

Council Policy – Billboard and Signage Asset Uses

Responsible Directorate	Community Engagement
Responsible Business Unit/s	Communications and Customer Engagement
Responsible Officer	Manager Communications and Customer Engagement
Affected Business Units	Communications and Customer Engagement Community Development

Objective

The objective of this Policy is to ensure that the Shire of Serpentine Jarrahdale (the Shire) effectively manages promotional signage, to promote the vision and core pillars of the Shire which reflect Council's standards and expectations for the good governance of the district.

Scope

This Policy applies to all Shire staff involved in the approval, installation and maintenance of promotional signage in the Shire.

Policy

Introduction

The Shire of Serpentine Jarrahdale has usage rights to two high visibility billboards, located on both sides of the Kwinana Freeway near the Karnup Road interchange. This usage is secured through an agreement with the Peel Chamber of Commerce.

The Shire owns five strategically positioned hardstand billboards located at:

- Corner Warrington Rd/Abernerthy Rd, Byford
- Clondyke Dve, Byford (close to SW Highway)
- Paterson St, Mundijong
- Corner Jarrahdale Rd/Munro St, Jarrahdale
- Corner Richardson St/Wellard St, Serpentine

The Shire owns two digital billboards located at:

- Byford Library, 858 South West Highway, Byford
- Serpentine Jarrahdale Community Recreation Centre, 38 Mead St, Byford.

The Shire has two noticeboards located at:

- Byford Library, 858 South West Highway, Byford
- Administration Centre, 6 Paterson Street, Mundijong.

This Policy is to set out the appropriate usage of promotional signage. In this regard, appropriate usage is based upon:

- Messaging which is aligned with the Shire's core pillars of thriving, liveable and connected communities.
- Messaging which is strategic in nature, and which promotes investment, place or brand related messaging aligned to the core pillars.
- Shire-only messaging – they will be predominately used for Shire-only messaging. Third-party use is permitted when a set criteria is met.

High-Visibility Billboards

Usage should be contained to messaging which is:

- aligned with the Shire's core pillars of thriving, liveable and connected communities.
- strategic in nature, and which promotes investment, place or brand related messaging aligned to the core pillars.

Application of the Policy

The design of the high visibility billboards (currently located on the Kwinana Freeway) is guided by the Shire's three key pillars: thriving, liveable and connected communities to present a cohesive and positive image of our region as a welcoming destination where people can visit, work, live and invest. It is essential to focus on compelling messaging that highlights the unique points of difference of the Shire.

Pillar One: Thriving - A well-planned Shire which supports our community to flourish through sustainable growth, partnerships and leadership

To achieve this pillar, signage could promote the Shire to inspire and engage residents and visitors, in highlighting the dynamic growth and innovation that is occurring in our district. The core value of 'thriving' will showcase the Shire's commitment to economic development, quality of life and sustainable development and progress. This reflects the vibrant culture and shared ambition to position our community as a place where people and business can and do succeed.

Pillar Two: Liveable - A protected, enhanced and safe natural and built rural environment, with access to service and facilities.

To achieve this pillar, signage could promote our region focusing on the shared dedication to create a liveable community for all. This would involve conveying our dedication to being a welcoming, inclusive and sustainable environment. Further to this, the design should showcase the quality of life, safety and vibrant cultural experiences that exist. This would celebrate our natural and built assets, and planned growth to support the Shire as a destination of choice.

Pillar Three: Connected Communities - Connected and vibrant neighbourhoods celebrating our history and diversity.

To achieve this pillar, signage could communicate the diversity, cooperation and mutual respect that make our Shire a welcoming place for people and the commitment to fostering relationships

between residents, local businesses, and visitors through vibrant cultural events, recreational opportunities and accessible services. It will speak to a tolerant community, where we welcome more than one family a day, to the fastest growing local government in Western Australia.

Conditions

The following conditions apply to high visibility billboards:

- Re-skinning of billboard signage content must be carried out twice per year, in alignment with budget considerations, to keep content relevant, ensuring continued engagement.
- Re-skinning will take place as required as billboards become faded, tired, outdated and/or defaced.
- The billboards will not contain commercial advertising.
- Billboard content promoting single events should be carefully considered given the infrequency of re-skinning and associated budget implications.
- All billboard signage content is subject to requirements of Main Roads WA.
- Installation and maintenance activities (including re-skinning) shall be subject to the requirements as set out by Main Roads WA.

