



## **AGENDA**

**FOR POLICY AND PLANNING COMMITTEE MEETING TO BE HELD ON**

**15 JULY 2024 AT 6.30 PM**

**IN LITTLE PARA CONFERENCE ROOMS, SALISBURY COMMUNITY HUB,  
34 CHURCH STREET, SALISBURY**

### **MEMBERS**

Deputy Mayor, Cr C Buchanan (Chairman)  
Mayor G Aldridge  
Cr B Brug  
Cr L Brug  
Cr J Chewparsad  
Cr A Graham  
Cr K Grenfell  
Cr D Hood  
Cr P Jensen (Deputy Chairman)  
Cr M Mazzeo  
Cr S McKell  
Cr S Ouk  
Cr S Reardon

### **REQUIRED STAFF**

Chief Executive Officer, Mr J Harry  
Deputy Chief Executive Officer, Mr C Mansueto  
General Manager City Infrastructure, Mr J Devine  
General Manager Community Development, Mrs A Pokoney Cramey  
General Manager City Development, Ms M English  
Manager Governance, Mr R Deco  
Team Leader Council Governance, Ms J O'Keefe-Craig  
Governance Support Officer, Ms K Boyd

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**APOLOGIES**

**LEAVE OF ABSENCE**

**PRESENTATION OF MINUTES**

Presentation of the Minutes of the Policy and Planning Committee Meeting held on 17 June 2024.

**REPORTS**

*Administration*

1.0.1 Future Reports for the Policy and Planning Committee..... 11

*For Information*

1.2.1 Corporate Brand Refresh..... 13

**QUESTIONS ON NOTICE**

*There are no Questions on Notice.*

**MOTIONS ON NOTICE**

*There are no Motions on Notice.*

**OTHER BUSINESS**

*(Questions Without Notice, Motions Without Notice, CEO Update)*

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**ORDERS TO EXCLUDE THE PUBLIC**

**1.4.1 Thematic Heritage Study - Stage 2 Identification**

**Recommendation**

Pursuant to section 83(5) of the *Local Government Act 1999* the Chief Executive Officer has indicated that, if the Policy and Planning Committee so determines, this matter may be considered in confidence under Part 3 of the *Local Government Act 1999* on grounds that:

1. *Pursuant to Section 90(2) and (3)(b)(i) and (b)(ii) and (d)(i) of the Local Government Act 1999, the principle that the meeting should be conducted in a place open to the public has been outweighed in relation to this matter because:*

- *it relates to information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and*

- *information the disclosure of which would, on balance, be contrary to the public interest; and*

- *commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party.*

2. *In weighing up the factors related to disclosure,*

- *disclosure of this matter to the public would demonstrate accountability and transparency of the Council's operations*

- *Non disclosure of this matter at this time will protect Council's commercial position as public disclosure may provide third parties with a commercial advantage.*

*On that basis the public's interest is best served by not disclosing the **Thematic Heritage Study - Stage 2 Identification** item and discussion at this point in time.*

3. *Pursuant to Section 90(2) of the Local Government Act 1999 it is recommended the Council orders that all members of the public, except staff of the City of Salisbury on duty in attendance, be excluded from attendance at the meeting for this Agenda Item.*

**CLOSE**





**MINUTES OF POLICY AND PLANNING COMMITTEE MEETING HELD IN LITTLE  
PARA CONFERENCE ROOMS, SALISBURY COMMUNITY HUB,**

**34 CHURCH STREET, SALISBURY ON**

**17 JUNE 2024**

**MEMBERS PRESENT**

Deputy Mayor, Cr C Buchanan (Chairman)  
Mayor G Aldridge  
Cr B Brug  
Cr L Brug  
Cr J Chewparsad  
Cr A Graham  
Cr K Grenfell  
Cr D Hood  
Cr S McKell  
Cr S Ouk  
Cr S Reardon

