead to the impounding of goods involved in the contravention if:*
- (a) *it occurs in a public place; and*
 - (b) *either:*
 - i. *the presence of the goods presents a hazard to public safety, or obstructs the use of any place; or*
 - ii. *where the regulation or Local Law prohibits or regulates the placement of the goods, the goods are located in a place contrary to that regulation or Local Law.*

5.0 POLICY CONTENT

General

- 5.1 Portable advertising signs are not to be:
- a. erected, placed or maintained on roundabouts, traffic islands, median strips, or within 10m of traffic controlled intersections; or
 - b. attached to existing signs, including other advertising signs, or on any road related infrastructure such as traffic sign supports, bus shelters, or on or between trees or other vegetation; or
 - c. electronically illuminated or have an electronic or animated display; or
 - d. placed on any footpath where the speed limit on the road abutting the footpath is 60 kilometres per hour or greater; or
 - e. mounted to a vehicle and/or trailer.
- 5.2 Portable advertising signs in public places shall:
- a. have no moving parts once the sign is in place;

6.1 Attachment A Draft Council Policy - Portable Advertising Signs in Public Places
(as presented for consultation)

- b. be placed on the property boundary and provide a minimum of 1.2 metres clearance from the abutting thoroughfare.
- c. be weighted or anchored to retain their position in all weather conditions other than the circumstance in (d) below;
- d. be removed by the owner during periods of severe weather warnings issued by the Bureau of Meteorology;
- e. be manufactured from high quality materials (metal, plastic, wood or fabric) and have professional sign writing and/or graphics (including blackboards that are professionally presented);
- f. be designed and supported in a manner that ensures there is no risk of injury to the public through sharp edges, projections, potential trip hazards or similar; and
- g. in the case of signs that advertise a business or other commercial venture, only be displayed during operating hours of the business or other commercial venture to which it relates.

Signs requiring a permit

- 5.3 The City of Busselton *Activities in Thoroughfares and Public Places and Trading Local Law 2015* establishes the need for a permit to display certain types of portable advertising signs.
- 5.4 Subject to clause 2.2, permits are required for 'A' or 'T' frame signs, horizontal and vertical banner signs; and variable message signs that:
 - a. promote or advertise a business or any other commercial venture; and
 - b. promote or advertise a sporting event, community event, community group or community service.
- 5.5 A permit application fee will be charged for signs that advertise a business or commercial venture, but will not be charged for signs promoting charitable not-for-profit sporting or community events or services. To not be charged a fee, an organisation or individual is required to be a not-for-profit organisation (with an incorporation certificate) or a charitable organisation. The permit application fee is prescribed in Council's adopted Schedule of Fees and Charges.
- 5.6 The owner of a portable advertising sign advertising a business or commercial venture will be required to provide evidence of current public liability insurance to the value of \$10,000,000, which indemnifies the City of Busselton against any claims for damages arising from the sign on the public land.
- 5.7 Portable advertising signs for which a permit is required and has been issued will be required to indelibly display, the current permit number at the top right hand corner on one external face of the sign. Permits will generally be issued for 3 years, unless the sign is only required for a short duration, or unless this policy requires otherwise; after which the permit holder will be required to apply for a permit renewal.
- 5.8 'A' or 'T' frame signs shall:
 - a. be limited to a maximum of one sign per business premises and placed directly in front of, or as near as is practically possible to the business to which it relates;
 - b. be placed with a set back from the carriageway of no less than 0.5m, and placed to maintain a clear thoroughfare (footpath) width of no less than 1.8m; and
 - c. have a maximum vertical or horizontal dimension of 1.2m and have an area allocated for advertising of no more than 0.9m² on either side.
- 5.9 Horizontal banner signs:

6.1 Attachment A Draft Council Policy - Portable Advertising Signs in Public Places
(as presented for consultation)

- a. will only be approved when promoting or advertising sporting or community events or services;
 - b. shall have a maximum height of 1.5m;
 - c. shall have a maximum width of 2.5m; and
 - d. may be displayed for a maximum period of 14 days before an event and removed by the owner no later than one day after the event.
- 5.10 Vertical banner signs shall:
- a. be a fabric sign with a single mast;
 - b. have a maximum flag size of 2.8m by 1.0m with a maximum height, including the stand, of 3.5m (when placed on an open verge);
 - c. have a maximum flag size of 2.0m by 1m with a maximum height, including the stand, of 2.5m (when placed on a footpath);
 - d. be no more than 60cm wide below 2m high; and
 - e. have no more than one vertical banner per 4m of street frontage (with a maximum of four banners per business) and excludes the use of an 'A' or 'T' frame sign (where more than one vertical banner is displayed, each banner shall display a different product or message).
- 5.11 The City will not approve the use of variable message signs in a public place for the purpose of advertising a business or commercial venture.
- 5.12 Owners of approved business or commercial ventures that have no fixed business location may apply to use up to two portable advertising signs ('A' or 'T' frame, or other lightweight signs but not including banner or variable message signs) to advertise the location from which the business is currently being undertaken. The first sign to be at the approved trading location, the second is to be located within 500 metres driving distance of that location and shall otherwise comply with the requirements of this policy and the Local Law.

Signs not requiring a permit

- 5.12 Permits are not required for garage sale signs or home open signs. The owner of the signs is responsible for their placement and removal in accordance with this policy and the Local Law. Removal of the signs includes all materials from which the sign is constructed, and all materials used to secure the signs in place.
- 5.13 Garage sale signs are to include the address details, street number and street name, of the premises in which the garage sale is being held.
- 5.14 Restrictions:
- a. no more than six separate signs shall be used to advertise or promote the same garage sale, or home open;
 - b. signs are not to be displayed more than one kilometre from the garage sale or home open, within 250m of any other sign advertising or promoting the same garage sale or home open, or within 50m of any other portable advertising sign; and
 - c. the signs should not delineate any more than two alternative routes to the garage sale, or home open.
- 5.15 Garage sale signs, and home open signs shall:
- a. be free standing and not affixed to any sign, post, power or streetlight pole, or similar structure (including trees and other vegetation);
 - b. not exceed 500mm in height or 0.5m² in area;

6.1 Attachment A Draft Council Policy - Portable Advertising Signs in Public Places
(as presented for consultation)

- c. not be displayed any more than 30 minutes before, or 30 minutes after the event;
- d. not obstruct the vision of a driver of a vehicle entering or leaving a street or other public place;
- e. not interfere with the safe and convenient passage of pedestrians; and
- f. not be placed in any public place contrary to this policy and/or the Local Law.

City project specific signs

- 5.16 City project specific signs have been developed by the City as a means of promoting public works and projects it is undertaking throughout the District. These signs will only be displayed during construction works when there are workers on site.
- 5.17 As the approving authority for portable advertising signs, the City will be deemed to have approval to display these signs without the need to apply for individual permits.

Refusal of Applications

- 5.18 Applications that do not comply with the requirements of the Local Law and this Policy will be refused by the City.

Removal of unauthorised signs

- 5.19 Portable advertising signs placed contrary to this policy and/or the Local Law may be impounded by the City.
- 5.20 Impounded signs may be claimed by the owner following payment of an impound fee as prescribed in Council's Schedule of Fees and Charges. In addition to the impound fee, owners of impounded signs may also receive a written caution and/or an infringement.

Policy Background

Policy Reference No – TBD
Owner Unit – Ranger and Emergency Services
Originator – Ranger and Emergency Services Coordinator
Policy Approved by – Council
Date Approved –
Review Frequency – as required
Related Documents – *Activities in Thoroughfares and Public Places and Trading Local Law 2015*

History

Council Resolution	Date	Information
		Date of Implementation Version 1

CPXXX	Portable Advertising Signs in Public Places	V1 Draft
-------	---	----------

1.0 PURPOSE

1.1 The purpose of this policy is to provide a regulatory framework for the design and placement of portable advertising signs within the City of Busselton. Council supports the need for signage to promote tourism, business, public events and community groups and services but also supports the need for regulation so that signage does not adversely impact the amenity and streetscapes of the City.

2.0 SCOPE

2.1 This policy will guide the City, local business and the community on circumstances where portable advertising signs may be displayed in public places within the District; and also circumstances where signs may be removed from public places if displayed contrary to this policy and/or our Local Law.

2.2 This policy does not cover:

- a. fixed directional tourism signs or signs promoting public events;
- b. signs and advertising devices on or in the vicinity of highways and main roads that come under the control of the Commissioner of Main Roads; or
- c. signs, advertising or otherwise, that are covered under separate legislation (including election signage), local planning policies or the town planning scheme.

3.0 DEFINITIONS

General

Advertising sign: a sign that is used for the purpose of advertisement or to draw attention to a product, business, person or event and includes a home open sign and garage sale sign. In the case of signs advertising a business or commercial venture they shall only display material which advertises the business or the products available from the business to which the sign relates.

Busselton City Centre: the area bounded by Marine Terrace, the Lower Vasse River, Brown Street and West Street.

Formatted: Font: Not Bold

Carriageway: a portion of a road that is improved, designed or ordinarily used for vehicular traffic and includes the shoulders, and areas, including embayments, at the side or centre of the carriageway, used for the stopping or parking of vehicles; and, where a road has two or more of these portions divided by a median strip, the expression means each of those portions separately.