Hardstand Billboards

Located throughout the Shire, these hardstand billboards provide a communication channel for residents within the Shire. These billboards are designed to give high-level information in a snapshot to people passing in vehicles or on foot. To reduce production and installation costs, the hardstand billboards are double-sided, with each side containing different messaging.

Usage should be contained to messaging which:

- Is aligned with the Shire's core pillars of thriving, liveable and connected communities.
- Increases knowledge and visibility of major events and activities delivered and supported by the Shire.
- Has a minimum lifetime of 6 weeks.
- Is easy to read when passing quickly.
- Does not contain QR codes which could encourage bad driving habits.

Conditions

The following conditions apply to the hardstand billboards:

- Hardstand billboard content should be updated every 6-12 weeks, driven by promotional need, keeping content relevant to ensure continued engagement.
- The billboards will not contain commercial advertising and will be restricted to content which promotes Shire run programs or events, or events supported by the Shire and meet the criteria set out in the 'Consideration of third-party use' section of this Policy.
- All billboard signage content is developed and scheduled by the Communications Team to ensure strategic messaging.
- Installation is subject to availability of the Shire's Operations Team.

Digital Billboards

Located outside Byford Library and the SJ Community Recreation Centre, these digital billboards are designed to provide high-level information quickly, to passersby.

Usage should be contained to messaging which:

- Increases knowledge and visibility of major events and activities delivered by the Shire.
- Provides urgent, emergency information related to bushfires, total fire bans, lost persons, storm warnings.
- Contains no more than 20 words.
- Has a minimum lifetime of 1 week.
- Is easy to read when passing quickly.
- Does not contain QR codes which could encourage bad driving habits.

Conditions

The following conditions apply to the digital billboards:

- Content should be updated every 1-2 weeks, driven by promotional need, keeping content relevant to ensure continued engagement.
- Given the location of the digital billboard outside the SJ Community Recreation Centre, the Shire will promote one key program/message per week for the Y, which lease the Recreation Centre (to be provided to the Shire by the Y).
- Aside from the above, the digital billboards will not contain commercial advertising and will be restricted to content which promotes Shire run programs or events only.
- All content is developed or approved by the Communications Team to ensure strategic messaging.

Shire Noticeboards

The Shire has two community noticeboards, located at the Administration Centre in Mundijong and at Byford Library.

Usage of these noticeboards are restricted to messaging which:

- Requires promotion of Public Notices as per the Local Government Act 1995 or other legislation; and/or
- Promotes Shire led, run or sponsored events and activities in the Shire.

Consideration of third-party use

Third-party use will only be considered in situations where the Shire is sponsoring or supporting an event – e.g. SJ Careers Expo, Jarrahdale Log Chop or Food and Farm Fest.

Third-party use will be permitted when the following criteria is met:

- Where Shire sponsorship or support is \$10,000 or more, access to a maximum of two hard stand signs will be permitted. Organisations who meet this criteria and wish to access the hard stand signs, will be responsible for all costs, inclusive of design, printing and installation.

- Where Shire sponsorship or support is \$5,000 or more, access to the digital billboards will be permitted. Messaging is to be in accordance with the usage and conditions as set out in the Digital Billboard section of this Policy.
- Where a community group or organisation does not meet the criteria set out above for permitted third-party use of the Shire's hard stand signs or digital billboards, relevant parties should contact the Shire to explore opportunities for collaboration or partnership related to their event or activity. This does not guarantee the use of the Shire's hard stand signs or digital billboards.

Definitions

Digital Billboards means the electronic display boards located outside the Byford Library and SJ Community Recreation Centre.

Hardstand Billboards means the fixed, non-digital signage structures located at five strategic locations within the Shire.

Kwinana Freeway Billboard means a standalone structure constructed on Main Roads (WA) land situated close to the Karnup Road intersection heading north and south within Kwinana Freeway.

Shire Noticeboards means the fixed community noticeboard located outside the customer service area at the Administration Centre, 6 Paterson St, Mundijong, and a community noticeboard located on the end of a shelving unit at Byford Library.

Related Documents

- Council Plan 2023-2033

Legislation / Local Law Requirements

- *Local Government Act 1995*

Amendment Record

Relevant Delegations		Nil. <i>or</i> Refer to Register of Delegations and Sub-delegations (as amended)	
		Date	Resolution Number
Council Adoption		18 August 2025	OCM-240-2025
Version	Date	Resolution Number	Amendment Details