**STAFF**

Chief Executive Officer, Mr J Harry  
Deputy Chief Executive Officer, Mr C Mansueto  
General Manager City Infrastructure, Mr J Devine  
General Manager Community Development, Mrs A Pokoney Cramey  
General Manager City Development, Ms M English  
Manager Governance, Mr R Deco  
Team Leader Council Governance, Ms J O'Keefe-Craig  
Governance Trainee, Ms M Prasad  
Governance Administration Officer, Ms K Hernen  
Manager Environmental Health & Community Compliance, Mr J Darzanos  
Manager Strategic Development Projects, Ms S Klein  
Assessment Manager, Mr C Zafiropoulos  
A/ Manager Sport, Recreation and Community Planning, Mr B Hopkins  
Manager Community Experience, Ms C Kroepsch  
Manager City Shaping, Mr L Lopez Digon  
Manager Engineering Assets & Systems, Mr M Purdie  
Team Leader Strategic Urban Planning, Ms S Jenkin  
Manager People & Performance, Ms K Logan  
Team Leader Project Delivery, Mr J Bower

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The meeting commenced at 6.33pm.

The Chairman welcomed the Elected Members, members of the public and staff to the meeting.

### **APOLOGIES**

Apologies have been received from Cr P Jensen and Cr M Mazzeo.

### **LEAVE OF ABSENCE**

Nil.

### **PRESENTATION OF MINUTES**

Moved Cr K Grenfell  
Seconded Cr A Graham

The Minutes of the Policy and Planning Committee Meeting held on 20 May 2024, be taken as read and confirmed.

**CARRIED**

### **REPORTS**

#### *Administration*

#### **1.0.1 Future Reports for the Policy and Planning Committee**

Moved Cr B Brug  
Seconded Cr S McKell

That Council:

1. Notes the report.

**CARRIED**

#### *For Decision*

#### **1.1.1 Discharge of Encumbrance at Greenwith (formerly Salisbury Heights)**

Moved Cr K Grenfell  
Seconded Cr J Chewparsad

That Council:

1. Approves the discharge, in their entirety, of the encumbrances contained in Attachment 1 of the report (Item 1.1.1, Policy and Planning Committee, 17 June 2024), upon request by the owner on the condition that all lodgement costs are met by the applicant.
2. Authorises the Mayor and Chief Executive Officer to sign and affix Council's seal on all relevant documents to effect this decision.

**CARRIED**

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**1.1.2 Strategic Asset Management Plan 2024/2025 Adoption**

Moved Mayor G Aldridge  
Seconded Cr C Buchanan

That Council:

1. Adopts the final Strategic Asset Management Plan 2024/25 as presented in Attachment 1 of the report (Item 1.1.2, Policy and Planning Committee, 17 June 2024).

**CARRIED**

**QUESTIONS ON NOTICE**

*There were no Questions on Notice.*

**MOTIONS ON NOTICE**

*There were no Motions on Notice.*

**OTHER BUSINESS**

*(Questions Without Notice, Motions Without Notice, CEO Update)*

*There were no Other Business Items.*

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## ORDERS TO EXCLUDE THE PUBLIC

### 1.4.1 Implementation of the Strategic Growth Framework - Update on Investigations and Code Amendments

Moved Mayor G Aldridge  
Seconded Cr S Ouk

The Policy and Planning Committee orders:

1. *Pursuant to Section 90(2) and (3)(b)(i) and (b)(ii) of the Local Government Act 1999, it is necessary and appropriate to exclude the public for the consideration of Agenda Item 1.4.1 Implementation of the Strategic Growth Framework – Update on Investigations and Code Amendments with the exception of the following persons:*

- *Chief Executive Officer*
- *Deputy Chief Executive Officer*
- *General Manager City Infrastructure*
- *General Manager Community Development*
- *General Manager City Development*
- *Manager Governance*
- *Team Leader Council Governance*
- *Governance Trainee*
- *Governance Administration Officer*
- *Manager Environmental Health & Community Compliance*
- *Manager Strategic Development Projects*
- *Assessment Manager*
- *A/ Manager Sport, Recreation and Community Planning*
- *Manager Community Experience*
- *Manager City Shaping*
- *Manager Engineering Assets & Systems*
- *Team Leader Strategic Urban Planning*
- *Manager People & Performance*
- *Team Leader Project Delivery*

