

From: [Hartwig, Tasha](#)
To: [Kaucz, Alix](#); [McFarlane, Trina](#)
Cc: [Ponton, Ben](#); [Magee, Alexandra](#); [Phillips, Brett](#); [Kelly, Shauna](#); [Davey, Rosslyn](#); [Hallett, Alison](#)
Subject: 17/11770 - Ministerial - Brief - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal (qA673071) [DLM=Sensitive: Cabinet]
Date: Thursday, 25 May 2017 4:26:00 PM
Attachments: [17_11770 - Ministerial - Brief - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal.obr](#)

Afternoon all

The Minister has signed the attached briefing with [Agreement to OPTION C](#) giving permission for a whole of government submission including consultation with the NCA to progress. If discussions with the NCA will cause delay then OPTION B with informal NCA discussion.

We will create a Cabinet file for you shortly and arrange a time to meet to discuss timings for the submission.

Many Thanks

Tasha Hartwig

 02 6207 0701 | Government Services | Environment, Planning & Sustainable Development | ACT Government
Level 3 South, Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601
(Wednesday to Friday only)



ACT
Government

Environment, Planning and
Sustainable Development

FOR OFFICIAL USE ONLY

Minister - if you agree to a submission being prepared for your consideration, I would recommend option B below.

Ben. Ponton.

To:	Minister for Planning and Land Management	Tracking No.: 17/11770 Rec'd Minister's Office 19 MAY 2017
From:	Director-General <i>Ben. Ponton</i> 18.5.17 Deputy Director-General Executive Director, Planning Delivery	
Subject:	Inquiry into Billboards – Standing Committee on Planning and Urban Renewal	
Critical Date:	22 May 2017	
Critical Reason:	To enable a submission to be prepared for the Hearing on 14 June 2017.	

Purpose

To seek your view on whether you would like to make a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's (PUR's) Inquiry into Billboards for its Hearing on 14 June 2017.

Recommendations

That you:

1. **Agree** to one of the following options for the preparation of a submission to the PUR's Inquiry into Billboards for its Hearing on 14 June 2017:
 - a. A submission that covers issues relating to the regulation of billboards in the ACT for the Environment, Planning and Sustainable Development Directorate (EPSDD) only;
 - b. A whole-of-government submission that covers issues relating to the regulation of billboards in the ACT for all relevant ACT Government agencies; or
 - c. As per option b. above, and including consultation with the National Capital Authority (NCA).

Option A / Option B / Option C / ~~Not Agreed~~ / Please Discuss

Mick Gentleman MLA *MA* 23/5/17

Minister's Office Feedback

*1/2 NCA DISCUSSIONS WERE DONE
THAN OPTION B + INFORMED NCA DISCUSSIONS*
MB

Background

1. The terms of reference for the PUR Inquiry into Billboards is provided at Attachment A.
2. EPSDD has been asked to prepare briefs for the PUR's hearing on 14 June 2017 (1.30 to 3.00pm) for yourself and EPSDD executives.
3. The terms of reference cover the regulation of billboard advertising in the ACT, the responsibility of which rests with a number of ACT Government agencies and the NCA.
4. The responsibility for signage policies and development approvals rests with the ACT Government or the NCA under the operation of the Territory Plan and the National Capital Plan, respectively. The Territory Plan must not be inconsistent with the National Capital Plan.
5. The operation of the National Capital Plan and the Territory Plan are supported by legislative provisions in the *Public Unleased Lands Act 2013* (PULA) and the *Planning and Development Act 2008* (PADA), as follows:
 - a. Under the PULA, approval must be sought to place signs on public unleased land. A code of practice is also operated for movable signs. Offence provisions apply.
 - b. Under the PADA, development applications for signs are required except where exempt. Broadly, exempt signage is defined to include those for public works under the PADA or required under the *Building Act 2004*, those subject to general exemption criteria or operating under the Signs General Code of the Territory Plan.
6. As a result of these regulatory settings, responsibility for signs is also undertaken by Transport Canberra and City Services (TCSS) under the PULA, and EPSDD and Access Canberra under the PADA.

Issues

7. EPSDD is currently drafting the hearing briefs that cover issues relating to the regulation of billboards in the ACT that impact on this directorate only.
8. However, another option is to prepare a whole-of-government submission as the responsibility for the regulation of billboards rests with ACT Government agencies and the NCA.
9. If a whole-of-government submission to the hearing is required, EPSDD could lead the preparation of this submission.
10. EPSDD could also consult with the NCA in preparing the whole-of-government submission as the NCA is responsible for the regulation of outdoor signage (including billboards) on Designated Areas in the ACT.

Financial Implications

11. There are no financial implications arising from this brief.

Consultation

Internal

12. Government Services and the Communications sections of EPSDD were consulted in the preparation of this brief.

Cross Directorate

13. No cross directorate consultation has occurred in the preparation of this brief.

External

14. No external consultation has occurred in the preparation of this brief.

Benefits/Sensitivities

15. A whole-of-government response would enable a comprehensive overview of the regulation of billboards in the ACT to be provided to the PUR from an ACT Government perspective.
16. The NCA would likely express views on regulatory settings for billboards, as signage requirements of the Territory Plan must not be inconsistent with the National Capital Plan.

Media Implications

17. This brief has no media implications. The issue of billboards has produced regular media interest with recent stories relating to circus advertising, large signs at the Canberra Centre and mobile political signs during the last ACT election. The matter is controversial and divisive. There is therefore likely to be media attention at the hearings. Talking points will be prepared and, if your office agrees, possibly a media release.

Signatory Name: Alix Kaucz

Phone: 50864

Action Officer: Trina McFarlane

Phone: 71920

From: [EPSDD DLO](#)
To: [Davey, Rosslyn](#); [Hartwig, Tasha](#)
Subject: FW: Submission Extension - Inquiry in to billboards [DLM=For-Official-Use-Only]
Date: Monday, 29 May 2017 4:22:20 PM

FYI

Kind regards
Kim Bailey

Kim Bailey | Directorate Liaison Officer | ACT Legislative Assembly
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, 16 Challis St, Dickson | GPO Box 1908, Canberra, ACT
2601
Phone: 6205 4521 | Email: epsdddlo@act.gov.au

From: Jongsma, Annemieke
Sent: Monday, 29 May 2017 4:19 PM
To: EPSDD DLO
Subject: RE: Submission Extension - Inquiry in to billboards [DLM=For-Official-Use-Only]

Kim,

Please be advised that approval has been given for an extension until the 14 July 2017. It would be appreciated if the submission is received by the Committee Support office in electronic and hard copy form (and be date stamped accordingly) by COB on this date. As I will be on leave at that time, Hamish Finlay (EDT Secretary) is happy to receive the hard copy of the submission on my behalf.

Please also be advised that due to the extension the Directorate submission is unlikely to be published on the Committee website until late July and the usual privilege provisions will apply to the document until that publishing date, which I will advise you of in writing when known. Any questions please feel free to give me a call.

Kind Regards

Annemieke

From: EPSDD DLO
Sent: Monday, 29 May 2017 3:35 PM
To: Jongsma, Annemieke
Subject: Submission Extension - Inquiry in to billboards [DLM=For-Official-Use-Only]

Hi Annemieke,

As discussed, EPSD would like to request an extension to PUR committee in order to provide a Government submission on the Inquiry in to billboards. Given that we have budget sitting next week followed by estimates hearings and also have to take the submission through cabinet, 20 of June will be too tight a deadline for us to meet. Can I please request that we have our submission by COB 14 July 2017.

Thanks in advance, I look forward to hearing from you.

Kind regards
Kim Bailey

Kim Bailey | Directorate Liaison Officer | ACT Legislative Assembly
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, 16 Challis St, Dickson | GPO Box 1908, Canberra, ACT
2601
Phone: 6205 4521 | Email: epsdddlo@act.gov.au

From: [Hallett, Alison](#)
To: [Cabinet Office](#)
Cc: [EPDCAB](#)
Subject: Cabinet_Number_Request_Form [DLM=Sensitive: Cabinet]
Date: Monday, 29 May 2017 12:52:33 PM
Attachments: [Cabinet_Number_Request_Form.docx](#)

Good afternoon

Could you please process the attached Cabinet number request form.

Kind regards

Alison

Alison Hallett | Cabinet Liaison Officer
Phone: +61 6205 0069 | Fax: +61 6207 1732 | Email: alison.hallett@act.gov.au
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, Challis Street, Dickson GPO Box 158 Canberra ACT 2601
www.environment.act.gov.au

Alison Hallett has sent you a copy of "Cabinet_Number_Request_Form" (A13632282) v4.0 from Objective.

From: [Hartley, Isabel](#)
To: [Hallett, Alison](#); [Cabinet Office](#)
Cc: [EPDCAB](#)
Subject: RE: Cabinet_Number_Request_Form [DLM=Sensitive: Cabinet]
Date: Monday, 29 May 2017 2:13:37 PM

Good afternoon

CAB2017/317 - Government Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards has been created.

Please note exposure is due 20 June and final lodgement is due 9am 4 July, for the meeting of 11 July.

Thanks

Isabel Hartley
Cabinet and Executive Support Officer | Policy and Cabinet
Phone: +61 02 6205 4711 | Email: isabel.hartley@act.gov.au
Chief Minister, Treasury and Economic Development Directorate | ACT Government
Level 4 Canberra Nara Centre | GPO Box 158, Canberra ACT 2601 | act.gov.au

-----Original Message-----

From: Hallett, Alison
Sent: Monday, 29 May 2017 12:53 PM
To: Cabinet Office
Cc: EPDCAB
Subject: Cabinet_Number_Request_Form [DLM=Sensitive: Cabinet]

Good afternoon

Could you please process the attached Cabinet number request form.

Kind regards

Alison

Alison Hallett | Cabinet Liaison Officer
Phone: +61 6205 0069 | Fax: +61 6207 1732 | Email: alison.hallett@act.gov.au Environment, Planning and Sustainable Development Directorate | ACT Government Dame Pattie Menzies House, Challis Street, Dickson
GPO Box 158 Canberra ACT 2601 www.environment.act.gov.au

Alison Hallett has sent you a copy of "Cabinet_Number_Request_Form" (A13632282) v4.0 from Objective.

From: [Davey, Rosslyn](#)
To: [Cabinet Office](#)
Cc: [Hallett, Alison](#); [Hartwig, Tasha](#)
Subject: 17/317 - Government submission to the PUR committee inquiry into Billboards [DLM=Sensitive: Cabinet]
Date: Tuesday, 30 May 2017 9:42:52 AM
Attachments: [AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal DLMFor-Official-Use-Only.msg](#)

Good morning Cabinet Office

With regards to the above Cabinet Submission, I am writing to seek your agreement to skip exposure draft circulation of this sub due to the very tight timeframes. The line area have advised that they have emailed all ACT Government agencies as well as the NCA, using the latest agency circulation list for Territory Plan Section (See attached email).

Thank you for your assistance

Ros

Rosslyn Davey | Assembly Liaison Officer

Phone 02 6205 7376

Government Services | Environment, Planning and Sustainable Development | **ACT Government**

Level 3 South, Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601 |

www.environment.act.gov.au

(Mondays and Tuesdays only)

From: [Terrplan](#)
To: [Blume, Kristin](#); [Nockels, Alexander](#); [Ramirez, Fernando](#); [Ryan, Shaun](#); [Zeiler, Geri](#); [MACC](#); [EPAPanningLiaison](#); [Johns, Peter](#); [EDU, School Planning](#); [DDGCorporate](#); [EmergencyManagement](#); [afp.gov.au](#); [natcap.gov.au](#); [worksapproval@natcap.gov.au](#); [Pedersen, Andrew](#); [Uddin, Kamal](#); [enworks@actewagl.com.au](#); [iconwater.com.au](#); [Brown, Jeffrey](#); [Johnson, Lisa](#); [Deedman](#); [Cilliers, George](#); [Saad, Monica](#); [Teasdale, Jonathan](#); [Morris, VanessaX](#); [EPDStrategicPlanning](#); [Heritage](#); [Keirnan, Catherine](#); [McKeown, Helen](#); [natcap.gov.au](#); [Joseph, Gabriel](#);
Cc: [Phillips, Brett](#); [Billing, Dale](#); [Cargill, James](#); [Moore, AlisonM \(ACTPLA\)](#); [OConnell, Jennifer](#); [Russell, Meaghan](#); [Bygrave, Stephen](#); [Lane, Annie](#); [Rutledge, Geoffrey](#); [Jones, Greg](#); [Brown, Robin](#); [Jones, David](#); [Simon, Martin](#); [Chadwick, Graham](#); [Beresford, Cameron](#); [iconwater.com.au](#); [Wyatt, Tim](#); [Terrplan](#)
Subject: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Monday, 29 May 2017 12:34:54 PM
Importance: High

Dear all,

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal – for agency circulation

The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by **COB Thursday 1 June 2017**.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox | Terrplan@act.gov.au

Territory Plan Section | Environment and Planning | **ACT Government**

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au | www.actpla.act.gov.au

From: [Junakovic, Georgia](#)
To: [Davey, Rosslyn](#)
Cc: [Hallett, Alison](#); [Morris, Dorena](#)
Subject: RE: 17/317 - Government submission to the PUR committee inquiry into Billboards [DLM=Sensitive: Cabinet]
Date: Wednesday, 31 May 2017 9:05:19 AM

Hi Ros,

Cabinet Office suggests that this submission undertake the required exposure circulation (5 days) and that approval for late lodgement be sought from the Chief Minister as this will allow for circulation across all Directorates. Cabinet Office would support a late lodgement request.

Are you able to advise when you anticipate having the submission ready for circulation?

Georgia

From: Davey, Rosslyn
Sent: Tuesday, 30 May 2017 10:00 AM
To: Cabinet Office
Cc: Hallett, Alison
Subject: RE: 17/317 - Government submission to the PUR committee inquiry into Billboards [DLM=Sensitive: Cabinet]

We have been given an extension (from 20 June) until COB 14 July 2017 to lodge the submission with the PUR committee

From: Junakovic, Georgia **On Behalf Of** Cabinet Office
Sent: Tuesday, 30 May 2017 9:56 AM
To: Davey, Rosslyn
Cc: Hallett, Alison
Subject: FW: 17/317 - Government submission to the PUR committee inquiry into Billboards [DLM=Sensitive: Cabinet]

Hi Ros,

Can you please confirm what date the submission needs to be provided by?

Georgia

From: Davey, Rosslyn
Sent: Tuesday, 30 May 2017 9:43 AM
To: Cabinet Office
Cc: Hallett, Alison; Hartwig, Tasha
Subject: 17/317 - Government submission to the PUR committee inquiry into Billboards [DLM=Sensitive: Cabinet]

Good morning Cabinet Office

With regards to the above Cabinet Submission, I am writing to seek your agreement to skip exposure draft circulation of this sub due to the very tight timeframes. The line area have advised that they have emailed all ACT Government agencies as well as the NCA, using the latest agency circulation list for Territory Plan Section (See attached email).

Thank you for your assistance

Ros

Rosslyn Davey | Assembly Liaison Officer

Phone 02 6205 7376

Government Services | Environment, Planning and Sustainable Development | **ACT Government**

Level 3 South, Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601 |

www.environment.act.gov.au

(Mondays and Tuesdays only)

From: [Hallett, Alison](#)
To: [Junakovic, Georgia](#)
Cc: [EPDCAB](#)
Subject: RE: 17/317 - Government submission to the PUR committee inquiry into Billboards [DLM=Sensitive: Cabinet]
Date: Monday, 5 June 2017 5:02:23 PM

Hi Georgia

We are not seeking approval for late lodgement at this time as we think we can make the timeframes identified.

Kind regards

Alison

Alison Hallett | Cabinet Liaison Officer
Phone: +61 6205 0069 | Fax: +61 6207 1732 | Email: alison.hallett@act.gov.au
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, Challis Street, Dickson GPO Box 158 Canberra ACT 2601 www.environment.act.gov.au

From: Junakovic, Georgia
Sent: Monday, 5 June 2017 10:30 AM
To: Davey, Rosslyn; Cabinet Office
Cc: Hallett, Alison
Subject: RE: 17/317 - Government submission to the PUR committee inquiry into Billboards [DLM=Sensitive: Cabinet]

Hi Ros,

I understand you are back in the office today. Are you able to advise on the below?

Thanks

Georgia

Georgia Junakovic | Cabinet Liaison Officer
Phone: 6207 0148 | Email: georgia.junakovic@act.gov.au
Policy and Cabinet Division | Chief Minister, Treasury and Economic Development | ACT Government
Level 4 Canberra Nara Centre | GPO Box 158, Canberra ACT 2601 | act.gov.au

From: Junakovic, Georgia **On Behalf Of** Cabinet Office
Sent: Wednesday, 31 May 2017 9:05 AM
To: Davey, Rosslyn
Cc: Hallett, Alison; Morris, Dorena
Subject: RE: 17/317 - Government submission to the PUR committee inquiry into Billboards [DLM=Sensitive: Cabinet]

Hi Ros,

Cabinet Office suggests that this submission undertake the required exposure circulation (5 days) and that approval for late lodgement be sought from the Chief Minister as this will allow for

circulation across all Directorates. Cabinet Office would support a late lodgement request.

Are you able to advise when you anticipate having the submission ready for circulation?

Georgia

From: Davey, Rosslyn
Sent: Tuesday, 30 May 2017 10:00 AM
To: Cabinet Office
Cc: Hallett, Alison
Subject: RE: 17/317 - Government submission to the PUR committee inquiry into Billboards
[DLM=Sensitive: Cabinet]

We have been given an extension (from 20 June) until COB 14 July 2017 to lodge the submission with the PUR committee

From: Junakovic, Georgia **On Behalf Of** Cabinet Office
Sent: Tuesday, 30 May 2017 9:56 AM
To: Davey, Rosslyn
Cc: Hallett, Alison
Subject: FW: 17/317 - Government submission to the PUR committee inquiry into Billboards
[DLM=Sensitive: Cabinet]

Hi Ros,

Can you please confirm what date the submission needs to be provided by?

Georgia

From: Davey, Rosslyn
Sent: Tuesday, 30 May 2017 9:43 AM
To: Cabinet Office
Cc: Hallett, Alison; Hartwig, Tasha
Subject: 17/317 - Government submission to the PUR committee inquiry into Billboards
[DLM=Sensitive: Cabinet]

Good morning Cabinet Office

With regards to the above Cabinet Submission, I am writing to seek your agreement to skip exposure draft circulation of this sub due to the very tight timeframes. The line area have advised that they have emailed all ACT Government agencies as well as the NCA, using the latest agency circulation list for Territory Plan Section (See attached email).

Thank you for your assistance

Ros

Rosslyn Davey | Assembly Liaison Officer

Phone 02 6205 7376

Government Services | Environment, Planning and Sustainable Development | **ACT Government**

Level 3 South, Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601 |

www.environment.act.gov.au

(Mondays and Tuesdays only)

From: [Hallett, Alison](#)
To: [McFarlane, Trina](#)
Cc: [Davey, Rosslyn](#); [Kaucz, Alix](#); [Hartwig, Tasha](#); [Magee, Alexandra](#)
Subject: RE: 20170529 - Agreement to extension of time to lodge government submission to PUR Inquiry in to billboards (A13641211) [SEC=UNCLASSIFIED]
Date: Monday, 5 June 2017 4:25:00 PM
Attachments: [image001.png](#)
[image003.png](#)

Hi All

Apologies I have been out of the office for a few days Please see the below timeline for your Cabinet date of 11/07/2017 The timelines are really tight and we are going to have to work together to get this one through Trina I tried calling you today but couldn't get you Could you please give me a call tomorrow

Cabinet Meeting Date	Objective Reference	Cabinet number	Title of Submission	Type of Submission	Current Status	Division	Date to be Cleared by ED	Date to be cleared by CLO	Date to be cleared by DDG	Date to be with DG	Date to be at Ministers Office	Date to be Lodged with Cabinet Office	Comms Strategy required & Seen?	Contact Name and Number

Kind regards

 [Alison](#)

Alison Hallett | Cabinet Liaison Officer
Phone +61 6205 0069 | Fax +61 6207 1732 | Email alison.hallett@act.gov.au
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House Challis Street Dickson GPO Box 158 Canberra ACT 2601 www.environment.act.gov.au

From: Hartwig, Tasha
Sent: Friday, 2 June 2017 12:05 PM
To: McFarlane, Trina
Cc: Davey, Rosslyn; Hallett, Alison; Kaucz, Alix
Subject: RE: 20170529 - Agreement to extension of time to lodge government submission to PUR Inquiry in to billboards (A13641211) [SEC=UNCLASSIFIED]

Hi Trina

Sorry I'm solo today and under the pump to get budget briefs done, I've started the below timeline but it gets really tight after ED circulation I will seek Alison's advice about timings in yellow when she returns

Please note exposure is due 20 June and final lodgement is due 9am 4 July, for the meeting of 11 July

Cabinet Meeting Date	Objective Reference	Cabinet number	Title of Submission	Type of Submission	Current Status	Division	Date to be Cleared by ED	Date to be cleared by CLO	Date to be cleared by DDG	Date to be with DG	Date to be at Ministers Office	Date to be Lodged with Cabinet Office	Comms Strategy required & Seen?

Thanks

Tasha Hartwig
☎ 02 6207 0701 | Government Services | Environment, Planning & Sustainable Development | ACT Government
Level 3 South, Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601
(Wednesday to Friday only)

-----Original Message-----
From: McFarlane, Trina
Sent: Friday, 2 June 2017 11:36 AM
To: Hallett, Alison; Hartwig, Tasha
Cc: Kaucz, Alix; Marcantonio, Laura; Davey, Rosslyn
Subject: RE: 20170529 - Agreement to extension of time to lodge government submission to PUR Inquiry in to billboards (A13641211)

Hi Alison, Tasha

Could you please send me the timeline for this one?

Thanks
Trina

-----Original Message-----
From: Davey, Rosslyn
Sent: Monday, 29 May 2017 4:49 PM
To: McFarlane, Trina
Cc: Kaucz, Alix; Hallett, Alison; Hartwig, Tasha; Marcantonio, Laura
Subject: 20170529 - Agreement to extension of time to lodge government submission to PUR Inquiry in to billboards [DLM For-Official-Use-Only] (A13641211) [DLM Sensitive: Cabinet]

Hi Trina

FYI - link attached to the email from the PUR committee secretariat advising that we have been granted an extension until COB 14 July 2017 to lodge the government submission

The committee secretariat has advise that due to the extension the Directorate submission is unlikely to be published on the Committee website until late July and the usual privilege provisions will apply to the document until that publishing date

Your Cabinet number is 17/317 Your Cabinet date is 11 July 2017 Alison will send you a timeline shortly

Kind regards

Ros

From: [Sampson, Lisa](#)
To: [Hallett, Alison](#); [EPDCAB](#)
Cc: [Kirkham, Elizabeth](#); [Cabinet Office](#)
Subject: FW: Billboards [DLM=Sensitive: Cabinet]
Date: Friday, 16 June 2017 9:38:22 AM
Attachments: [FW AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal DLMFor-Official-Use-Only.msg](#)
Importance: High

Hi Alison

Tsy agreement to 17/317 has now been provided and I will circulate this shortly.

On a related note, Cabinet Office are considering how we can make the process for TSY agreement smoother. Even when a submission has nil financial impact, it must be agreed by Treasury. In the interim - can you please remind the line area of the financial implications para at page 19 of the Cabinet Handbook – directly contacting TSY requesting agreement to nil financial impact may result in a quicker outcome.

Thanks

Lisa

From: Sampson, Lisa
Sent: Friday, 16 June 2017 9:23 AM
To: Cabinet Office
Subject: FW: Billboards [DLM=Sensitive: Cabinet]
Importance: High

From: Kirkham, Elizabeth
Sent: Thursday, 15 June 2017 6:06 PM
To: Sampson, Lisa
Subject: FW: Billboards [DLM=Sensitive: Cabinet]
Importance: High

Hi Lisa

Tsy agreement below.

Libby

From: Blount, Wilhelmina
Sent: Thursday, 15 June 2017 6:05 PM
To: Kirkham, Elizabeth
Cc: Cameron, Susan; Ryan, Shaun; Nockels, Alexander
Subject: RE: Billboards [DLM=Sensitive: Cabinet]

Hi Libby – nil response from us.

There is no financial impact.

Regards

Wil

Wilhelmina Blount | Director | Development and Infrastructure Policy Branch

Phone 02 6207 0835 | **Fax** 6207 0298 | **Email** wilhelmina.blount@act.gov.au

Finance and Budget Division | Chief Minister, Treasury and Economic Development Directorate
ACT Government | Level 1, Nara Centre Cnr Constitution Ave and London Cct Canberra ACT 2601
GPO Box 158 Canberra ACT 2601 | www.act.gov.au

From: Kirkham, Elizabeth

Sent: Thursday, 15 June 2017 3:26 PM

To: Blount, Wilhelmina

Subject: Billboards [DLM=Sensitive: Cabinet]

Importance: High

Finally! Here's the link – sorry for the delay.

[V:\CMCD\1. CMCD Circulation\09. Other\For Wil](#)

Libby

From: [Hartwig, Tasha](#)
To: [McFarlane, Trina](#)
Cc: [Kaucz, Alix](#); [EPDCAB](#)
Subject: Exposure draft circulation - 17/12774 - Cabinet - 17/317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11/07/2017 [DLM=Sensitive: Cabinet]
Date: Friday, 16 June 2017 11:48:22 AM

Hi Trina and Alix

Cabinet Submission 17/317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards is now on Exposure draft circulation. Circulation until 9.47am Friday 23 June 2017.

We will advise you as comments come in.

Many Thanks

Tasha Hartwig

☎ 02 6207 0701 | Government Services | Environment, Planning & Sustainable Development | ACT Government
Level 3 South, Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

(Wednesday to Friday only)

From: [Hallett, Alison](#)
To: [Kaucz, Alix](#)
Cc: [EPDCAB; Radice, David](#)
Subject: RE: 17/12774 - Cabinet - 17/317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11/07/2017 (qA674077) [DLM=Sensitive: Cabinet]
Date: Wednesday, 12 July 2017 11:58:56 AM
Attachments: [17_12774 - Cabinet - 17_317 - Gov Submission to the Standing Committee f....obr](#)

All done.

-----Original Message-----

From: Kaucz, Alix
Sent: Wednesday, 12 July 2017 11:28 AM
To: Hallett, Alison
Subject: RE: 17/12774 - Cabinet - 17/317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11/07/2017 (qA674077) [DLM=Sensitive: Cabinet]

I've got David Radice looking at it for me. Could you please give him access to the folder?

Thanks!
Alix

-----Original Message-----

From: Hallett, Alison
Sent: Wednesday, 12 July 2017 11:13 AM
To: Kaucz, Alix
Cc: EPDCAB; Marcantonio, Laura; EPSDD DLO
Subject: 17/12774 - Cabinet - 17/317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11/07/2017 (qA674077) [DLM=Sensitive: Cabinet]

Hi Alix

As per telephone conversation could you please amend the Government Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards as requested by the Chief Minister (see email in file attached).

Apologies but could you please have this back to me by 4.00pm today.

Kind regards

Alison

Alison Hallett | Cabinet Liaison Officer
Phone: +61 6205 0069 | Fax: +61 6207 1732 | Email: alison.hallett@act.gov.au Environment, Planning and Sustainable Development Directorate | ACT Government Dame Pattie Menzies House, Challis Street, Dickson GPO Box 158 Canberra ACT 2601 www.environment.act.gov.au

Alison Hallett has sent you a link to "17/12774 - Cabinet - 17/317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11/07/2017" (qA674077) from Objective.

Open in Navigator
Double click on the attachment

Open in ECM for Browser

<https://objective.act.gov.au:8443/#/documents/qA674077/details>

Open in Your Browser

<https://objective.act.gov.au/id:qA674077>

From: [McFarlane, Trina](#)
To: [Tennent, Simon](#)
Cc: [Hartwig, Tasha](#); [Flanery, Fleur](#)
Subject: FW: 17/12774 - Cabinet - 17/317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11/07/2017 (qA674077) [DLM=Sensitive: Cabinet]
Date: Thursday, 24 August 2017 2:10:20 PM
Attachments: [17_12774 - Cabinet - 17_317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11_07_2017.obr](#)
[20170529 - Agreement to extension of time to lodge government submission....obr](#)

Hi Simon

Thanks for the meeting today on the Inquiry into Housing.

