



Shire of  
**Narrogin**  
*Love the life*

## MINUTES

### TOWNSCAPE ADVISORY COMMITTEE MEETING

29 APRIL 2025

The Chief Executive Officer recommends the endorsement of these minutes at the next meeting of the Townscape Advisory Committee.

Signed: .....

Date 2 May 2025

These minutes were confirmed at the Townscape Advisory Committee Meeting held 24 June 2025

Signed: .....

(Presiding Person at the meeting at which minutes were confirmed)

### **Acknowledgement of Noongar People**

The Shire of Narrogin acknowledges the Noongar people as traditional custodians of this land and their continuing connection to land and community. We pay our respect to them, to their culture and to their Elders past and present.

Naatj ngiyan Birdiya Gnarojin kep unna nidja Noongar Moort ngaala maya nidja boodjera baarlap djoowak karlerl koolark. Ngalak niny ngullang karnan balang Bibolman baalap borong koora wer boorda.

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Please note that meetings may be recorded for minute taking purposes.

## CONTENTS

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1.	OFFICIAL OPENING	5
2.	RECORD OF ATTENDANCE/APOLOGIES	5
3.	CONFIRMATION OF MINUTES OF PREVIOUS MEETING OF THE TOWNSCAPE ADVISORY COMMITTEE	5
4.	MATTERS FOR DISCUSSION / INFORMATION	6
4.1	ENTRY STATEMENT DESIGNS	6
5.	MATTERS WHICH REQUIRE DECISIONS	12
5.1	NOMINATIONS FOR FOOTPATH DIGNITARY PLAQUES	12
6.	ACTION TRACKER UPDATE	13
7.	GENERAL BUSINESS	13
8.	DATE & TIME OF NEXT MEETING	13
9.	CLOSURE OF MEETING	14

# **TOWNSCAPE ADVISORY COMMITTEE**

## **29 APRIL 2025**

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### **1. OFFICIAL OPENING**

The Presiding Person, Cr Roxanne McNab, declared the meeting open at 5:07pm.

### **2. RECORD OF ATTENDANCE/APOLOGIES**

#### **Committee Members (Voting)**

Cr R McNab (Presiding Member)

Cr C Bartron

Mr B Seale – Narrogin Chamber of Commerce

Ms B Fletcher – Arts Narrogin

Ms J Early – Community Member

Mrs D Broad – Community Member

#### **Staff**

Mr T Evans – Executive Manager Technical and Rural Services (EMTRS)

Ms S Gallagher – Executive Support Officer (Minutes)

#### **Apologies**

Mr M Wray – Highbury District Community Council

Mrs V Chadwick – Community Member

Ms P Raworth – Manager Community Services

#### **Absent**

Ms R Storey – Community Member

#### **Visitors**

Nil

### **3. CONFIRMATION OF MINUTES OF PREVIOUS MEETING OF THE TOWNSCAPE ADVISORY COMMITTEE**

#### **OFFICER'S RECOMMENDATION AND COMMITTEE RESOLUTION**

Moved: Mrs J Early

Seconded: Ms B Fletcher

That the minutes of the Townscape Advisory Committee Meeting held on 25 February 2025 be confirmed, as an accurate record of the proceedings.

**CARRIED 6/0**

For: Cr R McNab, Cr C Bartron, Mr B Seale, Ms B Fletcher, Ms J Early, Mrs V Chadwick

Against: Nil



## **4. MATTERS FOR DISCUSSION / INFORMATION**

### **4.1 ENTRY STATEMENT DESIGNS**

The Townscape Advisory Committee (TAC) decided at their last meeting, that they would like to work on a design for a Narrogin Entry Statement to replace the current Silo models. The Administration asked the Committee at that meeting to send in any pictures or designs for the committee to discuss and consider.

The EMTRS provides two photos of current potential entry statement concepts for the TAC's discussion and consideration.

The reconstituted concrete or limestone block model (industrial estate) costs around \$7,500 to supply and install from a local contractor (not including the sign), less if it is smaller, I would assume.



The flat rock wall in front of the Administration Building is considerably more expensive at around \$20,000 if a stone mason is available.

However: Before progressing further with the design of new entry statements, it is important to first reflect on a key strategic question: “What is broken or no longer working with the current entry statements?”

There are presently six entry statements to Narrogin featuring the silo-style models. The Committee should consider whether these are now outdated, of poor design quality, not reflective of Narrogin’s current identity, or simply lacking impact. This assessment will help clarify whether a complete replacement is warranted, or if upgrades or enhancements would suffice.

Additionally, the Committee is encouraged to consider equity across the Shire. If Narrogin is to receive new entry features, the question will inevitably arise: What about Highbury? The Highbury townsite currently has no formal entry statement, and residents may justifiably question the lack of recognition. Therefore, any recommendation should not consider Narrogin in isolation.