*On the basis that:*

- *it relates to information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and*
  - *information the disclosure of which would, on balance, be contrary to the public interest.*
2. *In weighing up the factors related to disclosure,*
- *disclosure of this matter to the public would demonstrate accountability and transparency of the Council's operations*
  - *Non disclosure of this report at this time will protect Council's commercial position as public disclosure may provide third parties with a commercial advantage.*



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*On that basis the public's interest is best served by not disclosing the **Implementation of the Strategic Growth Framework - Update on Investigations and Code Amendments** item and discussion at this point in time.*

**CARRIED**

#### **1.4.2 Proposed City of Salisbury Code Amendment Bolivar**

Moved Mayor G Aldridge  
Seconded Cr S Ouk

The Policy and Planning Committee orders:

1. *Pursuant to Section 90(2) and (3)(b)(i) and (b)(ii) of the Local Government Act 1999, it is necessary and appropriate to exclude the public for the consideration of Agenda Item 1.4.2 Proposed City of Salisbury Code Amendment Bolivar with the exception of the following persons:*

- *Chief Executive Officer*
- *Deputy Chief Executive Officer*
- *General Manager City Infrastructure*
- *General Manager Community Development*
- *General Manager City Development*
- *Manager Governance*
- *Team Leader Council Governance*
- *Governance Trainee*
- *Governance Administration Officer*
- *Manager Environmental Health & Community Compliance*
- *Manager Strategic Development Projects*
- *Assessment Manager*
- *A/ Manager Sport, Recreation and Community Planning*
- *Manager Community Experience*
- *Manager City Shaping*
- *Manager Engineering Assets & Systems*
- *Team Leader Strategic Urban Planning*
- *Manager People & Performance*
- *Team Leader Project Delivery*

*On the basis that:*

- *it relates to information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council;*
- and*
- *information the disclosure of which would, on balance, be contrary to the public interest.*

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2. *In weighing up the factors related to disclosure,*
- *disclosure of this matter to the public would demonstrate accountability and transparency of the Council's operations*
  - *Non disclosure of this report at this time will protect Council's commercial position as public disclosure may provide third parties with a commercial advantage.*

*On that basis the public's interest is best served by not disclosing the **Proposed City of Salisbury Code Amendment Bolivar** item and discussion at this point in time.*

**CARRIED**

The meeting moved into confidence at 6:36pm

The meeting moved out of confidence and closed at 6:49pm.

CHAIRMAN.....

DATE.....

<b>ITEM</b>	1.0.1
	<b>POLICY AND PLANNING COMMITTEE</b>
<b>DATE</b>	15 July 2024
<b>HEADING</b>	Future Reports for the Policy and Planning Committee
<b>AUTHOR</b>	Michelle Whibley, PA to General Manager, City Development
<b>CITY PLAN LINKS</b>	4.2 We deliver quality outcomes that meet the needs of our community
<b>SUMMARY</b>	This item details reports to be presented to the Policy and Planning Committee as a result of a previous Council resolution. If reports have been deferred to a subsequent month, this will be indicated, along with a reason for the deferral.

**RECOMMENDATION**That Council:

- Notes the report.

**ATTACHMENTS**

There are no attachments to this report.

- BACKGROUND**

- Historically, a list of resolutions requiring a future report to Council has been presented to each committee for noting.

- REPORT**

- The table below outlines the reports to be presented to the Policy and Planning Committee as a result of a Council resolution.

<b>Meeting Item</b>	<b>Heading and Resolution</b>	<b>Officer</b>
25/07/2022 US-MON1	<b>District Level Playground for Amsterdam Reserve</b> 2. Requests Administration to provide the draft Master Plan and associated costings to the Policy and Planning Committee meeting in six months' time.	Craig Johansen
<b>Due:</b>	July 2024	
<b>Deferred:</b>	N/A	
<b>Reason:</b>	This item is listed in the Urban Services Committee for 15 July 2024	

18/12/2023	<b>Royal Commission into Domestic, Family and Sexual Violence</b>	Amy Pokoney-Cramey
MWON2	3. Consider the recommendation of the Royal Commission and requests the administration to bring back a report for information regarding opportunities arising from the Royal Commission recommendations.	
<b>Due:</b>	May 2025	

4. **CONCLUSION / PROPOSAL**

- 4.1 Future reports for the Policy and Planning Committee have been reviewed and are presented to Council for noting.