Dunsborough Town Centre: the area bounded by Caves Road, Cape Naturaliste Road, Dugalup Brook, and Geographe Bay Road; and the area bounded by Seymour Boulevard, Chieftan Crescent and Seymour Park.

Formatted: Font: Not Bold

Event: an occurrence proposed to be held within the City of Busselton on private or public land, either indoor or outdoor by a person(s)/group/organisation, where people assemble at a given time for entertainment, recreation, cultural or community purposes. This includes but is not limited to:

- a. concerts and music festivals;
- b. motorsport events, motor vehicle rallies and displays;
- c. sporting events;

- d. cultural and community events;
- e. shows and fairs;
- f. exhibitions, wine and food festivals; and
- g. surfing events.

Footpath: an area that is open to the public that is designated for, or has as one of its main uses, as use by pedestrians and includes dual use or shared paths.

Local Law: the City of Busselton *Activities in Thoroughfares and Public Places and Trading Local Law 2015*.

Median strip: any physical provision, other than lines, dividing a road to separate vehicular traffic proceeding in opposing directions or to separate two one-way carriageways for vehicular traffic proceeding in opposing directions.

Portable sign: includes 'A' frame or inverted 'T' signs, garage sale signs, home open signs, horizontal and vertical banner signs, and variable message signs (including trailer mounted)

Public place: any thoroughfare or place the public is allowed to use, whether or not the thoroughfare is on private property, and includes local government land/property but does not include premises on private property from which trading is lawfully conducted.

Sporting and community sign: a portable advertising sign erected by not-for-profit sporting, or community groups or services for the purpose of advertising a sporting or community event (eg. cultural activities, sporting registration days, arts and craft fairs, market days or other events of public interest).

Thoroughfare: a road or other thoroughfare and includes structures or other things appurtenant to the thoroughfare that are within its limits, and nothing is prevented from being a thoroughfare only because it is not open at each end.

Traffic controlled intersection: an intersection that has traffic control lights, stop signs, or give way signs directing traffic.

Traffic island: any physical provision, other than lines, marks or other indications on a carriageway, made at or near an intersection to guide vehicular traffic.

Sign Types

'A' frame or 'T' frame sign: a self-supporting sign of rigid, lightweight material that is capable of being easily moved by hand, in 'A' or 'T' frame configuration.

Garage sale sign: a sign made from cardboard/corflute, paper or other lightweight material that is used to direct persons to a garage sale at residential premises.

Home open sign: a sign made from cardboard/corflute or other lightweight material used to direct persons to a home for sale that is open for inspection and includes display homes.

Horizontal banner sign: a sign made of lightweight, non-rigid material such as cloth, canvas or similar attached by rope or similar material to poles or other vertical anchoring points.

City project sign: a sign made from cardboard/corflute or other lightweight material used to promote constructions projects being undertaken by the City.

Vertical banner sign: a fabric or similar material sign with a single mast constructed of carbon-fibre or similar flexible material attached to a weighted base or otherwise anchored to the ground. These are typically marketed as 'teardrop', 'feather' or 'blade wing' signs.

Variable message sign: an electronic sign that is capable of displaying a single message, or a series of messages.

4.0 LEGISLATION

4.1 Clause 3.2 of the Local Law:

- (1) *A person shall not without a permit, erect, place or maintain an advertising sign:*
- (a) *on or above a thoroughfare;*
 - (b) *on a path;*
 - (c) *over any path where the resulting vertical clearance between the sign and the path is less than 2.5 metres (Note: s.45B of the Building Regulations 2012 require a vertical clearance of 2.75 metres and would prevail over the Local Law);*
 - (d) *on or within 1 metre of a carriageway;*
 - (e) *in any other location where the sign is likely to obstruct line of sight along a thoroughfare or cause danger to the person using the thoroughfare; or*
 - (f) *on any natural feature including a rock or tree on a thoroughfare, or on any bridge or the structural approaches to a bridge.*
- (2) *Notwithstanding subclauses (1) and (2), a permit is not required in respect of a home open sign or garage sale sign provided that:*
- (a) *the sign neither exceeds 500mm in height or 0.5m² in area;*
 - (b) *the sign is placed or erected on a thoroughfare no more than half an hour prior to the garage sale or home open and is removed within half an hour of the close of the garage sale or home open; and*
 - (c) *there is no more than one garage sale or home open sign at any road intersection and no more than six separate signs which delineate not more than 2 alternative routes to the home open or garage sale.*

4.2 Under section 29(1) of the Local Government (Functions and General) Regulations 1996 (the Regulations):

- (1) *A contravention of a regulation or Local Law made under the Act can lead to the impounding of goods involved in the contravention if:*
- (a) *it occurs in a public place; and*
 - (b) *either:*
 - i. *the presence of the goods presents a hazard to public safety, or obstructs the use of any place; or*
 - ii. *where the regulation or Local Law prohibits or regulates the placement of the goods, the goods are located in a place contrary to that regulation or Local Law.*

5.0 POLICY CONTENT

General

5.1 Portable advertising signs are not to be:

a. erected, placed or maintained on roundabouts, traffic islands, median strips, or within 10m of traffic controlled intersections; at or around the following locations:

- i. Bussell Highway;
- ii. Busselton Bypass;
- iii. Caves Road;

Formatted: Indent: Left: 2.54 cm,
Hanging: 0.63 cm

iv. Busselton City Centre;

~~iv. Dunsborough Town Centre; or~~

note: Busselton Bypass, Caves Road and a portion of the Bussell Highway come under the control of Main Roads Western Australia (MRWA) and as such, the control and placement of signs at those locations requires MRWA approval. Where there are compliance issues regarding the placement of signs in those locations, the City and MRWA work closely together to resolve them; or

Formatted: Normal, Indent: Left: 1.25 cm, Space After: 6 pt, No bullets or numbering

- b. attached to existing signs, including other advertising signs, or on any road related infrastructure such as traffic sign supports, bus shelters, or on or between trees or other vegetation; or
- c. electronically illuminated or have an electronic or animated display; or
- d. placed on any footpath where the speed limit on the road abutting the footpath is 60 kilometres per hour or greater; or
- e. mounted to a vehicle and/or trailer.

5.2 Portable advertising signs in public places shall:

- a. have no moving parts once the sign is in place;
- b. be placed on the property boundary and provide a minimum of 1.2 metres clearance from the abutting thoroughfare.
- c. be weighted or anchored to retain their position in all weather conditions other than the circumstance in (d) below;
- d. be removed by the owner during periods of severe weather warnings issued by the Bureau of Meteorology;
- e. be manufactured from high quality materials (metal, plastic, wood or fabric) and have professional sign writing and/or graphics (including blackboards that are professionally presented);
- f. be designed and supported in a manner that ensures there is no risk of injury to the public through sharp edges, projections, potential trip hazards or similar; and
- g. in the case of signs that advertise a business or other commercial venture, only be displayed during operating hours of the business or other commercial venture to which it relates.

Signs requiring a permit

- 5.3 The City of Busselton *Activities in Thoroughfares and Public Places and Trading Local Law 2015* establishes the need for a permit to display certain types of portable advertising signs.
- 5.4 Subject to clause 2.2, permits are required for 'A' or 'T' frame signs, horizontal and vertical banner signs; and variable message signs that:
 - a. promote or advertise a business or any other commercial venture; and
 - b. promote or advertise a sporting event, community event, community group or community service.
- 5.5 A permit application fee will be charged for signs that advertise a business or commercial venture, but will not be charged for signs promoting charitable not-for-profit sporting or community events or services. To not be charged a fee, an organisation or individual is required to be a not-for-profit organisation (with an incorporation certificate) or a charitable organisation. The permit application fee is prescribed in Council's adopted Schedule of Fees and Charges.
- 5.6 The owner of a portable advertising sign advertising a business or commercial venture will be required to provide evidence of current public liability insurance to the value of \$10,000,000,

which indemnifies the City of Busselton against any claims for damages arising from the sign on the public land.

- 5.7 Portable advertising signs for which a permit is required and has been issued will be required to indelibly display, the current permit number at the top right hand corner on one external face of the sign. Permits will generally be issued for 3 years, unless the sign is only required for a short duration, or unless this policy requires otherwise; after which the permit holder will be required to apply for a permit renewal.
- 5.8 'A' or 'T' frame signs shall:
- be limited to a maximum of one sign per business premises and placed directly in front of, or as near as is practically possible to the business to which it relates;
 - be placed with a set back from the carriageway of no less than 0.5m, and placed to maintain a clear thoroughfare (footpath) width of no less than 1.8m; and
 - have a maximum vertical or horizontal dimension of 1.2m and have an area allocated for advertising of no more than 0.9m² on either side.
- 5.9 Horizontal banner signs:
- will only be approved when promoting or advertising sporting or community events or services;
 - shall have a maximum height of 1.5m;
 - shall have a maximum width of 2.5m; and
 - may be displayed for a maximum period of 14 days before an event and removed by the owner no later than one day after the event.
- 5.10 Vertical banner signs shall:
- be a fabric sign with a single mast;
 - have a maximum flag size of 2.8m by 1.0m with a maximum height, including the stand, of 3.5m (when placed on an open verge);
 - have a maximum flag size of 2.0m by 1m with a maximum height, including the stand, of 2.5m (when placed on a footpath);
 - be no more than 60cm wide below 2m high; and
 - have no more than one vertical banner per 4m of street frontage (with a maximum of four banners per business) and excludes the use of an 'A' or 'T' frame sign (where more than one vertical banner is displayed, each banner shall display a different product or message).
- 5.11 The City will not approve the use of variable message signs in a public place for the purpose of advertising a business or commercial venture.
- 5.12 Owners of approved business or commercial ventures that have no fixed business location may apply to use up to two portable advertising signs ('A' or 'T' frame, or other lightweight signs but not including banner or variable message signs) to advertise the location from which the business is currently being undertaken. The first sign to be at the approved trading location, the second is to be located within 500 metres driving distance of that location and shall otherwise comply with the requirements of this policy and the Local Law.