An indicative cost for replacing Narrogin’s six existing entry features with new, high-quality entry statements may start from a minimum of \$30,000 per structure. For six in Narrogin and potentially two in Highbury, that equates to a project in the order of \$240,000 or more, including signage, landscaping, and design work.

It is also noted that an engineering assessment suggests the current entry statements have an estimated remaining asset life of approximately 10 years. This raises another critical question: Should we spend ratepayer funds on replacing infrastructure that still has a decade of serviceable life? Or is the motivation more aesthetic and aspirational?

The Committee is encouraged to consider:

- Whether this is the right time to initiate a redesign,
- How this project aligns with long-term asset management and renewal plans,
- Whether the project is a genuine priority for Council and the broader community, and
- How this initiative should be staged or funded if it is deemed a priority.
- This discussion should help guide whether a whole-of-Shire entry statement strategy is required, and if so, whether this becomes a budgeted project for future financial years.

*Mr B Seale left the meeting at 5.28pm and did not return.*

#### Committee Consensus

The Committee requested that the two Councillors on the TAC – Cr McNab and Cr Bartron, speak to Council at the next Monthly Briefing Session (May) regarding the TAC’s unanimous decision to prioritise entry statement replacements but want to gauge Council’s support on replacing the current entry statements with new, before the TAC and staff spend, time and money on potential designs and associated costings.







Example Entry Statements presented by Cr McNab











## Ceduna Town Entry Statements





## Ceduna District Council – Ceduna Town Entry Statement





## Background

The Town of Ceduna is the gateway to South Australia for people crossing the Nularbor. The Town lies at the head of Murat Bay and is famous for fishing, oysters and agriculture. The Town also has a strong indigenous culture and a large immigrant population. The approach to Ceduna from the west is very underwhelming comprising of old poorly maintained advertising billboards, an old out of date visitor information bay containing the poorly maintained "Big Oyster". One of councils goals is to regenerate this whole area with new landscaping and a visitors rest area.

## Solution

We began this project by first meeting with the stakeholders to get an understanding of what they liked, what would best represent the town and overall provide an attractive approach to welcome visitors to the town. We developed our design based on the local aboriginal "coolomon". The coolomon is a traditional indigenous carrying vessel. For the design we used four of these shapes each one represents a different aspect of Ceduna – indigenous culture, agriculture, Murat Bay and aquaculture.

The designs will be stood up at angles behind a low wall containing a welcome message and will be lit with led lighting at night. The concept design was overwhelmingly approved by council and budgeted for constructed in 2020.

## Deliverables

- Concept development and engineering drawings for Ceduna Town Entry Statement
-



## ➔ About us.

At Wayfound, we recognise that increasing visitor numbers, length of stay, and visitor spending are crucial objectives for most destinations. As specialists in tourism consultancy, achieving these goals drives every aspect of our work. We focus on the entire visitor journey, advising destinations on how to effectively provide information, develop and market tourism products, and enhance the overall tourism experience.

A core part of our expertise lies in the development of comprehensive tourism signage strategies. We understand that clear, consistent, and engaging signage is vital for guiding visitors, highlighting attractions, and enhancing the visitor experience. Our approach ensures that signage not only provides necessary information but also aligns with the destination's branding and storytelling.

Our work involves close collaboration with state and local governments, regional development organisations, and tourism entities to create well-rounded tourism destinations. We leverage our deep understanding of tourism, strategic planning, community consultation, branding, marketing, and signage design to deliver impactful solutions.

## Wayfound's services

### We are visitor information and tourism signage specialists

- **Tourism Signage Strategy Development:** We specialise in creating tailored signage strategies that guide visitors and promote attractions effectively.
- **Review and Advice on Visitor Information:** We assess and improve how destinations provide information to visitors, ensuring clarity and engagement.
- **Destination Branding, Design, and Marketing:** We help destinations craft compelling brands and marketing strategies that resonate with visitors.
- **Tourism Websites, Apps, and Online Marketing:** Our digital solutions enhance the online presence of destinations, making information accessible and engaging.
- **Creation of Interpretive Trails:** As drive trail specialists, we design interpretive trails that enrich the visitor experience through storytelling and thematic exploration.

Our unique combination of skills spans tourism planning, marketing, branding, print, signage, and online design, enabling us to deliver comprehensive solutions that meet the needs of modern tourism destinations.