Tasha, could you please give Simon access to the Inquiry into Billboards cabinet folder.

This folder contains all papers for the Inquiry into Billboards, including the final ACT Government submission lodged with the Standing Committee. The Minister's Office was able to gain an extension of time from the Standing Committee for us to lodge the submission.

Please contact me if you require further information on the process etc.

Regards
Trina

Trina McFarlane RPIA | A/g Senior Manager - Territory Plan Phone 02 6207 1920 Planning Policy | Environment, Planning and Sustainable Development Directorate | ACT Government Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601 | www.planning.act.gov.au

From: [Terrplan](#)
To: [Blume, Kristin](#); [Nockels, Alexander](#); [Ramirez, Fernando](#); [Ryan, Shaun](#); [Zeiler, Geri](#); [MACC](#); [EPAPanningLiaison](#); [Johns, Peter](#); [EDU, School Planning](#); [DDGCorporate](#); [EmergencyManagement](#); [afp.gov.au](#); [natcap.gov.au](#); [worksapproval@natcap.gov.au](#); [Pedersen, Andrew](#); [Uddin, Kamal](#); [enworks@actewagl.com.au](#); [conwater.com.au](#); [Brown, Jeffrey](#); [Johnson, Lisa](#); [Deedman](#); [Cilliers, George](#); [Saad, Monica](#); [Teasdale, Jonathan](#); [Morris, VanessaX](#); [EPDStrategicPlanning](#); [Heritage](#); [Keirnan, Catherine](#); [McKeown, Helen](#); [natcap.gov.au](#); [Joseph, Gabriel](#);
Cc: [Phillips, Brett](#); [Billing, Dale](#); [Cargill, James](#); [Moore, AlisonM \(ACTPLA\)](#); [OConnell, Jennifer](#); [Russell, Meaghan](#); [Bygrave, Stephen](#); [Lane, Annie](#); [Rutledge, Geoffrey](#); [Jones, Greg](#); [Brown, Robin](#); [Jones, David](#); [Simon, Martin](#); [Chadwick, Graham](#); [Beresford, Cameron](#); [afp.gov.au](#); [Bell, Jeff](#); [Percival, Tom](#); [conwater.com.au](#); [Wyatt, Tim](#); [Terrplan](#)
Subject: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Monday, 29 May 2017 12:34:53 PM
Importance: High

Dear all,

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal – for agency circulation

The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by **COB Thursday 1 June 2017**.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox | [✉ Terrplan@act.gov.au](mailto:Terrplan@act.gov.au)

Territory Plan Section | Environment and Planning | **ACT Government**

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au | www.actpla.act.gov.au

From: [Blume, Kristin](#)
To: [Terrplan](#)
Subject: RE: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Monday, 29 May 2017 1:30:27 PM

Hi team

Brett Wilesmith and team will provide any feedback from Cabinet and Policy on this one.

Cheers

Kristin

Kristin Blume
Senior Manager, City Operations, Economy and Environment
Cabinet and Policy Division
Chief Minister, Treasury and Economic Development Directorate
e: kristin.blume@act.gov.au p: +61 (0)2 6205 1711

I work in the office Mondays, Tuesdays and Fridays, and am on email only on Wednesdays and Thursdays.

From: Terrplan
Sent: Monday, 29 May 2017 12:35 PM
To: Blume, Kristin <Kristin.Blume@act.gov.au>; Nockels, Alexander <Alexander.Nockels@act.gov.au>; Ramirez, Fernando <Fernando.Ramirez@act.gov.au>; Ryan, Shaun <Shaun.Ryan@act.gov.au>; Zeiler, Geri <Geri.Zeiler@act.gov.au>; MACC <MACC@act.gov.au>; EPAPanningLiaison <EPAPanningLiaison@act.gov.au>; Johns, Peter <Peter.Johns@act.gov.au>; EDU, School Planning <EDUSchoolPlanning@act.gov.au>; DDGCorporate <DDGCorporate@act.gov.au>; EmergencyManagement <EmergencyManagement@act.gov.au>; [REDACTED]; [REDACTED]; worksapproval@natcap.gov.au; Pedersen, Andrew <Andrew.Pedersen@act.gov.au>; Uddin, Kamal <Kamal.Uddin@act.gov.au>; enworks@actewagl.com.au; [REDACTED]; Brown, Jeffrey <Jeffrey.Brown@act.gov.au>; Johnson, Lisa <Lisa.Johnson@act.gov.au>; Deedman <Deedman@act.gov.au>; Cilliers, George <George.Cilliers@act.gov.au>; Saad, Monica <Monica.Saad@act.gov.au>; Teasdale, Jonathan <Jonathan.Teasdale@act.gov.au>; Morris, VanessaX <VanessaX.Morris@act.gov.au>; EPDStrategicPlanning <EPDStrategicPlanning@act.gov.au>; Heritage <Heritage@act.gov.au>; Keirnan, Catherine <Catherine.Keirnan@act.gov.au>; McKeown, Helen <Helen.McKeown@act.gov.au>; [REDACTED]; Joseph, Gabriel <Gabriel.Joseph@act.gov.au>; [REDACTED]; [REDACTED]
Cc: Phillips, Brett <Brett.Phillips@act.gov.au>; Billing, Dale <Dale.Billing@act.gov.au>; Cargill, James <James.Cargill@act.gov.au>; Moore, AlisonM (ACTPLA) <AlisonM.Moore@act.gov.au>; OConnell, Jennifer <Jennifer.OConnell@act.gov.au>; Russell, Meaghan <Meaghan.Russell@act.gov.au>; Bygrave, Stephen <Stephen.Bygrave@act.gov.au>; Lane, Annie <Annie.Lane@act.gov.au>; Rutledge, Geoffrey <Geoffrey.Rutledge@act.gov.au>; Jones, Greg <Greg.Jones@act.gov.au>; Brown, Robin <Robin.Brown@act.gov.au>; Jones, David

<David.Jones@act.gov.au>; Simon, Martin <Martin.Simon@act.gov.au>; Chadwick, Graham <Graham.Chadwick@act.gov.au>; Beresford, Cameron <Cameron.Beresford@act.gov.au>; [REDACTED] Bell, Jeff <Jeff.Bell@act.gov.au>; Percival, Tom <Tom.Percival@act.gov.au>; [REDACTED]; Wyatt, Tim <Tim.Wyatt@act.gov.au>; Terrplan <Terrplan@act.gov.au>

Subject: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]

Importance: High

Dear all,

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal – for agency circulation

The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by **COB Thursday 1 June 2017**.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox | terrplan@act.gov.au

Territory Plan Section | Environment and Planning | **ACT Government**

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au | www.actpla.act.gov.au

From: [Brown, Jeffrey](#)
To: [Terrplan](#)
Subject: Inquiry into Billboards [SEC=UNCLASSIFIED]
Date: Monday, 29 May 2017 4:51:18 PM

Nil comments from the OSG&LI.

Regards
Jeff Brown

Jeff Brown | Surveyor-General of the ACT
Phone 02 6207 1965 | Fax 02 6207 1615 | Mobile 0466 428 473
Office of the Surveyor-General and Land Information
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 1908 Canberra ACT 2601 |
www.environment.act.gov.au

From: [McKeown, Helen](#)
To: [Terrplan](#)
Subject: RE: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Tuesday, 30 May 2017 1:25:02 PM

Thank you for the opportunity to provide input into the a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards.

Our main concern would be that no billboards should be allowed to be erected in the nature conservation estate (reserves, national parks etc) or on areas of ecological significance (e.g. where there is known habitat for the Golden Sun Moth, a listed endangered species).

Regards

Helen McKeown | Conservator Liaison

Phone 02 6207 2247 |

Environment | Environment and Planning | ACT Government

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601 |

www.environment.act.gov.au

From: Terrplan
Sent: Monday, 29 May 2017 12:35 PM
To: Blume, Kristin; Nockels, Alexander; Ramirez, Fernando; Ryan, Shaun; Zeller, Geri; MACC; EPAPanningLiaison; Johns, Peter; EDU, School Planning; DDGCorporate; EmergencyManagement; [redacted]@afp.gov.au; [redacted]@natcap.gov.au; worksapproval@natcap.gov.au; Pedersen, Andrew; Uddin, Kamal; enworks@actewagl.com.au; [redacted]@iconwater.com.au; [redacted] Brown, Jeffrey; Johnson, Lisa; Deedman; Cilliers, George; Saad, Monica; Teasdale, Jonathan; Morris, VanessaX; EPDStrategicPlanning; Heritage; Keirnan, Catherine; McKeown, Helen; [redacted]@natcap.gov.au; Joseph, Gabriel; [redacted]
Cc: Phillips, Brett; Billing, Dale; Cargill, James; Moore, AlisonM (ACTPLA); OConnell, Jennifer; Russell, Meaghan; Bygrave, Stephen; Lane, Annie; Rutledge, Geoffrey; Jones, Greg; Brown, Robin; Jones, David; Simon, Martin; Chadwick, Graham; Beresford, Cameron; [redacted]@afp.gov.au; Bell, Jeff; Percival, Tom; [redacted]@iconwater.com.au; Wyatt, Tim; Terrplan
Subject: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Importance: High

Dear all,

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal – for agency circulation

The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by **COB Thursday 1 June 2017**.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox | ✉ terrplan@act.gov.au

Territory Plan Section | Environment and Planning | **ACT Government**

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au | www.actpla.act.gov.au

From: [Cilliers, George](#)
To: [Terrplan](#)
Subject: RE: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Tuesday, 30 May 2017 8:56:22 AM

Nil comments from DA assessment perspective.

Regards

George

Phone: 02 6207 6804

This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

From: Terrplan
Sent: Monday, 29 May 2017 12:35 PM
To: Blume, Kristin; Nockels, Alexander; Ramirez, Fernando; Ryan, Shaun; Zeiler, Geri; MACC; EPAPanningLiaison; Johns, Peter; EDU, School Planning; DDGCorporate; EmergencyManagement; [redacted]@afp.gov.au; [redacted]@natcap.gov.au; worksapproval@natcap.gov.au; Pedersen, Andrew; Uddin, Kamal; enworks@actewagl.com.au; [redacted]@conwater.com.au; [redacted] Brown, Jeffrey; Johnson, Lisa; Deedman; Cilliers, George; Saad, Monica; Teasdale, Jonathan; Morris, VanessaX; EPDStrategicPlanning; Heritage; Keirnan, Catherine; McKeown, Helen; [redacted]@natcap.gov.au; Joseph, Gabriel; [redacted]
Cc: Phillips, Brett; Billing, Dale; Cargill, James; Moore, AlisonM (ACTPLA); OConnell, Jennifer; Russell, Meaghan; Bygrave, Stephen; Lane, Annie; Rutledge, Geoffrey; Jones, Greg; Brown, Robin; Jones, David; Simon, Martin; Chadwick, Graham; Beresford, Cameron; [redacted]@afp.gov.au; Bell, Jeff; Percival, Tom; [redacted]@conwater.com.au; Wyatt, Tim; Terrplan
Subject: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Importance: High

Dear all,

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal – for agency circulation

The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by **COB Thursday 1 June 2017**.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox | [✉ Terrplan@act.gov.au](mailto:Terrplan@act.gov.au)

Territory Plan Section | Environment and Planning | **ACT Government**

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au | www.actpla.act.gov.au

From: [Taylor, Bob](#)
To: [Terrplan](#)
Cc: [Cilliers, George](#); [Gell, Chris](#); [Jamaly, Rumana](#)
Subject: RE: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Tuesday, 30 May 2017 10:32:03 AM

Hi Terrplan

If not already addressed in the Directorates submission, suggest that mobile billboards, temporary advertising hoarding attached to scaffolding and temporary construction fencing by Developers be included, particularly when it comes to a definition and how its use is approved and regulated.

Happy to discuss further if required.

Regards

Bob Taylor | Manager | Deed Management
Phone 02 6207 1669 | Fax 02 6207 1856
Planning Delivery Division | Environment Planning and Sustainable Development Directorate | **ACT Government**
Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601 | www.planning.act.gov.au

From: Cilliers, George
Sent: Monday, 29 May 2017 5:18 PM
To: Gell, Chris; Jamaly, Rumana; Taylor, Bob
Subject: FW: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Importance: High

Any comments or views? Otherwise I assume you'd be happy with a 'nil' response on this from a DA point-of-view and see what falls out from the inquiry?

From: Terrplan
Sent: Monday, 29 May 2017 12:35 PM
To: Blume, Kristin; Nockels, Alexander; Ramirez, Fernando; Ryan, Shaun; Zeiler, Geri; MACC; EPAPanningLiaison; Johns, Peter; EDU, School Planning; DDGCorporate; EmergencyManagement; afp.gov.au; natcap.gov.au; worksapproval@natcap.gov.au; Pedersen, Andrew; Uddin, Kamal; enworks@actewagl.com.au; conwater.com.au; Brown, Jeffrey; Johnson, Lisa; Deedman; Cilliers, George; Saad, Monica; Teasdale, Jonathan; Morris, VanessaX; EPDStrategicPlanning; Heritage; Keirnan, Catherine; McKeown, Helen; natcap.gov.au; Joseph, Gabriel;
Cc: Phillips, Brett; Billing, Dale; Cargill, James; Moore, AlisonM (ACTPLA); OConnell, Jennifer; Russell, Meaghan; Bygrave, Stephen; Lane, Annie; Rutledge, Geoffrey; Jones, Greg; Brown, Robin; Jones, David; Simon, Martin; Chadwick, Graham; Beresford, Cameron; afp.gov.au; Bell, Jeff; Percival, Tom; iconwater.com.au; Wyatt, Tim; Terrplan
Subject: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Importance: High

Dear all,

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal – for agency circulation

The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-


government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by **COB Thursday 1 June 2017**.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox |  terrplan@act.gov.au

Territory Plan Section | Environment and Planning | **ACT Government**

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au | www.actpla.act.gov.au

From: [Inskip, David](#)
To: [Terrplan](#)
Cc: [ACTF&R Risk & Planning; Kilpatrick, Robert](#)
Subject: FW: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Wednesday, 31 May 2017 2:54:18 PM
Attachments: [image002.jpg](#)
[image003.jpg](#)

Good afternoon


Please note below email from ACTF&R Risk and Planning regarding; **Inquiry into Billboards – Standing Committee on Planning and Urban Renewal.**

Thank you.

David Inskip

Kind regards

David Inskip | Administration & Support

Phone: 02-620 78713 | 

Risk & Planning | Emergency Services Agency | ACT Government

9 Amberley Avenue **Fairbairn** | GPO Box 158 Canberra ACT 2601 | www.act.gov.au

act-esa-logos



From: Brennan, Mark **On Behalf Of** ACTF&R Risk & Planning
Sent: Wednesday, 31 May 2017 2:18 PM
To: EmergencyManagement
Subject: RE: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]

David

ACTF&R has no special considerations or objections at this time to:

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal

Regards

Mitch Brennan

Station Officer

ACT Fire & Rescue

Risk and Planning Section

9 Amberley Avenue Majura ACT 2601

62078472

email : actf&rrisk&planning@act.gov.au



From: [Pitt, Leesha](#)
To: [Terrplan](#)
Cc: [Peffer, Dave](#); [Cassidy, Nardia](#); [Burns, Felicity](#); [Rynehart, Josh](#); [Balaretnaraja, Ash](#)
Subject: RE: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Wednesday, 31 May 2017 8:09:10 PM

Hello Territory Plan team,

Please see below Access Canberra's comments in relation to this Inquiry. Generally, we are supportive of more billboards and more flexibility for event organisers and businesses. We are happy to discuss any of our detailed comments below further. Nardia Cassidy or Josh Rynehart are best placed for this conversation.

Thank you for the opportunity comment.

regards, Leesha

Director at Access Canberra

ACCESS CANBERRA'S COMMENTS

In response to the Inquiry on Billboards, Access Canberra makes comments in relation to the following:

ToR 3 - Merits and challenges of establishing designated areas for billboard advertising, including:

- a. impact on business and community organisations;
- b. use of new billboard technology; and
- c. potential to enliven urban areas.

- Events are valued as they contribute to our vibrant and thriving community and support the government priorities for suburban renewal and business innovation. They also play important component to cultural life within the ACT community including a diverse arts and cultural scene driving a range of new and exciting events to our city. However, to truly enable events to be a key driver to enlivening our city, there needs to be opportunities for events organisers to advertise event more broadly in the Territory driving patronage and further business investment.
- There are quite restrictive policies around advertising events in the public domain – the Territory Plan '*Signs General Code 2008*' restricts the use of event signage and mandates a number of restrictive requirements including character and design; positioning, size and location; colours and allowable period of time signs can be in place. Additionally, *Public Unleased Land (Movable Signs) Code of Practice 2013* further restricts the use of signage for advertising purposes for community events and more so for those events that are considered commercial in nature. Similarly, the type, colour, structure and location are all restrictive factors preventing advertising of events. More billboards - including ones that light up and show different messages - would support economic development in the ACT.
- A number of other jurisdictions approve the use of billboards for advertising purposed for event organisers as an opportunity to increase the awareness of the event – for example, Geelong City Council allows the use of Mobile Billboards –

hired directly from the council for promotional purposes and the City of Bunbury Council allow the use of billboard hire for events and community organisations. This type of advertising can significantly increase the exposure of event across the region.

- Billboards advertising and the use by the event sector can have potential significant benefits for both the event and in turn government, driving tourism and business investment.

From: Pitt, Leesha

Sent: Tuesday, 30 May 2017 7:01 PM

To: Simmons, Craig; Cubin, Derise; Jones, Greg; Kalleske, Mark; Middlemiss, David; Rynehart, Josh; White, Robyn; Bell, Kevin; Southwell, Linda; Green, Ben (ACTPLA); Balaretnaraja, Ash; Josey, Belinda; Burns, Felicity; Cassidy, Nardia

Cc: Corrigan, Margarete; McInnes, Ashleigh; Hernandez, Grace

Subject: FW: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]

If billboards and their regulatory challenges spark your interest as per below, please send any comments back to me by lunchtime tomorrow (Wed 1 June). No response by 1pm will be assumed to be nil comment.

thanks

From: Pepper, Dave

Sent: Tuesday, 30 May 2017 2:58 PM

To: Pitt, Leesha

Cc: Cassidy, Nardia; Burns, Felicity

Subject: Fwd: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]

Hi Leesha

Can you please coordinate any comments we'd like to provide from our perspective. In the past I know there's been some views from events organisers about challenges advertising.

Thanks

Dave

Begin forwarded message:

From: Terrplan <Terrplan@act.gov.au>

Date: 30 May 2017 at 1:03:04 pm AEST

To: "Pepper, Dave" <Dave.Pepper@act.gov.au>

Subject: FW: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]

Dear all,

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal –

for agency circulation


The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by **COB Thursday 1 June 2017**.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox |  terrplan@act.gov.au

Territory Plan Section | Environment and Planning | **ACT Government**

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au | www.actpla.act.gov.au

From: [Kaucz, Alix](#)
To: [Wilesmith, Brett](#); [Terrplan](#)
Subject: RE: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Friday, 2 June 2017 4:14:37 PM

Thank you Brett

We have incorporated your comments into the [REDACTED] and the submission to the standing committee.

Have a lovely weekend

Alix

From: Wilesmith, Brett
Sent: Thursday, 1 June 2017 3:13 PM
To: Terrplan
Cc: Kaucz, Alix; Stankevicius, Adam; Dahms, Narina; Rutledge, Geoffrey; Blume, Kristin
Subject: FW: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]

Good afternoon Alix

Regulatory Reform (for Policy and Cabinet Division, CMTEDD) supports a review of the current policy on billboards and more broadly consideration of matters related to signage and advertising in the public realm. We note the public position of the Chief Minister articulated in the media earlier this year, and subsequent discussions and consultation which have occurred during the preparation of a scoping brief to the Chief Minister on the opportunities for the reform of regulations for outdoor advertising and understand that the brief will be considered during the drafting of the submission.

We are advised that Minister Gentleman has asked for a submission that puts forward a government position. We would support an approach that saw the Government Submission promote a positive and firm view that change is required to update regulatory settings and take up the opportunities available to improve the look of the city, and provided benefit for the community. The current regulatory requirements and arrangements are no longer current and need to be made fit-for-purpose and effective. The Government Submission should assure the Committee and public generally of the Government's commitment to maintaining and supporting Canberra's role as the national capital in undertaking such a review and related reforms. Any review of the regulatory settings should take a holistic approach and examine how the different regulatory systems, including the codes under the National Capital and Territory Plans and the Public Unleased Land Act, interact and could be designed in the future to provide a more consistent and modern approach to outdoor advertising, including billboards.



In terms of outcomes we would be seeking through the Inquiry, we would like to see the Standing Committee:

- recognise that a considered review of the broader signage and advertising in the public realm is required
- put forward constructive suggestions for improvements to regulatory settings to be considered as part of that review
- note the need to engage and consult the community effectively on any changes
- note the Government's commitment to regulatory reform taking into consideration Canberra's role as the national capital.

We understand that a review would have implications for priority settings and resourcing for agencies across government. We would like to continue to discuss with EPSDD (and other agencies) the best means to develop arrangements for a review.

Also we have confirmed with the Chief Minister's Office that the Chief Minister will not be attending the hearings for the Inquiry.

Regards

Brett

Brett Wilesmith | Senior Manager

Regulatory Reform | Government Reform | Chief Minister, Treasury & Economic Development | **ACT Government**

Phone. +61 620 50202 | Email. brett.wilesmith@act.gov.au

Level 4, Canberra Nara Centre | GPO Box 158 CANBERRA ACT 2601 | www.act.gov.au

From: Terrplan

Sent: Monday, 29 May 2017 12:35 PM

To: Blume, Kristin <Kristin.Blume@act.gov.au>; Nockels, Alexander <Alexander.Nockels@act.gov.au>; Ramirez, Fernando <Fernando.Ramirez@act.gov.au>; Ryan, Shaun <Shaun.Ryan@act.gov.au>; Zeiler, Geri <Geri.Zeiler@act.gov.au>; MACC <MACC@act.gov.au>; EPAPanningLiaison <EPAPanningLiaison@act.gov.au>; Johns, Peter <Peter.Johns@act.gov.au>; EDU, School Planning <EDUSchoolPlanning@act.gov.au>; DDGCorporate <DDGCorporate@act.gov.au>; EmergencyManagement <EmergencyManagement@act.gov.au>; afp.gov.au; natcap.gov.au; worksapproval@natcap.gov.au; Pedersen, Andrew <Andrew.Pedersen@act.gov.au>; Uddin, Kamal <Kamal.Uddin@act.gov.au>; enworks@actewagl.com.au; @iconwater.com.au; Brown, Jeffrey <Jeffrey.Brown@act.gov.au>; Johnson, Lisa <Lisa.Johnson@act.gov.au>; Deedman <Deedman@act.gov.au>; Cilliers, George <George.Cilliers@act.gov.au>; Saad, Monica <Monica.Saad@act.gov.au>; Teasdale, Jonathan <Jonathan.Teasdale@act.gov.au>; Morris, VanessaX <VanessaX.Morris@act.gov.au>; EPDStrategicPlanning <EPDStrategicPlanning@act.gov.au>; Heritage <Heritage@act.gov.au>; Keirnan, Catherine <Catherine.Keirnan@act.gov.au>; McKeown, Helen <Helen.McKeown@act.gov.au>;

[redacted] natcap.gov.au; Joseph, Gabriel <Gabriel.Joseph@act.gov.au>; [redacted]
[redacted]

Cc: Phillips, Brett <Brett.Phillips@act.gov.au>; Billing, Dale <Dale.Billing@act.gov.au>; Cargill, James <James.Cargill@act.gov.au>; Moore, AlisonM (ACTPLA) <AlisonM.Moore@act.gov.au>; OConnell, Jennifer <Jennifer.OConnell@act.gov.au>; Russell, Meaghan <Meaghan.Russell@act.gov.au>; Bygrave, Stephen <Stephen.Bygrave@act.gov.au>; Lane, Annie <Annie.Lane@act.gov.au>; Rutledge, Geoffrey <Geoffrey.Rutledge@act.gov.au>; Jones, Greg <Greg.Jones@act.gov.au>; Brown, Robin <Robin.Brown@act.gov.au>; Jones, David <David.Jones@act.gov.au>; Simon, Martin <Martin.Simon@act.gov.au>; Chadwick, Graham <Graham.Chadwick@act.gov.au>; Beresford, Cameron <Cameron.Beresford@act.gov.au>; [redacted] afp.gov.au; Bell, Jeff <Jeff.Bell@act.gov.au>; Percival, Tom <Tom.Percival@act.gov.au>; [redacted] conwater.com.au; Wyatt, Tim <Tim.Wyatt@act.gov.au>; Terrplan <Terrplan@act.gov.au>

Subject: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]

Importance: High

Dear all,

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal – for agency circulation

The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by **COB Thursday 1 June 2017**.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox | terrplan@act.gov.au

Territory Plan Section | Environment and Planning | **ACT Government**

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au | www.actpla.act.gov.au

From: [Russell, Meaghan](#)
To: [Terrplan](#)
Subject: ACT Heritage Council advice - Standing Committee Inquiry into Billboards [SEC=UNCLASSIFIED]
Date: Friday, 2 June 2017 12:06:55 PM
Attachments: [20170602 - Advice - Standing Committee Inquiry into Billboards.pdf](#)
[image001.png](#)
[image002.png](#)

Please find attached ACT Heritage Council advice to inform the whole of government response to the Standing Committee inquiry into Billboards.

Regards,
Meaghan

Meaghan Russell | Team Leader (Advice)

Phone: 02 6205 5497 | Email: meaghan.russell@act.gov.au

ACT Heritage | Environment, Planning and Sustainable Development Directorate | ACT Government

Dame Pattie Menzies House 16 Challis Street Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au



[@EnvironPlan](#)



facebook.com/EnvironPlan

From: [Kaucz, Alix](#)
To: [McFarlane, Trina](#)
Subject: FW: 17_317 - Attachment B - ACT Government Submission to Standing Committee on Planning and Urban Renewal Inquiry into Billboards [DLM=Sensitive]
Date: Monday, 5 June 2017 12:16:35 PM
Attachments: [17_317 - Attachment B - ACT Government Submission to Standing Committee on Planning and Urban Renewal Inquiry into Billboards.docx](#)

Hi Trina

I think we can use these comments as a heads up on what we will get during the circulation period.

Alix

From: Dahms, Narina
Sent: Monday, 5 June 2017 11:05 AM
To: Kaucz, Alix
Cc: Wilesmith, Brett
Subject: FW: 17_317 - Attachment B - ACT Government Submission to Standing Committee on Planning and Urban Renewal Inquiry into Billboards [DLM=Sensitive]

Hi Alix

Thanks for the opportunity to provide comment – Brett has made some specific comments directly on the attached document.

Under general points, should we be picking up on the point that:

There is evidence to suggest that the ban on billboards, while avoiding the issues of proliferation of billboards in other cities, may have led to workarounds that result in a proliferation of ad hoc forms of advertising that may not be in keeping with the visual amenity expected of the national capital.

It would be timely to review the current policy on billboards and examine whether there is community support for a targeted and strategic approach to outdoor advertising, that considers net community benefits from modern forms of advertising and addresses the proliferation of ad hoc and informal forms of advertising.

Narina

From: Wilesmith, Brett
Sent: Friday, 2 June 2017 5:27 PM
To: Dahms, Narina <Narina.Dahms@act.gov.au>
Subject: 17_317 - Attachment B - ACT Government Submission to Standing Committee on Planning and Urban Renewal Inquiry into Billboards [DLM=Sensitive]

Hi Narina – my edits attached. Included your comments on revenue.

From: [Karuppiah, Naga](#)
To: [Terrplan](#)
Cc: [EDU, School Planning](#)
Subject: RE: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Tuesday, 6 June 2017 11:36:11 AM

Good Morning

The Education Directorate has NIL comments on the Inquiry into Billboards.

