

SMART TECHNOLOGY ROCKHAMPTON CBD AND RIVERBANK POLICY

COMMUNITY POLICY



1 Scope

This policy applies to any person, organisation, Councillor or Council department requesting to utilise the following programmable components of the Rockhampton CBD and Riverbank smart technology suite.

2 Purpose

To guide a curated approach to the use of programmable smart technology that encourages community interaction, supports the display of relevant, informative content and makes these technologies an iconic feature of the area.

3 Related Documents

3.1 Primary

Nil

3.2 Secondary

Local Government Act 2009

Local Government Regulation 2012

Fees and Charges Schedule

Heritage Façade Lighting and Gobo Program Procedure

Riverbank and CBD Digital Banners and Screens Procedure

Riverbank Audio Program Procedure

Use of Smart Technology Application Form

4 Definitions

To assist in interpretation, the following definitions apply:

CBD	Central Business District
Community Organisation	As per schedule 8 of the <i>Local Government Regulation 2012</i> : a) An entity that carries on activities for a public purpose; or b) An entity whose primary objective is not directed at making a profit.
Content	The makeup of visual or audio information, graphics, music or lighting.
Council	Rockhampton Regional Council
Council Land	Council owned or controlled land, roads or facilities, for example, Rockhampton Music Bowl, parks and roads.
Councillor/s	The Mayor and Councillors of Rockhampton Regional Council, within the meaning of the <i>Local Government Act 2009</i> .

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Adopted/Approved:	Adopted, 20 March 2018	Department:	Advance Rockhampton
Version:	1	Section:	Regional Development and Promotions
Reviewed Date:		Page No:	Page 1 of 4

Fees and Charges	Council fees and charges contained within the schedule adopted annually in accordance with the <i>Local Government Regulation 2012</i> .
Programmable Content	Council approved public content programmed into the technology.
Programmable Smart Technology	The following components of the Riverbank and CBD smart technology suite that have an adjustable program of display or performance which is visible or audible to the public: (a) Pole-mounted digital banners; (b) Ground-mounted digital screens; (c) Audio program; (d) Gobo stencils; and (e) Heritage facade lighting.
Public Content	Includes the following: (a) Community organisation content; (b) Council approved events and campaigns; and (c) Council content, for example road closures, Council events and services.

5 Policy Statement

Council supports the use of the programmable smart technology suite while ensuring the use:

- (a) Reflects the purpose of the State Government's Building our Regions program. That is, funding for critical infrastructure in regional areas of the state, while also generating jobs, fostering economic development and improving the liveability of regional communities.
- (b) Encourages and supports activation of the CBD and Riverbank through engagement, interaction and the promotion of events, culture and a variety of activities.
- (c) Contributes to a positive, memorable and progressive image of the Rockhampton Region for residents and visitors alike.
- (d) Is not limited only to Council-related messages and content, but is focused on enhancing community pride and spirit.
- (e) Is planned, curated and managed in a way which best demonstrates the capabilities of the technology while supporting day to day enjoyment and use.
- (f) Is curated in a way that makes the technology an attractor in its own right, especially after hours.

5.1 Application and Approval Process

5.1.1 Application

Applications to utilise programmable smart technology must be submitted on the Use of Smart Technology Application Form at least four weeks prior to the display of the content or event/campaign. Applications outside this timeframe may be considered.

5.1.2 Approval

Applications are assessed taking into account the content considerations in the table below. Council's Advance Rockhampton Directorate may withhold approval at its absolute discretion.

The Mayor or subsequent representative Councillor assesses applications for community organisation content to provide political oversight and final approval.

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Version:	1	Section:	Regional Development and Promotions
Reviewed Date:		Page No:	Page 2 of 4

Technology Component	Accepted Content	Content Considerations
Pole-mounted Digital Banners	<ul style="list-style-type: none"> (a) Council approved events and campaigns. (b) Council content, for example road closures, Council events and services. 	<ul style="list-style-type: none"> (a) Height, proportion and resolution of screen restricts capacity for detail, content must be clear and simple. (b) Not suitable for motion graphics. (c) Maximum of six screen designs in rotation, displaying for 10 seconds each. (d) Where events are held over Council land, content relating to the event may override programmable content. (e) In the event of public emergency or requirement for civic due care, this content overrides programmable content.
Ground-mounted Digital Banners	<ul style="list-style-type: none"> (a) Council approved events and campaigns. (b) Council content, for example road closures, Council events and services. 	<ul style="list-style-type: none"> (c) Proximity to foot traffic and large screen dimensions create high capacity for detailed information. (d) Motion graphics feasible. (e) Maximum of five screen designs in rotation, displaying for 30 – 60 seconds each. (f) Content to feed into Council's events screen and CBD trade directory. (g) In the event of public emergency or requirement for civic due care, this content overrides programmable content.
Audio Program	<ul style="list-style-type: none"> (a) Council approved events and campaigns. (b) Council content, for example road closures, Council events and services. 	<ul style="list-style-type: none"> (c) Audio program is restricted to run between 8am and 10pm seven days a week, unless otherwise agreed as part of special event. (d) Decibel levels cannot exceed the maximum level as prescribed by the relevant regulatory body. (e) Where events are held over Council land, content relating to the event may override programmable content. (f) In the event of public emergency or requirement for civic due care, this content overrides programmable content.
Gobo Stencils	<ul style="list-style-type: none"> (a) Council approved events and campaigns. (b) Council content, for example road closures, Council events and services. 	<ul style="list-style-type: none"> (a) Where an approved event is held over Council land, content relating to the event may override programmable content. (b) In the event of public emergency or requirement for civic due care, this content overrides programmable content.

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Version:	1	Section:	Regional Development and Promotions
Reviewed Date:		Page No:	Page 3 of 4

Heritage Façade Lighting	<p>(a) Community organisation content.</p> <p>(b) Council approved events and campaigns.</p> <p>(c) Council content, for example road closures, Council events and services.</p>	<p>(a) Feature colours (block colour lighting) to promote awareness campaigns or events.</p> <p>(b) Feature lighting program to run between 5pm and 10pm seven days a week, unless otherwise agreed by Council's Advance Rockhampton Directorate as part of a special event.</p> <p>(c) Where approved events are held over Council land, content relating to the event may override programmable content.</p> <p>(d) In the event of public emergency or requirement for civic due care, this content overrides programmable content.</p>
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6 Review Timelines

This policy is reviewed when any of the following occur:

- (a) The related information is amended or replaced; or
- (e) Other circumstances as determined from time to time by Council.

7 Document Management

Sponsor	Chief Executive Officer
Business Owner	General Manager Advance Rockhampton
Policy Owner	Manager Regional Development and Promotions
Policy Quality Control	Corporate Improvement and Strategy



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Reviewed Date:		Page No:	Page 4 of 4