

Policy Type	Corporate
Function	Community Relations
Policy Owner	Manager Client Services
Policy Contact	Manager Client Services
Effective Date	8 October 2024

## Purpose

The purpose of this policy is to ensure electronic signage and displays in all Council locations are of a consistent quality and professional standard.

Council's Permanent Electronic Message Boards (PEMB) are deemed to be for the display of Council information and promotion of community events and functions only and are not to be used for commercial purposes, or advertising for products and services.

## Scope

This policy applies to messages displayed on the Council's Permanent Electronic Message Boards.

## Objectives

When the Burdekin Local Disaster Management Group (LDMG) is "activated", all emergency and/or disaster related notifications will take precedence over community messages. These will include messages regarding warnings, advice and recovery.

To provide clear guidelines for the types of messaging that can be displayed. The council aims to foster community participation relating to a diverse range of Council information, community events and activities by providing accurate, informative and timely messaging to the community.

## Exceptions

This policy does not allow for the use of Council's PEMB for commercial or advertising purposes. This policy excludes the PEMB located at the Burdekin Theatre.

## Policy Statement

### Operational Requirements

Council will allow messages to be displayed on Council's PEMB, which relate to:

- Emergency and/or disaster related warnings and advice.
- Council originated community advice.
- Council service delivery notifications.
- Local government electoral notifications.
- Transfer Station facility opening and closing times.
- High impact roadworks and road closures.
- Notifications and reminders about Council surveys and nominations for community awards.
- Community events, meetings, and ceremonies.
- Community shows, plays, performances and festivals.
- Community based or not-for-profit festivals, events, and meetings.
- Time and temperature information.

## Conditions of Display

The following conditions of display apply:

- Council information will be given priority when there is an emergency and/or disaster event.
- Council reserves the right to decide which notices, if any, will be displayed and to prioritise them accordingly.
- There is no charge for use of the space, but the wording used must be appropriate for public viewing. The council will review and approve all notices to be displayed and reserves the right to edit notices if required and/or refuse any messages deemed potentially inappropriate.
- Council does not display notices which promote political or religious views or are deemed to be offensive or illegal.
- Information regarding sale, advertising, solicitation, or promotion of commercial products or businesses will not be displayed.
- Display of notices on Council's PEMB does not indicate an endorsement by Council of the issues or events.
- In the event of a malfunction, Council's PEMB will default to a blank screen.

## Message Style

- Each message will be consistent with Council's Corporate Style Guide.
- Information shall be provided in electronic format (e.g. Word, Publisher or PDF).
- Each message will be displayed for a minimum time of 20 seconds.
- Each message will be contained within the one screen (i.e. a message will not continue over more than one screen), unless approval is granted by Council's Manager Client Services.

## Procedure

- In an emergency and/or disaster event, all notifications will take precedence over community messages.
- Organisations that have a booking in place may be required to forgo their booking where a one-off event/booking is requested. Should this be required, email notification will be provided.
- Bookings – the preferred option for requests to display information should be submitted to Council via the Request to Display Notice form. The application forms are available from Council's Customer Service Centre or from Council's Website [www.burdekin.qld.gov.au](http://www.burdekin.qld.gov.au)
- Bookings – can also be made in person or by phoning the Customer Service Centre and providing full details as required. Bookings should be made well in advance of the required date of use to ensure availability.
- Applications must be received no less than two (2) weeks before the start date of the message.
- Notices can be displayed for three (3) weeks prior to the event on Council's PEMB or longer if the booking schedule allows.

## Authorisation for Approval

- In an emergency and/or disaster event, Council's Local Disaster Coordinator and Disaster Management Officer will have authority to approve and publish information for display.
- Council's Media and Communications Officer will have authority to approve and publish Council information for display.
- ICT Administrators will have the authority to approve and publish applications from the public in relation to community display notices.

## Operating Hours

- Council's PEMB are operational 7 days per week and may be operational on a 24/7 basis.
- Scheduling of display hours can be changed or altered, if required.

## Risk Management

This policy provides guidelines for the prioritisation of messages on Council's PEMB. A guiding policy helps to reduce the likelihood of reputational risks and the risk of negative public perception in the event of competing priorities for use of the Board. Additionally, effective and timely community messaging during times of emergency or disaster is a major factor in addressing disaster management risks. This Policy ensures that community messaging, using Council's PEMB in emergency and disaster times is prioritised.

## Legislation

N/A

## Definitions and Abbreviations

**PEMB** Permanent Electronic Message Boards (PEMB) which act as a **community** conduit, providing people with a platform to share information.

## Related Documents

Reference Number	Document Title
ICT-FRM-0002	Request to Display Notice – Permanent Electronic Message Boards

## Document History and Version Control

<b>Title of Document</b>	Permanent Electronic Message Board Policy
<b>Document Reference Number</b>	ICT-POL-0005 Rev 3
<b>Review Schedule</b>	36 months
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