Thank you

Kind regards,

Naga Karuppiah | Assistant Manager
Ph: 02 6207 5373 | e-mail Nagappan.Karuppiah@act.gov.au
Planning & Analytics Branch | Education Directorate | ACT Government
Level 1, 220 Northbourne Avenue | GPO Box 158 Canberra ACT 2601 | www.det.act.gov.au

From: Terrplan

Sent: Monday, 29 May 2017 12:35 PM

To: Blume, Kristin <Kristin.Blume@act.gov.au>; Nockels, Alexander <Alexander.Nockels@act.gov.au>; Ramirez, Fernando <Fernando.Ramirez@act.gov.au>; Ryan, Shaun <Shaun.Ryan@act.gov.au>; Zeiler, Geri <Geri.Zeiler@act.gov.au>; MACC <MACC@act.gov.au>; EPAPanningLiaison <EPAPanningLiaison@act.gov.au>; Johns, Peter <Peter.Johns@act.gov.au>; EDU, School Planning <EDUSchoolPlanning@act.gov.au>; DDGCorporate <DDGCorporate@act.gov.au>; EmergencyManagement <EmergencyManagement@act.gov.au>; [REDACTED]@afp.gov.au; [REDACTED]@natcap.gov.au; worksapproval@natcap.gov.au; Pedersen, Andrew <Andrew.Pedersen@act.gov.au>; Uddin, Kamal <Kamal.Uddin@act.gov.au>; enworks@actewagl.com.au; [REDACTED]@iconwater.com.au; [REDACTED]
Brown, Jeffrey <Jeffrey.Brown@act.gov.au>; Johnson, Lisa <Lisa.Johnson@act.gov.au>; Deedman <Deedman@act.gov.au>; Cilliers, George <George.Cilliers@act.gov.au>; Saad, Monica <Monica.Saad@act.gov.au>; Teasdale, Jonathan <Jonathan.Teasdale@act.gov.au>; Morris, VanessaX <VanessaX.Morris@act.gov.au>; EPDStrategicPlanning <EPDStrategicPlanning@act.gov.au>; Heritage <Heritage@act.gov.au>; Keirnan, Catherine <Catherine.Keirnan@act.gov.au>; McKeown, Helen <Helen.McKeown@act.gov.au>; andrew.smith@natcap.gov.au; Joseph, Gabriel <Gabriel.Joseph@act.gov.au>; [REDACTED]
[REDACTED]

Cc: Phillips, Brett <Brett.Phillips@act.gov.au>; Billing, Dale <Dale.Billing@act.gov.au>; Cargill, James <James.Cargill@act.gov.au>; Moore, AlisonM (ACTPLA) <AlisonM.Moore@act.gov.au>; OConnell, Jennifer <Jennifer.OConnell@act.gov.au>; Russell, Meaghan <Meaghan.Russell@act.gov.au>; Bygrave, Stephen <Stephen.Bygrave@act.gov.au>; Lane, Annie <Annie.Lane@act.gov.au>; Rutledge, Geoffrey <Geoffrey.Rutledge@act.gov.au>; Jones, Greg <Greg.Jones@act.gov.au>; Brown, Robin <Robin.Brown@act.gov.au>; Jones, David <David.Jones@act.gov.au>; Simon, Martin <Martin.Simon@act.gov.au>; Chadwick, Graham <Graham.Chadwick@act.gov.au>; Beresford, Cameron <Cameron.Beresford@act.gov.au>; [REDACTED]@afp.gov.au; Bell, Jeff <Jeff.Bell@act.gov.au>; Percival, Tom <Tom.Percival@act.gov.au>; [REDACTED]@iconwater.com.au; Wyatt, Tim

<Tim.Wyatt@act.gov.au>; Terrplan <Terrplan@act.gov.au>

Subject: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]

Importance: High

Dear all,

Inquiry into Billboards – Standing Committee on Planning and Urban Renewal – for agency circulation


The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-government submission to the Standing Committee on Planning and Urban Renewal's Inquiry into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by **COB Thursday 1 June 2017**.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox |  terrplan@act.gov.au

Territory Plan Section | Environment and Planning | **ACT Government**

Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601

www.environment.act.gov.au | www.actpla.act.gov.au

From: enworks
To: [Terrplan](#)
Subject: FW: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and Urban Renewal [DLM=For-Official-Use-Only]
Date: Friday, 9 June 2017 3:09:08 PM
Importance: High

Hi Terrplan Team,

At this stage we do not have any comments on – inquiry into billboards.

Regards

Kedar Vedanti

Industry Interface and Coordination Lead
Network Connection Services
Customer Connections Branch
Energy Networks - ActewAGL Distribution
t 02 6248 3582 | f 02 6293 5762

www.actewagl.com.au

Find us on Facebook and Twitter

Please consider our environment before printing this email.

From: Terrplan [mailto:Terrplan@act.gov.au]

Sent: Monday, 29 May 2017 12:35 PM

To: Blume, Kristin <Kristin.Blume@act.gov.au>; Nockels, Alexander <Alexander.Nockels@act.gov.au>; Ramirez, Fernando <Fernando.Ramirez@act.gov.au>; Ryan, Shaun <Shaun.Ryan@act.gov.au>; Zeiler, Geri <Geri.Zeiler@act.gov.au>; MACC <MACC@act.gov.au>; EPAPanningLiaison <EPAPanningLiaison@act.gov.au>; Johns, Peter <Peter.Johns@act.gov.au>; EDU, School Planning <EDUSchoolPlanning@act.gov.au>; Deputy Director-General, Corporate ACT Health <DDGCorporate@act.gov.au>; EmergencyManagement <EmergencyManagement@act.gov.au>; [REDACTED]@afp.gov.au; [REDACTED]@natcap.gov.au; worksapproval@natcap.gov.au; Pedersen, Andrew <Andrew.Pedersen@act.gov.au>; Uddin, Kamal <Kamal.Uddin@act.gov.au>; enworks <enworks@actewagl.com.au>; [REDACTED]@iconwater.com.au; [REDACTED] Brown, Jeffrey <Jeffrey.Brown@act.gov.au>; Johnson, Lisa <Lisa.Johnson@act.gov.au>; Deedman <Deedman@act.gov.au>; Cilliers, George <George.Cilliers@act.gov.au>; Saad, Monica <Monica.Saad@act.gov.au>; Teasdale, Jonathan <Jonathan.Teasdale@act.gov.au>; Morris, VanessaX <VanessaX.Morris@act.gov.au>; EPDStrategicPlanning <EPDStrategicPlanning@act.gov.au>; Heritage <Heritage@act.gov.au>; Keirnan, Catherine <Catherine.Keirnan@act.gov.au>; McKeown, Helen <Helen.McKeown@act.gov.au>; [REDACTED]@natcap.gov.au; Joseph, Gabriel <Gabriel.Joseph@act.gov.au>; [REDACTED]

Cc: Phillips, Brett <Brett.Phillips@act.gov.au>; Billing, Dale <Dale.Billing@act.gov.au>; Cargill, James <James.Cargill@act.gov.au>; Moore, AlisonM (ACTPLA) <AlisonM.Moore@act.gov.au>; OConnell, Jennifer <Jennifer.OConnell@act.gov.au>; Russell, Meaghan <Meaghan.Russell@act.gov.au>; Bygrave, Stephen - ACT Gov <stephen.bygrave@act.gov.au>; Lane, Annie <Annie.Lane@act.gov.au>; Rutledge, Geoffrey <Geoffrey.Rutledge@act.gov.au>; Jones, Greg <Greg.Jones@act.gov.au>; Brown, Robin <Robin.Brown@act.gov.au>; Jones, David <David.Jones@act.gov.au>; Simon, Martin <Martin.Simon@act.gov.au>; Chadwick, Graham <Graham.Chadwick@act.gov.au>; Beresford, Cameron <Cameron.Beresford@act.gov.au>;

[redacted]@act.gov.au; Bell, Jeff <Jeff.Bell@act.gov.au>; Percival, Tom
<Tom.Percival@act.gov.au>; [redacted]@iconwater.com.au>; Wyatt, Tim
<Tim.Wyatt@act.gov.au>; Terrplan <Terrplan@act.gov.au>
Subject: AGENCY CIRCULATION - Inquiry into Billboards - Standing Committee on Planning and
Urban Renewal [DLM=For-Official-Use-Only]
Importance: High

Dear all,

**Inquiry into Billboards – Standing Committee on Planning and Urban Renewal – for agency
circulation**

The Environment, Planning and Sustainable Development Directorate is preparing a whole-of-
government submission to the Standing Committee on Planning and Urban Renewal's Inquiry
into Billboards for Minister Gentleman to present to its Hearings.

The Terms of Reference for the Inquiry into Billboards are available [here](#).

Your comments, including 'nil comments', can be forwarded by email to the Territory Plan
Section at Terrplan@act.gov.au. It would be appreciated if your comments are provided by
COB Thursday 1 June 2017.

Many thanks,

Territory Plan Section

TerrPlan | General Enquiries Inbox | [✉terrplan@act.gov.au](mailto:terrplan@act.gov.au)
Territory Plan Section | Environment and Planning | **ACT Government**
Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601
www.environment.act.gov.au | www.actpla.act.gov.au

This email, and any attachments, may be confidential and also privileged. If you are not
the intended recipient, please notify the sender and delete all copies of this transmission
along with any attachments immediately. You should not copy or use it for any purpose,
nor disclose its contents to any other person.

PLEASE NOTE This email and any attachments may be confidential. If received in
error, please delete all copies and advise the sender. The reproduction or dissemination of
this email or its attachments is prohibited without the consent of the sender. WARNING
RE VIRUSES: Our computer systems sweep outgoing email to guard against viruses, but
no warranty is given that this email or its attachments are virus free. Before opening or
using attachments, please check for viruses. Our liability is limited to the re-supply of any
affected attachments. Any views expressed in this message are those of the individual
sender, except where the sender expressly, and with authority, states them to be the views
of the organisation.

From: [Hallett, Alison](#)
To: [Kaucz, Alix](#); [McFarlane, Trina](#)
Cc: [EPDCAB](#)
Subject: 05.Decision (fA7537789) [DLM=Sensitive: Cabinet]
Date: Monday, 17 July 2017 2:00:13 PM
Attachments: [05.Decision.obr](#)
[03. Final Review Documentation.obr](#)

Hi Alix and Trina

Please see the attached decision for 17/317 - Government Submission to the Standing Committee on Planning and Urban Renewal Inquiry into Billboards.

Please also note the signed letter to the Standing Committee on Planning and Urban Renew in the attached folder 3.

Well done, excellent effort getting this one through!

Kind regards

Alison

Alison Hallett | Cabinet Liaison Officer
Phone: +61 6205 0069 | Fax: +61 6207 1732 | Email: alison.hallett@act.gov.au
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, Challis Street, Dickson GPO Box 158 Canberra ACT 2601
www.environment.act.gov.au

Alison Hallett has sent you a link to "05.Decision" (fA7537789) from Objective.

Open in Navigator
Double click on the attachment

Open in ECM for Browser
<https://objective.act.gov.au:8443/#/documents/fA7537789/details>

Open in Your Browser
<https://objective.act.gov.au/id fA7537789>

From: [EPSDD DLO](#)
To: [Marcantonio, Laura](#); [Hallett, Alison](#)
Cc: [Magee, Alexandra](#)
Subject: Chief Minister changes to Billboards submission [DLM=Sensitive: Cabinet]
Date: Tuesday, 11 July 2017 5:37:27 PM
Attachments: [20170711173601686.pdf](#)
Importance: High

Hi Alison,

Please find attached the billboards submission with edits by the Chief Minister.

Can you please have the action officer amend ASAP and get it back to me? It's due to the committee by Friday 14 July.

Kind regards
Kim Bailey

Kim Bailey | Directorate Liaison Officer | ACT Legislative Assembly
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, 16 Challis St, Dickson | GPO Box 1908, Canberra, ACT
2601
Phone: 6205 4521 | Email: epsdddlo@act.gov.au

From: [Peffer, Dave](#)
To: [Hallett, Alison](#)
Cc: [Marcantonio, Laura](#); [Magee, Alexandra](#)
Subject: 20170712 - Track changes to Government Submission (required by Chief) - Inquiry into Billboards (A13734297) (A13833623) [SEC=UNCLASSIFIED]
Date: Wednesday, 12 July 2017 6:11:50 PM
Attachments: [20170712 - Track changes to Government Submission \(required by Chief\) - Inquiry into Billboards \(A13734297\) \(A13833623\).docx](#)

Hi Alison

Thanks very much – a tiny tweak from me.

Good to go.

Thanks

Dave

From: [Kaucz, Alix](#)
To: [Hallett, Alison](#)
Subject: FW: CMO edits - billboards [SEC=UNCLASSIFIED]
Date: Wednesday, 12 July 2017 4:52:48 PM

Fleur has cleared so all good to go!

From: Flanery, Fleur
Sent: Wednesday, 12 July 2017 4:51 PM
To: Kaucz, Alix
Subject: RE: CMO edits - billboards [SEC=UNCLASSIFIED]

Alix

Its good to go. Thanks. Do I need to contact Allison or you? I'll try to approve it in Objective but best you do it now and I practise on something less urgent!!

From: Kaucz, Alix
Sent: Wednesday, 12 July 2017 4:43 PM
To: Flanery, Fleur
Subject: RE: CMO edits - billboards [SEC=UNCLASSIFIED]

Thanks!

From: Flanery, Fleur
Sent: Wednesday, 12 July 2017 4:42 PM
To: Kaucz, Alix
Subject: RE: CMO edits - billboards [SEC=UNCLASSIFIED]

Alix

Give me 5 more minutes to review. I'll be done by 4.50 ...

F

From: Kaucz, Alix
Sent: Wednesday, 12 July 2017 4:09 PM
To: Flanery, Fleur
Subject: CMO edits - billboards [SEC=UNCLASSIFIED]

Hi Fleur

Let me know when you have cleared the edits and I can let government services know

Thanks

Alix

From: [Hallett, Alison](#)
To: [Peffer, Dave](#)
Cc: [Magee, Alexandra](#); [Marcantonio, Laura](#); [EPDCAB](#)
Subject: Urgent Edits to Government Response as requested by the Chief Minister [DLM=Sensitive: Cabinet]
Date: Wednesday, 12 July 2017 5:46:34 PM
Attachments: [07. Edits to Government Response as requested by the Chief Minister.obr](#)

Hi Dave

The Chief Minister requested changes to our Government Submission to the Standing Committee on Planning and Urban Renewal Inquiry into Billboards (see attached file).

Could you please clear the word version document in this folder. The document is in track changes so you can clearly see what has been changed. If you are happy with the document could you please accept the changes and email me to let me know it is cleared.

Kind regards

Alison

Alison Hallett | Cabinet Liaison Officer
Phone: +61 6205 0069 | Fax: +61 6207 1732 | Email: alison.hallett@act.gov.au
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, Challis Street, Dickson GPO Box 158 Canberra ACT 2601
www.environment.act.gov.au

Alison Hallett has sent you a link to "07. Edits to Government Response as requested by the Chief Minister" (fA7610236) from Objective.

Open in Navigator
Double click on the attachment

Open in ECM for Browser
<https://objective.act.gov.au:8443/#/documents/fA7610236/details>

Open in Your Browser
https://objective.act.gov.au/id_fA7610236

From: [Hallett, Alison](#)
To: [Kaucz, Alix](#)
Cc: [EPDCAB; Marcantonio, Laura](#); [EPSDD DLO](#)
Subject: 17/12774 - Cabinet - 17/317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11/07/2017 (qA674077) [DLM=Sensitive: Cabinet]
Date: Wednesday, 12 July 2017 11:12:36 AM
Attachments: [17_12774 - Cabinet - 17_317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11_07_2017.obr](#)

Hi Alix

As per telephone conversation could you please amend the Government Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards as requested by the Chief Minister (see email in file attached).

Apologies but could you please have this back to me by 4.00pm today.

Kind regards

Alison

Alison Hallett | Cabinet Liaison Officer
Phone: +61 6205 0069 | Fax: +61 6207 1732 | Email: alison.hallett@act.gov.au
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, Challis Street, Dickson GPO Box 158 Canberra ACT 2601
www.environment.act.gov.au

Alison Hallett has sent you a link to "17/12774 - Cabinet - 17/317 - Gov Submission to the Standing Committee for Planning and Urban Renewal - Inquiry into Billboards - 11/07/2017" (qA674077) from Objective.

Open in Navigator
Double click on the attachment

Open in ECM for Browser
<https://objective.act.gov.au:8443/#/documents/qA674077/details>

Open in Your Browser
<https://objective.act.gov.au/id:qA674077>

Inquiry into possible regulation of billboards in the ACT

Talking points

Background

- On 30 March 2017, the Chair of the Standing Committee on Planning and Urban Renewal (the Committee), Caroline Le Couteur MLA, advised the ACT Legislative Assembly of the Committee's decision to initiate an inquiry into billboards in the ACT.
- The inquiry is to report to the Assembly by the last sitting day of October 2017 and, in summary, will include consideration of:
 - current rules and practices concerning billboard advertising;
 - community views on placement and construction;
 - whether there should be designated areas for billboards;
 - regulation of billboard advertising to limit environmental or aesthetic impact; and
 - any other relevant matter.
- A whole-of-government submission to the inquiry has been prepared to enable a comprehensive overview of the regulatory settings for billboards in the ACT to be provided to the Committee against its terms of reference.
- The Government's submission includes details of the existing regulatory settings for signage – including billboards – in the ACT. It also includes input on the merits and challenges of establishing designated areas for billboards advertising in the ACT, and ways that billboard advertising could be regulated to limit impacts.
- The National Capital Authority, who is responsible for the regulation of outdoor advertising signage in Designated Areas of the ACT, will lodge a separate submission to the Committee.

Key points

- Outdoor and out-of-home advertising signage such as billboards is distinct from other forms of advertising as it is intended to occupy public spaces and capture public attention.

- In the ACT, regulation of outdoor advertising signage is considered in terms of public safety, planning requirements and visual impact within the urban planning, land use and development functions of government.
- The responsibility for signage policies and development approvals rests with the ACT Government or the NCA under the operation of the Territory Plan and the National Capital Plan, respectively. The Territory Plan must not be inconsistent with the National Capital Plan.
- Development applications for signs within Designated Areas (Attachment 1), including Approach Routes and Main Avenues, are determined by the NCA. Development applications for signs on all other land in the ACT are determined by the ACT Government's Environment, Planning and Sustainable Development Directorate (EPSDD).
- Billboards are not currently a permitted form of signage in the ACT.
- Signage policies were introduced when the Territory Plan came into effect in 1993 and last reviewed in 1998 (Variation Number 91). Signage policies were transferred with no technical changes into the current Territory Plan as the Signs General Code in 2008.
- Signage policies in the ACT have not been updated for some time.

From: [Hallett, Alison](#)
To: [McFarlane, Trina](#); [Kaucz, Alix](#)
Cc: [Hartwig, Tasha](#); [Marcantonio, Laura](#); [EPDCAB](#)
Subject: Comments received during Exposure Draft Circulation (fA7571774) [DLM=Sensitive: Cabinet]
Date: Thursday, 22 June 2017 9:28:54 PM
Attachments: [Comments received during Exposure Draft Circulation.obr](#)

Hi Trina and Alix

Please see the attached link to formal comments received from CMTEDD. Please note the matrix and that we are still waiting on a few directorate comments. I will forward any outstanding comments as I receive them.

Please only make amendments to documents in folder "03. Final Review Documents".

If you have any questions please email me as I am not in the office.

Kind regards

Alison

Alison Hallett | Cabinet Liaison Officer
Phone: +61 6205 0069 | Fax: +61 6207 1732 | Email: alison.hallett@act.gov.au
Environment, Planning and Sustainable Development Directorate | ACT Government
Dame Pattie Menzies House, Challis Street, Dickson GPO Box 158 Canberra ACT 2601
www.environment.act.gov.au

Alison Hallett has sent you a link to "Comments received during Exposure Draft Circulation" (fA7571774) from Objective.

Open in Navigator
Double click on the attachment

Open in ECM for Browser
<https://objective.act.gov.au:8443/#/documents/fA7571774/details>

Open in Your Browser
https://objective.act.gov.au/id_fA7571774

From: [Wilesmith, Brett](#)
To: [McFarlane, Trina](#)
Cc: [Dahms, Narina](#)
Subject: FW: Government Response to Elections ACT Report on the ACT Legislative Assembly Election 2016 [DLM=For-Official-Use-Only]
Date: Monday, 26 June 2017 9:41:25 AM
Attachments: [20170607 0930 - Government Response to the Report on the ACT Legislative Assembly Election 2016.pdf](#)

Hi Trina

Please see attached response to Recommendation 5. The submission to the Committee will need to not that the Government is 'investigating options'. Julie Beddoe is the JACSD contact on the Election response.

Regards

Brett

Brett Wilesmith | Senior Manager

Regulatory Reform | Government Reform | Chief Minister, Treasury & Economic Development | **ACT**

Government

Phone. +61 620 50202 | Email. brett.wilesmith@act.gov.au

Level 4, Canberra Nara Centre | GPO Box 158 CANBERRA ACT 2601 | www.act.gov.au

From: Gounder, Pooja
Sent: Monday, 26 June 2017 9:35 AM
To: Wilesmith, Brett
Subject: RE: Government Response to Elections ACT Report on the ACT Legislative Assembly Election 2016 [DLM=For-Official-Use-Only]

Hi Brett,

I have spoken to Pam – the documents don't get listed online so I can only provide you with the PDF we received for embargo and tabled on 8 June 2017 (please see attached).

Thanks

Pooja

Pooja Gounder

Assembly Coordination and Support Officer

Phone: +61 2 6205 0237 | Email: pooja.gounder@act.gov.au

Strategic Policy & Cabinet | Chief Minister, Treasury and Economic Development Directorate | **ACT**

Government

Level 4 Canberra Nara Centre | GPO Box 158 Canberra ACT 2601 | www.act.gov.au

From: Wilesmith, Brett
Sent: Friday, 23 June 2017 11:35 AM
To: Gounder, Pooja
Subject: RE: Government Response to Elections ACT Report on the ACT Legislative Assembly Election 2016 [DLM=For-Official-Use-Only]

I'll take a Pdf but a public web link would be great.

From: Gounder, Pooja
Sent: Friday, 23 June 2017 11:21 AM
To: Wilesmith, Brett
Subject: RE: Government Response to Elections ACT Report on the ACT Legislative Assembly Election 2016 [DLM=For-Official-Use-Only]

Hi Brett,

Do you just need a PDF of it?

Pooja Gounder

Assembly Coordination and Support Officer

Phone: +61 2 6205 0237 | Email: pooja.gounder@act.gov.au

Strategic Policy & Cabinet | Chief Minister, Treasury and Economic Development Directorate | **ACT Government**

Level 4 Canberra Nara Centre | GPO Box 158 Canberra ACT 2601 | www.act.gov.au

From: Wilesmith, Brett
Sent: Friday, 23 June 2017 10:32 AM
To: Gounder, Pooja
Subject: Government Response to Elections ACT Report on the ACT Legislative Assembly Election 2016 [DLM=For-Official-Use-Only]

Hi Pooja

I am having trouble finding the above government response which was table in the Assembly on 8 June. Do you know where I can find it?

Thanks

Brett

Brett Wilesmith | Senior Manager

Regulatory Reform | Government Reform | Chief Minister, Treasury & Economic Development | **ACT Government**

Phone. +61 620 50202 | Email. brett.wilesmith@act.gov.au

Level 4, Canberra Nara Centre | GPO Box 158 CANBERRA ACT 2601 | www.act.gov.au

2017

**THE LEGISLATIVE ASSEMBLY FOR
THE AUSTRALIAN CAPITAL TERRITORY**

GOVERNMENT RESPONSE TO THE REPORT ON ACT LEGISLATIVE ASSEMBLY ELECTION 2016

Presented by
Gordon Ramsay MLA
Attorney-General

Introduction

The report on the conduct of the 2016 Legislative Assembly election is presented under section 10A of the *Electoral Act 1992*.

The report outlines the achievements of the Electoral Commission and Elections ACT and recommends areas for reform to continue to improve the function of the electoral system in the ACT.

Notable achievements in the report are:

- the implementation of the increase in the size of the Assembly from 17 MLAs to 25 MLAs, elected from five electorates each returning five MLAs;
- the most complete electoral roll for an ACT election, with 99.8 per cent of the estimated eligible population enrolled, including very high levels of enrolments of 18-24 year-olds;
- recording the lowest ever rate of informal voting at an ACT election, with only 2.5 per cent of votes counted as informal;
- the conduct of a performance audit of the conduct of the 2016 ACT Legislative Assembly election by the Auditor-General's Office, finding that the election was conducted effectively;
- continued provision of secret voting facilities for blind and sight-impaired people using electronic voting;
- high voter satisfaction with electoral services, with 96 per cent of surveyed voters expressing satisfaction with their overall voting experience;
- finalising the election result in record time, with the count concluding seven days after polling day as a result of combining the scanning of paper ballots with electronic voting and the eVACS® counting system;
- implementing the funding, expenditure and financial disclosure provisions, including caps on the amount of expenditure that could be incurred on ACT elections, frequent disclosure of gifts received, and payments to political parties with Assembly representatives for administrative purposes; and
- payment of a record amount in public funding to parties and candidates: \$1,716,784, following an increase in the rate of funding from \$2 per vote to \$8 per vote (compared to \$409,402 in 2012).

The Government commends the Electoral Commission and Elections ACT on these achievements.

The report makes ten recommendations to improve elements of the ACT electoral system. The Government has prepared a response to address the recommendations. The response refers eight of the recommendations to the Select Committee Inquiry into 2016 ACT Election and the Electoral Act. This will allow the views of the Electoral Commission to be considered with those of the rest of the community. The ACT enjoys a vibrant democracy and the right to participate in elections is a fundamental right. Therefore, any potential changes to the

way this right is regulated must be given substantive consideration. The Government believes that it is critical the Canberra community has confidence to freely participate in a robust and transparent electoral system.

Recommendations 1 and 5 have not been referred to the Select Committee. Recommendation 1 is addressed to the Assembly and the Government is investigating options already for recommendation 5.

Recommendations 2 and 10 are consistent with recommendations 3 and 7 of the Auditor-General's report number 2 of 2017 – 2016 ACT election. The recommendations are about pre-poll voting and the fine for not voting. Recommendations 3 and 7 of the Auditor-General's report have also been referred to the Select Committee Inquiry into 2016 ACT Election and the Electoral Act.

Recommendation 1

The Commission recommends that the Assembly notes that the Commission will investigate a limited electronic voting option for electors who are overseas and will report back to the Legislative Assembly at a later date.

Government response

Noted. The recommendation is addressed to the Assembly.

Recommendation 2

The Commission recommends that the Electoral Act be amended to provide that any elector may vote at a pre-poll voting centre, without the need to declare that they are unable to attend a polling place on polling day.

Government response

Noted.

The Government notes that there is a Select Committee Inquiry into 2016 ACT Election and the Electoral Act and will refer this recommendation to the Select Committee for consideration.

Recommendation 3

The Commission recommends that the Electoral Act be amended to require the full given name and surname of a person be shown in an authorisation statement.

Government response

Noted.

The Government notes that there is a Select Committee Inquiry into 2016 ACT Election and the Electoral Act and will refer this recommendation to the Select Committee for consideration.

Recommendation 4

The Commission recommends that the Electoral Act be amended to require the name of an entity to be shown in an authorisation statement, where electoral matter is published on behalf of an entity.

Government response

Noted.

The Government notes that there is a Select Committee Inquiry into 2016 ACT Election and the Electoral Act and will refer this recommendation to the Select Committee for consideration.

Recommendation 5

The Commission recommends that, subject to consultation with Transport Canberra and City Services, the moveable signs code of practice be amended to provide that electoral signs displayed on public land may not be placed on suburban streets and may only be placed on specified stretches of major arterial roads, outside designated areas that have the special characteristics of the national capital.

Government response

Noted.

The Government is aware that election signage is a source of irritation and frustration for the public.

The Government is investigating options for the most appropriate solution to this issue.

Recommendation 6

The Commission recommends that Schedule 4 of the Electoral Act be amended to provide that vote values calculated by multiplying ballot paper totals by fractional transfer values should be rounded down to six decimal places, rather than the nearest whole number. The Commission further recommends that this amendment should apply to elections for the ACT Legislative Assembly and the Aboriginal and Torres Strait Islander Elected Body.