Signs not requiring a permit

- 5.12 Permits are not required for garage sale signs or home open signs. The owner of the signs is responsible for their placement and removal in accordance with this policy and the Local Law. Removal of the signs includes all materials from which the sign is constructed, and all materials used to secure the signs in place.

- 5.13 Garage sale signs are to include the address details, street number and street name, of the premises in which the garage sale is being held.
- 5.14 Restrictions:
- a. no more than six separate signs shall be used to advertise or promote the same garage sale, or home open;
 - b. signs are not to be displayed more than one kilometre from the garage sale or home open (two kilometres in rural and rural residential areas), within 250m of any other sign advertising or promoting the same garage sale or home open, or within 50m of any other portable advertising sign; and
 - c. the signs should not delineate any more than two alternative routes to the garage sale, or home open.
- 5.15 Garage sale signs, and home open signs shall:
- a. be free standing and not affixed to any sign, post, power or streetlight pole, or similar structure (including trees and other vegetation);
 - b. not exceed 500mm in height or 0.5m² in area;
 - ~~c. not be displayed any more than 30 minutes before, or 30 minutes after the event;~~
 - ~~d. c.~~ not obstruct the vision of a driver of a vehicle entering or leaving a street or other public place; and
 - ~~e. d.~~ not interfere with the safe and convenient passage of pedestrians; and
 - ~~f. not be placed in any public place contrary to this policy and/or the Local Law.~~

City project specific signs

- 5.16 City project specific signs have been developed by the City as a means of promoting public works and projects it is undertaking throughout the District. These signs will only be displayed during construction works when there are workers on site.
- 5.17 As the approving authority for portable advertising signs, the City will be deemed to have approval to display these signs without the need to apply for individual permits.

Refusal of Applications

- 5.18 Applications that do not comply with the requirements of the Local Law and this Policy will be refused by the City.

Removal of unauthorised signs

- 5.19 Portable advertising signs placed contrary to this policy and/or the Local Law may be impounded by the City.
- 5.20 Impounded signs may be claimed by the owner following payment of an impound fee as prescribed in Council's Schedule of Fees and Charges. In addition to the impound fee, owners of impounded signs may also receive a written caution and/or an infringement.

Policy Background

Policy Reference No – TBD
Owner Unit – Ranger and Emergency Services
Originator – Ranger and Emergency Services Coordinator
Policy Approved by – Council
Date Approved –

Review Frequency – as required

Related Documents – *Activities in Thoroughfares and Public Places and Trading Local Law 2015*

History

Council Resolution	Date	Information
		Date of Implementation Version 1

DRAFT

6.2 POLICY TEMPLATE

SUBJECT INDEX:	Council Policies
STRATEGIC OBJECTIVE:	Governance systems, process and practices are responsible, ethical and transparent.
BUSINESS UNIT:	Corporate Services
ACTIVITY UNIT:	Governance and Corporate Services
REPORTING OFFICER:	Manager Corporate Services - Sarah Pierson
AUTHORISING OFFICER:	Director Finance and Corporate Services - Tony Nottle
VOTING REQUIREMENT:	Simple Majority
ATTACHMENTS:	Attachment A Council Policy Template ↓ Attachment B Corporate Governance Framework ↓ Attachment C Executive Practice Template ↓

PRÉCIS

This report presents for adoption a revised Council policy template (Attachment A) and seeks Council's support for a programme of review of Council policies in accordance with the principles outlined in the Corporate Governance Framework (Attachment B).

BACKGROUND

In August 2017 the CEO commissioned a high level independent review of the City's governance systems, undertaken over a 3 month period by Mr John Woodhouse LLB B.Juris (Woodhouse Review). Included in the scope of the review was the City's policy and procedure framework, where Mr Woodhouse noted a number of opportunities for improvement.

Generally, Mr Woodhouse noted that while good practices were observed, those practices were not always documented and in some cases proper practices were lacking. He identified at a broad level an opportunity for the City to improve its governance systems and to ensure that all of the City's operations are underpinned by well documented, contemporary systems and processes.

In relation to Council policies specifically, Mr Woodhouse made the following recommendations:

1. *There should be a review of the Council Policies with the intent that a Council Policy:*
 - a. *Should deal with higher level objectives and strategies;*
 - b. *Should not deal with operational matters, employee matters, or other matters which are the responsibility of the CEO; and*
 - c. *Should, where appropriate provide sufficient direction to the CEO to develop OPPs which deal with the implementation of the Council Policy or other detailed matters.*
2. *As part of that review, any existing Council Policy should be deleted where it could, more sensibly, be dealt with by an OPP adopted by the CEO*
3. *Consideration should be given to developing a new Council Policy which sets out the 'framework' for Council Policies, OPPs and other procedures. The new Policy would explain the role to be played by each level of document. It could, for example, be called a Policy Framework Policy.*

Mr Woodhouse also made a number of recommendations in relation to Operational Practice and Procedures (OPPs), including the development of a new OPP, setting out guidelines for preparing an OPP and review of all OPPs.

As a result of the above, Officers have developed a new Council policy template, a new template for OPPs, proposed to be called executive practices, and a Corporate Governance Framework intended to guide the review and future development of the City's policies and procedures.

This report presents the proposed Council policy template for adoption, with the Corporate Governance Framework and executive practice template provided for contextual information purposes and the noting of Council; with the Corporate Governance Framework intended to be a living document and further developed over time, and the executive practice being operational in nature.

STATUTORY ENVIRONMENT

In accordance with Section 2.7(2)(b) of the Local Government Act 1995 it is the role of the Council to determine the local government's policies. The Council does this on the recommendation of a Committee it has established in accordance with Section 5.8 of that Act.

RELEVANT PLANS AND POLICIES

Nil

FINANCIAL IMPLICATIONS

Adoption of the Council policy template will not have any direct financial implications. The proposed policy review programme will be resourced internally, noting an additional governance resource has been included as part of the 2018/2019 workforce planning to assist with this and the implementation of the Woodhouse Review recommendations more broadly.

Long-term Financial Plan Implications

Nil

STRATEGIC COMMUNITY OBJECTIVES

The aim of the Woodhouse Review was to help achieve governance systems that deliver responsible, ethical and accountable decision-making. Similarly the ongoing review of Council policies, as per the Officer Recommendation, also assists with this.

RISK ASSESSMENT

There are no risks associated with the Officer Recommendation identified as being of a medium or greater level.

CONSULTATION

In developing the Council policy template (and the associated Corporate Governance Framework) Officers conducted some desktop research, looking at the Council policies of a range of other local governments including Albany, Belmont, Geraldton, Joondalup, Rockingham and Stirling.

OFFICER COMMENT

Policy making is an important function of local government. Policies guide decision making and therefore affect all those who may be impacted by a decision. The Woodhouse review made three (3) key recommendations in relation to Council Policies, detailed already in the Background section of this report.

Corporate Governance Framework

In response Officers have developed a Corporate Governance Framework (the Framework), its purpose being to provide a governance structure for the development and maintenance of policies, practices, delegations and other corporate documents intended to guide the City's practices and approach to decision making.

The Framework is intended to provide overarching guidance for City staff in the development of policies, practices and procedures and attempts to set out the inter-relationships between the various documents. While it is, at this early stage, seen as a work in progress document, it provides some immediate guidance on key documents such as council policies and executive practices.

Given its evolving nature, Officers feel a framework document which is noted and supported by Council but which can be added to as we mature, is more appropriate than a fixed council policy, as recommended by Mr Woodhouse.

The Framework sets out the purpose of a Council policy and confirms, as per the Woodhouse Review, a Council policy as being a high level strategic document setting out the general approach that Council intends in relation to a particular issue. Importantly the Framework states that, while there will be exceptions, a Council policy should outline the 'what' and should not detail the 'how'.

The 'how' or the more operational detail should instead, in most instances, be set out in executive practices. The purpose and structure of an executive practice is outlined at 4.2 of the Framework; that is to outline a CEO direction and / or outline how a Council directive is to be implemented and apply to the whole or significant components of the organisation.

Below that, the Framework acknowledges the importance of operating procedures, documents that set out detailed internal operating steps, and the existence of guidelines, advisory documents that provide information and assist officers to make informed and well researched decisions.

