

9.3 - Notice of Motion – Entry Statement (SJ4090)

Councillor	President Coales
Disclosure of Officers Interest:	No Officer involved in the preparation of this report has an interest to declare in accordance with the provisions of the <i>Local Government Act 1995</i> .

Notice of Motion

A Notice of Motion was received from President Coales via email on Friday, 1 December 2023.

The Notice of Motion is “That Council REQUESTS the Chief Executive Officer prepare and report to Council in March 2024 a “Project Initiation Document” in accordance with the Shire’s project management framework an Entry Statement Strategy for the Shire. The report to Council in March should address the following matters for the development and implementation of an Entry Statement Strategy:

1. resources required
2. proposed locations of entry statements
3. recommended community engagement approach
4. A high-level project budget
5. A proposed implementation strategy, including indicative timeframe.”

Relevant Previous Decisions of Council

Nil.

Officer Comment

Entry statement signage can play a crucial role in shaping the identity and character of a locality. These distinctive signs, strategically placed at the entry points of towns, cities, or neighborhoods, serve more than just “entry statements”, they can help communicate a sense of community, welcome, and pride. Well planned and implemented entry statements throughout a local government area can support the following outcomes:

Positive First Impressions:

Entry statement signage is often the first visual encounter that residents, visitors, and commuters have with a locality. It serves as an introduction to the unique features, culture, and personality of the community. An aesthetically pleasing and well-designed entry sign can leave a positive and lasting impression, setting the tone for the overall perception of the area.

Fostering Civic Pride:

Entry statement signage can act as symbolic representations of local identity and heritage. By incorporating elements that reflect the history, values, and achievements of the community, entry

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statement signage fosters a sense of pride among residents. This pride can contribute to a stronger community spirit and a shared commitment to maintaining and improving the local area.

Promoting Tourism and Economic Development:

An eye-catching entry statement can serve as a tourist attraction in itself. Tourists are often drawn to areas that convey a strong sense of place and community. Additionally, well-designed signage can be a catalyst for economic development by creating a positive image that attracts businesses, investors, and new residents.

Enhancing Wayfinding and Safety:

Entry statement signage is not only decorative but can also be functional. It helps in wayfinding by clearly marking the boundaries of a locality, aiding residents and visitors in navigation.

Community Engagement and Cohesion:

Involving the community in the design of an entry statement strategy or style guide can help foster collaboration and a sense of belonging.

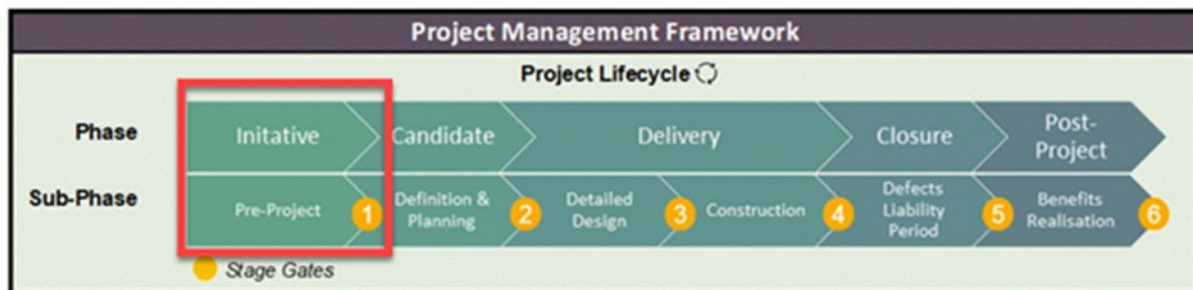
Consistent Branding and Image Building:

Entry statement signage can contribute to the establishment of a consistent brand for a locality. A well-branded community creates a distinct and memorable image that can be used in marketing efforts, attracting positive attention and potentially increasing the area's desirability.

Officers support the idea of developing an Entry Statement Strategy for the Shire, and propose to initiate the project in accordance with Shire's Project Management Framework.

The first step in the process is a Project Initiation Document (PID). If the Notice of Motion is supported by Council, Officers would develop the PID, which would include:

1. Project objectives and expected benefits
2. Proposed locations of entry statements
3. Community engagement approach
4. A high-level project budget
5. A proposed implementation strategy including indicative timeframe
6. Resources required through the establishment of a project team and steering group



The PID and implementation options would then be presented to Council in March 2024 for its consideration. There is no funding or resources allocated for this project currently available, and should the PID be supported by Council, funding and resources will be required from Council for Officers to progress the project through the Project Management Framework. This will require funding allocated in the Shire's 2024/25 Budget as well as resource allocations in the Corporate Business Plan. This process may impact the re-prioritisation of existing projects.



Attachments (available under separate cover)

Nil.

Voting Requirements: Simple Majority

Councillor Recommendation

That Council **REQUESTS** the Chief Executive Officer prepare and report to Council in March 2024 a “Project Initiation Document” in accordance with the Shire’s project management framework an Entry Statement Strategy for the Shire. The report to Council in March should address the following matters for the development and implementation of an Entry Statement Strategy:

1. resources required.
2. proposed locations of entry statements.
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4. A high-level project budget.
5. A proposed implementation strategy, including indicative timeframe.