Government response

Noted.

The Government notes that there is a Select Committee Inquiry into 2016 ACT Election and the Electoral Act and will refer this recommendation to the Select Committee for consideration.

Recommendation 7

The Commission recommends that the Assembly consider whether it should amend the Electoral Act to increase the expenditure cap applied to ungrouped candidates to avoid the risk of impermissibly burdening the freedom of political communication implied by the Commonwealth Constitution.

Government response

Noted. The recommendation is addressed to the Assembly.

The Government notes that there is a Select Committee Inquiry into 2016 ACT Election and the Electoral Act and will refer this recommendation to the Select Committee for consideration.

Recommendation 8

The Commission recommends that the Assembly consider whether it should amend the Electoral Act to increase the expenditure cap applied to third-party campaigners to avoid the risk of impermissibly burdening the freedom of political communication implied by the Commonwealth Constitution.

Government response

Noted. The recommendation is addressed to the Assembly.

The Government notes that there is a Select Committee Inquiry into 2016 ACT Election and the Electoral Act and will refer this recommendation to the Select Committee for consideration.

Recommendation 9

The Commission recommends that section 243(5) of the Electoral Act should be amended to alter the reference to 'information about a gift made by an individual' to 'information about an amount received from an individual'.

Government response

Noted.

The Government notes that there is a Select Committee Inquiry into 2016 ACT Election and the Electoral Act and will refer this recommendation to the Select Committee for consideration.

Recommendation 10

The Commission recommends that the penalty notice fine for failing to vote at ACT Legislative Assembly elections should be increased and linked to a fraction of a penalty unit. The Commission further recommends that the penalty should be set at $\frac{1}{4}$ of a penalty unit, rounded down to the nearest \$5.

Government response

Noted.

The Government notes that there is a Select Committee Inquiry into 2016 ACT Election and the Electoral Act and will refer this recommendation to the Select Committee for consideration.

From: [Hallett, Alison](#)
To: [Kaucz, Alix](#); [McFarlane, Trina](#)
Cc: [EPDCAB](#); [Marcantonio, Laura](#)
Subject: FW: HPRM Notification - Action Completed. Review final submission - CAB2017/317 - Government Submission to the Standing Committee for Planning and Urban Renewal Inquiry into Billboards [DLM=Sensitive: Cabinet]
Date: Thursday, 6 July 2017 5:21:04 PM

All good Cabinet Office have closed off. No comments received.

-----Original Message-----

From: HP RM Cabinet Inbox
Sent: Thursday, 6 July 2017 5:08 PM
To: Bogiatzis, Patti; CSD Cabinet Mailbox; EPDCAB; EDU Cabinet, Liaison Officer; Fenning, Sheldon; Hallett, Alison; MACC; Morris, Dorena; Schofield, Karen; GovernmentBusinessHealth; TCCS_Cabinet; Wahren, Lee-Anne; Savage, Ashleigh; Hallett, Alison; Kenney, Monique; Jones, ChrisD; Budnick, Vivienne; Savage, Ashleigh; Clayton-Baker, Deb
Subject: FW: HPRM Notification - Action Completed. Review final submission - CAB2017/317 - Government Submission to the Standing Committee for Planning and Urban Renewal Inquiry into Billboards

From: Records Manager
Sent: Thursday, 6 July 2017 5:07:42 PM (UTC+10:00) Canberra, Melbourne, Sydney
Subject: HPRM Notification - Action Completed. Review final submission - CAB2017/317 - Government Submission to the Standing Committee for Planning and Urban Renewal Inquiry into Billboards

CAB2017/317 - Government Submission to the Standing Committee for Planning and Urban Renewal Inquiry into Billboards

Action: Review final submission

Responsible Location: CABINET LIAISON OFFICERS - CMTEDD Due Date: 2017-07-06 at 17:00

Completed On: 2017-07-06 at 17:07 This Action was assigned to you but has been completed by Junakovic, Georgia on 2017-07-06 at 17:07.

Action Notes:

--

This E-mail Message has been automatically generated by WhoGRM HP Records Manager.

Member for Brindabella

Manager of Government Business
Minister for Police and Emergency Services
Minister for the Environment and Heritage
Minister for Planning and Land Management
Minister for Urban Renewal

Obj A13753477

Ms Caroline Le Couteur MLA
Chair
Standing Committee on Planning and Urban Renewal
Environment and Territory and Municipal Services
ACT Legislative Assembly
London Circuit
CANBERRA ACT 2601

Dear Ms Le Couteur 

Government Submission to the Standing Committee on Planning and Urban Renewal Inquiry into Billboards

The ACT Government is pleased to provide the following submission to the Standing Committee on Planning and Urban Renewal (the Standing Committee) Inquiry into Billboards. The Government welcomes the opportunity to provide information to assist the Standing Committee in preparing its report and welcomes the results of the Inquiry.

The Government's submission to the Standing Committee Inquiry into Billboards is presented against each of the terms of reference.

The key points of the Government's submission are summarised below:

- outdoor and out-of-home advertising signage such as billboards is distinct from other forms of advertising as it is intended to occupy public spaces and capture public attention;
- billboards are not currently a permitted form of signage in the ACT;
- the responsibility for signage policies and development approvals rests with the ACT Government or the National Capital Authority (NCA) under the operation of the Territory Plan and the National Capital Plan, respectively;
- signage policies in the ACT have not been updated for some time;
- there is the opportunity to undertake reforms to current regulatory settings for outdoor advertising to improve the look of the city and benefit the ACT community more broadly; and
- the Government supports a review of the current policy on billboards and more broadly consideration of matters related to signage and advertising in the public realm.

AUSTRALIAN CAPITAL TERRITORY LEGISLATIVE ASSEMBLY

London Circuit, Canberra ACT 2601, Australia
Phone +61 2 6205 0218

GPO Box 1020, Canberra ACT 2601, Australia
Email gentleman@act.gov.au



@GENTLEMANMick



MickGentleman

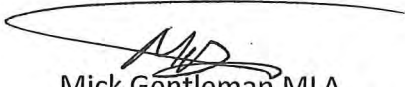
The Government looks forward to the results of the Inquiry into Billboards, and that the Standing Committee consider in its report to the Assembly in October 2017 the following points:

- recognises that a considered review of the broader signage and advertising in the public realm is required;
- puts forward constructive suggestions for improvements to regulatory settings to be considered as part of that review;
- notes the need to engage and consult the community effectively on any changes; and
- notes the Government's commitment to regulatory reform taking into consideration Canberra's role as the national capital.

The ACT Government consulted the National Capital Authority (NCA) in the preparation of the Government submission. The NCA advised they will lodge their own submission to the Inquiry into Billboards.

Relevant officers from the Environment, Planning and Sustainable Development Directorate are pleased to be invited to appear to give evidence to the Standing Committee at its hearing on 9 August 2017 from 3.30pm to 5.00pm. Please contact my office on 6205 0218 if you require further information.

Yours sincerely



Mick Gentleman MLA
Minister for Planning and Land Management

13/7/17

From: [Kaucz, Alix](#)
To: [McFarlane, Trina](#)
Subject: FW: For Comment by 28/3: Outdoor Advertising - Scoping paper [DLM=Sensitive]
Date: Tuesday, 21 March 2017 1:56:30 PM
Attachments: [201703 Scoping Paper - Outdoor Advertising \[WORKING DRAFT\].doc](#)
[Attachment A - OMA Model Advertising Devices Code ACT \(OMA, 2016\).pdf](#)
[201703 Briefing - CM - Outdoor Advertising.docx](#)

From: Wilesmith, Brett
Sent: Tuesday, 21 March 2017 1:29 PM
To: Sloan, Sean; Weller, Craig; Kaucz, Alix; Gell, Chris; Davis, Matt; Keppell, Cassandra
Cc: Alegria, Stephen; Corrigan, Jim; Phillips, Brett; Cubin, Derise; Kalleske, Mark; Dixon, Brook; Rutledge, Geoffrey; Perkins, Anita
Subject: For Comment by 28/3: Outdoor Advertising - Scoping paper [DLM=Sensitive]

Good afternoon colleagues

Thank you again for your time in our recent discussions on the potential to reform outdoor advertising requirements, which the Chief Minister had asked Regulatory Reform to investigate. Attached for your consideration are the working drafts of a covering brief to the Chief Minister and related scoping paper.

Broadly, it does appear that there are opportunities to update and improve current requirements, with a number of factors supporting such action. This needs to be considered along with the need for effective community and stakeholder engagement (including the NCA).

I would be grateful for any comments by **noon 28 March 2017** on: the drafts; possible arrangements for a review; and implications for your areas.

I am available to discuss any points [REDACTED]

Kind regards

Brett

[Brett Wilesmith](#) | Senior Manager

Regulatory Reform | Government Reform | Chief Minister, Treasury & Economic Development | **ACT Government**

Phone. +61 620 50202 | Email. brett.wilesmith@act.gov.au

Level 4, Canberra Nara Centre | GPO Box 158 CANBERRA ACT 2601 | www.act.gov.au

OUTDOOR ADVERTISING IN THE ACT

Executive summary

We consider that there is the opportunity to undertake reforms to current regulatory settings for outdoor advertising to improve the look of the city. Broadly, this could involve:

- broad community-focused stakeholder engagement
- the adoption of a sophisticated approach that supports the form of Canberra as the nation's capital, and as a Smart City and a Cool Little Capital
- changes to promote the effective regulation of signs and advertising – to provide clarity in the intent of the regulations, removes inconsistencies, and supporting a single regulator access point
- better recognising the economic potential from such advertising for the benefit of all Canberrans.

Immediate activities that could be pursued include:

- undertake a review and reforms to remove inconsistent or inappropriate regulatory outcomes, including:
 - aligning thresholds for regulation, compliance and enforcement
 - the separate regulation of outdoor advertising depending on whether the associated property is or is not unleased land
- determining community preferences including investigating smart digital advertising opportunities (e.g. through trials or precinct strategies)
- develop an outdoor advertising implementation strategy that
 - better connects the National Capital Plan to its regulation and enforcement
 - provides for Canberra as a smart and sophisticated national capital
 - includes a hierarchy of preferred advertising and public amenity outcomes across different land uses
- responding to Elections ACT recommendations of election advertising.

What is outdoor advertising?

This paper considers outdoor advertising to include visual and audio messaging that is directed or accessible to the public. It can promote goods, services, events or behaviours by individuals, businesses, community groups and government. Types can include static or dynamic displays, billboards, signs (in situ or moveable), hoardings, flags, banners, sandwich boards and corflutes.

This proposed view draws from the 2011 Commonwealth House of Representatives, Standing Committee on Social Policy and Legal Affairs inquiry into the regulation of billboard and outdoor advertising entitled 'Reclaiming Public Space'. The Committee considered that outdoor advertising constitutes a specific category of advertising because of the way that it occupies public spaces, dominates civic landscape, and targets captive, unrestricted audiences.

- Outdoor, or out-of-home, advertising is distinct from other forms of advertising. It is highly visible, often very large, placed in heavily trafficked areas in order to attract as many viewers as possible, cannot be easily avoided.

- The Committee resolved to include within its inquiry consideration all types of advertising which can be viewed from public spaces (ie the public does not have a choice about what they see). While these spaces may be privately owned, their access is generally unrestricted to the public.

Basis for regulation

By its nature, outdoor advertising is intended to attract the attention of an audience.

Regulation of outdoor advertising is necessary to address the influence that this may have on the amenity of public spaces and broader city design, environmental and heritage considerations, and the potential risks to public safety that may arise. Advertising content is also regulated by governments from a consumer fair trading perspective, while content more generally is subject to industry self regulation.

Outdoor advertising can affect public amenity due to its visual impact arising from the prevalence, size, form, colour or content. It can act as a form of visual pollution reducing people's enjoyment of a vista and use of an area. It can affect surrounding property values. In heritage areas, there can be conflict with the preservation of built form and ambience. In residential and mixed use areas, it can impact on views from homes. Illuminated or laminate signs can produce excess light. Items like billboards and signs can impact the solar access of an area.

In areas like roadsides, the placement of signs and billboards can act as a distraction to passing traffic. Studies have identified links between driver attention, roads with advertising and dynamic advertising. Signs and advertising can also create other hazards if inappropriately secured or placed in trafficked areas.

The current regulatory environment

Governments at the state, territory and local level regulate advertising signage and position in terms of public safety (including road safety), planning laws, and the visual impact. Private and third-party outdoor advertising must comply with council regulations regarding placement.

In the ACT, outdoor advertising is considered with urban planning, land use and development functions. The responsibility for these functions rests with the National Capital Authority or the ACT Government under the operation of the National Capital Plan and the Territory Plan.

National Capital Plan

Development applications for signs on or adjacent to main roads in Canberra or within 'Designated Areas' are determined by the National Capital Authority (see attached Map). Notable amongst the requirements is a prohibition on the use of billboards within designated areas. Other forms of advertising may be permitted subject to conditions determined against various categories, such as:

- location – residential, commercial and industrial buildings and sites, unleased land
- type – freestanding, flags and banners, street furniture
- nature of information provided – business (real estate, hawkers, services, directional); community and tourism (events, services, radio, directional and destination).

The related conditions involved affect the nature, wording and type of advertising material in certain areas, the placement, size, illumination and animation of any advertising.

Territory Plan

Development applications for signs on all other land are determined by the Environment, Planning and Sustainable Development Directorate using the Territory Plan, Signs General Code, March 2008 (SGC).

This SGC applies to the design, content and positioning of signs in the Territory in the codetrack and merit track for development applications. This code may also be used in the assessment of impact track developments. It provides in detail the requirements for signs in relation to the following:

The forms are permissible in which zones, to:

- ensure that signs are a type appropriate for the zone and contain appropriate content for the location
- ensure that advertisements and signs do not compromise the role of the Territory as the setting of the National Capital and Seat of Government of the Commonwealth ensure that signs and advertisements complement the attractiveness, safety, legibility and amenity of the natural, modified and built environments both by day and night
- ensure that signs and advertisements are not incompatible with the existing or future desired character of the locality
- support the role of signs and advertising as an important factor in identifying the commercial character and vitality in locations such as ground floor level retail, mixed services and industrial areas
- establish provisions for signage in a specified area which create and coordinate a particular design theme
- ensure appropriate agreement is established for proposals that are on or encroach into Territory Land

The built form of permitted signs, to:

- ensure signs are designed and positioned to enhance and enliven the natural and built environment, in addition to informing, directing and advising, and assist in the legibility of the area
- restrict the number of advertising signs per site to minimised and avoid visual clutter and to avoid one sign obscuring another
- ensure signs do not unnecessarily repeat or duplicate similar signs
- ensure the original architectural character, set by the lines of awnings, windows, doors parapet lines, etc. remains dominant

The construction of permitted signs, to:

- allow signs complement the streetscape and amenity of the locality
- ensure that signs affixed to a building, complement the architectural style of the building.

The environmental impact of permitted signs, to:

- provide for sustainable development that does not have adverse impacts on the surrounding environment
- ensure that signage proposals in areas subject to special requirements of the National Capital Plan are not inconsistent with the National Capital Plan

- ensure that signage on places on the Heritage Register appropriately recognises the heritage value of the site

ACT Government Regulation

The operation of the NCP and TP are supported by legislative provisions in the *Public Unleased Lands Act 2013* (PULA) and the *Planning and Development Act 2008* (PADA).

- Under the PULA, approval must be sought to place signs (advertisements, public notices) on public unleased land. A code of practice is also operated for movable signs. Offence provisions apply.
- Under the PADA, development applications for signs are required except where exempt. Broadly, exempt signage is defined to include those for public works under the Act or required under the Building Act, those subject to general exemption criteria or operating under the SGC.

As a result of these regulatory settings, responsibility for signs in the ACT is undertaken by Transport Canberra and City Services (TCCS) under the PULA, and Environment, Planning and Sustainable Development Directorate (EPSDD) and Access Canberra under the PADA.

Content

Fair trading

Advertising content is regulated by the Commonwealth Government with respect to false and misleading representations and misleading and deceptive conduct under the *Competition and Consumer Act 2010* (Cth) (the CCA). The CCA contains the Australian Consumer Law.

Industry self-regulation

A further system of self-regulation of content was established by the Australian Association of National Advertisers (AANA) in 1998. Self-regulation of the advertising industry involves a set of rules and principles of best practice to which the industry voluntarily agrees to be bound. These rules are expressed in a number of Codes and industry Initiatives. The rules are based on the belief that advertisements should be legal, decent, honest and truthful, prepared with a sense of social responsibility to the consumer and society as a whole and with due respect to the rules of fair competition.

As part of self-regulation under the AANA, the Advertising Standards Bureau (the Bureau) manages the complaint resolution process of the advertising self-regulation system. The Bureau functions as secretariat for the Advertising Standards Board and the Advertising Claims Board – the two independent bodies established to determine consumer and competitive complaints against the advertising self-regulatory Codes. The work of the Advertising Standards Bureau is not underpinned by any Government legislation.

Government

Variable message signs

Variable message signs are operated by the ACT Government at five locations in the ACT for traffic management purposes. No advertising of products or services Content is restricted under a specially determined policy to include only information prioritised as follows:

- Unplanned events affecting traffic management (e.g. a significant car crash)

- Planned events affecting traffic management (e.g. scheduled road closures and congestion due to an events)
- Road safety (e.g. messaging on current ACT Policing operations)
- Community messages not directly affecting a journey (e.g. total fire ban).

The VMS are located at: Gungahlin Drive (Mitchell), Tuggeranong Parkway (Warramanga), William Hovell Drive (near Bindubi Street), Yarra Glen (near Carruthers Street) and Hindmarsh Drive (Symonston).

Campaign advertising

The Government Advertising (Campaign Advertising) Guidelines provide the basic principles that should be observed by all ACT Government Directorates, Agencies and Territory-Owned Corporations in the planning, development and delivery of Government advertising and promotion, as stipulated by the *Government Agencies (Campaign Advertising) Act 2009* (the Act).

Election advertising

Electoral advertising signs are movable signs containing any printed electoral material. Such signage is subject to the Public Unleased Land (Movable Signs) Code of Practice 2013.

Electoral advertising signs may be displayed for a period of up to six weeks immediately preceeding the election date. These signs are only covered by the Code for 48 hours after the official election day and must be removed within 48 hours of the close of the polling booths.

Traffic signs

While not included in the definition of outdoor advertising, traffic signs and road markings are regulated under the Australian Road Rules and the *Road Transport (Safety and Traffic Management) Act 1999*.



[<http://local.governmentcareer.com.au/archived-news/act-ad-ban-up-for-review>]

Why undertake a review?

Current regulatory settings for outdoor advertising are outdated and promote inconsistent outcomes for advertising across Canberra. It is no longer clear that they meet community expectations.

Innovation

- The Signs General Code has not been updated for nearly 20 years. It includes advertising forms that are no longer in common use and does not recognise digital signage.
- Jurisdictions across Australia have been investigating and adopting the use of digital billboards and advertising over recent years.
 - In 2013, Austroads prepared a report on the safety of roadside advertising, including recommendations on a preferred model which allows for digital advertising.
- Digital advertising has a range of pros and cons over traditional static advertising.
 - Pros – content is more adjustable (supporting advertiser access); there is the potential for multiple applications including use for emergency services and event coordination; effectiveness in attracting audience attention.
 - Cons – energy use (though could be supplemented through renewable energy sources); greater upfront cost; distraction (though potentially addressed through safety requirements); privacy (some smart advertising can use mobile data).



A changing cityscape

- The introduction of light rail, greater urban infill and mixed-use development may increase the community's interaction with outdoor advertising and affect preferences.
 - Transport systems nationally and internationally engage with advertising as a supporting revenue source.
 - Greater urban density and mixed-used developments will cause an increase in advertising of commercial premises next to residences.



Limits of current regulations

- Mobile outdoor advertising on trucks, utes and motorbikes – both parked and being driven around the city.
 - Informal indications from the advertising industry suggest that the use of this type of advertising has been driven by restrictions on other forms of media around Canberra.
 - With parked vehicles there is some discretion in terms of regulatory to the approach i.e. regulation as a sign or as a vehicle. TCCS and Access Canberra have now agreed to treat it as a parking matter.
 - Any consideration around the regulation of such advertising needs to be considered in the context of the advertising undertaken on public transport in the ACT.



- Examples of inconsistent regulatory outcomes include:
 - businesses with awnings (on the edge of their lease) can put up signs on their lease, however other businesses with similar signs cannot do this if it is not part of their leased land; and
 - a business in O'Connor was not permitted to put up a sign up, so instead painted fence to advertise the business (not regulated)
 - signage at Majura Park and the Canberra International Airport differs from other areas of Canberra. Consider the size of signage and whether the IKEA sign against the backdrop of Mt Ainslie would be acceptable in other areas. While COSTCO signage is compliant with PULA Code, we understand that there was no negotiation with leaseholder as would otherwise be required.



- Compliance and enforcement
 - The actual level of non-compliance of signage and advertising across Canberra with regulatory requirements is not known but is anticipated by officials to be substantial.
 - Compliance activity under the Planning and Development Act is undertaken on a complaints basis and is subject to a risk-based approach which generally perceives signage as a low-risk activity.
 - Accordingly, there are some prominent examples where compliance of signage is open to question but has not been tested as no complaint has been raised. This includes signage and advertising arranged by the ACT Government (e.g. bus shelter advertising, in particular those along transport corridors in Designated Areas).

- There is a separation of compliance activity depending on whether or not the advertising is taking place on unleased public land, which does not support a single gateway to business regulation.



- Election corflutes
 - We understand that Elections ACT review of the 2016 election will include a recommendation on election signage (corflutes). Its report is scheduled to be presented in the Legislative Assembly during the March 2017 sittings.
 - Electoral Commissioner Phillip Green has publicly indicated that corflutes were a major source of complaints to the Commission during the campaign.
 - Singapore has been publicly cited as an example restricted election signage – see [Attachment X](#)



Industry

Approaches have been made by the Outdoor Media Association for the Government to consider changes to the outdoor signage policy – [see proposal at Attachment X](#).

Nationally, the industry has revenues of over \$670 million per annum – see Attachment X. The economic potential in the Canberra market could be expected to be constrained by regulatory restrictions and outdated or unnecessary requirements.

[INSERT - Estimates of the current and prospective Canberra market if available]

Community

The apparent lack of complaints raised by the community on outdoor advertising that could potentially be non-compliant raises the question as to what constitutes acceptable advertising. This could be tested as part of a review, and individually with any project initiatives to promote the alignment of community perceptions and industry approach.

National and international activities [\[include footnote references\]](#)

There is a continuum of approaches to outdoor advertising across cities in Australia and internationally. From initial desktop research, the best outcomes reflect a balancing of community and business interests.

Cities will generally outline a planning policy for outdoor advertising materials, consistent with the basis for regulation above. However, some go further to recognise that display opportunities are an effective way of showcasing an event, festival, attraction or business.

The majority of cities have permitted outdoor advertising more extensively than Canberra. Some cities denote a dependence on the association revenue as well as issue of when advertising dominates cityscape.

Several cities have started to reclaim public space with a ban on advertising – most cities have been reducing number (Paris, by a third) with only a few that have enacted a ban (such as Grenoble, France; Chennai, India banned the erection of billboards; and several US states including Vermont, Maine, Hawaii, and Alaska are billboard-free).

Sao Paulo is an interesting case in point. It banned billboards and in a single year, the city [removed 15,000 billboards](#) and 300,000 oversized storefront signs. Five years later it began to gradually reintroduce advertising in a controlled manner.

Other cities have sought to modernise regulations – with US cities reducing the number of billboards but allowed digital. For example, in 2015, the Philadelphia City Council passed a bill allowing existing static billboards to be converted to digital in certain parts of the city, as long as the owner removed two other static billboards.

Citizens, artists and the community can be an important component to determining the outcome. In some cities this has been promoted. For example, in 2015, 1,500 advertising billboards in Tehran were replaced with art for 10 days. In New York [No Ad](#), an augmented-reality app that strips the New York City subway of ads, replacing them with art.

In contrast, outdoor advertising can also support community and associated organisations through the promotion of issues, activities and events. The range is broad. For example, in 2015, the London is Changing project brought the voices of those affected by the housing crisis to the city's billboards. While in Canada billboards were used by a community curling organisation to increase participation – billboard was much more effective than other strategies.

A platform to go forward

Purpose of a review

A review of outdoor advertising could focus on promoting better and consistent outcomes for the community, recognising recent innovations in advertising and the associated opportunities, while ensuring the character of the ACT as the nation's capital.

This may include a review framework that considers actions such as:

- improving the look of the city to match community expectations
- promoting Canberra as a smart and sophisticated city
- complementing Canberra's role as the nation's capital
- providing for consistent outcomes across forms and land use
- promoting the integration of the Canberra community through improved access to community, public service, public emergency or tourist information
- addressing public amenity, safety and environmental concerns
- allowing for greater economic opportunities for organisations, businesses and government.

A review would provide the basis for community education and promote engagement on outdoor advertising. Its outputs frame potential regulatory reforms, a concise and integrated outdoor advertising strategy policy and benchmarking arrangements for trials to support ongoing community interest and involvement in setting the public amenity parameters.

Smart and sophisticated

Technological innovation and the development of a smart city approach could be an appropriate catalyst on which to revisit current regulatory settings for outdoor advertising.

The Statement of Ambition states that:

"We must embrace the digital mindset and deliver integrated smart city initiatives. Everything Canberra does should ensure that our communities and businesses have access to the digital infrastructure and skills they need to successfully participate and compete in the knowledge and innovation economy. There is economic potential that can be realised by effectively using the increasing volumes and diversity of data to make better decisions at the city scale.... we will demonstrate to the nation the benefits of a well managed and data driven city."

Advertisers are increasingly exploring digital and interactive advertising as an effective means of conveying information. This is no longer considered revolutionary; this is becoming the norm for advertising worldwide.

Smart advertising allows for the potential for mixed use advertising boards, for example: government owned infrastructure which can be leased to an advertiser (local or otherwise) for a certain amount of time per day/week, while providing community information (such as traffic information or events) the remainder of the time. It could also be used for community messaging in emergencies or supporting access to events and activities.

Smart advertising has the potential to blend seamlessly into a smart city such as Canberra if done in the right way.

National capital

Any review of outdoor advertising would require consideration of Canberra's role as national capital, in particular given the overarching role of the NCP and involvement of the NCA, along with any changes to the Territory Plan.

Addressing these points could be best supported through effective community engagement to ensure an appropriate balance is struck in terms of form and content of any advertising against the streetscape.

A further element that could be considered to mitigate any impact on national capital vistas is the use of existing street furniture and infrastructure, rather than the development of additional new signage.

Alternatively, as per other jurisdictions approach, any new advertising could require a reduction in old signage. For example, the replacement of multiple sandwich boards on footpaths and median strips with dedicated advertising points (digital or otherwise) at entrances to suburban centres and thoroughfares that streamline the streetscape.

Consistency

As discussed, regulation, compliance and enforcement should be reviewed to support consistent outcomes against community expectations for venue on which any advertising is sited.

The thresholds and requirements for any regulatory actions should be clear and well communicated to regulators and the community. The operation of a passive (complaints-based) versus active compliance and enforcement arrangements would need to be considered in determining these points. The effectiveness of a policy is degraded if it is not supported through implementation.

Community

To promote support for reform, an early focus of any initial focus could be advertising that directly supports community interests and organisation. In particular, if trials of advertising methods were to occur in particular locations or near determined activities where there was a communal undertaking or tourism activity.

Temporary advertising may also promote acceptability. For example, projections on the blank walls of buildings, wraps of unoccupied buildings to remove potential eyesore such as those in Woden¹, and non-government advertising on government building sites.

Public safety, amenity and environmental impacts

As outlined in the basis for regulation this may include:

- hazards for persons who will be passing and in view of the advertising – such as, driver distraction and pedestrian impediments
- prevalence of advertising and the cumulative impact on certain demographics (eg children)
- energy consumption
- noise or light pollution/LEDs – including effects on human health and animal behaviour
- visual pollution – see 'delete' project in Vienna (for an inner streetscape)

¹ <http://www.canberratimes.com.au/act-news/wodens-wasteland-community-push-to-end-urban-decay-20170211-guaw2u.html>

- impact on property values
- the ability to remove advertising once installed – infrastructure may be temporary/fixed/semi permanent and require appropriate regulation.

