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17 CONFIDENTIAL ITEMS

17.3 BRAND CONCEPTS IMPLEMENTATION - WAYFINDING SIGNAGE AWARDING OF CONTRACT

RECOMMENDATION

That:

1. Pursuant to Section 90(2) & (3) of the Local Government Act 1999 the Council orders that the public, with the exception of the Acting Chief Executive Officer, Manager Corporate Services, Acting Manager Infrastructure Services, Manager Property and Development Services and the Coordinator Executive Services be excluded from attendance at the meeting held on Wednesday 19 April 2023 for Agenda Item 17.3 Brand concepts implementation - Wayfinding Signage Awarding of Contract;
2. The Council is satisfied that pursuant to section 90 (3) (k) of the Local Government Act 1999, the information to be received, discussed or considered in relation to the Agenda Item 17.3 Brand concepts implementation - Wayfinding Signage Awarding of Contract is:
tenders for the supply of goods, the provision of services or the carrying out of works.
3. The Council is satisfied that the principle that the meeting be conducted in a place open to the public has been outweighed by the need to discuss this Agenda Item 17.3 in confidence.

**MOVED COUNCILLOR RON VALENTINE
 SECONDED COUNCILLOR TREVOR POCOCK**

That:

1. Pursuant to Section 90(2) & (3) of the Local Government Act 1999 the Council orders that the public, with the exception of the Acting Chief Executive Officer, Manager Corporate Services, Acting Manager Infrastructure Services, Manager Property and Development Services and the Coordinator Executive Services be excluded from attendance at the meeting held on Wednesday 19 April 2023 for Agenda Item 17.3 Brand concepts implementation - Wayfinding Signage Awarding of Contract;
2. The Council is satisfied that pursuant to section 90 (3) (k) of the Local Government Act 1999, the information to be received, discussed or considered in relation to the Agenda Item 17.3 Brand concepts implementation - Wayfinding Signage Awarding of Contract is:
tenders for the supply of goods, the provision of services or the carrying out of works.
3. The Council is satisfied that the principle that the meeting be conducted in a place open to the public has been outweighed by the need to discuss this Agenda Item 17.3 in confidence.

CARRIED.

17.3 BRAND CONCEPTS IMPLEMENTATION - WAYFINDING SIGNAGE AWARDING OF CONTRACT

Responsible officer: Matthew Sherman, Acting Chief Executive Officer

- Attachments:**
1. **On Creative Wayfinding Signage Proposal**
 2. **On Creative Wayfinding Signage Concept Designs**

Section under the Act	The grounds on which part of the Council or Committee may be closed to the public are listed in Section 90(2) & (3) of the <i>Local Government Act 1999</i> .
Sub-clause and Reason:	(k) - tenders for the supply of goods, the provision of services or the carrying out of works.

Executive Summary

The purpose of this report is to enable Council to enter into a contract for the design, manufacture and installation of wayfinding signage within or adjacent to the Lameroo Town Centre and Pinnaroo Village Green project site areas to complement the revitalised streetscapes. This report enables Council to consider the procurement process and award the contract.

**MOVED COUNCILLOR RON VALENTINE
 SECONDED COUNCILLOR CHRIS MEAD**

That item 7.3 Brand Concepts Implementation – Wayfinding Signage Awarding of Contract be discussed.

CARRIED.

<p>RECOMMENDATION</p> <p>That Council</p> <ol style="list-style-type: none"> 1. exempts itself from the usual requirement to request written quotes or RFQ from at least 3 suppliers for the manufacture and installation of the wayfinding signage, in accordance with the Exemptions Clause 10 (g) of the Procurement Policy, on the basis On Creative has considerable background knowledge and specialist experience. 2. engages On Creative for the design, manufacture and installation of wayfinding signage to complement the Lameroo Town Centre Project and Pinnaroo Village Green Project for a total of \$87,519 (ex GST) + 10% contingency.