**INFORMATION ONLY**

**ITEM** 1.2.1

**POLICY AND PLANNING COMMITTEE**

**DATE** 15 July 2024

**HEADING** Corporate Brand Refresh

**AUTHOR** Chelsea Kroepsch, Manager Community Experience, Business Excellence

**CITY PLAN LINKS** 4.1 Members of our community receive an exceptional experience when interacting with Council  
4.5 We engage meaningfully and our community is aware of Council initiatives

**SUMMARY** This report outlines an update to the City of Salisbury corporate brand, as a result of the corporate typeface no longer being accessible and no longer supported. The brand is being further refreshed to extend the current colour palette to allow for flexibility and longevity across all communications channels.

**RECOMMENDATION**

That Council:

1. Approves the revised Corporate Logo and associated colour palettes as included in this report (Item No. 1.2.1, Policy and Planning Committee, 15 July 2024).

**ATTACHMENTS**

This document should be read in conjunction with the following attachments:

1. Corporate brand refresh outline

**1. BACKGROUND**

- 1.1 The current City of Salisbury corporate brand was developed in 2004 and consists of a logo, font and a two colour palette.
- 1.2 The brand was created to support mainly printed communications. Some functional issues have emerged since its creation, prompting a refresh of the logo, font and colour palette.
- 1.3 Council were provided an overview of the refresh at the CEO Briefing on Monday 1 July 2024.

**2. EXTERNAL CONSULTATION / COMMUNICATION**

Nil

### **3. DISCUSSION**

- 3.1 Changes to the City of Salisbury corporate brand are required, as a result of the corporate typeface no longer being considered an accessible font and also no longer supported by the Adobe software suite, which is what the Communications and Marketing use for communications material creation.
- 3.2 The brand also needs to be refreshed to extend the current colour palette to ensure flexibility and longevity across all print and digital communications channels the organisation leverages.
- 3.3 Extensive brand guidelines are required to ensure the brand is used correctly across the organisation, and to guide the use and development of sub-brands (e.g Polaris Centre), protecting the brand and organisation's reputation.
- 3.4 Work has been undertaken to refresh the brand, resolve the functional issues and create branding guidelines, ensuring flexibility and longevity in the brand's use and application.
- 3.5 The refresh is outlined in the attachment, and includes:
  - Changes to the City of Salisbury logo (change of font, slight change to graphic element to better connect the two components, addition of a horizontal version to the suite for flexible usage, no change in colour).
  - Addition of two colours to primary colour palette (keeping the corporate blue and yellow, and adding two more colours to form a primary colour palette).
  - Creation of a secondary colour palette (adding a secondary palette to complement the primary palette when further options are required). This palette will be used for in digital communications, such as social media. It will not be used for the City of Salisbury logo.
  - New corporate typeface, Satoshi (replacing Dax as it is not considered accessible and is end of life).

### **4 FINANCIAL OVERVIEW**

- 4.1 This work has been funded from the existing Corporate Communications budget allocation.

### **5 CONCLUSION**

- 5.1 Once the brand and branding guidelines are fully developed, the refreshed brand will be implemented across the organisation for new communications materials moving forward.
- 5.2 The refreshed brand will be used for the new City Plan 2040.