This report seeks Council's endorsement of the broad structure outlined in the Framework and, most importantly, the form and function of Council policies as generally high level strategic documents.

Council Policy Template

Council policies are currently grouped under three (3) headings:

- Community policies
- Governance and administration policies
- Services policies

The Woodhouse Review found that, with some exceptions, the majority of Council adopted policies have been adopted in the last 3 years. In the case of the majority, the structure is:

- Purpose
- Scope
- Policy Content

Despite the presence of a scope heading the Woodhouse review found that very few of the policies clearly state who they are intended to apply to, and that very little context for the policy is generally given.

In response to these findings a new Council policy template is proposed. The template contains clear headings and guidance notes which will assist in ensuring that Council policies adopt a consistent structure, set out as follows:

- Purpose
- Scope
- Definitions
- Strategic Context
- Policy Statement
- Related Documents
- Responsibility and review information

It will also ensure that there is clarity as to why each Council policy exists and what decision/s they guide. A numbered outline format is proposed so that easy reference can be made to any point or concept in the policy. Council's endorsement of the proposed Council policy template is sought.

Executive Practice Template

Similar to the Council policy template, a new executive practice template has also been developed (Attachment C) to replace the current OPP template. Clearer headings, a numbered outline format and guidance notes should assist with consistency, along with imposing (as per the Framework) some additional oversight by Governance. The structure proposed is as follows:

- Purpose
- Scope
- Enabling policy or strategy (where appropriate)
- Practice Statement (including any necessary procedural elements, process steps / flow charts where appropriate)
- Definitions
- Related Documents
- Responsibility and review information
- CEO approval (electronic)

The name executive practice, as opposed to operational practice and procedure, is designed to signify that these documents are determined and approved by the executive as opposed to the Council, while removing any confusion between this level of document and the next level, being operational procedures. An alternate name could be operational practice, however executive practice was preferred.

Implementation

Subject to adoption it is recommended that all Council policies are reviewed (noting the City's ongoing policy review approach) to determine their fit with the Framework, that is, are they sufficiently strategic in nature or do they contain operational level detail, and their appropriateness, that is, do they still reflect the desired approach of Council.

It is recommended that any which have been reviewed within the last twelve months and are considered current and suitably strategic in nature be automatically translated to the new format, without the need for Council readoption. All others however are to be presented to this Committee over the next twelve months for review, with governance to develop a timetable or schedule of review.

At the same time the CEO will oversee a review of the City's current OPPs, translating them into Executive Practices and / or developing new Executive Practices as required (for instance as a result of the review of Council policies).

CONCLUSION

The Woodhouse Review made a number of important recommendations to improve the City's governance structures. This report and its recommendations are provided in response to the recommendations and findings relating to Part 5 of the report - Policies and Procedures. Adoption of the Officer's Recommendation will enable the City to progress its review of Council policies utilising a consistent, modern template and with a clear direction as to the purpose of a Council policy. It will also enable Officers to continue with confidence the work they have started in the development of a Corporate Governance Framework and in reviewing the current OPPs.

OPTIONS

Council may choose not to adopt the Officer's recommendation and instead seek further changes or development of the Council policy template.

TIMELINE FOR IMPLEMENTATION OF OFFICER RECOMMENDATION

The revised Council policy template would be effective immediately upon endorsement by Council.

OFFICER RECOMMENDATION

That the Council:

1. Adopts the Council policy template as per Attachment A to be used in the development of all new Council policies.
2. Support the the form and function of a Council Policy as outlined in the Corporate Governance Framework (presented at Attachment B) and the proposal for review of Council policies as outlined in this report, and specifically authorises the CEO to translate any Council policies that have been reviewed within the last twelve months into the new Council policy template, without referral back to Council.
3. Notes and supports the continued development of a Corporate Governance Framework in a form similar to that presented at Attachment B.



1. PURPOSE

1.1. The purpose of this policy is to [Succinctly outline why the policy exists. What is its purpose? What objectives is it intended to achieve]

2. SCOPE

2.1. This policy is applicable to [who, what, when does this policy apply. If relevant articulate what decision making it is intended to guide.]

3. DEFINITIONS

[Define key terms used in the policy as necessary. Once a term is defined ensure it is capitalised and used consistently throughout the Policy. Do not define terms that are used once or where the meaning is obvious and clear]

Term	Meaning

4. STRATEGIC CONTEXT

[Identify and insert the Key Goal Area and Community Objectives of the Strategic Community Plan which the policy most closely aligns to and / or supports – choose the most appropriate wording between aligns to / supports.]

4.1. This policy links to Key Goal Area [...] of the City’s Strategic Community Plan 2017 and specifically the following Community Objective/s:

a. [X.X: XXX]

5. POLICY STATEMENT

[State the policy position. The policy statement should clearly outline the directive / position that the policy is seeking to communicate. Use headings where appropriate to separate out different elements of the statement. New ideas or points should be numbered.]

5.1. XX.

5.2. XX.

5.3. **Heading**

6.2 Attachment A Council Policy Template

- a. XX
- b. XX
- a. XXXXXXXXXXXX:
 - i. XX
 - ii. XX
- b. XX.

6. RELATED DOCUMENTATION / LEGISLATION

[List any documents and / or legislation that add context to or further advance the purpose, scope or policy statement.]

6.1. XX

7. REVIEW DETAILS

Review Frequency		3 yearly [adjust if earlier review is appropriate]		
Council Adoption	DATE		Resolution #	
Last Reviewed	DATE		Resolution #	



CORPORATE GOVERNANCE FRAMEWORK

1. Introduction

This purpose of this framework is to provide a governance structure for the development and maintenance of policies, practices, delegations and other corporate documents intended to guide the City's practices and approach to decision making.

A key objective of this framework is to ensure that these documents support the City's strategic goals and objectives, and that they are relevant, consistent, accessible and user-friendly.

2. Strategic Context

This framework supports achievement of Key Goal Area 6 of the City's Strategic Community Plan 2017 and specifically the following Community Objective/s:

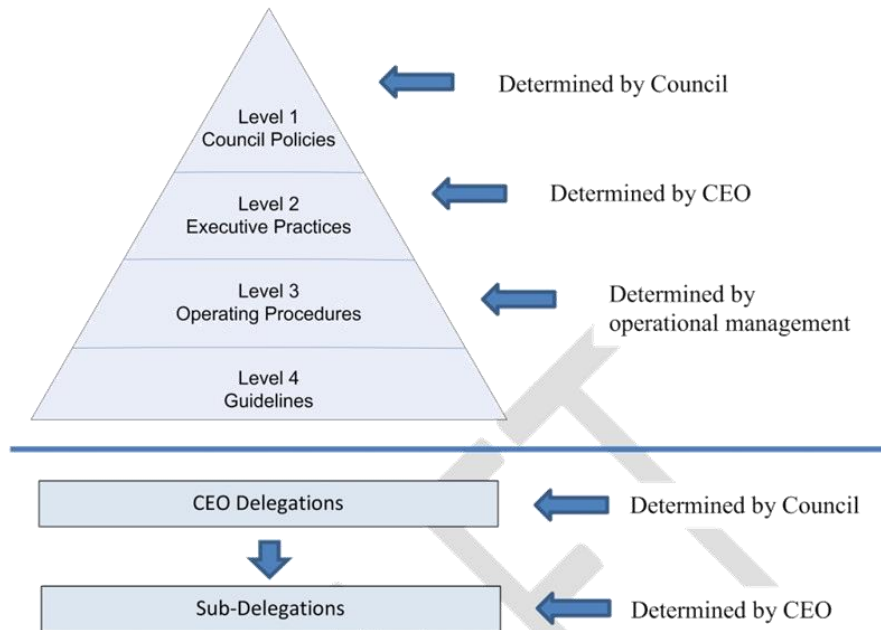
- 6.1: Governance systems, processes and practices are responsible, ethical and transparent

3. Definitions

Term	Meaning
Delegation	The conferral of the ability to exercise a power or duty to a person or body from a person or body that is vested with the responsibility to exercise that power or duty.

4. Framework Outline

Clear and consistent policy documentation supports the achievement of quality outcomes and appropriately manages risk. The City of Busselton has three levels of policy / guidance documents as depicted in the following diagram:



This framework does not extend to statutory documents governed by particular legislative requirements and statutory process.

All policy documents should be developed and reviewed in accordance with the following principles:

- a. Be presented in a common format using the relevant template provided
- b. Be written concisely and in plain understandable language
- c. Clearly identify the organisational area responsible for oversight and review

4.1. Council Policies

Council policies are strategic in nature, setting out governance principles and guiding the direction of the organisation to align with the community vision and aspirations. Council policies provide guidance for future decisions and support consistency in decision making.

While there will be exceptions, a Council policy should outline the 'what' and should not typically detail the 'how'.

A Council policy must contain the following elements:

- a. Purpose

- b. Scope
- c. Definitions
- d. Strategic Context
- e. Policy Statement
- f. Related Documents
- g. Responsibility and review information

Council policies must be approved by Council via a Policy and Legislation Committee recommendation, whose role is to make recommendations to Council on the development and review of the City's policies and overall policy framework.

Some Council policies will be advertised for comment or consultation as part of the approval process.

