

PUBLIC FORUM SESSION HELD 12 NOVEMBER 2019

13/171

The Public Forum Session commenced at 5:00p.m.

PRESENT:

Councillor D. Turley AM (Mayor) Councillor C. Adams (Deputy Mayor)
Councillors M. Browne, M. Clark, T. Kennedy, B. Licul, J. Nolan and
R. Page.

General Manager, Chief Financial Officer, Chief Operations Officer, Director
Corporate, Manager Communications, Governance Officer and Executive
Support Officer.

Media (4), Members of the Public (approximately 200).

APOLOGIES:

Councillors B. Algate and D. Gallagher.

The following members of the public addressed Council during the Public Forum Session:

1. Gary Spicer – Gateway Signage
Speaking in support of 5 unique gateway sign designs, advising:
 - Deanna Spicer owns a home and business in the City and is passionate to see the City grow and prosper
 - The research undertaken to create the 5 sign designs
 - Marketing potential that the five signs would have
 - Deanna Spicer helped the Palace Hotel with marketing for the Broken Heel Festival which has contributed towards its success
 - Deanna is offering to gift her sign designs to the City Council
 - Urged Council to make the right decision for the community
2. Deanna Spicer – Gateway Signage
Offer to gift gateway signage artworks to Council, advising:
 - Support shown by the community for her designs
 - Offered to gift the sign artwork and her marketing expertise to Council; and to work with Council for a good outcome
 - The research undertaken to develop five different interactive signs designs
 - Her passion for the City and its future prosperity
 - The social media marketing potential that the signs will create at a low cost to Council
3. Peter Beven – Gateway Signage
Placement of the signs at the entrances to the City, advising:
 - He is a member of the Local Traffic Committee (of which a representative of the RMS is also a member) who conducted site visits for the placement of the gateway signs
 - The location of the Adelaide Road sign and the Tibooburra Road sign and the Pro Hart Way sign is different to the locations agreed to by the Local Traffic Committee
 - Hoped that the remaining signs will be placed in the agreed locations for optimum visibility and impact
4. Lachlan Gall, Pastoralists' Association of West Darling – Gateway Signage
Mr Gall gave an overview of the history of the Pastoralists Association of West Darling and its contribution and importance to the economy of Broken Hill; and in relation to the gateway signs advised:
 - Disappointed that the contribution of the Pastoralists Association of West Darling to the economy of Broken Hill, is largely unrecognised

- Council not acting in the best interest of pastoralists on various recent matters
 - Council has failed to adopt a sign design with an element that recognises the contribution of pastoralists
 - Urged Council to adopt a design for the gateway signs which reflect all aspects of the City's history
5. Selina LaRovere-Nagas – Gateway Signage
Ms LaRovere-Nagas questioned the project brief of the gateway signage competition, and that it lacked enough detail for the best outcome for the City, advising:
- were entrants required to demonstrate the amount of research undertaken and their understanding of Broken Hill's history? were entrants required to visit the City? was the design required to compliment the brand of the City? Why were entrants allowed to decide whether they submitted one or five designs?
 - Having five different signs would have increased social media posts
 - Social media's use as a powerful tourism marketing tool
 - Find a new location for the winning sign, with blue sky, sunset and lighting to do the sign and the artist justice
 - Create Deanna Spicer's signs and install them on the five entrances to the City
6. Esther LaRovere – Gateway Signage
Ms LaRovere spoke in support of Deanna Spicer's design to be used for all gateway signs, advising:
- Deanna Spicer's sign designs are pictorial silhouettes and easy to understand by all ages. They are better suited to working against situational backgrounds than the winning sign
 - Deanna Spicer has been an integral part of the design of social media and marketing for the Broken Hill Festival which has contributed to its success
 - The themes of Deanna's signs align with Council's Cultural Framework and Synopsis Report January 2019
 - An opportunity for Council to show that it is responsive to the community
7. Nicholas Bobos – Gateway Signage
Support for changing the gateway signs, advising
- His company has built a lot of projects in Broken Hill, the Miners Memorial, the shopping centres, the Tibooburra sign
 - Has been working in Sydney (as well as Broken Hill) and always talks about how good Broken Hill is and about the mining history and the influence the Broken Hill mines had on industry safety
 - Disappointed that Council has made the wrong decision and urged Council to reconsider its decision
8. Diana Ferry – Gateway Signage
Support for Deanna Spicer's design to be use for all gateway signs, advising:
- The Barrier Industrial Council supports local businesses, and supports a local artist and local manufacturer creating the designs
 - Offered free advice (as a Lawyer) to Council to vary the winner's contract to allow Council to also use Deanna Spicer's designs
 - Urged Council to solve the problem in order for the community to get what they want
9. Elaine Gillett – Gateway Signage
Does not support the current signs, advising:
- Deanna Spicers signs could have made a great statement for Broken Hill
 - The signs should depict where we have come from, where we are and where we want to be; the current sign does not replicate this
 - Urged Council to reconsider its decision

Closed 5:24pm