

 City of Mount Gambier	COUNCIL POLICY ILLUMINATION OF ASSETS	Version No:	2
		Issued:	18 August 2023
		Next Review:	August 2027

1. INTRODUCTION

This document sets out the policy of the City of Mount Gambier (“Council”) for consideration of requests to illuminate City of Mount Gambier assets.

Scope

- 1.1 This policy applies to applications by third party organisations to light City of Mount Gambier assets.
- 1.2 The assets referred to include, but are not limited to, The Riddoch Arts & Cultural Centre and the Visitor Information Centre Lady Nelson Brig.
- 1.3 The delivery of any illumination is subject to the conditions of the relevant technology and may not be possible due to maintenance requirements at any given time.

Purpose

- 1.4 The purpose of this policy is to:
 - Determine the criteria by which the assets of the City of Mount Gambier may be illuminated; and
 - Ensure the preservation of the assets by protecting the assets from exploitation and managing illumination of the assets where it has been permitted.

2. PRINCIPLES

- 2.1 As iconic structures of architectural, heritage and cultural significance, the community expects City of Mount Gambier assets will take a high profile position in events of state, national and international significance.
- 2.2 City of Mount Gambier frequently receives requests from not-for-profit and commercial organisations to illuminate or project colours onto various assets for the purpose of promoting a community message, cause, product or service. City of Mount Gambier is committed to effectively managing these requests to meet community expectations while preserving the integrity of the assets and the City of Mount Gambier brand.
- 2.3 All requests to light the assets are subject to the approval of the General Manager City and Community Growth, acting on authority of the City of Mount Gambier, and in accordance with the criteria outlined in section 2 of this policy and the procedures outlined in section 3.
- 2.4 City of Mount Gambier reserves the right to consider, approve and/or refuse any proposal to illuminate the assets at its absolute discretion.

Criteria and Conditions for illumination of the assets

- 2.5 Approval for illumination of assets is subject to the following criteria being met:
 - (i) the illumination of the assets is related to a major cultural event or community project; and

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- (ii) is not detrimental to the heritage values of the building; and
- (iii) the execution does not adversely impact on other events taking place at or in the vicinity of the assets, or otherwise unduly interrupt normal operations; and
- (v) does not adversely intrude on the public environs of the site; and
- (vi) the result is consistent with the City of Mount Gambier brand, image and role in the community; and
- (vii) there is appropriate acknowledgement of City of Mount Gambier as part of the promotion of the event/campaign; and
- (viii) the visual impact of the event is assessed by City of Mount Gambier to have significant artistic/aesthetic merit; and
- (ix) costs if required are met by the requesting organisation; and
- (x) requests are to be apolitical in nature and this is determined at the discretion of City of Mount Gambier.

2.6 No logo or corporate identity shall be permitted to be projected onto the assets.

2.7 All designs and methods for illuminating the assets must be approved by the City of Mount Gambier through the proposal process outlined in section 3.

2.8 All colours and designs are subject to the colour available within each asset. If further gels etc are required this will be at the third party's cost for equipment and installation.

2.9 Requests for illumination of the assets may come from State Government to promote special events or encourage tourism. These requests will be responded to positively while maintaining the City of Mount Gambier's policy of non-exploitation of the assets.

3. PRACTICES AND PROCEDURES

3.1 Proposals from organisations to light the assets must be submitted to the City of Mount Gambier in writing at least two (2) months before a decision is required. All proposals should be addressed to the General Manager City and Community Growth.

3.2 Proposals must:

- Address the criteria listed in section 2.5 above.
- Provide information and concepts for proposed colours washes and designs in accordance with this policy.
- Provide information on technical specifications and marketing or awareness campaigns.
- Include the acceptance of the cost if City of Mount Gambier is unable to provide the required colour for the event/campaign.

3.3 All proposals will be considered by City of Mount Gambier Management in accordance with this policy. Recommendations, noting relevant issues, will be sent to the General Manager City and Community Growth to be considered for approval.

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5. REVIEW & EVALUATION

This Policy is scheduled for review by Council in August 2027, however, will be reviewed as required by any legislative changes which may occur.

8. AVAILABILITY OF POLICY

This Policy will be available for inspection at Council's principal office during ordinary business hours and on the Council's website www.mountgambier.sa.gov.au. Copies will also be provided to interested members of the community upon request, and upon payment of a fee in accordance with Council's Schedule of Fees and Charges.

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File Reference:	AF18/49
Applicable Legislation:	
Reference: Strategic Plan – Beyond 2015	Goal: Sense of community, Strategic Objective: 1
Related Policies:	N/A
Related Procedures:	N/A
Related Documents:	N/A

DOCUMENT DETAILS

Responsibility:	General Manager City and Community Growth
Version:	2.0
Last revised date:	15 August 2023
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