Council policies are to be tabled for executive feedback prior to being incorporated into a Policy and Legislation Committee meeting agenda.

Planning policies

Planning policies are a subset of Council policies relating to planning or development in the Scheme area.

4.2. Executive Practices

Executive practices are developed for administrative and operational purposes and typically have an internal focus.

Executive practices outline a CEO direction and / or outline how a Council directive is to be implemented and apply to the whole or significant components of the organisation.

An executive practice must contain the following elements:

- a. Purpose
- b. Scope
- c. Definitions
- d. Enabling policy or strategy (where appropriate)
- e. Practice Statement (including any necessary procedural elements, process steps / flow charts where appropriate)
- f. Related Documents
- g. Responsibility and review information
- h. CEO approval (electronic)

Executive practices must be approved by the CEO. Where they will result in a significant change from current practice or approach they may be tabled for

discussion at a Senior Management Group meeting prior to being presented for approval.

Broader consultation on draft executive practices may occur as appropriate via forums such as Managers group meetings, Directorate meetings, and OSH Committee meetings.

Employees are required to comply with obligations and responsibilities contained in executive practices. Thus, it is important that changes to or new executive practices are communicated effectively. The following minimum steps should be followed in relation to all new / amended executive practices:

- a. An email is sent to all Staff summarising the scope and objective of a new / amended executive practice and if amended the key changes. The email should include a link to the executive practice
- b. The executive practice be listed for discussion on the agenda of the next
 - i. Managers meeting
 - ii. Coordinators meeting
 - iii. Directorate meetings

The relevant Business Unit Manager responsible for implementation of an executive practice is responsible for its communication.

4.3. Operating Procedures

Operating procedure is the general term given to documents that set out detailed internal operating steps or instructions to be followed.

Operating procedures may take a variety of different formats and generally relate to a specific area of the organisation or to a specific process or service. They are created and approved by operational line management, that is, a supervisor, coordinator or business unit manager as appropriate.

4.4. Guidelines

Guidelines are advisory documents that provide information on a subject matter designed to help officers make informed decisions as to the best approach to adopt.

Guidelines may take a variety of formats and are created for the purpose of providing advice and guidance. They do not generally outline obligations, unless a statutory or higher level document requires them to be followed.

Guidelines are created and approved by operational line management, that is, a supervisor, coordinator or business unit manager as appropriate.

4.5. CEO Delegations

Delegations of authority may be made by the Council to the Chief Executive Officer pursuant to section 5.42 of the *Local Government Act 1995* (the Act) and section 82 of the *Planning and Development (Local Planning Scheme) Regulations 2015*. All delegations made by the Council must be by absolute majority decision.

Delegations enable officers to carry out some of the powers and duties of a local government (the Council), reducing the volume of matters being referred to Council for a decision and effectively reducing the turnaround time for some matters.

Delegations are generally associated with the development and approval of Council policies and / or operational practices, with these documents providing guidance as to the implementation of a Delegation.

Each instrument of delegation describes the function being delegated and references the relevant statutory authority which is the source of power for the exercise of the functions.

All delegations are subject to the following standard conditions:

- a. The Chief Executive Officer shall comply with any and all laws and regulations in force in Western Australia and the requirements of any and all local laws and policies of the City of Busselton;
- b. The Chief Executive Officer shall exercise the delegation provided there is sufficient provision in the current budget;
- c. Delegated authority cannot be exercised where a financial interest is evident;
- d. Pursuant to section 5.46 of the *Local Government Act 1995* Regulation 19 of the *Local Government (Administration) Regulations 1996*, the Office of the Chief Executive Officer shall keep records of exercising the delegation on any and all occasions that the delegation is exercised

A register of Delegations will be maintained by Governance and reviewed in accordance with the Act on an annual basis.

4.6. Sub-Delegations

Delegations of authority may be made by the Chief Executive Officer to specified officers and management committees, in accordance with relevant legislation.

All delegations are subject to the following standard conditions:

- a. In exercising Delegation any and all officers or committees to whom authority has been delegated shall comply with any and all laws and regulations in force in Western Australia; and the requirements of any and all local laws and policies of the City of Busselton;
- b. In exercising Delegation any and all officers or committees to whom authority has been delegated shall exercise the delegation provided there is sufficient provision in the current budget;
- c. Any and all officers or committees to whom authority has been delegated shall keep records of exercising the delegation as required by the empowering Act on any and all occasions that the delegation is exercised.

5. Review of Policy Documents

5.1. Monitor and Review

Relevant Directors are responsible for ensuring Council policies and executive practices are reviewed every 3 years, or earlier if appropriate. The Governance team will assist in facilitating this review process.

The review of operating procedures and guidelines will be determined and managed by the relevant operational management.

5.2. Governance Review

Council policies and executive practices will be reviewed by the Governance team, either periodically or as part of a formal review. The focus of these reviews will be:

- a. Consistency – with regard to language, style and format;
- b. Relevance – in terms of new approaches that may supersede previously endorsed positions within existing Council policies or executive practices;
- c. Duplication – with respect to sections of policies that duplicate other policies, plans, local laws and legislation; and
- d. Content – with respect to alignment to this framework and specifically any content that might be considered operational within a Council policy

Feedback will be provided to the responsible Director.

6. Policy Register

Approved Council policies and executive practices are to be submitted to the Governance team in electronic format for placement on the City's website or Intranet site as appropriate.


The Governance team will register the approved documentation in ECM and will maintain a register of documents to assist in review processes.

7. Related Documentation

Council Policy template (insert link)
Executive Practice template (insert link)
Delegations Register
Sub-Delegations Register

DRAFT

[EXECUTIVE PRACTICE NAME]



Executive Practice Number: [EP ...]

Responsible Directorate: [...]

1. PURPOSE

1.1. The purpose of this executive practice is to [Succinctly outline why the EP exists. What is its purpose?]

2. SCOPE

2.1. This executive practice is applicable to [who, what, when does this policy apply]

3. DEFINITIONS

[Define key terms used in the policy as necessary. Once a term is defined ensure it is capitalised and used consistently throughout the Policy. Do not define terms that are used once or where the meaning is obvious and clear]

Term	Meaning
Management	Any employee who has a direct report

4. RESPONSIBILITIES

[Outline any specific responsibilities various parties have – Directors / Management / Employees / Other].

4.1. Directors are responsible for:

- a. Reviewing and endorsing this executive practice as required
- b. XX
- c.

4.2. Management are responsible for:

- a. Implementing this executive practice as part of their management responsibilities
- b. XX
- c. XX

4.3. Employees are responsible for:

- a. Familiarising themselves with the executive practice
- b. XX
- c. XX

6.2 Attachment C Executive Practice Template

4.4. Other

- a. XX
- b. XX
- c. XX

5. ENABLING POLICY OR STRATEGY

5.1. This executive practice is created in response to / enables [Identify and insert any Council policies or other strategic documents that enable / create the need for this EP]

6. PRACTICE STATEMENT

[Outline the practice position, clearly outlining the directive / position that the practice is putting in place and the key points employees (at various levels) are required to follow in relation to the practice. Use headings where appropriate to separate out different elements of the statement. New ideas or points should be numbered.

Where appropriate detail the steps to be followed to achieve implementation of the practice statement. This may include the use of flow charts]

6.1. XX.

6.2. XX.

6.3. Heading

- a. XX
- b. XX
- a. XXXXXXXXXXXX:
 - i. XX
 - ii. XX
- b. XX.

7. RELATED DOCUMENTATION

[List any documents that add context to or further advance the policy statement. For instance legislation, strategic or corporate plans]

7.1. [XX.]

8. REVIEW DETAILS

Review Frequency		3 yearly [adjust if earlier review is appropriate]		
CEO Adoption	DATE		Responsible Business Unit	
Last Reviewed	DATE			

9. APPROVAL

BY CHIEF EXECUTIVE OFFICER:

[Insert Electronic Signature]

6.3 REVIEW OF BRANDS AND STYLE GUIDE POLICY

SUBJECT INDEX:

STRATEGIC OBJECTIVE:	Council engages broadly and proactively with the community.
BUSINESS UNIT:	Finance and Corporate Services
ACTIVITY UNIT:	
REPORTING OFFICER:	Director Finance and Corporate Services - Tony Nottle
AUTHORISING OFFICER:	Director Finance and Corporate Services - Tony Nottle
VOTING REQUIREMENT:	Simple Majority
ATTACHMENTS:	Attachment A Revised Policy 241 - Brands and Style Guide ↓ Attachment B Original Council Policy 241 - Brands and Style Guide ↓ Attachment C City of Busselton Style Guide ↓

PRÉCIS

The purpose of this report is to present a revised Brands and Style Guide Policy (the Policy) in order to bring the current policy up to date with changes that have occurred in recent years. The Policy is also written in accordance with the new Policy Template.

BACKGROUND

Council last reviewed the Policy on 12 November 2014 as part of its rolling review of Council policies.

Some minor amendments were considered at the time surrounding the endorsement of “Events Capital WA.”

Since the Policy was last reviewed further changes have occurred such as the renaming of the Kookaburra Caravan Park to the Busselton Jetty Tourist Park (approximately October 2017). This and other minor amendments will also need to be incorporated into the Style Guide.

