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## LED VARIABLE MESSAGE SIGN

### APPROVALS

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<b>POLICY NUMBER</b>	CORP-POL-114	<b>DOC.ID</b>	4593038
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<b>CATEGORY</b>	Administrative
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<b>POLICY OWNER</b>	Brand Media & Communications
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<b>APPROVAL DATE</b>	16 December 2020	<b>RESOLUTION NUMBER</b>	7024
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## OBJECTIVE

The purpose of the LED variable message sign is to provide a medium for Isaac Regional Council (IRC) to communicate with the public on relevant topics at short notice, and in a highly visible location. This policy is to ensure that messages displayed on the LED variable message sign are in accordance with IRC policies and is in the public interest.

## SCOPE

This policy applies to circumstances where Council wishes to engage with the community through communication platforms and the professional use of these mediums on behalf of Council.

## DEFINITIONS

TERM / ACRONYM	MEANING
CEO	Chief Executive Officer.
IRC	Isaac Regional Council.
LED Variable Message Sign	A light-emitting diode (LED) is a semiconductor device that emits visible light when an electric current passes through it. The light is not particularly bright, occurring at a single wavelength.

## POLICY STATEMENT

IRC have installed durable, permanent LED variable message signs in Moranbah at the Mills Avenue and Goonyella Road intersection and at the Moranbah Community Centre on Mills Avenue to display IRC messages to the general public and may increase LED variable message signs in the future.

Appointed IRC officers may authorise display information on the LED variable message sign based on the following content guidelines:

- IRC related business
- Projects that IRC has sponsored or had direct involvement with
- Authorised national fundraising events
- IRC authorised public interest announcements
- Road condition information
- Events (as authorised for display by IRC)

The Brand Media and Communications team will prepare messages to be displayed and be responsible for facilitating the final display of messages on the LED variable message sign.

## AUTHORITIES AND ACCOUNTABILITY

Only IRC officers appointed by the CEO are authorised to display messages on the LED variable message sign. CEO approval is required to display any other message requests that may be in the public interest.

## LEGISLATIONS AND RELATED GUIDELINES

- *Anti-discrimination Act 1991 (Qld)*
- Code of Conduct
- *Copyright Act 1968*
- *Copyright Amendment Act 2006*
- *Human Rights Act 2019*
- *Information Privacy Act (Queensland) 2009*
- *Broadcasting Services Act 1992*
- *Trademarks Act 1995*
- *Defamation Act 2006*
- *Racial Discrimination Act 1975*
- *Local Government Act 2009*
- *Public Sector Ethics Act 1994*
- *Public Records Act 2002*

## REFERENCES

ID	NAME
CORP-POL-070	Media Policy
CORP-POL-069	Social Media Policy
CGFS-037	Information Privacy Policy
CORP-POL-079	Code of Conduct
CORP-STAT-049	Right to Information Policy
CORP-PRO-078	Social Media Procedure
CORP-FRM-146	Moranbah Digital Sign Advertising Booking Form