**MOVED COUNCILLOR LUKE KENNEDY
SECONDED COUNCILLOR CHRIS MEAD**

That Council

- 1. exempts itself from the usual requirement to request written quotes or RFQ from at least 3 suppliers for the manufacture and installation of the wayfinding signage, in accordance with the Exemptions Clause 10 (g) of the Procurement Policy, on the basis On Creative has considerable background knowledge and specialist experience.**
- 2. engages On Creative for the design, manufacture and installation of wayfinding signage to complement the Lameroo Town Centre Project and Pinnaroo Village Green Project for a total of \$87,519 (ex GST) + 10% contingency.**

CARRIED.

Background

Council engaged On Creative in January 2020 to undertake a business and visitor wayfinding signage project, this resulted in the approval of the Southern Mallee Brand Concepts by Council in October 2020. In 2021 On Creative and Iguana Creative worked with Council to undertake an audit of signage in our towns, making recommendations for each locality and developing an overall district signage system design which was endorsed by Council in October 2021.

Councils 2022/23 capital works program includes a budget of \$70,000 for Brand Concepts Implementation (\$50,000 in FY22/23 and \$20,000 carry forward from FY21/22). It was identified that a staged approach to rolling out the brand concepts implementation would be required. It was suggested that the first stage of the rollout should focus on complementing the Lameroo Town Centre and Pinnaroo Village Green Project site areas.

Future stages could consider town entries, directing traffic from the highway into Pinnaroo's main street and signage of other key attractions and facilities within our district, with the overall aim being a consistent approach to signage across the district.

Context

The Lameroo Town Centre Project and Pinnaroo Village Green Project aim to help revitalise the centres of Lameroo and Pinnaroo increasing their attraction as a commercial, social, and recreational space for local residents and visitors.

New wayfinding signage within the project site areas will help encourage visitors to stop and utilise the towns services and amenities. Signage will also help visitors to navigate the towns and learn more about what our towns and region has to offer.

A proposal was sought from On Creative for the design, manufacture, and installation of wayfinding signage within the Lameroo Town Centre and Pinnaroo Village Green project sites to complement the revitalised streetscapes. The proposal outlines On Creatives recommendations including number of signs, placement, design, sizes, and costs. The designs are consistent with the Southern Mallee brand concepts and the signage system developed. The proposal is attached to this report.

Policy and statutory implications

Council has a procurement policy, however, we are seeking to use the exemption clause of the policy to exempt this project from the usual requirement to request written quotes or RFQ from at least 3 suppliers based on the Exemptions Clause 10 (g) which states:

Council may be exempt from the requirement to seek tenders or quotations, if:

- g. A situation presents itself wherein a contractor or consultant has considerable background knowledge and experience or specialist expertise on that particular Council project or asset, eg. an extension of a previous project. In such situations, the procurement of assets, goods, works or services on negotiated fees and terms through that consultant or contractor alone may be deemed sound and advantageous to the project. This could include engaging the contractor or consultant on a retainer basis or a specified period.*

All Council purchases must be carried out in compliance with the Local Government Act 1999 (the Act). Section 49 (a1) of the Act requires Council to develop and maintain procurement policies, practices and procedures directed towards:

- Obtaining value in the expenditure of public money, and
- Providing for ethical and fair treatment of participants, and
- Ensuring probity, accountability and transparency in the procurement process.

Issues

An exemption from the standard Council Procurement Policy is proposed. Council is able to exempt itself from the usual procurement process on the basis that On Creative has considerable background knowledge and specialise experience. On Creative has been working with Council since 2020 when they led the development of the approved brand concepts for the Southern Mallee. They undertook an audit of signage in our town and made recommendations for wayfinding signage across the district. They have visited our district for numerous site visits and understand our location and town dynamics.

On Creative will be partnering with Iguana Creative to produce the wayfinding signage. Iguana Creative worked with On Creative to help develop the overall district signage system designs. They have a detailed understanding of the town centre projects as they manufactured the centre pivot play equipment piece in the Lameroo playground and the totems outside of the Mallee Tourist and Heritage Centre in Pinnaroo.

On Creative and Iguana Creative both have outstanding reputations in the creation of wayfinding signage. Together they produced the Pinnaroo Aerodrome sign which was designed following our brand concept. Overall, On Creative and Iguana Creative have the unique combination of extensive knowledge of our district, specialist expertise in creating effective town signage and a detailed understanding of our brand concept. This expertise will be key to ensuring the roll out of a professional and consistent brand implementation over time, through the utilisation of similar materials, colours and design elements.