Current regulations in the ACT and other jurisdictions suggest that such factors can be mitigated to a community acceptable level.

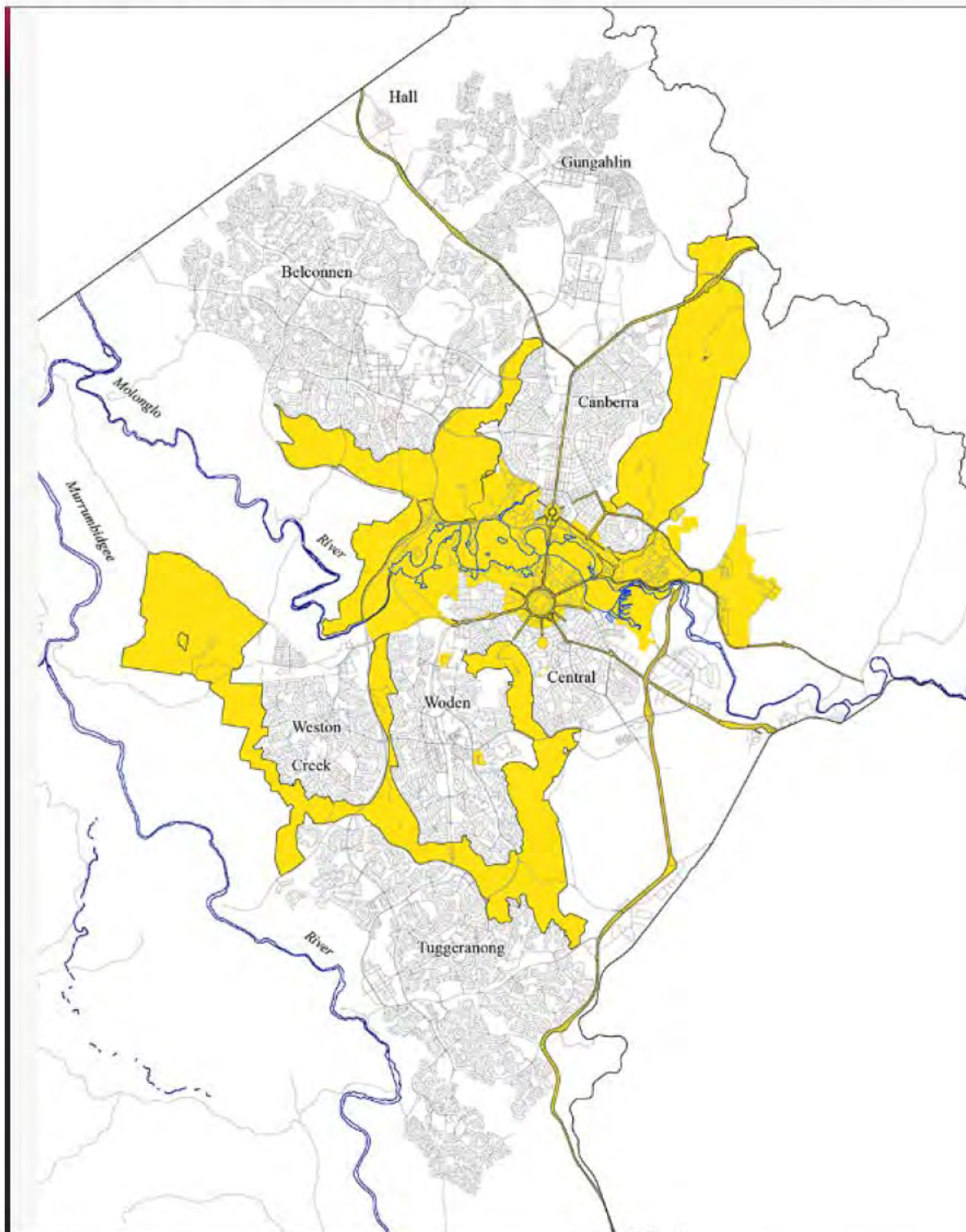
Economic

Increase advertising has the potential to generate economic activity in the Territory from the advertising itself (investment in infrastructure and related income stream) and the promotion of the advertised good or service.

Other jurisdictions derive revenue from outdoor advertising.

The Government should determine an approach to ensuring an appropriate return for the use of any public assets and additional permitted activities. Final approaches however may need to be subject to a case-by-case evaluation of proposals.

NATIONAL CAPITAL PLAN - DESIGNATED AREAS



SINGAPORE ELECTION ADVERTISING – CASE STUDY

At the end of nomination proceedings, the Returning Officer will issue to the candidate or his election agent a permit authorising the display of posters and banners in public places within the constituency where the candidate is contesting in. The permit will specify the maximum number of posters and banners allowed to be displayed in public places within the constituency (other than election rally sites) and may contain certain conditions restricting the place at and manner in which the posters and banners may be displayed.

Maximum number of posters and banners allowed

The maximum number of posters and banners allowed is:

1 poster to every 50 electors in the register (rounded to nearest 100), subject to minimum of:

- 500 per Single Member Constituency (SMC),
- 2,000 per 4-MP GRC Group Representation Constituency (GRC),
- 2,500 per 5-MP GRC, or
- 3,000 per 6-MP GRC.

1 banner to every 5,000 electors in the register (rounded to nearest whole number), subject to minimum of:

- 5 per SMC,
- 20 per 4-MP GRC,
- 25 per 5-MP GRC, or
- 30 per 6-MP GRC.

SMC and GRC are types of electoral divisions in Singapore.

Source: http://www.eld.gov.sg/candidates_postersbanners.html

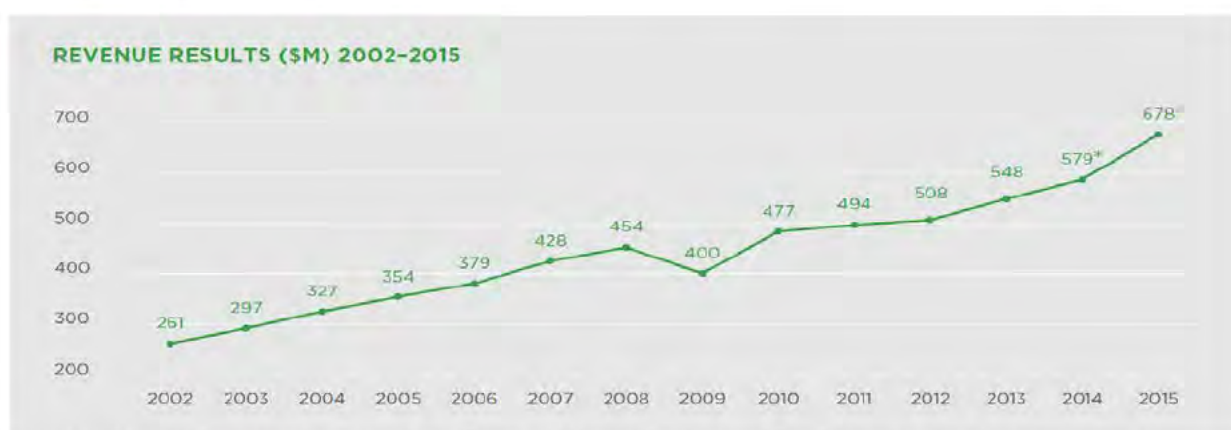
Industry Performance – Extract from Outdoor Media Association (OMA) Website

Revenue Results

The OMA generates performance reporting for the Out-of-Home (OOH) industry through the compilation of revenue results and share of advertising spend for its members, which comprise 90% of the industry.

OOH experienced its sixth year of consecutive revenue growth in 2015, posting a 17% increase on net revenue year-on-year, taking the industry's revenue to an all-time high of \$677.8 million, up from \$579.3 million* in 2014.

In 2015, the industry was off to a stellar start with a 21.6% year-on-year increase for quarter one. In quarters two and three, the double digit growth continued, with a 16.3% and 14.2% increase, respectively. The year ended with a strong finish in quarter four, showing net revenue up by 16.6% to \$213.5 million.



* 2014 figures have been adjusted to reflect changes in OMA membership, as well as a minor adjustment due to over-reporting.

Digital OOH Revenue Results

DIGITAL OUT-OF-HOME (DOOH) AS A PERCENTAGE OF TOTAL OUT-OF-HOME (OOH) REVENUE \$(M) 2012-2015

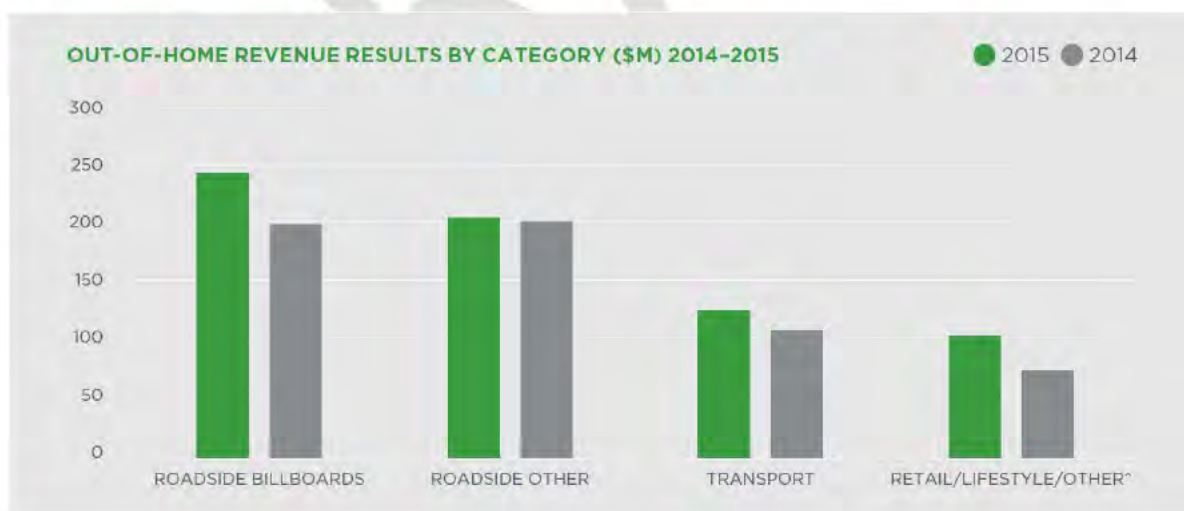


* 2014 figures have been adjusted to reflect changes in OMA membership, as well as a minor adjustment due to over-reporting.

Performance by format and quarter

Performance by category 2015**

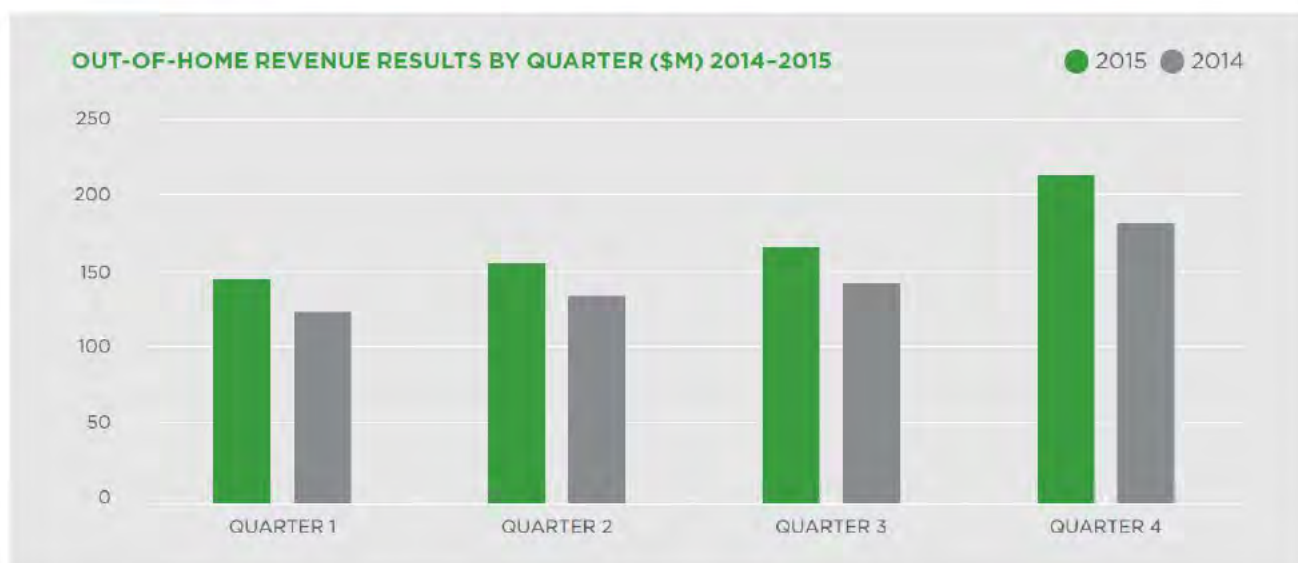
- Roadside Billboards (over and under 25 square metres): \$242.1 million
- Roadside Other (street furniture, taxis, bus/tram external, small format): \$208.6 million
- Transport (including airports): \$126.4 million
- Retail/Lifestyle/Other: \$100.7 million



Performance by quarter 2015**

- First quarter net revenue increased by 21.6% to \$147.9 million, up from \$121.7 million in 2014
- Second quarter net revenue increased by 16.3% to \$154.9 million, up from \$133.2 million in 2014

- Third quarter net revenue increased by 14.2% to \$161.5 million, up from \$141.4 million in 2014
- Fourth quarter net revenue increased by 16.6% to \$213.5 million, up from \$183 million in 2014



Note: 2014 figures have been adjusted from previously reported revenue to reflect changes

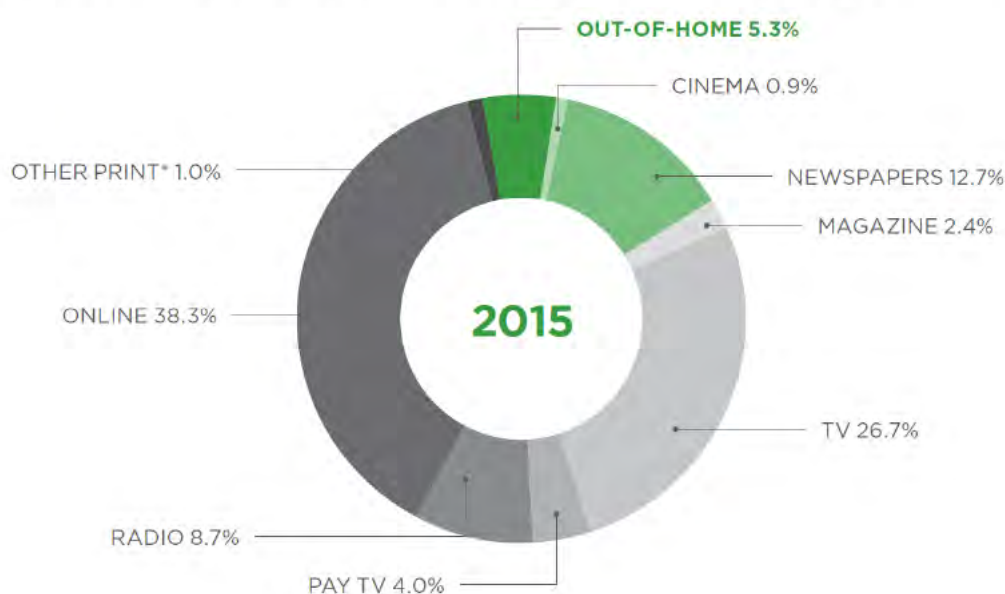
in OMA membership, allowing direct comparisons in revenue year-on-year.

^ This category reports shopping centre panels, as well as all place-based digital inventory including office media – covering inventory in lifts and office buildings, cafe panels, as well as digital screens in doctors' surgeries and medical centres.

***Figures may not add to total due to rounding.*

Economic

Commercial Economic Advisory Service of Australia (CEASA) reported the Out-of-Home share of advertising spend in 2015 at 5.3% of the \$12.8 billion total spend.



% SHARE BY MEDIA RESULTS

	2011	2012	2013	2014 [*]	2015
● OUT-OF-HOME	4.6	4.6	4.8	5.1	5.3
● CINEMA	0.7	0.8	0.9	0.8	0.9
● NEWSPAPER	22.1	18.9	16.6	15.0	12.7
● MAGAZINE	5.6	4.4	3.5	3.0	2.4
● TV	33.1	31.8	30.6	29.3	26.7
● PAY TV	3.7	4.0	4.4	4.1	4.0
● RADIO	9.4	9.3	9.0	9.0	8.7
● ONLINE	19.0	24.5	28.4	32.9	38.3
● OTHER PRINT*	1.8	1.7	1.8	0.8	1.0

Source: CEASA (excluding classifieds and directories)

*Other Print includes business and rural publications

[^] 2014 figures have been adjusted to reflect changes in online media reporting methodology

[Note: Available ACT Data?]

OMA MODEL ADVERTISING DEVICES CODE

AUSTRALIAN CAPITAL TERRITORY

OUTDOOR
MEDIA
ASSOCIATION

Contents

01	Purpose of the Model Advertising Devices Code	2
02	The Outdoor Media Association	3
03	Investing in our Community	4
04	Digital Signage	5
05	Road Safety	6
06	OMA Model Advertising Devices Code: ACT	7

01 Purpose of the Model Advertising Devices Code

The Model Advertising Devices Code ACT (Model Code) is a best practice guideline for the regulation of Outdoor advertising devices. This guideline can be used by the ACT Government to assist in the drafting of advertising signage policy. The Model Code relates primarily to third party¹ advertising signage, but its provisions can also be applied to on-premise² advertising signage.

The Model Code provides a set of practical and effective planning controls for advertising devices. Overall, the Model Code aims to balance placement, design and utility outcomes for local government and the community with the commercial requirements of the Out-of-Home advertising industry.

The Model Code has been prepared to apply to advertising devices situated in both urban and rural settings. The Model Code applies to both large format (billboard style) advertising devices as well as small format styles (including bus shelter advertising panels and street level portrait advertising panels). It is not intended to apply to temporary advertising devices such as building wraps (structures installed to cover construction sites) and trailer signs, although the Outdoor Media Association (OMA) recommends that these advertising devices should be closely regulated by government.

The OMA works closely with state planning departments, state road authorities and local governments across Australia to ensure that planning controls promote safe, high quality signage and advertising that is well integrated with the surrounding environment. The OMA supports the reasonable regulation of Outdoor advertising signage and advocates for planning systems within Australia that:

- Recognise Outdoor advertising signage as a legitimate land use.
- Provide a fair and reasonable set of development standards for advertising signage.
- Allow for the evolution of the industry, including new styles of digital signage.
- Protect the industry's existing signage investments.

In Australia, advertising content is self-regulated. The OMA works closely with the Advertising Standards Bureau, The Australian Association of National Advertisers, The Communications Council and the Alcohol Beverages Advertising Code Scheme to ensure that members only display advertising that meets acceptable community standards. The Model Code includes a new provision developed by the OMA that requires signage operators to comply with the determinations of these self-regulatory bodies regarding content.

The Model Code applies to both large format (billboard style) advertising devices as well as small format styles (including bus shelter advertising panels and street level portrait advertising panels).

¹ A sign advertising goods and/or services **not** associated (sold, stored or manufactured) on the site/premise on which the advertising sign is located.

² A sign advertising goods and/or services sold, stored or manufactured on the site/premise on which the advertising sign is located.

02 The Outdoor Media Association



The Outdoor Media Association (OMA) is the peak industry body representing 90% of Australia's Outdoor media display companies, production facilities and some media display asset owners. The organisation operates nationally, and prior to July 2005, traded as the Outdoor Advertising Association of Australia. It was first incorporated in 1939.

OMA members display third party advertisements across static and digital signs, including signs on buses, trams, trains, pedestrian bridges, billboards, freestanding advertising panels and street furniture (bus/tram shelters, public toilets, bicycle stations, telephone booths and kiosks), as well as in office buildings, cafes, bus stations, railway stations, shopping centres, universities and airports.

Members of the OMA adhere to an industry Code of Ethics to ensure they operate their businesses responsibly and abide by the industry's regulatory framework.

03 Investing in our Community



Advertising and marketing play a fundamental role in the Australian economy and are significant drivers of economic growth, contributing some \$40 billion of value in 2014. This means advertising is responsible for contributing approximately 2.5% of the Gross Domestic Product. For every person directly employed by advertising another three people are reliant upon advertising for their jobs. Over 200,000 people in the workforce are there due to advertising³.

In 2015, the Out-of-Home (OOH) industry in Australia provided more than 17,600 items of infrastructure for use by the community, including pedestrian bridges, bus shelters, retail kiosks, telephone booths, park benches and bicycles. The total replacement value for this infrastructure was estimated to be more than \$350 million in December 2014⁴.



The OOH industry also plays an important role in the community, supporting the arts, sports and charitable organisations. It is also widely used by government bodies to advertise community messages such as road safety messages and health awareness campaigns. In 2015, the OOH industry donated advertising space valued at more than \$34 million to over 160 organisations.



³ 2016, Deloitte Access Economics, Advertising Pays – The economic and business value of advertising

⁴ 2016 Deloitte Access Economics, Out-of-Home Adds Value: Out-of-Home advertising in the Australian economy

04 Digital Signage



In recent years, the use of digital signage has grown across Australia. As of August 2016, nearly 40% of the industry's advertising revenue came from digital media and this percentage will continue to grow. As our cities work to improve connectivity, digital signage will play a vital role in communication, messaging and way-finding.

Digital signage can be innovative and entertaining and is becoming one of the ways that people interact with their cities. Digital signs also contribute to placemaking by adding vibrancy, colour and lighting, which are seen as part of the make-up of a contemporary global city. Public attitude testing undertaken for the City of Sydney found that 67% of people 'expect any large city to promote the use of new technology in advertising'⁵.

Digital signage offers a number of benefits to the Out-of-Home industry and the community including:

- **Community benefit** — digital advertising is more cost efficient for charities and governments. One digital sign can display many advertisements on a rotation without the cost of printing.
- **Utility** — digital screens can be used at short notice for emergency messaging and to provide up to date community information. They can also act as Wi-Fi hubs and charging stations.
- **Vibrancy** — digital technology allows for signage that is vibrant, has high image quality and is visually interesting, contributing to placemaking and the creation of exciting and lively urban spaces.
- **Environment** — digital screens produce no PVC or vinyl waste and can be designed to be energy efficient.

⁵Sweeney Research, City of Sydney Outdoor Communication Report – July 2014

05 Road Safety



The Outdoor Media Association has undertaken research on driver behaviour in the presence of advertising signage, using eye-tracking glasses and a vehicle recording device. The research found that:

- Drivers spend the same amount of time (average 78%) with their eyes on the road whether in the presence of digital, static or on premise signs.
- There is no significant difference in the length of time people look (fixation duration) at digital signage compared with static signage.
- Drivers maintain the same safe average vehicle headway (distance between themselves and car in front) in the presence of all signage types.
- Over 99% of all glances towards advertising signage were less than 750 milliseconds, which is the minimum time needed by a driver to perceive and react to an unexpected event.

06 OMA Model Advertising Devices Code: ACT

Introduction

Urban planning, land use and development in the ACT are the responsibility of the National Capital Authority or the ACT Government. Development applications for signs on or adjacent to main roads in Canberra or within 'Designated Areas' are determined by the National Capital Authority. Development applications for signs on all other land are determined by the ACT Planning and Land Authority using the Territory Plan, Signs General Code, March 2008.

The Model Code applies to development applications for third party advertising devices requiring consent from the ACT Planning and Land Authority and covers all planning zones.

The Outdoor Media Association recommends that the ACT Government inserts the following overall outcomes, performance criteria and acceptable outcomes into future policies regulating advertising signage.

Overall outcomes sought for advertising devices



CHARACTER, AMENITY AND VIEW CORRIDORS

To promote innovative, unique and creative signs that contribute positively to the character and vibrancy of the council area and integrate well with local buildings, streetscapes, the urban skyline and also the natural setting if placed within a rural zone.

Advertising devices should be compatible with the existing or proposed streetscape, present a visually attractive appearance and provide for a functional purpose in public spaces.

Where placed on buildings, advertising devices should be compatible with the design of the building and with the type, nature and scale of development within the locality.

Advertising devices should not compromise access to key vistas and view corridors or excessively block sunlight and breeze flows.

Newly placed advertising devices should not unreasonably obstruct existing advertising devices that are lawfully installed.

CHARACTER AND AREAS OF HERITAGE SIGNIFICANCE

If the advertising device is located in an area of heritage significance its design should be sensitive to the heritage features of the building or place.

HEALTH AND SAFETY

Advertising devices, even for temporary use, must be safely secured and not pose a physical hazard or obstruction to motorists, pedestrians, cyclists or residents.

Agreements should be in place to manage and maintain vegetation around advertising devices for visual amenity purposes and driver safety purposes, including tree trimming.

ECONOMIC BENEFITS OF ADVERTISING DEVICES

Advertising devices should cater for the needs of local and national businesses and governments, giving them a communication platform to share information about their brand, products and services with the public. In this way, advertising signage drives competition and is an important source of information for the community.

06 OMA Model Advertising Devices Code: ACT

Performance criteria and acceptable outcomes for advertising devices

Advertising devices should be assessed against the Model Code. Compliance with the Model Code can either be assessed by the applicant (self-assessable) or by the local council (council-assessable). Advertising devices will comply with the Model Code if the 'Performance Criteria' and 'Acceptable Outcomes' listed below are addressed and achieved.

Advertising signs are an essential part of the fabric of our cities and towns. They provide critical information for the identification of local businesses, for promoting local goods and services, for informing the public about local community events and for national safety messages (e.g. driver fatigue and missing persons). Advertising signs also create a sense of place and with the application of good design can provide vibrant and active meeting places and centres of connectivity for the community.

LOCATION AND ZONING			
Performance Criteria Development demonstrates compliance with the following performance criteria (P)		Acceptable Outcomes Development satisfies the following deemed-to-comply requirements (A)	
P1	Advertising devices to be located in appropriately zoned areas and are of a scale and nature that is compatible with both existing and/or proposed development in the zone.	A1	Advertising devices are usually located within the City Centre /Town Centre, Business/ Commercial, Industrial, Mixed Use or Rural Zones. Street furniture is also located in Residential Zones.
P2	Advertising devices do not detract from an identified heritage place or the overall character and amenity of the locality (such as an open space, streetscape, town entrance, landscape feature and vista or view corridor).	A2	The sign face area is an appropriate size for its position and location.
		A3	Freestanding signs are supported on single or multiple pylons or on architecturally designed structures.

FREESTANDING SIGNS – HEIGHT AND SIZE			
Performance Criteria Development demonstrates compliance with the following performance criteria (P)		Acceptable Outcomes Development satisfies the following deemed-to-comply requirements (A)	
P3	The height* of an advertising device complements and reflects the surrounding character and amenity of the locality and environs.	A4	The height of the advertising device is appropriate for its position and location.
P4	Freestanding advertising devices are of a size and scale which is considered appropriate for both the natural and built environment and does not create a physical hazard or obstruction to motorists, pedestrians, cyclists or residents.	A5	The sign face area is an appropriate size for its position and location.

*The height is measured from finished road level to the uppermost projection of the device.

An important design consideration for advertising signage is the optimum height needed to obtain effective visibility of the advertising face.

06 OMA Model Advertising Devices Code: ACT

FREESTANDING SIGNS (≥ 18M²) – SEPARATION DISTANCES

Performance Criteria Development demonstrates compliance with the following performance criteria (P)		Acceptable Outcomes Development satisfies the following deemed-to-comply requirements (A)	
P5	Advertising devices are separated by distance in all zones so that the character and amenity of the locality and existing view and vista corridors are not adversely impacted.	A6	For all freestanding signs, a separation distance is required within the same direction of travel.
		A7	Where the topography of the environment creates a natural visual separation between two advertising devices, the separation distance in A6 does not apply.

The purpose of an advertising sign is to be noticed and safely read by the audience. A requirement for a reasonable spacing between signs can achieve this goal.