STATUTORY ENVIRONMENT

In accordance with Section 2.7(2)(b) of the *Local Government Act 1995* it is the role of the Council to determine the local government’s policies. The Council does this on the recommendation of a Committee it has established in accordance with Section 5.8 of that Act.

RELEVANT PLANS AND POLICIES

This report recommends the update of Policy 241 – Brands and Style Guide. A copy of the current Policy is attached and marked Attachment B.

The City’s Style Guide (Attachment C) will also need to be updated to reflect these changes.

FINANCIAL IMPLICATIONS

There are no financial implications in relation to this item.

Long-term Financial Plan Implications

There are no Long Term Financial Plan (LTFP) implications in relation to this item.

STRATEGIC COMMUNITY OBJECTIVES

This policy aligns with and supports the **Council's Key Goal Area 6 – 'Leadership'** and more specifically **Community Objective 6.2** 'Council engages broadly and proactively with the community.'

RISK ASSESSMENT

There are no risks associated with the Officer Recommendation identified as being of a medium or greater level.

CONSULTATION

No external consultation is required in relation to this policy review. The City will ensure its communication materials are consistent with the Policy and the Style Guide.

OFFICER COMMENT

The Policy has been updated to account for changes such as the renaming of the Busselton Jetty Tourist Park. There were also some areas of the Policy that officers felt were adequately covered within the Style Guide. These references were removed, along with some duplicated statements.

The Policy has also been incorporated in the new Council Policy template, developed after taking into consideration key recommendations from the Governance Systems Review (Woodhouse Review) in October 2017.

A copy of the original Policy along with the proposed new Policy is attached to this report.

CONCLUSION

The proposed new Policy is an updated version of the existing Council Policy as well as incorporating those updates into the new policy template. The new Policy reflects Councils previous direction.

OPTIONS

The Council could choose not to endorse the new Policy, or make additional changes to the Policy.

TIMELINE FOR IMPLEMENTATION OF OFFICER RECOMMENDATION

The revised Policy would be effective immediately upon endorsement by Council. The City's Style Guide will also be updated as soon as practicable.

OFFICER RECOMMENDATION

That the Council endorse the revised Policy 241 – Brands and Style Guide as shown in Attachment A.

Brands and Style Guide



Policy Number: 241

Responsible Directorate: Finance and Corporate Services

1. PURPOSE

- 1.1. The purpose of this policy is to provide for the appropriate usage of the City of Busselton's Brand and any associated Brands and emblems, to ensure that a positive and consistent image of the City of Busselton is maintained.

2. SCOPE

- 2.1. This policy is applicable to internal and external individuals or organisations in relation to the development and / or reproduction of the City's Brand(s).
- 2.2. This policy also applies to facilities or programs that may have separately identifiable Brands, including but not limited to :
 - a. Geographe Leisure Centre;
 - b. Naturaliste Community Centre;
 - c. Busselton and Dunsborough Libraries;
 - d. Busselton Jetty Tourist Park;
 - e. Busselton Margaret River Regional Airport;
 - f. Busselton Youth Services and Shift; and
 - g. Busselton and Sugito Sister City relationship.

3. DEFINITIONS

Term	Meaning
Style Guide	An internal guiding document outlining the appropriate use of official logos, corporate colours, typefaces and templates.
Brand	An identifying symbol, design or feature distinguishing the organisation from others.

4. STRATEGIC CONTEXT

- 4.1. This policy links to Key Goal Area 6 of the City's Strategic Community Plan 2017 and specifically the following Community Objective/s:
 - a. 6.2 Council engages broadly and proactively with the community.

5. POLICY STATEMENT

- 5.1. Any development and use of the City’s Brand and / or associated Brands must be in accordance with and reflect the principles of the City of Busselton Style Guide, enabling the City to maintain and present a consistent professional image.
- 5.2. The City of Busselton Geographe Bay brand is a registered trademark. Approved variations to this brand are included in the City’s Style Guide.
- 5.3. The official emblems of the City of Busselton are:
 - a. Fauna – The Common (Western) Ringtail Possum
Pseudocheirus peregrinus occidentalis
 - b. Floral – The One-Sided Bottle Brush
Calothamnus graniticus var graniticus
- 5.4. Permission for use of the City’s Brands by any person or organisation external to the City is to be obtained from the City.
- 5.5. The City’s Public Relations team is responsible for monitoring compliance by employees with the Style Guide principles.
- 5.6. General administrative updates and inclusions to the Style Guide, that do not affect the branding or general principles of the guide, can be undertaken without reference to Council. All other changes are required to be endorsed by Council.

6. RELATED DOCUMENTATION

- 6.1. City of Busselton Style Guide (ECM ID 2344304)
- 6.2. Trade Mark 1477428

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE		Resolution #	
Last Reviewed	DATE	12.11.2014	Resolution #	C1411/284

Last updated 12/11/2014

241	Brands and Style Guide	V3 Current
-----	------------------------	------------



1. PURPOSE

This policy provides for the appropriate usage of the City of Busselton's brand and any associated brands and emblems, including for facilities owned and managed by the City.

2. SCOPE

It is important to apply continuity and consistency to the City's corporate image through the development and reproduction of its brand(s) and implementation of associated guiding principles. As such any development and use of the brand and associated brands shall reflect the principles of the official City of Busselton Style Guide enabling the City to maintain and present a consistent professional image.

3. POLICY CONTENT

The City of Busselton Geographe Bay brand and Shire of Busselton Geographe Bay brand are registered trademarks. Approved variations to these brands include City of Busselton Events Capital of Regional WA (no longer in use) and City of Busselton Events Capital WA. Any approved variations to these brands will be included in the City's Style Guide.

In addition, this policy applies to facilities that may have separately identifiable brands, including but not limited to the Geographe Leisure Centre, Naturaliste Community Centre, Busselton and Dunsborough Libraries, Kookaburra Caravan Park and Busselton Regional Airport.

The official emblems of the City of Busselton are:

Fauna

The Common (Western) Ringtail Possum

Pseudocheirus peregrinus occidentalis

Floral

The One-Sided Bottle Brush

Calothamnus graniticus var graniticus

Any use of the City of Busselton's brands needs to be undertaken in a manner that is consistent with the City's Style Guide. Permission for use of the brands by any person or organisation external to the City is to be obtained from the City.

All City of Busselton employees are required to utilise the branding principles as outlined in the Style Guide and the Public Relations team is responsible for monitoring compliance of the Style Guide principles.

General administrative updates and inclusions to the Style Guide, that do not affect the branding or general principles of the guide, can be undertaken without reference to Council. All other changes are required to be endorsed by Council.

Last updated 12/11/2014

Policy Background

Policy Reference No. - 241

Owner Unit – Public Relations

Originator – Media and PR

Policy approved by – Council

Date Approved - For consideration

Review Frequency – As required

Related Documents –

City of Busselton Style Guide

Background/History - Initiated April 2007 to capture all branding and styles following development of new logo.

History

Council Resolution	Date	Information
C1411/284	12 November, 2014	Version 3
C1201/006	25 January, 2012	Version 2
C0704/087	11 April, 2007	Date of Implementation Version 1

Style Guide



Contents

About this Style Guide

The City of Busselton Logo:

Reflection

Main Use Colour Logo

Approved Variations

- Text Only (No Graphic) Logo
- Logo for Dark Blue Background
- Mono Black Logo
- Mono Blue Logo (PMS 548)

Handy Tips

White space

Fonts in the Logo

City of Busselton Associated Logos

City of Busselton Logo - Incorrect Use

Corporate Colours and Typefaces (Fonts)

Corporate Colours

Complementary Colour Palette

Typefaces (Fonts)

Hard Copy Templates

Guidelines for Design and Print

City of Busselton Stationery

City of Busselton Brochures / Flyers / Posters / Newsletter

Common Use e-Templates

Templates for Forms and Standard Documents

Template for Powerpoint Presentations

Electronic Newsletters

Guidelines for Emails

City of Busselton Emblems

City of Busselton Emblems

Signage, Banners and Flags

Using the Logo on City Signage, Banners and Flags

Third Party Use of City Logo

Font on Signage





City of Busselton Website

Web Content

- Titles
- Graphics, Illustrations and Animations

PDF Documents





About this Style Guide

The purpose of this Style Guide is to maintain the integrity of the City's overall brand. This document is a living document that will be amended and improved on a regular basis. Should you wish to contribute or have any information included in this style guide, please contact Public Relations on 08 9781 0446 or 08 97810 360.

Brand elements detailed in the Style Guide include the logo, corporate colours, typefaces and templates. Adherence to the guidelines enables the City of Busselton to maintain a consistent, professional image and ensure that it is always easily recognisable.

The most important aspects of the guide relate to the correct use of the logo (and its approved variations); the use of corporate colours; and approved text face (font).

If you are unsure about any aspect of the City of Busselton Style Guide please seek advice from an Officer in the Public Relations team.

Note that:

- All artwork must be approved by an Officer in the City's Public Relations team;
- The Style Guide should be referred to by any party making use of the City of Busselton logo.