Alternate options

Council could look to request a quotation from alternative signage suppliers, however, it should be noted that an alternative supplier will not have the same understanding as On Creative has of the

brand concepts and signage recommendations. This approach would push out all timeframes on this project substantially resulting in all budgeted money to be carried forward to FY23/24.

Council could request changes to the proposal from On Creative.

Council has the option not to proceed with the award of contract for this work, meaning no wayfinding signage would be installed to complement the Lameroo Town Centre and Pinnaroo Village Green projects.

Financial implications

The cost to design, manufacture and install the wayfinding signage is \$87,519 ex GST. This budget is available from:

\$50,000 – Capital Budget Brand Concepts Implementation FY22/23

\$20,000 – Capital Budget Brand Concepts Implementation FY 21/22 (Carry Forward)

\$10,000 – Capital Budget East Entrance Project – Lameroo (Funded through LRCI Funding)

\$10,000 – Capital Budget East Entrance Project – Pinnaroo (Funded through LRCI Funding)

The east entrance projects which form part of the town centre projects are funded by the Local Roads and Community Infrastructure Program. The eastern entrances of the main streets in both Lameroo and Pinnaroo are key in creating first impressions for visitors and encouraging visitors to explore the town centres. Some of the key signage within the proposal will be installed in the eastern entrances of the main streets and wayfinding signage is within the projects scope. The budget outlined above fits within the allocated LRCI funding and no additional budget allocation is required.

Work Health and Safety and Risk implications

As part of Council's standard processes all suppliers undertaking works on Council land will be inducted prior to works.

Consultation

Council's Section 41 Business and Wayfinding Project Steering Committee oversaw the development and finalisation of the brand concepts in 2020.

On Creative and Iguana Creative presented the Southern Mallee District Council Signage System Concepts to elevated members in a public workshop on 19 August 2021.

The proposal for wayfinding signage to complement the Lameroo Town Centre Project and Pinnaroo Village Green Project was sought from On Creative in 2023 and evaluated by the Project Team.



SOUTHERN MALLEE DISTRICT COUNCIL
TOWN WAYFINDING SIGNAGE PROPOSAL

11th April 2023 V2
V2 revised

CONFIDENTIAL

On: Creative Pty Ltd ACN 687 811 223

On Creative
167 Flinders Street, Adelaide SA 5000
08 8416 2600
studio@oncreative.com.au



11th April 2023

Rachel Ridgeway
Project & Corporate Services Officer
Southern Mallee District Council
Railway Terrace North
Lameroo SA 5032

Dear Rachel,

Thank you for the opportunity to provide a proposal for stage one town signage at Lameroo and Pinnaroo.

The following documentation outlines the scope of work, production specifications and indicative costs. As discussed during our telephone conversation, the project has been estimated based on undertaking all work at the same time as this is the most cost-effective process. If the project is split into stages and undertaken at different times the costs will vary and we would provide a revised estimate based upon individual stages.

The estimates have been based upon the production values and scope of work outlined in this document. Any changes required to the production specifications and content may result in variations to costs. However, we would liaise with you in advance to determine the most suitable outcome and solution to keep budgets as tight as possible.

We have elected to engage Iguana as the production company due to their experience, quality of work, production foresight and competitiveness in projects of this nature.

Please don't hesitate to get back in touch with any queries, feedback, or options you'd like considered by contacting me directly on 0414421719 or email sue.cornwell@oncreative.com.au.

Kind regards

A handwritten signature in black ink, appearing to read "Sue Cornwell".

Sue Cornwell
Managing Director



Overview of the process, responsibilities and scope of work summary

Fulfillment of the way-finding signage project has been based upon our experienced team at On Creative as the project manager with responsibility for coordination between Council, the production company, and our design team.

To ensure a streamlined process and best outcomes, we will at times have stakeholders dealing directly.

Iguana Creative is the production company we recommend as the production partner. Jeff Fulford and the Iguana team have extensive experience in the local Government sector, a vast knowledge in structure and placement of wayfinding signage which reflects and compliments a brand and the capability to undertake the complexities of a project of this nature.