When signs are well spaced, the audience has the ability to absorb each advertising message and this increases its effectiveness.

ADVERTISING WALL SIGNS

Performance Criteria Development demonstrates compliance with the following performance criteria (P)		Acceptable Outcomes Development satisfies the following deemed-to-comply requirements (A)	
P6	Advertising wall signs are designed to cover unused or unsightly wall spaces.* *Advertising wall signs do not include building wraps, which are temporary structures.	A8	The sign face area is an appropriate size for its position and location.
		A9	Advertising wall signs must not cover architecturally prominent building design features or other architectural elements that feature in the façade of the building.
		A10	Advertising wall signs should be contained within the outermost projection of the wall of the building and should be designed and positioned to ensure integration with the design of the existing building and character and amenity of the surrounding area.

ADVERTISING DEVICE ROOF SIGNS

Performance Criteria Development demonstrates compliance with the following performance criteria (P)		Acceptable Outcomes Development satisfies the following deemed-to-comply requirements (A)	
P7	The advertising device is compatible with the design of the building and is consistent with the type, nature and scale of development in the locality.	A11	Advertising device roof signs must not cover architecturally prominent building design features or other architectural elements that feature in the façade of the building.

The Outdoor Media Association does not recommend a specific sign size for advertising wall signs and roof signs as this may restrict the optimal design outcomes for the space.

06 OMA Model Advertising Devices Code: ACT

BUS SHELTERS & STREET FURNITURE			
Performance Criteria Development demonstrates compliance with the following performance criteria (P)		Acceptable Outcomes Development satisfies the following deemed-to-comply requirements (A)	
P8	The advertising face is compatible with the design of the bus shelter/street furniture and does not impact on the amenity of nearby residents.	A12	<ul style="list-style-type: none"> Advertising sign not to extend above height of bus shelter structure. Luminance of the advertising sign not to impact on local residents.

Advertising faces on bus shelters and street furniture require a different set of controls compared to large format signs as they are generally smaller, are often located closer together and can also be located in residential areas.

DIGITAL ADVERTISING DEVICES			
Performance Criteria Development demonstrates compliance with the following performance criteria (P)		Acceptable Outcomes Development satisfies the following deemed-to-comply requirements (A)	
P9	Digital advertising devices, including Liquid Crystal Display (LCD) and Light Emitting Diode (LED) are allowed in appropriate zones.	A13	Digital advertising devices permitted in: <ul style="list-style-type: none"> The City Centre, Commercial, Mixed Use and Industrial Zones; and/or Locations where there is a high flow of pedestrian or vehicular traffic.
P10	Digital advertising devices do not create a road safety risk or hazard.	A14	The static images on LCD and LED advertising devices have a minimum dwell time of 6-8 seconds per advertisement.
		A15	There is an instantaneous transition from one message to the next (approximately 0.1 seconds). No transitional effects such as fly-in or fade-out are supported.
		A16	Advertisements on digital advertising devices are designed so that the amount of text is kept to a minimum and is no more than a driver can read at a short glance.
		A17	Advertisements are designed so that content cannot be mistaken for a traffic control device.
P11	Illumination of digital advertising devices does not create a safety risk to motorists or detract from the amenity of the local community.	A18	The luminance of digital advertising devices are modified according to location, time of day and ambient light conditions (refer to luminance levels table on page 11).
		A19	LCD and LED advertising devices use light sensors to adjust illumination levels according to the ambient light levels.
P12	Digital advertising devices minimise energy consumption where possible	A20	Where possible, digital advertising devices will be designed to minimise energy consumption.

06 OMA Model Advertising Devices Code: ACT

Digital advertising devices differ from conventional signs in that they have the capacity to display changing digital messages. The digital effect can contribute to the vibrancy of cities, streetscapes and contribute to placemaking. The Outdoor Media Association (OMA) advocates for a 6–8 second dwell time in all speed zones and for instantaneous transition from one message to the next avoiding transition effects (generally approximately 0.1 seconds). The 6–8 second dwell time is based on international best practice and is long enough for the change not be mistaken for animation.

Advertising devices may be illuminated either externally or internally. Either method is appropriate provided that the illumination does not cause glare to surrounding residences nor impact upon the safety of drivers.

LCD and LED advertising devices can appear to be too bright if the light is not dimmed during twilight, night time and inclement weather. Luminance levels can be controlled with light sensors that adjust the illumination according to the surrounding ambient light level. If there is full sun on the face of a digital sign, it can become difficult to read and maximum luminance output is needed to ensure that the advertising message is clear to the eye, to avoid distraction. The OMA has developed the following best practice guidance for luminance levels for different locations and time of day in conjunction with a lighting expert.

OMA members will work with the community to alleviate any concerns in relation to new digital signage, particularly in relation to luminance levels.

LIGHTING CONDITION	ZONE 1	ZONE 2	ZONE 3
Sun on face of signage	Maximum Output	Maximum Output	Maximum Output
Day time (full light conditions)	6,000–7,000 cd/m ²	6,000–7,000 cd/m ²	6,000–7,000 cd/m ²
Day time (dawn, dusk and inclement weather)	1,000 cd/m ²	700 cd/m ²	600 cd/m ²
Night time	500 cd/m ²	350 cd/m ²	300 cd/m ²

Zone 1 covers areas with generally very high off-street ambient lighting, e.g. central city locations.

Zone 2 covers areas with generally high to medium off-street ambient lighting.

Zone 3 covers areas with generally low levels of off-street ambient lighting e.g. most rural areas, many residential areas.

VEGETATION MANAGEMENT			
Performance Criteria Development demonstrates compliance with the following performance criteria (P)		Acceptable Outcomes Development satisfies the following deemed-to-comply requirements (A)	
P13	Legal advertising devices are not obscured by vegetation.	A21	A Vegetation Management Plan is in place to enable the pruning and maintenance of trees and shrubs adjacent to the advertising device, to ensure the sign continues to be legible for driver safety reasons.

06 OMA Model Advertising Devices Code: ACT

CONTENT MANAGEMENT			
Performance Criteria Development demonstrates compliance with the following performance criteria (P)		Acceptable Outcomes Development satisfies the following deemed-to-comply requirements (A)	
P14	Advertising devices should display content that is compliant with the Australian Association of National Advertisers (AANA) Code of Ethics and must comply with any decisions by the Advertising Standards Board (Ad Board).	A22	<p>A system of content management and complaint handling arrangements for the content displayed on advertising structures must be in place.</p> <p>Advertising content should be compliant with the AANA Code of Ethics. Where an advertisement is found by the Ad Board to be in breach of the AANA Code of Ethics, the determination of the Ad Board must be complied with and the advertisement removed.</p>

**OUTDOOR
MEDIA
ASSOCIATION**

OMA
Suite 504, 80 William Street
East Sydney, NSW 2011
T 02 9357 9900
E info@oma.org.au
.....
oma.org.au

Chief Minister, Treasury and Economic Development Directorate

SENSITIVE

To:	Chief Minister	Tracking No.: Click here to enter text.
CC:	Head of Service	
From:	Deputy Director-General, Policy and Cabinet	
Date:	March 2017	
Subject:	Regulatory reform – Outdoor advertising	
Critical Date:	At your convenience.	
Critical Reason:	As requested by your Office.	
	<ul style="list-style-type: none"> • DG .../.../... • DDG .../.../... • CFO .../.../... 	

Purpose

To outline regulatory settings for outdoor advertising in the Territory and provide a preliminary indication of opportunities for reform.

Recommendations

That you:

1. Note the information contained in this brief

Noted / Please Discuss

2. Agree to undertake preparations for a review of outdoor advertising regulation through 2017-18.

Agreed / Not Agreed / Please Discuss

Andrew Barr MLA/...../.....

Minister's Office Feedback

SENSITIVE

Background

1. On 25 January 2016, you publicly foreshadowed a planning committee review into the outdoor advertising noting elements including:
 - a. the national conversation about billboards;
 - b. local concerns about 2016 ACT election corflutes;
 - c. limits on current regulations in dealing with outdoor advertising, such as billboards on trucks, utes and motorbikes – both parked and being driven around the city – and large banners draped from buildings;
 - d. the development of digital billboards; and
 - e. potential designated areas to reduce the proliferation of questionable outdoor advertising material.
2. Planning Committee Chair Caroline Le Couteur MLA publicly responded saying there was not community support for relaxing the [current] restrictions.

Issues

3. If the Government did wish to pursue a review of outdoor advertising regulation, we consider that it would be best performed in a manner that:
 - a. promotes Canberra as a smart and sophisticated city;
 - b. prioritises advertising supporting community and tourism activities;
 - c. complements Canberra's role as the nation's capital;
 - d. provides for consistent outcomes across forms and land use;
 - e. addresses public amenity, safety and environmental concerns; and
 - f. allows for greater economic opportunities.
4. A paper scoping reform opportunities and regulatory settings is provided at Attachment A.
5. You may wish to consider the opportunities arising from a review against other government priorities due to the likelihood of a significant amount of time and resources devoted with any review to:
 - a. promote community engagement and support; and
 - b. undertake the necessary planning and engagement with stakeholders (such as the National Capital Authority) on regulatory settings that are included in the items such as the National Capital Plan, Territory Plan, Planning and Development Act and Public Unleased Land Act and enforced through different agencies.
6. We understand that Elections ACT review of the 2016 election will include a recommendation on election signage (corflutes). Its report is scheduled to be presented in the Legislative Assembly during the March 2017 sittings.
7. If you wish to proceed with a review, Regulatory Reform is available to coordinate and development review arrangements across agencies, including a terms of reference and governance arrangements.

Financial Implications

8. Any review may affect resourcing in affect agencies. Options for reform may also pose budgetary costs.

Consultation**Internal**

9. Access Canberra.

Cross Directorate

10. Transport Canberra and Community Services Directorate, Environment, Planning and Sustainable Development Directorate, Justice and Community Safety Directorate, Elections ACT.

External

11. Nil. However, the Outdoor Media Association had undertaken earlier representations to government, see **Attachment X**.

Benefits/Sensitivities

12. The Commonwealth Government (via the NCA) would likely express views as part of a review.
13. From various media and other reports the trend in jurisdictions that permit billboards has been to reduce their prevalence but also allow digital advertising (subject to certain restrictions).

Media Implications

14. Any public discussion of outdoor advertising is likely to raise community interest and debate. A community engagement plan would be developed for any review.

Signatory Name:

Phone:

Action Officer:

Phone:

Attachments

Attachment	Title
Attachment A	Scoping Paper
Attachment B	Outdoor Media Association Model Code

From: [McFarlane, Trina](#)
To: [Wilesmith, Brett](#)
Cc: [Kaucz, Alix](#)
Subject: Comments from EPSDD Territory Plan - CMTEDD Outdoor Advertising Scoping paper [DLM=Sensitive]
Date: Tuesday, 28 March 2017 9:28:00 AM
Attachments: [20170328 - to CMTEDD - EPSDD Territory Plan comments on CMTEDD Scoping Paper - Outdoor Advertising WORKING DRAFT.doc](#)
[image001.png](#)
[image002.png](#)

Hi Brett

Thanks for forwarding the draft scoping paper for comment.

Please find attached comments that have been cleared by Alix Kaucz, Senior Manager, Territory Plan.

Regards
Trina

Trina McFarlane RPIA | Territory Plan Section
Phone: 02 6207 1920 | Email: trina.mcfarlane@act.gov.au
Environment, Planning and Sustainable Development Directorate | **ACT Government**
Dame Pattie Menzies House, 16 Challis Street Dickson | GPO Box 158 Canberra ACT 2601 | www.planning.act.gov.au



[@EPD_Comms](#)



facebook.com/actgovepd

From: Wilesmith, Brett
Sent: Tuesday, 21 March 2017 1:29 PM
To: Sloan, Sean; Weller, Craig; Kaucz, Alix; Gell, Chris; Davis, Matt; Keppell, Cassandra
Cc: Alegria, Stephen; Corrigan, Jim; Phillips, Brett; Cubin, Derise; Kalleske, Mark; Dixon, Brook; Rutledge, Geoffrey; Perkins, Anita
Subject: For Comment by 28/3: Outdoor Advertising - Scoping paper [DLM=Sensitive]

Good afternoon colleagues

Thank you again for your time in our recent discussions on the potential to reform outdoor advertising requirements, which the Chief Minister had asked Regulatory Reform to investigate. Attached for your consideration are the working drafts of a covering brief to the Chief Minister and related scoping paper.

Broadly, it does appear that there are opportunities to update and improve current requirements, with a number of factors supporting such action. This needs to be considered along with the need for effective community and stakeholder engagement (including the NCA).

I would be grateful for any comments by **noon 28 March 2017** on: the drafts; possible arrangements for a review; and implications for your areas.

I am available to discuss any points [REDACTED]

Kind regards
Brett

[Brett Wilesmith](#) | Senior Manager

Regulatory Reform | Government Reform | Chief Minister, Treasury & Economic Development | **ACT**

Government

Phone. +61 620 50202 | Email. brett.wilesmith@act.gov.au

Level 4, Canberra Nara Centre | GPO Box 158 CANBERRA ACT 2601 | www.act.gov.au

OUTDOOR ADVERTISING IN THE ACT

Executive summary

We consider that there is the opportunity to undertake reforms to current regulatory settings for outdoor advertising to improve the look of the city. The reforms will consider advertising that is outdoor, out-of-home and openly visible to the general public.

Broadly, this could involve:

- early and ongoing broad community-focused stakeholder engagement including use of new digital forms of communication to reach out to groups that are not often heard
- the adoption of a sophisticated approach that supports the form of Canberra as the nation's capital, and as a Smart City and a Cool Little Capital
- changes to promote the effective regulation of signs and advertising – to provide clarity in the intent of the regulations, removes inconsistencies, and supporting a single regulator access point
- better recognising the economic potential from such advertising for the benefit of all Canberrans.

Immediate activities that could be pursued include:

- undertake a review and reforms to remove inconsistent or inappropriate regulatory outcomes, including:
 - aligning thresholds for regulation, compliance and enforcement
 - the separate regulation of outdoor advertising depending on whether the associated property is or is not unleased land
 - reducing impediments to quality design outcomes
- determining community and industry preferences including investigating smart digital advertising opportunities (e.g. through trials or precinct strategies)
- develop an outdoor advertising implementation strategy that
 - better connects the National Capital Plan to its regulation and enforcement
 - provides for Canberra as a smart and sophisticated national capital
 - includes a hierarchy of preferred advertising and public amenity outcomes across different land uses
- research best practice outdoor advertising regulatory settings both internationally and in other jurisdictions nationally
- responding to Elections ACT recommendations of election advertising.

What is outdoor advertising?

This paper considers outdoor and out-of home advertising to include visual and audio messaging that is directed or accessible and openly visible to the public. It can promote goods, services, events, emergency warnings or behaviours by individuals, businesses, community groups, charity organisations and government. Types can include static or dynamic displays, billboards, signs (in situ or moveable), hoardings, flags, banners, sandwich boards and corflutes.

Commented [tm1]: There may be other objectives of the reform that are important. For example, use new technologies in advertising and signage such as smart digital advertising, protect and enhance the bush capital and garden city character, ensure the safety of all road users, communicate important government and emergency services messages, etc.

Commented [tm2]: Including engagement with peak national industry bodies such as OMA who represent major advertising companies, e.g. JCDecaux and oOh! It will also be critical to engage with the NCA early on.

Commented [tm3]: And community potential. For example, providing a public service with emergency warning signage, advertising for charity organisations, etc.

Commented [tm4]: In particular, the EPSDD Development Assessment team and the NCA should be consulted on this aspect of the review.

Commented [tm5]: And the Territory Plan.

Note: The National Capital Plan must not be inconsistent with the Territory Plan. As a result of this review, amendments to the National Capital Plan by the NCA and amendments or variations to the Territory Plan by EPSDD may be required.

Commented [tm6]: Directed or directly?

Commented [tm7]: The OMA has advised that advertising signage companies are willing to provide a percentage of time on signs to advertising for charities.

SENSITIVE - DRAFT

This proposed view draws from the 2011 Commonwealth House of Representatives, Standing Committee on Social Policy and Legal Affairs inquiry into the regulation of billboard and outdoor advertising entitled 'Reclaiming Public Space'. The Committee considered that outdoor advertising constitutes a specific category of advertising because of the way that it occupies public spaces, dominates civic landscape, and targets captive, unrestricted audiences.

- Outdoor, or out-of-home, advertising is distinct from other forms of advertising. It is highly visible to the public often very large, placed in heavily trafficked areas in order to attract as many viewers as possible, cannot be easily avoided.
- The Committee resolved to include within its inquiry consideration all types of advertising which can be viewed from public spaces (ie the public does not have a choice about what they see). While these spaces may be privately owned, their access is generally unrestricted to the public.

Basis for regulation

By its nature, outdoor advertising is intended to attract the attention of an audience.

Regulation of outdoor advertising is necessary to address the influence that this may have on the amenity of public spaces and broader city design, environmental and heritage considerations, and the potential risks to public safety that may arise. Advertising content is also regulated by governments from a consumer fair trading perspective, while content more generally is subject to industry self regulation.

Outdoor advertising can affect public amenity due to its visual impact arising from the prevalence, size, form, colour or content. It can act as a form of visual pollution reducing people's enjoyment of a vista and use of an area. It can affect surrounding property values. In heritage areas, there can be conflict with the preservation of built form and ambience. In residential and mixed use areas, it can impact on views from homes. Illuminated or laminate signs can produce excess light. Items like billboards and signs can impact the solar access of an area.

In areas like roadsides, the placement of signs and billboards can act as a distraction to passing traffic. Studies have identified links between driver attention, roads with advertising and dynamic advertising. Signs and advertising can also create other hazards if inappropriately secured or placed in trafficked areas.

Commented [tm8]: Provide examples – trip hazards, visual impacts, blocking sight lines, wind hazards, public safety, etc.

Canberra has mostly been devoid of large outdoor advertising signage, dating back to a 1937 ordinance prohibiting unauthorized signs on Commonwealth property. The original intent of these strict controls for outdoor advertising signage was that it was not considered appropriate in the Parliamentary Triangle and significant national areas. However it may be appropriate in other parts of Canberra. There is some outdoor advertising signage already in place at the Canberra Airport, National Convention Centre and Canberra Centre.

Commented [tm9]: Some background to the reasons why outdoor advertising signage is different in Canberra to other cities.

The current regulatory environment

Governments at the state, territory and local level regulate advertising signage and position in terms of public safety (including safety of all road users), planning laws, and the visual impact. Private and third-party outdoor advertising must comply with council regulations regarding placement.

SENSITIVE - DRAFT

In the ACT, outdoor advertising is considered with urban planning, land use and development functions. The responsibility for these functions rests with the National Capital Authority or the ACT Government under the operation of the National Capital Plan and the Territory Plan respectively.

National Capital Plan

Development applications for signs on Designated Areas, including Approach Routes and Main Avenues or adjacent to main roads in Canberra ~~or within 'Designated Areas'~~ are determined by the National Capital Authority (see attached Map). Notable amongst the requirements is a prohibition on the use of billboards within ~~Designated Areas~~. Other forms of advertising may be permitted subject to conditions determined against various categories, such as:

- location – residential, commercial and industrial buildings and sites, unleased land
- type – freestanding, flags and banners, street furniture
- nature of information provided – business (real estate, hawkers, services, directional); community and tourism (events, services, radio, directional and destination).

The related conditions involved affect the nature, wording and type of advertising material in certain areas, the placement, size, illumination and animation of any advertising.

Territory Plan

Development applications for signs on all other land in the ACT are determined by the ACT Government's Environment, Planning and Sustainable Development Directorate. Advertisements and signs must be consistent with the Statement of Strategic Directions of the Territory Plan and carefully controlled to maintain environmental amenity (clause 2.17) and with the using the Territory Plan, Signs General Code, March 2008 (SGC).

Generally, the installation of a sign requires a development application, but can be exempt from requiring development approval under schedule 1 of the *Planning and Development Regulation 2008*.

This SGC applies to the design, content and positioning of signs in the Territory in the code track and merit track for development applications. This code may also be used in the assessment of impact track developments. It provides in detail the requirements for signs in relation to the following:

The forms are permissible in which zones, to:

Commented [tm10]: Not clear what this means.

- ensure that signs are a type appropriate for the zone and contain appropriate content for the location
- ensure that advertisements and signs do not compromise the role of the Territory as the setting of the National Capital and Seat of Government of the Commonwealth ensure that signs and advertisements complement the attractiveness, safety, legibility and amenity of the natural, modified and built environments both by day and night
- ensure that signs and advertisements are not incompatible with the existing or future desired character of the locality
- support the role of signs and advertising as an important factor in identifying the commercial character and vitality in locations such as ground floor level retail, mixed services and industrial areas
- establish provisions for signage in a specified area which create and coordinate a particular design theme
- ensure appropriate agreement is established for proposals that are on or encroach into Territory Land

SENSITIVE - DRAFT

The built form of permitted signs, to:

- ensure signs are designed and positioned to enhance and enliven the natural and built environment, in addition to informing, directing and advising, and assist in the legibility of the area
- restrict the number of advertising signs per site to minimised and avoid visual clutter and to avoid one sign obscuring another
- ensure signs do not unnecessarily repeat or duplicate similar signs
- ensure the original architectural character, set by the lines of awnings, windows, doors parapet lines, etc. remains dominant

The construction of permitted signs, to:

- allow signs complement the streetscape and amenity of the locality
- ensure that signs affixed to a building, complement the architectural style of the building.

The environmental impact of permitted signs to:

- provide for sustainable development that does not have adverse impacts on the surrounding environment
- ensure that signage proposals in areas subject to special requirements of the National Capital Plan are not inconsistent with the National Capital Plan
- ensure that signage on places on the Heritage Register appropriately recognises the heritage value of the site

Third-party signage (i.e. advertisements displaying the name, logo and/or symbol of a company or other organisation that does not own or substantially occupy the land) is currently only permitted by the ACT Government on the ground floor of commercial and industrial zones and limited to 2m² or 20% of the area of the sign, whichever is the lesser.

ACT Government Regulation

The operation of the NCP and TP are supported by legislative provisions in the *Public Unleased Lands Act 2013* (PULA) and the *Planning and Development Act 2008* (PADA).

- Under the PULA, approval must be sought to place signs (advertisements, public notices) on public unleased land. A code of practice is also operated for movable signs. Offence provisions apply.
- Under the PADA, development applications for signs are required except where exempt. Broadly, exempt signage is defined to include those for public works under the Act or required under the *Building Act 2004*, those subject to general exemption criteria or operating under the SGC.

SENSITIVE - DRAFT

As a result of these regulatory settings, responsibility for signs in the ACT is undertaken by Transport Canberra and City Services (TCCS) under the PULA, and Environment, Planning and Sustainable Development Directorate (EPSDD) and Access Canberra under the PADA.

Content

Fair trading

Advertising content is regulated by the Commonwealth Government with respect to false and misleading representations and misleading and deceptive conduct under the *Competition and Consumer Act 2010* (Cth) (the CCA). The CCA contains the Australian Consumer Law.

Industry self-regulation

A further system of self-regulation of content was established by the Australian Association of National Advertisers (AANA) in 1998. Self-regulation of the advertising industry involves a set of rules and principles of best practice to which the industry voluntarily agrees to be bound. These rules are expressed in a number of Codes and industry Initiatives. The rules are based on the belief that advertisements should be legal, decent, honest and truthful, prepared with a sense of social responsibility to the consumer and society as a whole and with due respect to the rules of fair competition.

As part of self-regulation under the AANA, the Advertising Standards Bureau (the Bureau) manages the complaint resolution process of the advertising self-regulation system. The Bureau functions as secretariat for the Advertising Standards Board and the Advertising Claims Board – the two independent bodies established to determine consumer and competitive complaints against the advertising self-regulatory Codes. The work of the Advertising Standards Bureau is not underpinned by any Government legislation.

Government

Variable message signs

Variable message signs are operated by the ACT Government at five locations in the ACT for traffic management purposes. No advertising of products or services Content is restricted under a specially determined policy to include only information prioritised as follows:

- Unplanned events affecting traffic management (e.g. a significant car crash, bushfire, flooding)
- Planned events affecting traffic management (e.g. scheduled road closures and congestion due to ~~an~~ events and road construction and maintenance)
- Road safety (e.g. messaging on current ACT Policing operations)
- Community messages not directly affecting a journey (e.g. emergency services messages such as total fire ban or advertisements for charity organisations).

The VMS are located at: Gungahlin Drive (Mitchell), Tuggeranong Parkway (Warramanga), William Hovell Drive (near Bindubi Street), Yarra Glen (near Carruthers Street) and Hindmarsh Drive (Symonston).

Campaign advertising

The Government Advertising (Campaign Advertising) Guidelines provide the basic principles that should be observed by all ACT Government Directorates, Agencies and Territory-Owned Corporations in the planning, development and delivery of Government advertising and promotion, as stipulated by the *Government Agencies (Campaign Advertising) Act 2009* (the Act).

Election advertising

Electoral advertising signs are movable signs containing any printed electoral material. Such signage is subject to the Public Unleased Land (Movable Signs) Code of Practice 2013.

Electoral advertising signs may be displayed for a period of up to six weeks immediately preceeding the election date. These signs are only covered by the Code for 48 hours after the official election day and must be removed within 48 hours of the close of the polling booths.

Traffic signs

While not included in the definition of outdoor advertising, traffic signs and road markings are regulated under the Australian Road Rules and the *Road Transport (Safety and Traffic Management) Act 1999*.



Commented [tm11]: What relevance does this image have to the review?

[<http://local.governmentcareer.com.au/archived-news/act-ad-ban-up-for-review>]

Why undertake a review?

Current regulatory settings for outdoor advertising are outdated and promote inconsistent outcomes for advertising across Canberra. It is no longer clear that they meet community or advertising industry expectations and needs.

Innovation

- The Signs General Code of the Territory Plan has not been updated for nearly 20 years. It includes advertising forms that are no longer in common use and does not recognise advertising and signage that uses new forms of technology, such as digital signage.
- Jurisdictions across Australia have been investigating and adopting the use of digital billboards and advertising over recent years.
 - In 2013, Austroads prepared a report on the safety of roadside advertising, including recommendations on a preferred model which allows for digital advertising.
- Digital advertising has a range of pros and cons over traditional static advertising.
 - Pros – content is more adjustable (supporting advertiser access); there is the potential for multiple applications including use for emergency services and event coordination; effectiveness in attracting audience attention.
 - Cons – energy use (though could be supplemented through renewable energy sources); greater upfront cost; distraction (though potentially addressed through safety requirements); privacy (some smart advertising can use mobile data).

Commented [tm12]: Similarly, the Signs General Code of the National Capital Plan also does not appear to have been updated for some time.



A changing cityscape

- The introduction of light rail, greater urban infill and mixed-use development at commercial centres and along major transport corridors and growth at Canberra Airport may increase the Canberra community's interaction with outdoor advertising and affect preferences.
 - Transport systems nationally and internationally engage with advertising as a supporting revenue source.
 - Greater urban density and mixed-used developments will cause an increase in advertising of commercial premises next to residences.



Limits of current regulations

- Mobile outdoor advertising on private vehicles such as trucks, cars, utes and motorbikes and public transport (trams, buses, taxis) – both parked and being driven around the city.
 - Informal indications from the advertising industry suggest that the use of this type of advertising has been driven by restrictions on other forms of media around Canberra.
 - Advertising signage on vehicles is not regulated by EPSDD through the Territory Plan or by the NCA through the National Capital Plan.
 - With parked vehicles there is some discretion in terms of regulatory to the approach i.e. regulation as a sign or as a vehicle. TCCS and Access Canberra have now agreed to treat it as a parking matter.
 - Any consideration around the regulation of such advertising needs to be considered in the context of the advertising undertaken on public transport in the ACT.



- Examples of inconsistent regulatory outcomes include:
 - businesses with awnings (on the edge of their lease) can put up signs on their lease, however other businesses with similar signs cannot do this if it is not part of their leased land; and
 - a business in O'Connor was not permitted to put up a sign up, so instead painted fence to advertise the business (not regulated)
 - signage at Majura Park and the Canberra International Airport differs from other areas of Canberra. Consider the size and height of signage and whether the IKEA sign against the backdrop of Mt Ainslie would be acceptable in other areas. While COSTCO signage is compliant with PULA Code, we understand that there was no negotiation with leaseholder as would otherwise be required.