## 5. MATTERS WHICH REQUIRE DECISIONS

### 5.1 NOMINATIONS FOR FOOTPATH DIGNITARY PLAQUES

**Council's resolution number 260325.06 of 26 March 2025 was:**

*"That with respect to the seven (7) dignitaries recommended for Footpath Plaques, by the Townscape Advisory Committee, the Council:*

- 1) Consider in the 2025/26 Budget, the sum of \$10,000, to initiate the project;*
- 2) Amend Council Policy 11.6 Shire of Narrogin Dignitaries – CBD Footpath Plaques to include reference to cultural sensitivities, in accordance with Attachment 2;*
- 3) Subject to Part 1), request the Chief Executive Officer to purchase and install the plaques for the seven (7) dignitaries referenced in Attachment 1;*
- 4) Waive the requirement of the Council's Policy in relation to consulting with descendants on this occasion given that all of the proposed dignitaries have previously been recognised by either the Town of Narrogin or the Former Shire of Narrogin and the Council is of the view that there would be no cultural sensitivities in relation to the placement of plaques on a footpath;*
- 5) Subject to Part 1), install the plaques on Federal Street working back from Fortune Street to Park Street on the Western side (Town Hall); and*
- 6) Request the Townscape Advisory Committee to consider recommending another three (3) dignitaries for plaques from recognised eligibility criteria, pursuant to Council Policy 11.6, being mindful to adhere to a potential budget of \$10,000 in the 2025/26 Annual Budget".*

The Townscape Advisory Committee Chairperson, Cr McNab, suggested that the Committee might find the following resources helpful when considering future nominations:

- Citizenship Awards  
<https://www.narrogin.wa.gov.au/documents/rolls-of-honour/citizenship-awards>
- Rolls of Honour – Narrogin Shire  
<https://www.narrogin.wa.gov.au/your-shire/about-narrogin-shire/rolls-of-honour.aspx>
- Pioneers – Ozburials  
<http://www.ozburials.com/CemsWA/Narrogin%20Info/pioneers.htm>

#### **OFFICER'S RECOMMENDATION**

That the Administration requests the Townscape Advisory Committee discuss possible nominees and recommend three (3) confidential nominees to Council pursuant to Council Policy 11.6.



## **TOWNSCAPE ADVISORY COMMITTEE RESOLUTION**

Moved: Cr R McNab

Seconded: Mrs J Early

That the Townscape Advisory Committee recommend to the Council that:

1. Plaques for three (3) confidential nominees be purchased and installed pursuant to Council Policy 11.6, as follows:

**REDACTED**

2. The priority for plaque placements be firstly, Federal Street, from Fortune Street to Park Street, and then Federal Street from Fortune Street to Edgerton Street.
3. The first seven (7) adopted nominated (Freeman) plaques, contain the following information:
  - Name
  - Year of birth and death
  - Freeman (award date).

**CARRIED 5/0**

For: Cr R McNab, Cr C Bartron, Ms B Fletcher, Ms J Early, Mrs V Chadwick

Against: Nil

## **6. ACTION TRACKER UPDATE**

The Action Tracker has been updated with the latest project statuses and is included as 'Attachment 1.'

## **7. GENERAL BUSINESS**

- The EMTRS presented the comments emailed by Mrs V Chadwick regarding entry statements to the Presiding Member Cr Mc Nab, who read them to the Committee.
- The EMTRS to add a draft 2025/26 Budget item, for the Cemetery Drain beautification project for Council consideration.
- Ms J Early suggested improvement to directional signage within Foxes Lair. Jacqui advised that she would recommend this to the Shire via an email.
- Cr Bartron enquired if the annual \$25,000 toward public art would be included in the draft 2025/26 Budget. The EMTRS advised that it would be included for Council's consideration.

## **8. DATE & TIME OF NEXT MEETING**

The next meeting of the Townscape Advisory Committee will be held at 5.00pm on Tuesday 24 June 2025.

## **9. CLOSURE OF MEETING**

There being no further business to discuss, the Presiding Member declared the meeting closed at 6.22pm.



## Townscape Advisory Committee Action Tracker

Project/Task	Start Date	Action	Responsible Officer	Estimated Completion Date	Comments/Update
Highbury Stopover bay development	1.7.2021	Additional tree planting for shade and to screen and soften less attractive areas formalising vehicle access and parking areas to reduce the expanse of open gravel.	EMTRS		30/3/23 The EMTRS is in consultation with MRWA to seal the Rest Area at Highbury as a 50% each cost sharing arrangement. This project will be included in the 2023/24 draft Budget for Council consideration. Should this project proceed, then additional trees will be planted to compliment this area. 27/09/23 - No change to status. 16/2/24 Trees to be planted following sealing of the rest area. 25/2/2025 EMTRS advised sealing and curbing to be completed in March 2025 and trees to be planted in May/June 2025.
Public Art Map	02.08.2022	A Public Art interactive map, similar to the Heritage Walk Trail, for inclusion on the Shire's website; and A whole of Shire Heritage Trail, highlighting type A & type B sites from the Local Heritage Survey 2019, as an interactive map for inclusion on the Shire's website.	MCLC/CDO	Feb-23	The CEO instructed the CD team to investigate and create a Public Art trail and a Shire Heritage trail, on the izi.TRAVEL app. This has been put on the backburner as the CD team have worked on the completion of the relocation of the Visitor Centre and the Walk Trails. It will be progressed in the new year. Jan 23 - No progress on this project at present April 23 - MCLC will progress when time permits. 27/09/23 - This item has been referred to the MCCA. 9/02/24 – No change in status at this time, Item to be hastened.





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