On Creative would work in close collaboration with Iguana throughout the design, artwork, and production phase to ensure the creative vision is met (and hopefully exceeded) because of our internal processes and best practice methodology.

The estimate provided is fully transparent and includes a nominal fee for project management by On Creative and production management/coordination from Iguana.

Iguana Creative's production quotes are passed onto council without any agency margin or markup by On Creative. Works undertaken by each company will be invoiced direct to Council based on normal trading terms and conditions which are outlined in each company's individually attached quotes.

An overview of roles and responsibilities of each company is below:

On Creative

On Creative will undertake the final design of all graphics relating to the information on all signage. This includes, but not limited to:

- Graphics and typography for all signage
- Design and creation of 2 x maps, including specific destinations of interest (see notes)
- Artwork and proofs for all graphics and signage content
- Set up and supply of final artwork on templates to production company.
- Overall project management

Iguana Creative

Iguana Creative is the sign production and installation company who will work in collaboration with On Creative and Council to undertake the final structural design, production, delivery, installation and/or delivery (optional) and production management and coordination.



Scope of work, specifications and preliminary estimates

The following outlines the wayfinding signage recommendations and budgets which have been based upon Council's initial brief, subsequent discussions and our teams recommended production values. A degree of flexibility in project of this nature which can be a result of final content and/or the extent of detail required in maps.

Task	On: Estimate	Iguana Estimate
Design and artwork - all items outlined in this proposal.	\$15394 + GST	N/A
<ul style="list-style-type: none"> • Concept adaption to wayfinding signage • Artwork and proofs • Creation (design & art) x 2 maps in brand style (see notes) • Supply files and briefing production company • Set-up art files on templates 		
Type B production - Town & facilities multi panel signs x 3 kinds	N/A	\$22485 + GST
<ul style="list-style-type: none"> • Lameroo Railway Tce Nth entry from Mallee Hwy • Lameroo East approach • Pinaroo Cnr Homburg & Railway Tce 		
<ul style="list-style-type: none"> • 1200mm W x 2325mm H • Weathered steel cladding over 75 x 50mm mild steel frame • Baseplate mounts • Top logo cut away to see through logo gaps • Side panel & pointers painted 2P acrylic • Gloss clear graffiti resistant coating x graphic panels 		
Type C production - Facilities multi panel signs x 3 kinds	N/A	\$ 9960 + GST
<ul style="list-style-type: none"> • Lameroo Front of public toilets • Pinnaroo Next to War memorial seating • Pinnaroo Across from Mann St intersection 		
<ul style="list-style-type: none"> • 450mm W x 1800mm H • 15mm thick weathered steel plate with baseplate mounts • Top logo cut away to see through logo gaps • Graphic panels & pointers painted in 2P acrylic • Gloss clear graffiti resistant coating x graphic panels 		
Type D production - Town Map Signs x 2 kinds	N/A	\$12600 + GST
<ul style="list-style-type: none"> • Lameroo Recreation hub • Pinnaroo Close proximity to public toilets 		
<ul style="list-style-type: none"> • 1800mm W x 2000mm H <see notes>. • 2K painted 50 X 3mm steel framed sign • Baseplate mount system • Double sided panels included but to be discussed • Fabricated from 3mm aluminium • Digital graphics applied with a clear topcoat • Engraved spotted gum timber x 1 side • Dimensional acrylic with 2P finishes applied to surface • Side panel Y pointers painted 2P acrylic • Gloss clear graffiti resistant coating x graphic panels 		