Commented [tm13]: Why was there no negotiation with the leaseholder?

- Compliance and enforcement
 - The actual level of non-compliance of signage and advertising across Canberra with regulatory requirements is not known but is anticipated by officials to be substantial.
 - Compliance activity under the PADA Planning and Development Act is undertaken on a complaints basis and is subject to a risk-based approach which generally perceives signage as a low-risk activity.
 - Accordingly, there are some prominent examples where compliance of signage is open to question but has not been tested as no complaint has been raised. This includes signage and advertising arranged by the ACT Government (e.g. bus

SENSITIVE - DRAFT

shelter advertising, in particular those along transport corridors in Designated Areas).

- There is a separation of compliance activity depending on whether or not the advertising is taking place on unleased public land, which does not support a single gateway to business regulation.



- Election corflutes

- We understand that Elections ACT review of the 2016 election will include a recommendation on election signage (corflutes). Its report is scheduled to be presented in the Legislative Assembly during the March 2017 sittings.
- Electoral Commissioner Phillip Green has publicly indicated that corflutes were a major source of complaints to the Commission during the campaign.
- Singapore has been publicly cited as an example restricted election signage – see [Attachment X](#)

Commented [tm14]: What were the complaints about?
Visual impacts, clutter, physical barriers, etc?



Industry

Approaches have been made recently by the Outdoor Media Association for the ACT Government and National Capital Authority to consider changes to the outdoor signage policy – see proposal at Attachment X.

Nationally, the industry has revenues of over \$670 million per annum – see Attachment X. The economic potential in the Canberra market could be expected to be constrained by regulatory restrictions and outdated or unnecessary requirements.

[INSERT - Estimates of the current and prospective Canberra market if available]

Community

The apparent lack of complaints raised by the community on outdoor advertising that could potentially be non-compliant raises the question as to what constitutes acceptable advertising. This could be tested as part of a review, and individually with any project initiatives to promote the alignment of community perceptions and industry approach.

National and international activities [\[include footnote references\]](#)

There is a continuum of approaches to outdoor advertising across cities in Australia and internationally. From initial desktop research, the best outcomes reflect a balancing of community and business interests.

Cities will generally outline a planning policy for outdoor advertising materials, consistent with the basis for regulation above. However, some go further to recognise that display opportunities are an effective way of showcasing an event, festival, attraction or business.

The majority of cities have permitted outdoor advertising more extensively than Canberra. Some cities denote a dependence on the association revenue as well as issue of when advertising dominates cityscape.

Commented [tm15]: In Australia or internationally?

Several cities have started to reclaim public space with a ban on advertising – most cities have been reducing number (Paris, by a third) with only a few that have enacted a ban (such as Grenoble, France; Chennai, India banned the erection of billboards; and several US states including Vermont, Maine, Hawaii, and Alaska are billboard-free).

Sao Paulo is an interesting case in point. It banned billboards and in a single year, the city removed 15,000 billboards and 300,000 oversized storefront signs. Five years later it began to gradually reintroduce advertising in a controlled manner.

Other cities have sought to modernise regulations – with US cities reducing the number of billboards but allowed digital. For example, in 2015, the Philadelphia City Council passed a bill allowing existing static billboards to be converted to digital in certain parts of the city, as long as the owner removed two other static billboards.

Citizens, artists and the community can be an important component to determining the outcome. In some cities this has been promoted. For example, in 2015, 1,500 advertising billboards in Tehran were replaced with art for 10 days. In New York [No Ad](#), an augmented-reality app that strips the New York City subway of ads, replacing them with art.

In contrast, outdoor advertising can also support community and associated organisations through the promotion of issues, activities and events. The range is broad. For example, in 2015, the London is Changing project brought the voices of those affected by the housing crisis to the city's billboards. While in Canada billboards were used by a community curling organisation to increase participation – billboard was much more effective than other strategies.

A platform to go forward

Purpose of a review

A review of outdoor advertising could focus on promoting better and consistent outcomes for the community, recognising recent innovations in advertising and the associated opportunities, while ensuring the protection and enhancement of the character of the ACT as the nation's capital and a garden city.

This may include a review framework that considers actions such as:

- improving the look of the city to match community expectations
- promoting Canberra as a smart and sophisticated city
- complementing Canberra's role as the nation's capital and it's character as a garden city
- providing for consistent outcomes across forms and land use
- promoting the integration of the Canberra community through improved access to community, public service, public emergency or tourist information
- addressing public amenity, safety and environmental concerns
- allowing for greater economic opportunities for organisations, businesses and government.

A review would provide the basis for community education and promote engagement on outdoor advertising. Its outputs frame potential regulatory reforms, a concise and integrated outdoor advertising strategy policy and benchmarking arrangements for trials to support ongoing community interest and involvement in setting the public amenity parameters.

Smart and sophisticated

Technological innovation and the development of a smart city approach could be an appropriate catalyst on which to revisit current regulatory settings for outdoor advertising.

The Statement of Ambition (2016) states that:

"We must embrace the digital mindset and deliver integrated smart city initiatives. Everything Canberra does should ensure that our communities and businesses have access to the digital infrastructure and skills they need to successfully participate and compete in the knowledge and innovation economy. There is economic potential that can be realised by effectively using the increasing volumes and diversity of data to make better decisions at the city scale.... we will demonstrate to the nation the benefits of a well managed and data driven city."

Advertisers are increasingly exploring digital and interactive advertising as an effective means of conveying information. This is no longer considered revolutionary; this is becoming the norm for advertising worldwide.

Smart advertising allows for the potential for mixed use advertising boards, for example: government owned infrastructure which can be leased to an advertiser (local or otherwise) for a certain amount of time per day/week, while providing community information (such as traffic information or events) the remainder of the time. It could also be used for community messaging in emergencies or supporting access to events and activities.

Smart advertising has the potential to blend seamlessly into a smart city such as Canberra if done in the right way.

National capital

Any review of outdoor advertising would require consideration of Canberra's role as national capital, in particular given the overarching role of the NCP and involvement of the NCA, along with any changes to the Territory Plan as the Territory Plan must not be inconsistent with the NCP.

Addressing these points could be best supported through early and effective engagement with the community and the NCA engagement to ensure an appropriate balance is struck in terms of form and content of any advertising against the streetscape.

A further element that could be considered to mitigate any impact on national capital vistas is the use of existing street furniture and infrastructure, rather than the development of additional new signage. For example Smart Poles can have multiple functions such as lighting signage etc on one pole.

Alternatively, as per other jurisdictions approach, any new advertising could require a reduction in old signage. For example, the replacement of multiple sandwich boards on footpaths and median strips with dedicated advertising points (digital or otherwise) at entrances to suburban centres and thoroughfares that reduce the visual and physical impact on the streetscape.

Consistency

As discussed, regulation, compliance and enforcement should be reviewed to support consistent outcomes against community expectations for venue on which any advertising is sited.

The thresholds and requirements for any regulatory actions should be clear and well communicated to regulators and the community. The operation of a passive (complaints-based) versus active compliance and enforcement arrangements would need to be considered in determining these points. The effectiveness of a policy is degraded if it is not supported through implementation.

Community

To promote support for reform, an early focus of any initial focus could be advertising that directly supports community interests and organisation. In particular, if trials of advertising methods were to occur in particular locations or near determined activities where there was a communal undertaking or tourism activity.

Temporary advertising may also promote acceptability. For example, projections on the blank walls of buildings, wraps of unoccupied buildings to remove potential eyesore such as those in Woden¹, and non-government advertising on government building sites.

Public safety, amenity and environmental impacts

As outlined in the basis for regulation this may include:

- hazards for persons who will be passing and in view of the advertising – such as, driver distraction and pedestrian impediments
- prevalence of advertising and the cumulative impact on certain demographics of the content (eg children)
- energy consumption

¹ <http://www.canberratimes.com.au/act-news/wodens-wasteland-community-push-to-end-urban-decay-20170211-guaw2u.html>

SENSITIVE - DRAFT

- noise or light pollution/LEDs – including effects on human health and animal behaviour
- visual pollution – see ‘delete’ project in Vienna (for an inner streetscape)
- impact on property values
- the ability to remove advertising once installed – infrastructure may be temporary/fixed/semi permanent and require appropriate regulation.

Current regulations in the ACT and other jurisdictions suggest that such factors can be mitigated to a community acceptable level.

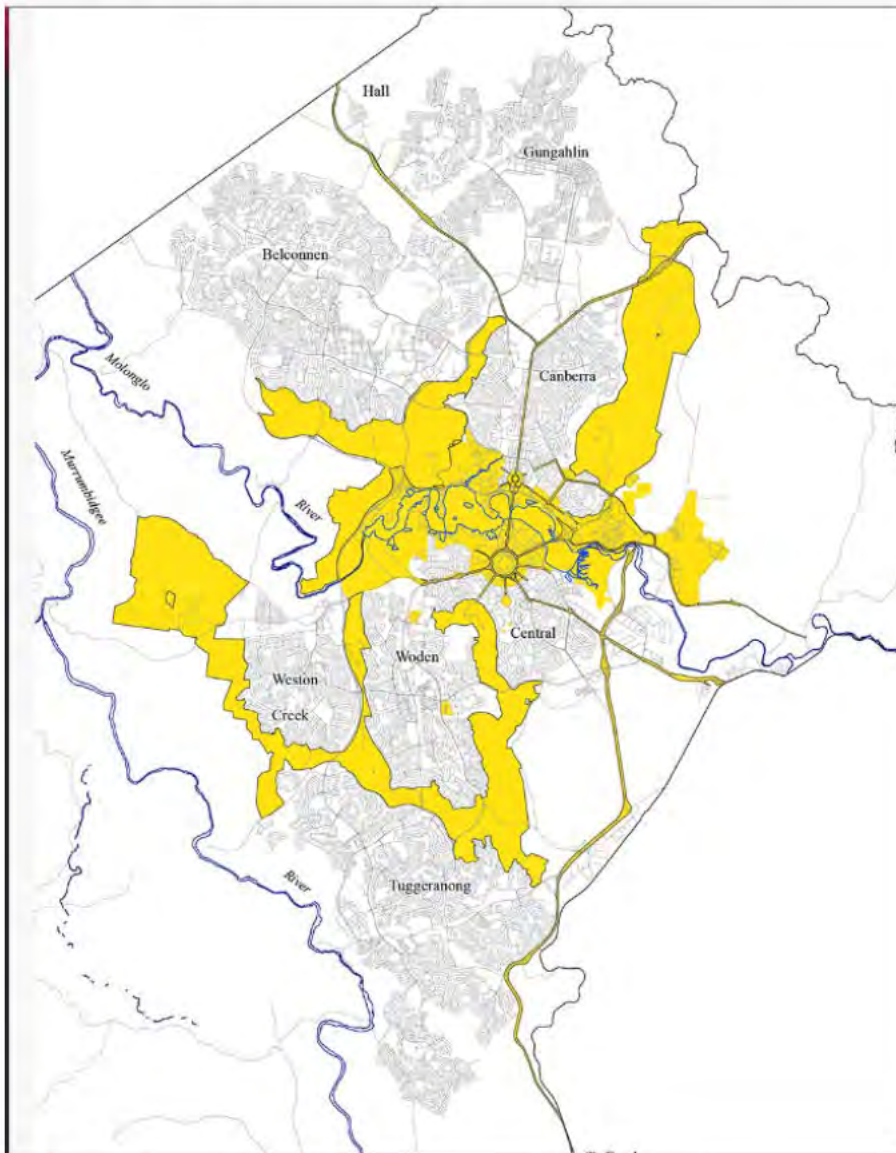
Economic

Increase advertising has the potential to generate economic activity in the Territory from the advertising itself (investment in infrastructure and related income stream) and the promotion of the advertised good or service.

Other jurisdictions derive revenue from outdoor advertising.

The Government should determine an approach to ensuring an appropriate return for the use of any public assets and additional permitted activities. Final approaches however may need to be subject to a case-by-case evaluation of proposals.

NATIONAL CAPITAL PLAN - DESIGNATED AREAS



SINGAPORE ELECTION ADVERTISING – CASE STUDY

At the end of nomination proceedings, the Returning Officer will issue to the candidate or his election agent a permit authorising the display of posters and banners in public places within the constituency where the candidate is contesting in. The permit will specify the maximum number of posters and banners allowed to be displayed in public places within the constituency (other than election rally sites) and may contain certain conditions restricting the place at and manner in which the posters and banners may be displayed.

Maximum number of posters and banners allowed

The maximum number of posters and banners allowed is:

1 poster to every 50 electors in the register (rounded to nearest 100), subject to minimum of:

- 500 per Single Member Constituency (SMC),
- 2,000 per 4-MP GRC Group Representation Constituency (GRC),
- 2,500 per 5-MP GRC, or
- 3,000 per 6-MP GRC.

1 banner to every 5,000 electors in the register (rounded to nearest whole number), subject to minimum of:

- 5 per SMC,
- 20 per 4-MP GRC,
- 25 per 5-MP GRC, or
- 30 per 6-MP GRC.

SMC and GRC are types of electoral divisions in Singapore.

Source: http://www.eld.gov.sg/candidates_postersbanners.html

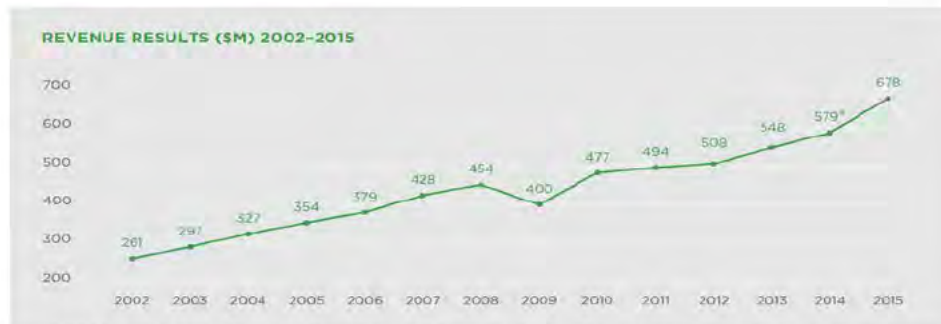
Industry Performance – Extract from Outdoor Media Association (OMA) Website

Revenue Results

The OMA generates performance reporting for the Out-of-Home (OOH) industry through the compilation of revenue results and share of advertising spend for its members, which comprise 90% of the industry.

OOH experienced its sixth year of consecutive revenue growth in 2015, posting a 17% increase on net revenue year-on-year, taking the industry's revenue to an all-time high of \$677.8 million, up from \$579.3 million* in 2014.

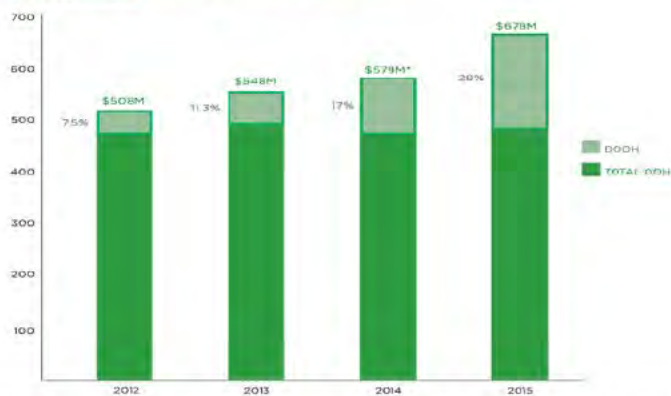
In 2015, the industry was off to a stellar start with a 21.6% year-on-year increase for quarter one. In quarters two and three, the double digit growth continued, with a 16.3% and 14.2% increase, respectively. The year ended with a strong finish in quarter four, showing net revenue up by 16.6% to \$213.5 million.



* 2014 figures have been adjusted to reflect changes in OMA membership, as well as a minor adjustment due to over-reporting.

Digital OOH Revenue Results

DIGITAL OUT-OF-HOME (DOOH) AS A PERCENTAGE OF TOTAL OUT-OF-HOME (OOH) REVENUE \$(M) 2012-2015



* 2014 figures have been adjusted to reflect changes in OMA membership, as well as a minor adjustment due to over-reporting.

Performance by format and quarter

Performance by category 2015**

- Roadside Billboards (over and under 25 square metres): \$242.1 million
- Roadside Other (street furniture, taxis, bus/tram external, small format): \$208.6 million
- Transport (including airports): \$126.4 million
- Retail/Lifestyle/Other: \$100.7 million

OUT-OF-HOME REVENUE RESULTS BY CATEGORY (\$M) 2014-2015

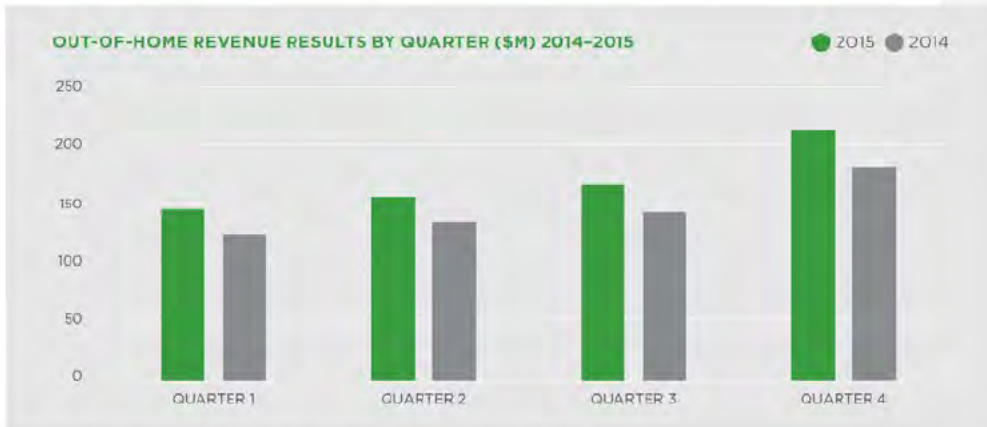


Performance by quarter 2015**

- First quarter net revenue increased by 21.6% to \$147.9 million, up from \$121.7 million in 2014
- Second quarter net revenue increased by 16.3% to \$154.9 million, up from \$133.2 million in 2014

SENSITIVE - DRAFT

- Third quarter net revenue increased by 14.2% to \$161.5 million, up from \$141.4 million in 2014
- Fourth quarter net revenue increased by 16.6% to \$213.5 million, up from \$183 million in 2014



Note: 2014 figures have been adjusted from previously reported revenue to reflect changes

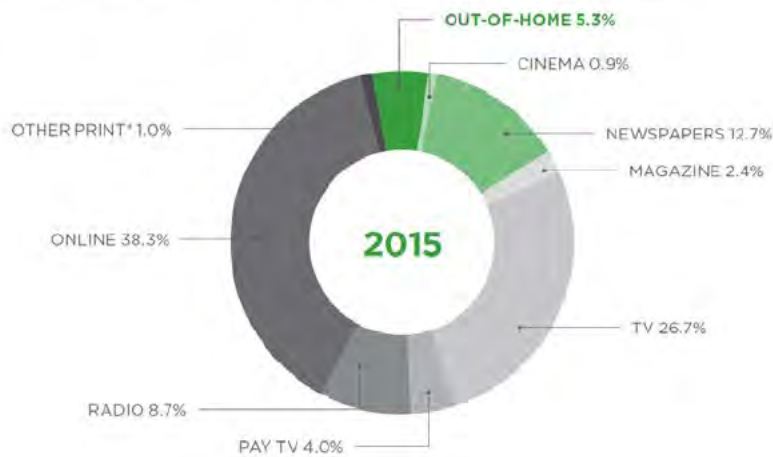
in OMA membership, allowing direct comparisons in revenue year-on-year.

^ This category reports shopping centre panels, as well as all place-based digital inventory including office media – covering inventory in lifts and office buildings, cafe panels, as well as digital screens in doctors' surgeries and medical centres.

***Figures may not add to total due to rounding.*

Economic

Commercial Economic Advisory Service of Australia (CEASA) reported the Out-of-Home share of advertising spend in 2015 at 5.3% of the \$12.8 billion total spend.



SENSITIVE - DRAFT

% SHARE BY MEDIA RESULTS

	2011	2012	2013	2014	2015
● OUT-OF-HOME	4.6	4.6	4.8	5.1	5.3
● CINEMA	0.7	0.8	0.9	0.8	0.9
● NEWSPAPER	22.1	18.9	16.6	15.0	12.7
● MAGAZINE	5.6	4.4	3.5	3.0	2.4
● TV	33.1	31.8	30.6	29.3	26.7
● PAY TV	3.7	4.0	4.4	4.1	4.0
● RADIO	9.4	9.3	9.0	9.0	8.7
● ONLINE	19.0	24.5	26.4	32.9	38.3
● OTHER PRINT*	1.8	1.7	1.8	0.8	1.0

Source: CEASA (excluding classifieds and directories)

*Other Print includes business and rural publications

^ 2014 figures have been adjusted to reflect changes in online media reporting methodology

[Note: Available ACT Data?]

BILLBOARDS SCOPING PAPER – ADDENDUM

EXAMPLES OF BILLBOARDS

The following outlines potential regulatory matters related to a selection of outdoor advertising at various locations across the ACT, including:

- Convention Centre
- Canberra Theatre
- Canberra Centre
- Bus stops
- Eastlake Parade
- Capitol Apartments.

This represents the ~~advice~~^{views} of CMTEDD [and EPSDD] officials. The advice of the ACT Government Solicitor's Office has not been sought in preparing this paper.

Responsibility for development approvals

The responsibility for signage policies and development approvals rests with the ACT Government or the National Capital Authority (NCA) under the operation of the Territory Plan (TP) and the National Capital Plan (NCP), respectively. The TP must not be inconsistent with the NCP.

Development applications for signs within Designated Areas, including Approach Routes and Main Avenues, are determined by the NCA. Development applications for signs on all other land in the ACT are determined by the ACT Government's Environment, Planning and Sustainable Development Directorate (EPSDD).

The Designated Areas are areas of the ACT that have the special characteristics of the National Capital. The NCA develops detailed conditions of planning, design and development, and assesses application for works approval in these areas.

There is no definition of 'Billboard' in the TP.

In the NCP, 'Billboard' means a sign erected for the purpose of advertising products or services which are not being offered on a site on which the sign is erected. Billboards are not permitted on unleased land in the Designated Areas (5.11 Billboards).

Key

~~NCP SGC~~ — National Capital Plan, Signs General Code

~~ACT SGC~~ — ACT Territory Plan, Signs General Code 2008

The Signs General Code of the Territory Plan Signs at Criteria 4 (C4) states that sSigns must:

- a) Not create a hazard to traffic or pedestrians;
- b) Be of a character and design standard consistent with the objectives and controls for the relevant zone and locality;
- c) Recognise the heritage values of sites;
- d) Not compromise the role of the Territory as the setting of the National Capital and Seat of Government of the Commonwealth;
- e) Complement the streetscape and amenity of the locality by virtue of its size, location, illumination, utilisation of complementary shapes, forms, colours, durable quality materials and design concepts;
- f) If affixed to a building, complement the architectural style of the building by virtue of its size, location, illumination, utilisation of complementary shapes, forms, colours, durable quality materials and design concepts; and
- g) Not unnecessarily repeat or duplicate similar signs.

ACT Convention Centre



Source <http://www.bizimpactadvertising.com.au/outdoormedia/localknowledge.php>

Street address~~Location~~: 31 Constitution Ave
(corner Coranderrk St)

Location: Block 14, Section 65, City

Land Use Policy Zone: CZ6 – Leisure and
Accommodation

Overlay Provision Zone: S – Special
Requirements apply under NCP

Building use: Convention centre

ACT Heritage: N/A

Sign type: Illuminated digital billboard

Development approval: EPSDD understand the
sign extends into Designated Area, but NCA
claims this is not Designated Area

Potential rRegulation concern:

National Capital Plan

Part One – Principles, Policies and Standards, Designated Areas, Special Requirements

1. The Central National Area

1.5 Constitution Avenue

Potentially inconsistent with the following:

1. Establish Constitution Avenue as a prestigious address for National Capital Uses.
7. Develop a built environment which demonstrates design excellence.

2. Main Avenues and Approach Routes

2.3 Special Requirements for Main Avenues

The Convention Centre is development flanking Constitution Avenue, which is a Main Avenue.
The development is considered to be not inconsistent with the Special Requirements for Main Avenues

Appendix T8 – Constitution Avenue and Anzac Parade – Detailed Conditions of Planning, Design and Development associated Urban Design Guidelines

Integrated Urban Art and Signage

Potentially inconsistent with the following:

A high level of integration between advertising and signage, which contributes to the character of the place.

Opportunities for animated signs to create focal points when viewed from across public spaces may be considered where this does not impact adversely on the overall character of the place.

Territory Plan

Signs General Code

Table 1. Signs Permissible in Zones

'Illuminated digital billboard' is a sign type that is not identified as being permissible.

Table 2. Allowable Signage Content and Location

±Third-party signage is only permitted on the ground floor of commercial and industrial zones and limited to 2m² or 20% of the area of the sign, whichever is the lesser.

~~2.21 Roof Sign: C99 The Sign meets the requirements of C4 and the illumination of the sign;~~

~~a) minimises the spill effects or escape of light into the night sky; and~~

~~b) eliminates shadows and promotes the safety of adjoining public areas; and~~

~~c) the intensity of lighting and hours of illumination do not unreasonable impact on any residential properties.~~

Notes from EPSDD Development Assessment:

The Convention Centre as such is located within the jurisdiction of EPSDD, and some static building and information signs have been approved on the building circa 2007 (DA200703504).

The NCA claims that there is a discrepancy in ACTmapi and that the Convention Centre is not actually within a Designated Area. However, EPSDD DA's assessment is that the illuminated digital sign is within designated land (albeit attached to the building) – with the Convention Centre being built to the site boundary, but the sign extending onto Designated land. Regardless, EPSDD DA could not find any approval provided by EPSDD for this sign, nor any advice from NCA that they've given approval.

Canberra Theatre Centre



Source <http://local.governmentcareer.com.au/archived-news/act-ad-ban-up-for-review>

Street address~~Location~~: Civic Square, London Cct

Location: -Block 18, Section 19, City

Land Use Policy Zone: Designated Area

Overlay Provision Zone: S – Special
Requirements apply under NCP

Building use: Theatre

ACT Heritage: Civic Square contains a heritage listed object (Ethos statue)

Sign type: Illuminated digital billboard

Development approval: NCA

Potential regulation concern:

National Capital Plan

Part One – Principles, Policies and Standards, Designated Areas, Special Requirements

1.3 City Hill Precinct

Not inconsistent with the principles and policies.

Appendix T7 – City Hill Precinct – Detailed Conditions of Planning, Design and Development associated Urban Design Guidelines (these are the principles agreed to by Canberra Central Taskforce)

Not inconsistent with the detailed conditions.

Signs General Code

1. General Conditions

Not inconsistent with the general conditions.

Territory Plan

Signs General Code

Table 2. Allowable Signage Content and Location: Third party signage is only permitted on the ground floor of commercial and industrial zones and limited to 2m² or 20% of the area of the sign, whichever is the lesser.

~~2.4 Canopy Sign: C18 The Sign meets the requirements of C4 and the illumination of the sign;~~
~~a) minimises the spill effects or escape of light into the night sky; and~~
~~b) eliminates shadows and promotes the safety of adjoining public areas; and~~
~~c) the intensity of lighting and hours of illumination do not unreasonable impact on any residential properties.~~

Canberra Centre

Source: Google maps

Street address/Location: 148 Bunda St, Canberra

Location: Block 9, Section 56 and Block 3
Section 53, City

Land Use Policy Zone: CZ1 – Commercial Core

Overlay Provision Zone: S – Special
Requirements apply under NCP

Building use: Commercial and retail

Sign type: Static billboards (Principal Signage,
Second Party Advertising Signage and Third
Party Advertising Signage)

Development approval: EPSDD

Potential regulation concern:

National Capital Plan

Part One – Principles, Policies and Standards, Designated Areas, Special Requirements

4.5 Special Requirements for Urban Areas

4.5.4 Civic

Not inconsistent with the principles and policies.