**City of Salisbury**  
**Corporate Brand refresh**



**Current logo:**



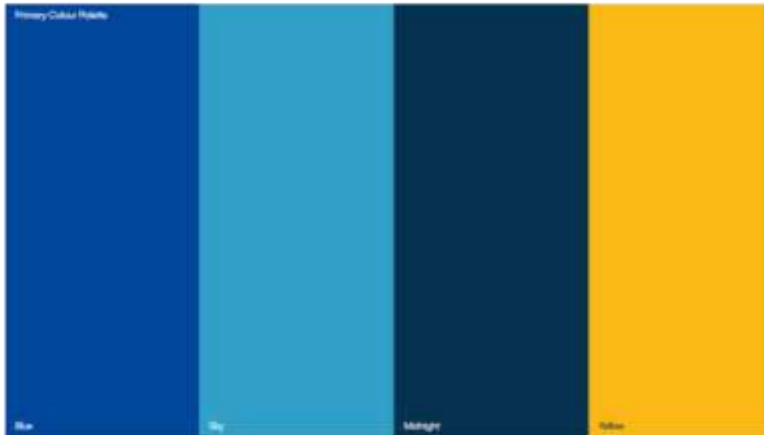
**New logo variations:**

Changes have been made to the font, and slight changes to the graphic element to better connect the two components.



**New primary colour palette:**

The existing corporate colours will be supplemented by two new colours. These four colours will form a primary colour palette and be the main colours used in corporate publications.



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**New secondary colour palette:**

The brand will now have a secondary colour palette, to supplement the primary colour palette when further colour options are required, for example, City Plan directions. This palette will also be used in digital communications such as social media.



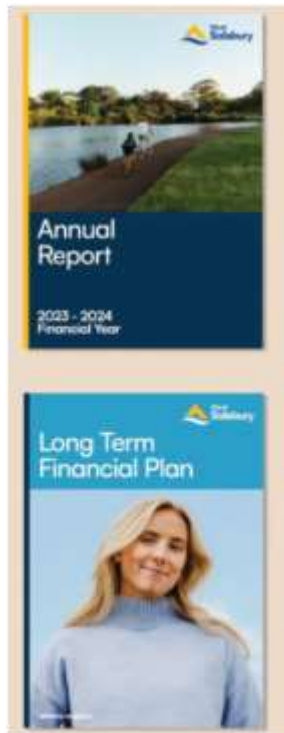
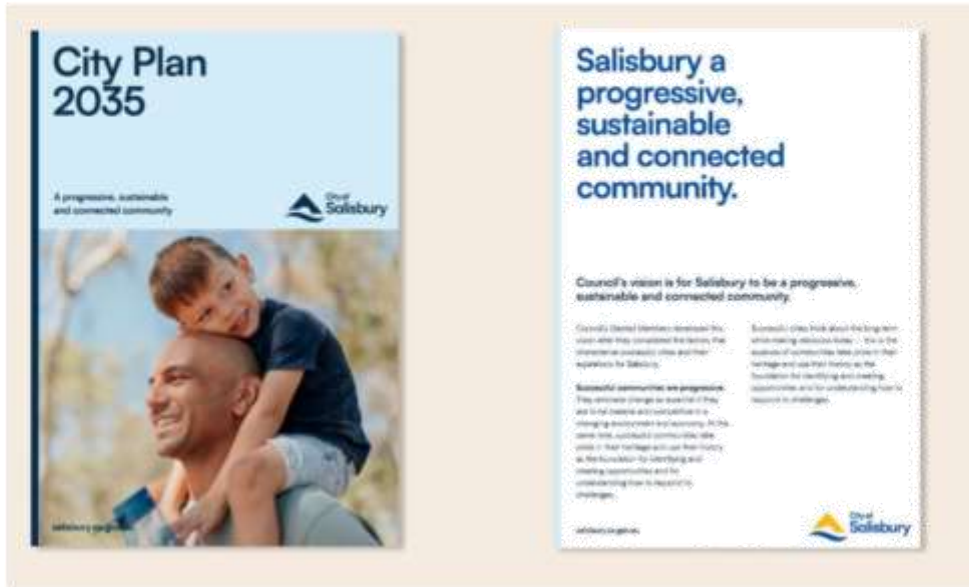
**New corporate typeface:**

The current corporate typeface, Dax, is not accessible and longer supported by Adobe, so must be replaced. Satoshi has been selected for use across the logo and all communications materials.





Application examples:



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Item 1.2.1 - Attachment 1 - Corporate brand refresh outline