For more information on this Style Guide or on how to apply the City of Busselton brand, please contact the Public Relations Team at:

City of Busselton
T: 08 9781 0446 or 08 9781 0360
F: 08) 9752 4958
E: city@busselton.wa.gov.au

Disclaimer

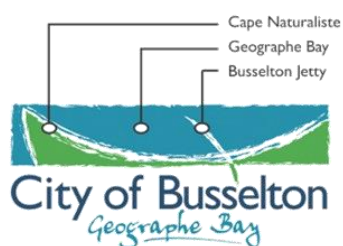
Colour accuracy can vary throughout all printing processes. The industry colour standards (PMS, CMYK) as marked in this document should be the benchmark for all print and production.





Reflection

The City of Busselton logo depicts Geographe Bay in panoramic format. The blue represents the bay. The green represents the land. The two colours are separated by a loose white stroke which depicts the stretches of white sand and breaking surf. The imagery, colours and typeface used in the logo are designed to reflect a relaxed but modern municipality which values openness and freedom.



Main Use Colour Logo

The example above is the official logo of the City of Busselton and is the preferred option to be used where possible. The elements, spacing and proportions of the Logo must not be altered, so please take care when re-sizing. This logo can be accessed under the City's 'F' Drive:

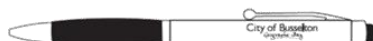
F:\Logos & Style Guide\City of Busselton Logos & Templates\Main Use Colour Logo

Approved Variations

Several variations on the main use colour logo are approved for use. These variations are listed below:

Text Only (no graphic) Logo

Small promotional items, such as stationery, may only have sufficient space to accommodate the text component of the City logo. In these instances the Text Only logo can be used.

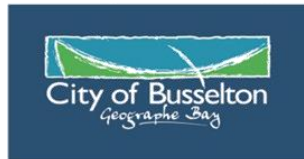


City of Busselton
Logo

Logo for Dark Blue Background

Use this variation when the logo needs to be used against a dark blue background. The background colour must be PMS 548 (or the CMYK/RGB equivalent). See Section Colours and Typefaces. This logo can be accessed under the City's 'F' Drive:

F:\Logos & Style Guide\City of Busselton Logos & Templates\Logo for Dark Blue Background



Mono Black Logo

This logo is suitable for newspaper production, internal documents and other processes where printing is in black only or when the graphic layout is enhanced through the use of the black logo. If an alternative mono colour is being considered, permission must be sought from an Officer within the City's Public Relations team. This logo can be accessed under the City's 'F' Drive:

F:\Logos & Style Guide\City of Busselton Logos & Templates\Mono Black Logo



Mono Blue Logo(PMS 548)

This logo is suitable for two-tone colour printing, with the preferred colour being blue (PMS 548). This logo can be accessed under the City's 'F' Drive:

F:\Logos & Style Guide\City of Busselton Logos & Templates\Mono Blue Logo pms548



Handy Tips:

- In most instances you will always use and/or need to provide an external agent with the JPEG version of the logo. AI and EPS versions of the Logo are available if requested.
- Use / provide the CMYK version for print based jobs.
- Use/ provide the RGB version for web/screen use.
- The logos are saved in ECM.
- Logos can also be located and accessed under the City's 'F' drive: F:\Logos & Style Guide.



City of Busselton Logo

Special Use Logo

The City has a logo designed for special and very limited use only. This is essentially segments of the complete logo and can only be used if approved by an Officer in the City's Public Relations team. Generally the use of the logo is reserved for instances where space does not permit use of the full logo, like for example, on vehicle number plates and pedestal signs, but where significant branding is required.

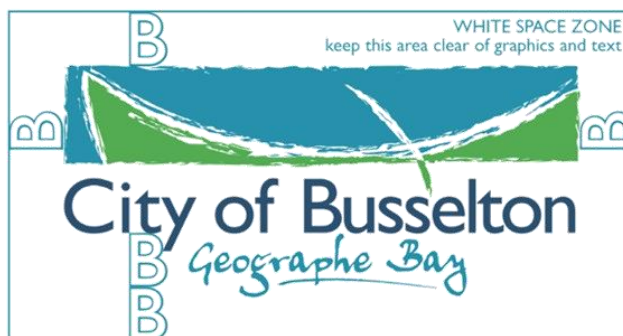
This logos can be accessed under the City's 'F' Drive:

F:\Logos & Style Guide\City of Busselton Logos & Templates\Special Use Logo



White Space

It's important that the logo has enough space around it to be easily identified. This example shows the amount of white space that should be allowed around the logo where possible. Note that the capital height of the logo type has been used to allow for an easy measure of the required white space.



Fonts in the Logo

These typesets (fonts) relate specifically to the text element of the City of Busselton logo.

- City of Busselton – Gill Sans Regular
- *Geographe Bay* – Juergen





Associated City of Busselton Logos

As well as the main use colour logo (and variant logos), the City of Busselton has several logos which are specifically used to brand associated commercial and/or community facilities, as well as some major events.

The guidelines around logo use apply to all associated City of Busselton logos. If you have any questions relating to the use of these associated logos, please consult with an Officer from the City's Public Relations team.

These associated logos are available on ECM or accessed under the City's 'F' Drive:

F:\Logos & Style Guide\Associated City of Busselton Logos





Incorrect Use of the Logo

Refer to page 3 to 5 in this Style Guide for correct logo use or contact the City of Busselton's Public Relations team if you have any doubts about how to use the City logo(s) correctly.

To ensure the integrity of the City's logo is not compromised, please remember:

- Do not alter or remove elements of the logo.
- Do not alter the proportions of the logo in anyway.
- Do not alter the positioning of the brand within established templates.
- Do not use the standard brand against coloured backgrounds – in these instances use the Logo for Dark Blue Background (PMS 548).
- Do not use any colours other than the colour arrangements outlined in this Style Guide (permission is required if seeking to use the logo mono variant in a colour other than blue or black).

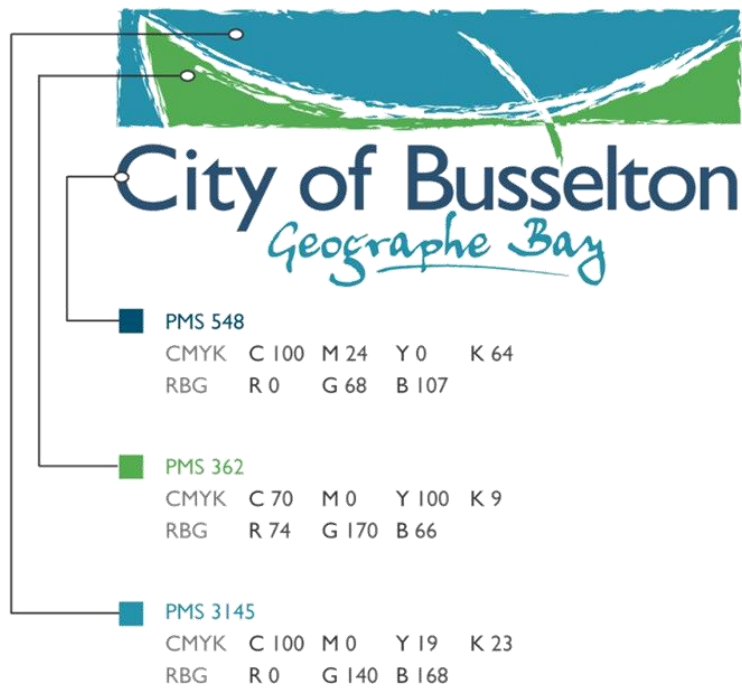


Corporate Colours
& Typefaces (Fonts)

Corporate Colours

Only three colours are used in the City of Busselton logo and for the purposes of general branding, these are the City's corporate colours. Each colour has a print industry standard PMS colour number allocated to it.

This colour code (or its CMYK or RGB equivalent) is the colour code you should provide to external agents undertaking print and /or production work for the City of Busselton where the logo and/or use of corporate colours is required.



The image shows the City of Busselton logo, which consists of a stylized landscape with a blue sky, green hills, and a white path leading to a bay. Below the landscape is the text "City of Busselton" in a bold, sans-serif font, and "Geographe Bay" in a cursive script font. Three color swatches are shown with lines pointing to the corresponding colors in the logo: a dark blue swatch for the sky, a green swatch for the hills, and a teal swatch for the bay. Below each swatch are the PMS, CMYK, and RGB color codes.

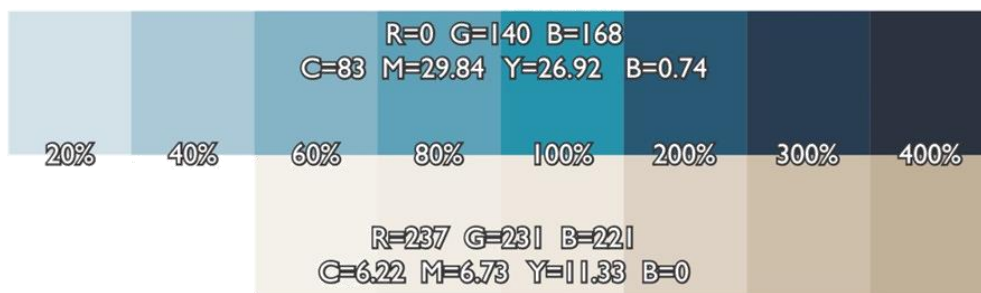
Color	PMS	CMYK	RGB
Dark Blue	PMS 548	C 100 M 24 Y 0 K 64	R 0 G 68 B 107
Green	PMS 362	C 70 M 0 Y 100 K 9	R 74 G 170 B 66
Teal	PMS 3145	C 100 M 0 Y 19 K 23	R 0 G 140 B 168



Corporate Colours & Typefaces (Fonts)

Complementary Colour Palette

A colour palette providing suggested colours and shades of colours that complement the City's three corporate colours is available. This colour palette can be utilised when designing documents such as reports or newsletters where a contrast of colour is desired to give depth and definition to the layout. Graphic designers should not feel constrained to the colours on this colour palette, however, must be mindful to select contrasting colours that complement the City's corporate colours.