on: Creative Pty Ltd ACN 4873 2233



Tasks continued On: Estimate Iguana Estimate

<p>Type F production - Information sign – single panel x1 kind</p> <ul style="list-style-type: none"> • Lameroo Pump Track • 450mm wide X 1800mm high • 15mm thick weathered steel plate • Baseplate mounts • Top logo cut away to see through logo gaps • Graphic panels & all pointers in 2P painted acrylic • Engraved spotted gum timber x 1 side of graphic panel • Dimensional acrylic & 2P paint finishes • Gloss clear graffiti resistant coating. 	N/A	\$ 3400 + GST
<p>Type G production - Fence sign x 2 units</p> <ul style="list-style-type: none"> • Lameroo Dog Park • 2 x 800mm W x 600mm H sign • 3mm aluminium panel • 2P paint finish with digital print graphics • Gloss clear graffiti resistant coating. 	N/A	\$ 1100 + GST
<p>Delivery & Installation option</p> <ul style="list-style-type: none"> • Includes all signs except E – Lameroo flags • Optional installation includes: <ul style="list-style-type: none"> ○ Independent services inspections ○ Excavation ○ Footings ○ Sign installation ○ Sign delivery ○ Crane truck implementation for heavy signs ○ Surface backfill (excluding paved areas) ○ Travel time & fuel for 5 staff site access 	N/A	\$18630 + GST
<p>Project management & supervision</p>	\$ 2150 + GST	N/A
<p>Production coordination</p> <ul style="list-style-type: none"> • Overseeing production • Site meeting and positional marking for all signs 	N/A	\$ 1800 + GST
<p>Sub Totals by company</p>	\$17544 + GST	\$51345 + GST
<p>Optional delivery and installation</p>	N/A	\$18630 + GST

TOTAL \$68,889 + GST *

Delivery & installation option \$18,630 + GST

* Please refer to project notes.



Project notes

- Design and artwork estimates are subject to site of final content.
- Design and artwork of maps may vary costs once we know the extent of detail and content.
- No contingency for illustrations has been included in the estimate.
- Any changes to the overall scope may result on the need for a re quote.
- Build drawings will be provided for all elements.
- Lead times begin upon approval of build drawings or the obtaining critical site measurements unless notified otherwise.
- Price assumes the engineers report supports the build methods estimated.
- If additional structure or modified technique is required additional costs may apply. This will be communicated for approval prior to work commencing.
- Inductions and/or additional site conformities may incur additional charges.
- In case of delivery the price assumes a forklift unload at the receiver's end.
- All installations assume backfill and paving (where required) is completed by the head contractor.
- Footings assume mechanical excavation.
- If a vac truck is required due to services additional costs may apply.
- Price excludes traffic control (if required).
- Natural timber does have the potential to release tannins onto surrounding surfaces.
- Out of all class 1 timbers we have found spotted gum the best option for reduced tannin release. The release of the tannins generally stops after the first few rains and does not continue unless the timber surface is broken (such as sanding back). The timber can have a tannin reduction treatment applied at an additional cost.

Type B - Town & facilities – multi panel x 3

- 1.LAMEROO Railway Tce North entry from Mallee Highway
- 2.LAMEROO East approach
- 3 PINNAROO Cr Homburg Tce & Railway Tce South



Type C - Facilities – multi panel x 3 kinds

- 1.LAMEROO Front of main street public toilets
- 2.PINNAROO Next to new war memorial seating
- 3.PINAROO Across from Mann St intersection



Type D - Town Map Sign x 2

- 1.LAMEROO Within recreation hub
- 2.PINNAROO Close proximity to public toilets



TYPE F - Information sign x single panel

LAMAROO Pump Track



TYPE G - Fence sign

LAMMEROO Dog Park



17 CONFIDENTIAL ITEMS**17.3 BRAND CONCEPTS IMPLEMENTATION - WAYFINDING SIGNAGE AWARDING OF CONTRACT****RECOMMENDATION**

That having considered agenda Item 17.3 in confidence under section 90 (2) and (3) (k) of the Local Government Act 1999, the Council pursuant to section 91 (7) of the Act orders that the documents considered by the Council, including the officer's report and all minutes be retained in confidence. This order is to be reviewed at or before the ordinary Council meeting to be held in January 2024, as to if this order is to continue in operation.

**MOVED COUNCILLOR RON VALENTINE
SECONDED COUNCILLOR LUKE KENNEDY**

That having considered agenda Item 17.3 in confidence under section 90 (2) and (3) (k) of the Local Government Act 1999, the Council pursuant to section 91 (7) of the Act orders that the documents considered by the Council, including the officer's report and all minutes be retained in confidence. This order is to be reviewed at or before the ordinary Council meeting to be held in January 2024, as to if this order is to continue in operation.

CARRIED.