Appendix H

Part 3. Signs

Potentially inconsistent with the following:

3. Signs on commercial and industrial buildings and on institutional and other buildings not located within residential areas

1. Signs above first storey level, signs facing residential development nearby or on the opposite side of the street within residential neighbourhoods which may be visible from residential buildings nearby, must not be animated or flashing or be illuminated by exposed lamps or neon tubes as distinct from backlighting or floodlighting.

3. Signs above first storey level will be restricted in content to the name of the building and the name, insignia and type of activity of the principal occupant. Such signs must not project from the building and must constitute only separate characters and/or symbols individually affixed to or represented on the building façade. Generally there will not be more than one sign on each face of the building above first storey level.

Territory Plan

Signs General Code

Table 2. Allowable Signage Content and Location

Third-party signage is only permitted on the ground floor of commercial and industrial zones and limited to 2m² or 20% of the area of the sign, whichever is the lesser.

Notes from EPSDD Development Assessment:

There is a large number of approvals for this site. A number of approvals exists for smaller signs and windows signs, as well as some larger lifestyle signs. Development approval (DA200701911) was provided during 2007 for the substantial signs visible at the corner of Petrie Street and Cooyong Street and Ainslie Avenue and Cooyong Street.

Canberra bus stops



Source <http://www.abc.net.au/news/2009-09-08/under-the-deal-adshel-is-allowed-to-advertise-in/1420874>

Street address/Location: Various (including ~~designated areas such as~~ Northbourne Ave corridor)

Land Use Policy Zone: Various, including TSZ1 – Transport and Designated Areas (Main Avenues and Approach Routes)

Overlay Provision Zone: Various, including Intertown Public Transport Route and Special requirements apply flanking Main Avenues and Approach Routes

Building use: Bus shelter

Sign type: Static illuminated billboard

Development approval: NCA for Designated Areas and EPSDD for all other areas

Potential regulation concern:

National Capital Plan

4.20 Signs General Code

5.9 Advertising signs on street furniture

[Extract] Advertising signs may be displayed on bus shelters subject to the following:

- only one advertising sign will be permitted on each bus shelter [advertising is double sided]
- the sign is to be of a dimension not exceeding 1.5 metres by 1 metre [Masterplan states 1.8 x 1.2 subject to design areas – check dimensions along northbourne]
- the sign may be side illuminated
- the sign structure is to be an integral part of the design of the shelter on which it is displayed

5.11 Billboards

Billboards are not permitted on unleased land in Designated Areas.

Notes from EPSDD Development Assessment:

Bus stop signs (as 'changeable message signs') are generally dealt with as exempt from development approval under Div 1.3.3 and the table in Part 1.5 of the *Planning and Development Regulation 2008*. EPSDD DA can't recall ever having to assess a sign for a bus stop. Also, the term 'billboard' is not defined in the Territory plan. EPSDD DA find it hard to define a sign on a bus stop as a 'billboard' as it is generally small and integrated into the bus shelter and often variable or changeable.

Eastlake Parade banners

Source: Googlemaps

Street address/Location: Eastlake Parade, Kingston

Land Use Policy Zone: TSZ1 – Transport

Overlay Provision Zone: N/A

Building use: N/A

Sign type: Vertical Banner Freestanding Sign ~~streetlight~~

Development approval: EPSDD

Potential regulation concern:

NCP SGC

~~Flags and banners: [Extract selection] Such signs should generally comply with the following:~~

- ~~• approval may be granted by the National Capital Authority for the display of event banners and flags where these are of a standard which is consistent with the values of the National Capital and are not in the form of a commercial advertising sign~~
- ~~• the use of light poles for the flying of banners is to meet the requirements of the ACT Government's policy in respect of the use of its assets~~
- ~~• banners on light poles should not compromise existing landscapes~~
- ~~• the use of commercial wording or sponsorship acknowledgment is limited to no more than 20 per cent of the banner~~

Territory Plan

Signs General Code

2.18 Pole Sign

Maximum number: One two sided pole sign per site.

Capitol Apartments



Street address~~Location~~: 39 London Cct

Location: Block 5, Section 3, ~~Canberra~~ City

Land Use Policy Zone: CZ1 – Commercial Core

Overlay Provision Zone: S – Special
Requirements apply under NCP [Part Four(b) –
Special Requirements for Territory Land, 4.25
City Centre]

Building use: Mixed use (commercial, retail and
residential)

Sign type: Static illuminated (Second Party
Advertising Signage and Third Party Advertising
Signage)

Development approval: EPSDD

Potential regulation concern:

National Capital Plan

4.20 Signs General Code

Signs on commercial and industrial buildings and on institutional and other buildings not located within residential areas

3. Signs above first storey level will be restricted in content to the name of the building and the name, insignia and type of activity of the principal occupant. Such signs must not project from the building and must constitute only separate characters and/or symbols individually affixed to or represented on the building façade. Generally there will not be more than one sign on each face of the building above first storey level.

Territory Plan

11.7 Signs General Code

Table 2. Allowable Signage Content and Location

Third-party signage is only permitted on the ground floor of commercial and industrial zones and limited to 2m² or 20% of the area of the sign, whichever is the lesser.

2.13 High Rise Building Sign

R56: Maximum Number: One per building frontage.

2.25 Vertical Banner Building Sign

R118: Maximum surface area: 6 m² per side, for a maximum of two sides.

Notes from EPSDD Development Assessment:

Approvals were provided for the "Capital Lawyers" sign (DA200406044) and for "NAB" buildings and under-awning signs. However, EPSDD DA could not find any approval for the large sign for "Capitol Apartments" currently on display.

From: [McFarlane, Trina](#)
To: [Kaucz, Alix](#)
Subject: 16/24493 - Ministerial - Information Brief - Review of the Signage General Code of the Territory Plan (qA661097) [SEC=UNCLASSIFIED]
Date: Friday, 20 January 2017 10:07:40 AM
Attachments: [16_24493 - Ministerial - Information Brief - Review of the Signage General Code of the Territory Plan.obr](#)

Hi Alix

I have put this brief on the review of signage controls in your in-tray for clearance.

Happy to discuss.

Thanks
Trina

From: [McFarlane, Trina](#)
To: [REDACTED]
Cc: [REDACTED]
Bcc: [Kaucz, Alix](#)
Subject: FW: Outdoor Media Association (OMA) policies - for comment [SEC=UNCLASSIFIED]
Date: Monday, 6 November 2017 10:05:00 AM
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.jpg](#)
[image004.jpg](#)
[image005.jpg](#)
[image006.jpg](#)
[image007.jpg](#)
[OMA_Digital_Signage_Policy.docx](#)
[OMA_Digital_Signage_FAQs.docx](#)

Hi [REDACTED]

Thanks for your email seeking feedback on the OMA's updated digital signage policies.

The ACT Government is currently considering the ACT Legislative Assembly Standing Committee on Planning and Urban Renewal's report of recommendations on the Inquiry into Billboards, which was released in October 2017.

We would consult with relevant industry stakeholders, including the OMA, in any future review of signage and billboards policies for the ACT.

Thanks
Trina

Trina McFarlane RPIA | Territory Plan
Phone 02 6207 1920
Planning Policy | Environment, Planning and Sustainable Development Directorate | **ACT Government**
Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601 | www.planning.act.gov.au

From: [REDACTED]
Sent: Friday, 3 November 2017 5:13 PM
To: McFarlane, Trina <Trina.McFarlane@act.gov.au>
Cc: [REDACTED]
Subject: Outdoor Media Association (OMA) policies - for comment

Good Afternoon Trina. I hope this finds you well.

The OMA has recently reviewed and updated it's suite of industry policies and has also developed community FAQs to help inform industry and the public about OOH advertising.

As a key stakeholder, your views are important to us and we would like to ask if you could review the OMA Digital Signage Policy and FAQs. If you have any feedback or suggestions we would be really interested to hear, and in particular, ensure that they consistent with the ACT's roads regulations.

We are planning to leave the Code of Ethics and FAQ's publicly available, but make the rest of our policies a member-only service. We will ensure that you can access the relevant member policies should you like to refer to them.

If you any feedback on the above policies/faqs, can you please let me know by Thursday, 9 November 2017.

I really appreciate your help in finalising this important work. Please give me a call if you have any questions.

Regards,

[REDACTED]
Outdoor Media Association
Suite 504, 80 William Street, East Sydney NSW 2011
[REDACTED]



www.oma.org.au

OPEN3_Essays_Jane_Burhop



The information in this email is confidential and may be legally privileged. It is intended solely for the addressee. Access to this email by anyone else is unauthorized. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful. OMA accepts no liability for any damage caused by this email or its attachments due to viruses, interference, interception, corruption or unauthorised access. If you are not the intended addressee please contact the sender and dispose of this e-mail.

From: [Hartwig, Tasha](#)
To: [Ponton, Ben](#); [Rutledge, Geoffrey](#); [Phillips, Brett](#); [Flanery, Fleur](#); [McFarlane, Trina](#)
Cc: [Magee, Alexandra](#); [Vest, Petra](#); [Croke, Isabella](#); [Marcantonio, Laura](#); [EPSDD DLO](#)
Subject: BRIEFS for PUR Enquiry into Billboards - 9 August 2017 [DLM=For-Official-Use-Only]
Date: Thursday, 3 August 2017 12:04:00 PM
Attachments: [Briefs for PUR Enquiry into Billboards - 9 August 2017.pdf](#)
[02 - Brief for PUR Committee - Inquiry into Billboards - Signs General C....pdf](#)

Good Afternoon

Please find attached the briefs prepared for the Planning and Urban Renewal Committee Hearing on the Enquiry into Billboard to be held on Wednesday 9 August 2017 from 3.30pm to 5.00pm.

Apologies I was unable to link Brief 2 to the index as it is a protected document. It is attached separately.

Many Thanks

Tash

Tasha Hartwig

☎ 02 6207 0701 | Government Services | Environment, Planning & Sustainable Development | ACT Government
Level 3 South, Dame Pattie Menzies House, 16 Challis Street, Dickson | GPO Box 158 Canberra ACT 2601
(Wednesday to Friday only)

Minister for Planning and Land Management

Planning and Urban Renewal Committee Hearing

Inquiry into Billboards

9 August 2017 – 3:30pm – 5:00pm

Inquiry into Billboards	
1.	Signs General Code of the Territory Plan and Permitted Uses
2.	Signs General Code of the Territory Plan (NI2008-27 Effective 31 March 2008)
3.	Terms of Reference and Committee Members

ENVIRONMENT, PLANNING AND SUSTAINABLE DEVELOPMENT ASSEMBLY BRIEF

ISSUE: PUR Committee – Inquiry into Billboards – Regulatory Settings for Signage in the ACT and the Signs General Code of the Territory Plan

Context

The Signs General Code of the Territory Plan sets out the requirements for signage that is outdoor, out-of-home and/or openly visible to the general public in all areas in the ACT (except in Designated Areas). The Code sets out the types of signs permissible in the land use zones and detailed requirements for signs in relation to use, built form, construction and the environment. Billboards for outdoor advertising are not currently a permitted form of signage in the ACT.

Talking Points

Regulatory settings for signage in the ACT

- Outdoor and out-of-home advertising signage (including billboards) is distinct from other forms of advertising as it is intended to occupy public spaces and capture public attention.
- Governments at all levels in Australia regulate advertising signage and position in terms of public safety, planning laws and visual impact. Advertising content is also regulated by government from a consumer fair trading perspective, while content is subject to industry self-regulation.
- In the ACT, regulation of outdoor advertising signage is considered in terms of public safety, planning requirements and visual impact within the urban planning, land use and development functions of government.
- The responsibility for signage policies and development approvals rests with the ACT Government or the National Capital Authority (NCA) under the operation of the Territory Plan and the National Capital Plan, respectively. The Territory Plan must not be inconsistent with the National Capital Plan.
- The NCA determines development applications (DAs) for signs in Designated Areas and areas subject to 'Special Requirements' under the National Capital Plan (e.g. Approach Routes and Main Avenues).
- DAs for signs on all other land in the ACT are determined by the Environment, Planning and Sustainable Development Directorate (EPSDD). Some signs can be exempt from requiring development approval under schedule 1 of the *Planning and Development Regulation 2008*.
- Advertising signage must be consistent with the Territory Plan's Statement of Strategic Directions – and carefully controlled to maintain environmental amenity (clause 2.17) – and with the Signs General Code (2008) of the Territory Plan.
- The operation of the National Capital Plan and the Territory Plan are supported by legislative provisions in the *Public Unleased Lands Act 2013* (PULA) and the *Planning and Development Act 2008* (PADA), as follows:
 - Under the PULA, approval must be sought to place signs on public unleased land. A code of practice is also operated for movable signs. Offence provisions apply.
 - Under the PADA, DAs for signs are required except where exempt. Broadly, exempt signage is for public works under the PADA or required under the *Building Act 2004*, those subject to general exemption criteria or operating under the Signs General Code.
- As a result of these regulatory settings, responsibility for signs in the ACT is undertaken by Transport Canberra and City Services (TCCS) under the PULA, and EPSDD and Access Canberra under the PADA.

Signs General Code of the Territory Plan

- The Signs General Code of the Territory Plan applies to the design, content and positioning of signs in the code track and merit track for DAs. The Signs General Code may also be used in the assessment of impact track developments.
 - Signs are a permissible type of development in all zones of the Territory Plan.
 - The Signs General Code sets out the 28 types of signs allowed in each zone (Table 1); and the content and location of principal, second and third party signs allowed (Table 2).
 - The Signs General Code (Elements 1-4) sets out detailed requirements for signs in relation to use, built form, construction and the environment.
 - The Territory Plan has definitions relating to signage. These include definitions for 'sign', 'advertisement', 'principal signage', 'second party signage' and 'third party signage'.
 - Third-party signage (i.e. advertisements displaying the name, logo and/or symbol of a company or other organisation that does not own or substantially occupy the land) is currently only permitted on the ground floor of commercial and industrial zones and limited to 2m² or 20 per cent of the area of the sign, whichever is the lesser.
 - Advertising signage on private vehicles (trucks, cars, utes and motorbikes) and public transport (trams, buses and taxis) – both parked and being driven around the city – is not regulated by EPSDD through the Territory Plan or by the NCA through the National Capital Plan.
-

Background

History of advertising signage controls in the ACT

- Unlike many other cities, Canberra has been planned to be mostly devoid of large outdoor advertising signage such as billboards. This can be traced back to a 1937 ordinance (*Roads and Public Places Ordinance 1937*, section 12), prohibiting unauthorised signs on Commonwealth property. The original intent of these controls was that outdoor advertising signage was not considered appropriate in the Parliamentary Triangle and significant national areas.
- Signage policies in the ACT have not been reviewed for some time and include advertising forms that are no longer in common use or do not recognise new forms of technology, such as digital signage. Signage policies were introduced by the ACT Government when the Territory Plan came into effect in 1993 and last reviewed in 1998 (Draft Variation 91). Signage policies were transferred with no technical changes into the Territory Plan in 2008 as the Signs General Code.
- There is no definition of 'billboard' in the Territory Plan. However, billboard can generally be defined as a large outdoor advertising structure mostly found in high-traffic, high visibility public areas of cities such as along main roads and at commercial centres.
- Signs in the ACT may be subject to the provisions of the Heritage Act 2004. Any signs within a heritage place or object, or within an Aboriginal place or object, would require a heritage assessment and approval process.

Future approaches to outdoor advertising for consideration

- There is a continuum of approaches to outdoor advertising across cities in Australia and internationally. From initial desktop research, the best outcomes reflect a balancing of community and business interests. Jurisdictions across Australia have been investigating and adopting the use of digital billboards and advertising over recent years.
- Any public discussion of outdoor advertising signage in the ACT is likely to raise community interest and debate. Some members of the community may oppose any relaxing of the controls.
- The NCA would likely express views on any future review of regulatory settings for outdoor signage and to ensure the National Capital Plan is not inconsistent with the Territory Plan.

ENVIRONMENT, PLANNING AND SUSTAINABLE DEVELOPMENT

ASSEMBLY BRIEF

ISSUE: PUR Committee – Inquiry into Billboards – Terms of Reference and Committee Members

Terms of Reference

The Committee resolves to inquire into billboards for outdoor advertising in the present — Ninth Assembly, including into:

1. Current rules and practices concerning billboard advertising, including:
 - a. the rationale for existing regulations in the ACT;
 - b. the terms of the existing regulations in the ACT;
 - c. the effectiveness of the existing regulations and enforcement measures in the ACT;
 - d. a comparative analysis of billboard regulation in other jurisdictions; and
 - e. the definition of 'billboard' when compared with definitions for other signage;
2. Community views on placement and construction of billboards;
3. Merits and challenges of establishing designated areas for billboard advertising, including:
 - a. impact on business and community organisations;
 - b. use of new billboard technology; and
 - c. potential to enliven urban areas;
4. Ways in which elements of billboard advertising could be regulated in the ACT to limit environmental or aesthetic impact, including number, size, location, advertising periods and content; and
5. Any other relevant matter.

The Committee will report to the Assembly by the last sitting day of October 2017.

Committee Members

Ms Caroline Le Couteur MLA (Chair)

Ms Suzanne Orr MLA (Deputy Chair)

Ms Tara Cheyne MLA

Ms Nicole Lawder MLA

Mr James Milligan MLA

From: [Kaucz, Alix](#)
To: [McFarlane, Trina](#)
Subject: FW: Details on Billboard inquiry [SEC=UNCLASSIFIED]
Date: Tuesday, 16 May 2017 12:27:43 PM

fyi

From: Magee, Alexandra
Sent: Tuesday, 16 May 2017 10:57 AM
To: Ponton, Ben; Rake, Gary; Kaucz, Alix; Phillips, Brett
Cc: Hartwig, Tasha; Davey, Rosslyn; Vest, Petra
Subject: Details on Billboard inquiry [SEC=UNCLASSIFIED]

Hi All,

Here is the details on the scope of the billboard inquiry.

Petra - Can you please make sure there is a briefing for the 4 attendees (listed above) prior to the hearings. 1 hour please. We will also need to add this onto the forward agenda for Minister Gentleman's meeting. Tash/Ros please flag this with Heather.

Thanks
Alex

The Committee resolves to inquire into billboards for outdoor advertising in the present — Ninth — Assembly, including into:

1. Current rules and practices concerning billboard advertising, including:
 - a. the rationale for existing regulations in the ACT;
 - b. the terms of the existing regulations in the ACT;
 - c. the effectiveness of the existing regulations and enforcement measures in the ACT;
 - d. a comparative analysis of billboard regulation in other jurisdictions; and
 - e. the definition of 'bil board' when compared with definitions for other signage;
2. Community views on placement and construction of billboards;
3. Merits and challenges of establishing designated areas for billboard advertising, including:
 - a. impact on business and community organisations;
 - b. use of new bil board technology; and
 - c. potential to enliven urban areas;
4. Ways in which elements of billboard advertising could be regulated in the ACT to limit environmental or aesthetic impact, including number, size, location, advertising periods and content; and
5. Any other relevant matter.

The Committee will report to the Assembly by the last sitting day of October 2017.

Alexandra Magee

Executive Officer to the Director-General

Environment, Planning and Sustainable Development Directorate | **ACT Government**

Dame Pattie Menzies House 16 Challis Street Dickson | GPO Box 158 Canberra ACT 2601 | www.environment.act.gov.au

Phone: 02 6207 5174

From: [McFarlane, Trina](#)
To: [Kaucz, Alix](#)
Subject: FW: For final comment: Proposed approach to outdoor advertising [SEC=UNCLASSIFIED]
Date: Wednesday, 17 May 2017 10:58:00 AM
Attachments: [201703 Briefing - CM - Outdoor Advertising.docx](#)
[201705 Briefing - Attachment B.docx](#)
[20170509 CMTEDD Scoping Paper - Outdoor Advertising.doc](#)
[Attachment C - OMA Model Advertising Devices Code ACT \(OMA, 2016\).pdf](#)

Hi Alix

I think the approach that CMTEDD is proposing in this brief is a good one.

In summary, CMTEDD proposes to wait for the report of the Standing Committee on Planning and Urban Renewal Inquiry into Billboards (due October 2017) to decide on the appropriate pathway for reform of outdoor advertising signage.

A decision on whether a WOG submission to the Inquiry should be prepared will be made after considering the views raised by the public at the Inquiry's public hearings. Also, on a related matter, the government response to a report on the use of election signage (corflutes) is due in June 2017. Once the outcomes of these two processes are known, CMTEDD proposes to report to the CM about a recommended approach to either undertake further community engagement on outdoor advertising signage, or proceed directly to regulatory reform on the issue.

I presume CMTEDD would resource any reform process. However, there may be some resourcing implications for EPSDD if any review of the Signs General Code of the Territory Plan is required – whether we lead the review or provide advice to CMTEDD if they lead it.

Happy to discuss this, as it relates to the QTBs I have just prepared on the inquiry into billboards.

Regards
Trina

From: Kaucz, Alix
Sent: Monday, 15 May 2017 11:29 AM
To: McFarlane, Trina
Subject: FW: For final comment: Proposed approach to outdoor advertising [SEC=UNCLASSIFIED]

From: Phillips, Brett
Sent: Monday, 15 May 2017 11:21 AM
To: Kaucz, Alix
Subject: FW: For final comment: Proposed approach to outdoor advertising [SEC=UNCLASSIFIED]

Let me know if you have any concerns about the attached.

Cheers
Brett

From: Dahms, Narina
Sent: Monday, 15 May 2017 11:17 AM
To: Phillips, Brett; Beddoe, Julie

Cc: Wilesmith, Brett

Subject: For final comment: Proposed approach to outdoor advertising

Dear Brett and Julie

Attached is the final draft of the brief to the CM on the proposed approach to a regulatory reform review of outdoor advertising for your consideration and agreement.

We're proposing that any broader regulatory reform review should await the outcomes of the Inquiry. As previously discussed, it's proposed to consider whether there should be a government submission to the Inquiry after the public hearings.

Happy to discuss

Narina

Narina Dahms | Manager

Regulatory Reform | Government Reform | Chief Minister, Treasury & Economic Development Directorate | **ACT**

Government

Phone. +61 620 76614 | Email. narina.dahms@act.gov.au

Level 4, Canberra Nara Centre | GPO Box 158 CANBERRA ACT 2601 | www.act.gov.au

Chief Minister, Treasury and Economic Development Directorate

SENSITIVE

To:	Chief Minister	Tracking No.: Click here to enter text.
CC:	Head of Service	
From:	Deputy Director-General, Policy and Cabinet	
Date:	15 May 2017	
Subject:	Outdoor Advertising – Scoping of Possible Regulatory Reform	
Critical Date:	At your convenience.	
Critical Reason:	As requested by your Office earlier this year.	
• DG	.../.../...	
• DDG	.../.../...	

Purpose

To provide you with advice in relation to the regulatory settings for outdoor advertising in the ACT.

Recommendations

That you:

1. Note the information contained in this brief and attachments; and

Noted / Please Discuss

2. Agree to wait for the Report of the Standing Committee on Planning and Urban Renewal inquiry into Billboards before deciding on the appropriate pathway for reform.

Agreed / Not Agreed / Please Discuss

Andrew Barr MLA/...../.....

Minister's Office Feedback

SENSITIVE

Background

1. On 25 January 2016, you publicly foreshadowed a planning committee review into outdoor advertising, noting elements including:
 1. the national conversation about billboards;
 2. local concerns about 2016 ACT election corflutes;
 3. limits on current regulations in dealing with outdoor advertising, such as billboards on trucks, utes and motorbikes – both parked and being driven around the city – and large banners draped from buildings;
 4. the development of digital billboards; and
 5. the potential for designated areas to reduce the proliferation of questionable outdoor advertising material.
2. On 30 March 2017, the Chair of the Standing Committee on Planning and Urban Renewal, Caroline Le Couteur MLA, advised the ACT Legislative Assembly of the Committee's decision to initiate an inquiry into billboards for outdoor advertising in the ACT.
3. The inquiry is to report to the Assembly by the last sitting day of October 2017 and will include consideration of:
 1. current rules and practices;
 2. community views on placement and construction;
 3. whether there should be designated areas for billboards;
 4. regulation of billboard advertising to limit environmental or aesthetic impact; and
 5. any other relevant matter. See Terms of Reference at Attachment B.

Issues

4. Broadly there is an opportunity to deliver community benefit and improve the look of the city through modernising the regulatory settings for outdoor advertising.
5. The principles which underpin a new approach to outdoor advertising could be to:
 1. promote Canberra as a smart and sophisticated city;
 2. prioritise advertising which supports community, event and tourism activities;
 3. complement Canberra's role as the nation's capital;
 4. provide for consistent outcomes across forms and land use;
 5. address public amenity, safety and environmental concerns; and
 6. allow for greater economic opportunities.
6. A paper scoping reform opportunities and regulatory settings is provided at Attachment A.
7. There are, however, two existing review/inquiry processes through which outdoor advertising issues are currently being considered. In order to avoid over-consulting the community and to allow these public processes to conclude, any government review would most appropriately occur after October 2017, as part of the Government Response to the Report of the Standing Committee on Planning and Urban Renewal.
8. The Standing Committee inquiry is expected to be limited in its consideration by the

apparent focus on billboards, rather than the broader concept of outdoor advertising. However, it is likely to be guided by the submissions it receives, so its final recommendations may be broader.

9. In consultation with the Environment, Planning and Sustainable Development Directorate it is proposed that a decision on a government submission to the inquiry should await an indication of views arising from public hearings. Hearings and submissions are scheduled/due on 14 and 20 June 2017, respectively.
10. In addition, the Elections ACT Review of the 2016 election included a recommendation on election signage (corflutes). The Government Response to that report is due to be tabled in the ACT Legislative Assembly in the June sittings.
11. It is proposed that once the outcomes of these two processes are known, further advice will be provided to you on a recommended approach to either undertake further community engagement or proceed directly to regulatory reform in this area.

Financial Implications

12. Any additional community engagement activities will include additional costs.

Consultation

Internal

13. Access Canberra.

Cross Directorate

14. Transport Canberra and City Services Directorate, Environment, Planning and Sustainable Development Directorate, Justice and Community Safety Directorate, Elections ACT.

External

15. Nil. However, the Outdoor Media Association had undertaken earlier representations to government, see [Attachment C to the Scoping Paper](#).

Benefits/Sensitivities

16. The Australian Government (via the National Capital Authority) would likely express views as part of a review.
17. From various media and other reports, the trend in jurisdictions that permit billboards has been to reduce their prevalence but also allow digital advertising (subject to certain restrictions).

Media Implications

18. Any public discussion of outdoor advertising is likely to raise community interest and debate. A community engagement plan would be developed for any review.

Signatory Name: Adam Stankevicius

Phone: 50468

Action Officer: Brett Wilesmith

Phone: 50202

Attachments

Attachment	Title
Attachment A	Scoping Paper
Attachment B	Standing Committee – Inquiry into Billboards – Terms of Reference

DRAFT

PLANNING AND URBAN RENEWAL STANDING COMMITTEE – INQUIRY TO BILLBOARDS

Terms of Reference

The Committee resolves to inquire into billboards for outdoor advertising in the present — Ninth — Assembly, including into:

1. Current rules and practices concerning billboard advertising, including:
 - a. the rationale for existing regulations in the ACT;
 - b. the terms of the existing regulations in the ACT;
 - c. the effectiveness of the existing regulations and enforcement measures in the ACT;
 - d. a comparative analysis of billboard regulation in other jurisdictions; and
 - e. the definition of 'billboard' when compared with definitions for other signage;
2. Community views on placement and construction of billboards;
3. Merits and challenges of establishing designated areas for billboard advertising, including:
 - a. impact on business and community organisations;
 - b. use of new billboard technology; and
 - c. potential to enliven urban areas;
4. Ways in which elements of billboard advertising could be regulated in the ACT to limit environmental or aesthetic impact, including number, size, location, advertising periods and content; and
5. Any other relevant matter.

The Committee will report to the Assembly by the last sitting day of October 2017.

Source: <http://www.parliament.act.gov.au/in-committees/standing-committees-current-assembly/standing-committee-on-planning-and-urban-renewal/inquiry-into-billboards>