Note:
This Style Guide does not cover approved colour swatches relating to the City of Busselton corporate wardrobe. Please refer to the City of Busselton Uniform OPP HR904 (OPP – Uniform and Dress Standards) which is available on the City of Busselton intranet and in ECM.



Corporate Colours
& Typefaces (Fonts)

Typefaces (Fonts)

When designing, printing or publishing work for the City of Busselton, suppliers should make use of the Gill Sans MT font.

Typesetting for the majority of text should be in Gill Sans MT with open leading. The Style Guide is a good example of the preferred typography, being set in Gill Sans MT 11pt with 20pt leading.

Headings and sub headings can be in a slightly larger font size and corporated colours (if desired), being set in Gill Sans MT, with minimal use of Gill Sans MT Bold and the italics in the Gill Sans family as required.

Condensed versions of Gill Sans are NOT to be used.

Documents published by City staff using the City's PC's and printers should be set in Calibri 11 which has been chosen for its readability and availability.

Gill Sans MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

The City of Busselton website is an exception to this rule and uses the font [Verdana](#).



Hard Copy Templates

Guidelines for Design and Print

The City develops brochures and promotional material for many projects and while creative input is encouraged, the principles of the brand – namely the correct use of the logo, corporate colours and typefaces must be adhered to. To ensure this happens all artwork must be approved by an Officer from the City's Public Relations team.

The electronic artwork in the formats required by most designers and printers is available on ECM. Generally print work will require the CMYK version of the logo(s). The RGB version is generally used for web/screen based productions.

The Public Relations Office has an extensive photo library and these photos can be used for City of Busselton publications. If you are unsure whether the photo(s) you are intending to use can be legally re-produced, please seek advice from an Officer from the Public Relations team. As a general rule, if you have any doubts regarding the copyright and/or permission to use, don't use the photo.

Brochure /Flyer /Poster Templates

A range of templates have been designed in Microsoft Publisher for the in-house production of brochures and other single-page publications. Officers making use of these templates must not alter key components of the brand. These templates can be found in ECM or [F:/Logos & Style Guide](#)

For more complex publications please consult with the Public Relations team before taking the design and print project to an external agent.

Stationery Templates

The City of Busselton has a range of corporate stationery primarily for external use. These include various sized envelopes, standard letterhead, 'From the Officer of the Mayor' letterhead (for the exclusive use of the Mayor); with compliment slips and business cards.



Common Use
e-Templates

The guidelines outlined in the City of Busselton Style Guide must also be applied to electronic publications.

Templates for Forms and Documents

The City of Busselton intranet and ECM contains templates for the City's corporate forms and documents. A range of corporate forms and templates can be accessed directly through Microsoft Word via the ECM template link or the intranet.

Amendments to templates and creation of new templates can be done by staff who are part of the Template Maintenance Group, generally this will be one person from each Activity Unit and ECM System Administrators. Forms and Templates should only be accessed through the ECM Ribbon in MS Office Products, i.e. Outlook, Word and Excel. Amendments should only be done through the Edit/Save & Version function in ECM. Guidance on how to add new Templates to ECM is available from Records.

Templates for Powerpoint Presentation

Three variations of City of Busselton branded templates are available for Officer use. Design 1 and Design 2 have generic title pages with space provided to include the title of the presentation. Design 3 has a title page that allows a relevant photo, as well as a title to be inserted.

Subsequent pages of each template can be duplicated as required to suit the length of the presentation. The pages have text in place set to the preferred font and size.



Common Use e-Templates

Electronic Newsletters

All City of Busselton e-newsletters must be branded in accordance with the guidelines outlined in the Style Guide.

A template has been designed for the Bay to Bay e-newsletter and a distribution arrangement is currently in place utilising the server of an external agent.

This template can be modified to meet the needs of other e-newsletters and there is scope to utilise the existing distribution arrangement. Anyone interested in producing an e-newsletter (either as an ongoing publication or a one-off) should speak to the Public Relations team.

Please note anti-spam legislation controls the distribution of e-material. The City of Busselton must abide by this legislation.

Guidelines for Emails

Email signature templates have been created for staff use. It is important that City staff do not alter external correspondence by adding coloured backgrounds or other imported graphics as part of the email layout unless they have the permission of the CEO and have cleared the alternation / addition with both the IT and Public Relations Business Unit.

Remember:

e-Templates must still meet City of Busselton Style Guide standards.



City of Busselton
Emblems

Emblems

The City of Busselton has an official Fauna Emblem and an official Floral Emblem. The use of these emblems should be used only where they add aesthetic appeal and are in context with the publication's content and purpose.

These emblems are available on ECM or the City's 'F' Drive:

F:\Logos & Style Guide\City of Busselton Emblems



Signage, Banners & Flags

Using the logo on City Signage, Banners and Flags

City of Busselton signs, banners and flags must make use of logo, corporate colours and typefaces in accordance with the guidelines outlined in this Style Guide.

Third Party Use of the Logo

The City frequently provides its logo to external agencies for inclusion on promotional material where sponsorship or joint funding arrangements are in place. The City of Busselton logo should only be provided for use in instances where there is a legitimate and official connection between the City and the third party.

Third parties must make use of the City of Busselton logo and corporate colours in accordance with the guidelines outlined in this Style Guide. Third parties should be provided with an electronic copy of the Style Guide for reference. The logo should only be provided when its use will reflect positively on the City of Busselton.

Officers providing the logo to a third party should make reasonable enquires about the intended display and positioning of the logo to ensure the correct variation of the logo is provided and the logo is displayed to its best advantage. A proof should always be requested prior to publication/printing and this must be cleared by an Officer within the Public Relations Team.

Font on Signage

Approved fonts for use on City of Busselton signage includes:

- Gill Sans MT
- *Juergen*
- Maiandra GD (particularly for arts / culture / community)

Use of other fonts should be on approval of an officer from the Public Relations Team.



City of Busselton Website

The City of Busselton's external website is currently under review.

The City of Busselton Style Guide will be applied to the City's internal and external website as part of the development and refinement of both sites and, in particular, to web content composition, usability and disability access.

Web Content

- Design your content carefully.
- Good content is accessible content.
- Content should look and feel easy to use.
- It is about a good user experience.

Remember you are not writing for you, so identify your target audience. Write in plain, easy to understand English (avoid using jargon, abbreviations and acronyms unless your target audience is familiar with them). Avoid wordy writing by keeping sentences short (15-20 words on average).

Titles

Titles should be accurate with a meaningful label that makes sense when read alone. Main headings should describe the content or purpose of the page or article. Write sub-headings that describe, summarise or clearly label each part of the page or article. Avoid teasers or cute, catchy headings that may not be clear to all users. Tag headings, lists, tables, quotations and emphasised text (consider this prior to saving as a PDF document for accessibility purposes, including vision and hearing impaired users).

Graphics, Illustrations and Animations

Graphics, illustrations and animations should be meaningful, if they are not leave them out. They can be a very good tool for complex content. Write a text alternative for all images, except when they are just decorative. Do not rely on colour to convey information. Use styled text rather than images of text. If using icons, use them consistently.





City of Busselton
Website

PDF Documents

A basic guide to the standards for including a PDF document in your web content:

- Images should have appropriate text alternatives.
- The document should be tagged PDF. Headings, lists, tables must be appropriately tagged.
- Ensure correct reading and tab order.
- Instructions - do not rely on things that can only be seen (i.e. dont rely on shape, size, screen location, orientation to give instruction) or heard.
- Colour is not to be relied on to convey information.
- Use styled text rather than images of text.
- Provide a descriptive and concise title.
- Links are to be descriptive or the link's purpose is contained in the enclosing sentence, paragraph, list or parent list item, table cell or associated header cell.
- Use easy descriptive headings and labels.
- Use appropriate language for the document (in most cases this will be English).
- Tag any foreign language words or phrases.



For more information on this Style Guide or on how to apply the City of Busselton brand or should you require information to be included, please contact the Public Relations Team at:

City of Busselton
T: 08 9781 0446 or 08 9781 0360
F: 08) 9752 4958
E: city@busselton.wa.gov.au

Disclaimer

Colour accuracy can vary throughout all printing processes. The industry colour standards (PMS, CMYK) as marked in this document should be the benchmark for all print and production.



7. **GENERAL DISCUSSION ITEMS**

8. **NEXT MEETING DATE**

Tuesday, 29 May 2018

9. **CLOSURE**