



Shire of
Narrogin
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MINUTES

TOWNSCAPE ADVISORY COMMITTEE MEETING

17 JULY 2025

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

Signed:

Date

These minutes were confirmed at the Townscape Advisory Committee Meeting held

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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for download from the Shire of Narrogin website www.narrogin.wa.gov.au
Alternative formats are also available upon request, including large print,
electronic format (disk or emailed), audio or Braille

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

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4. MATTERS FOR DISCUSSION / INFORMATION

Nil

5. MATTERS WHICH REQUIRE DECISIONS

5.1. ENTRY STATEMENT CONCEPT WORKSHOP

The purpose of this workshop is to present the committees ideas on the screen in the administration meeting room so discussion can be held between committee members for an agreed style/concept/design on the new replacement entry statement for Narrogin and Highbury. Images and concepts presented are ones that have been sent through by committee members to administration for the purpose of this workshop and to progress the project. Full details are attached (Attachment 1).

OFFICER'S RECOMMENDATION

The Townscape Committee is requested to workshop and discuss the presented entry statement concepts and agree upon a preferred concept for presentation to Council for resolution.

5:45pm – Discussion on the Entry Statement Concept was paused due to Mrs V Chadwick having to leave the meeting at 6pm.

The Committee then turned its attention to Item 5.2 – Imaging Projectors.

5.2. IMAGING PROJECTORS

Quotes and model details have been sourced by Mrs V Chadwick and are presented to the Townscape Committee. Full details are attached (Attachment 2).

OFFICER'S RECOMMENDATION

That the Townscape Committee is requested to discuss the presented imaging projector quotes and agree upon a preferred model for presentation to Council for resolution.

Committee Consensus

The Committee recommended that further research be undertaken before making a decision. Mrs V Chadwick is to attempt to seek additional information from the two (2) suppliers who provided quotes. Additional information is to include:

- See if other LG's have purchased these models and seek feedback; and
- Ask the supplier for a demonstration.

5:57pm - Mrs V Chadwick left the meeting.

6:00pm - Discussion returned to Item 5.1 Entry Statements Concept.

Committee Consensus

The Committee recommended that concept artwork be developed by Mrs D Broad. This design is to include small entry statements constructed of rustic metal and incorporating the current Shire of

Narrogin logo. Proposed dimensions were discussed. Mrs D Broad is to prepare a draft of the artwork and consult with the laser cutter business Ray Smith. An update will be circulated to Committee in due course and prior to the next meeting to be held on 18 August 2025.

6. ACTION TRACKER UPDATE

The Action Tracker has been updated with the latest project statuses and is included as 'Attachment 3.'

7. GENERAL BUSINESS

Nil

8. DATE & TIME OF NEXT MEETING

The next meeting of the TAC will be held at 5.00pm on Monday 18 August 2025.

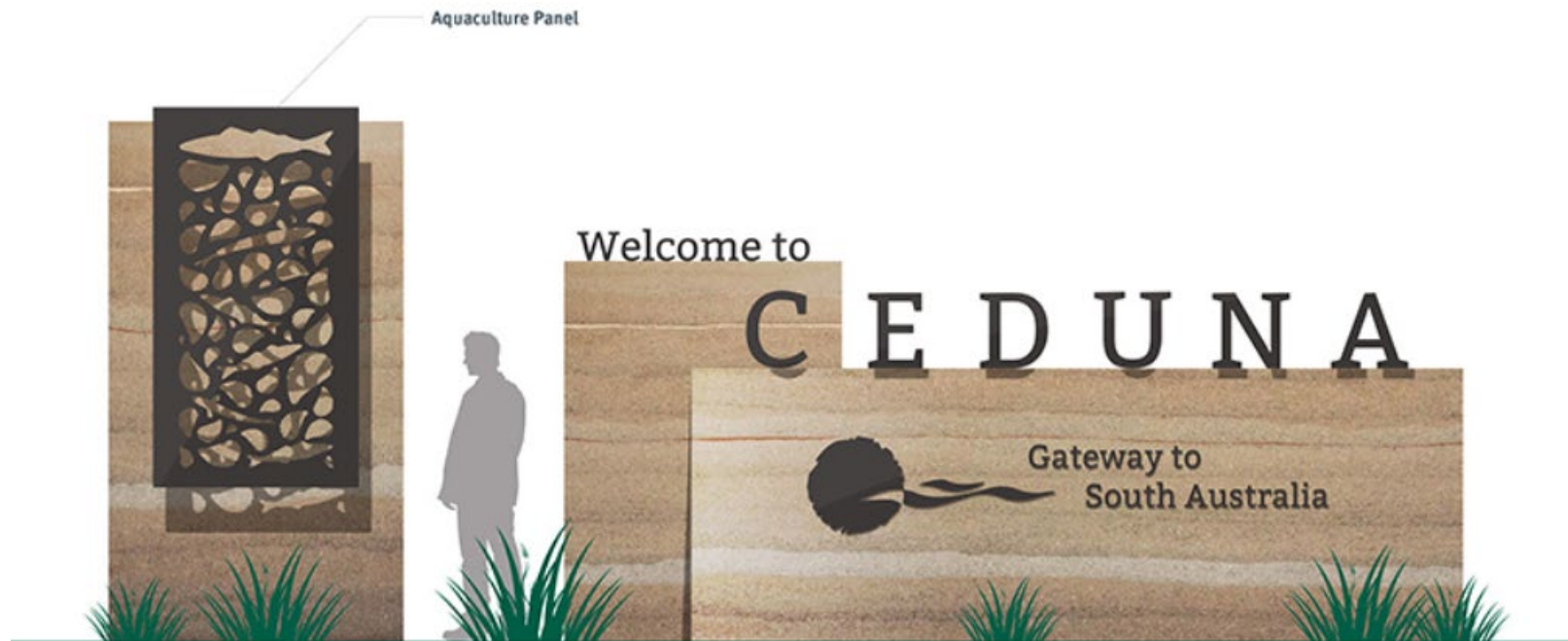
9. CLOSURE OF MEETING

There being no further business to discuss, the Presiding Member declared the meeting closed at 6.15pm.

Entry Statement Ideas

Submitted by Ms J Early

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.

Entry Statement Ideas

Submitted by Cr McNab



















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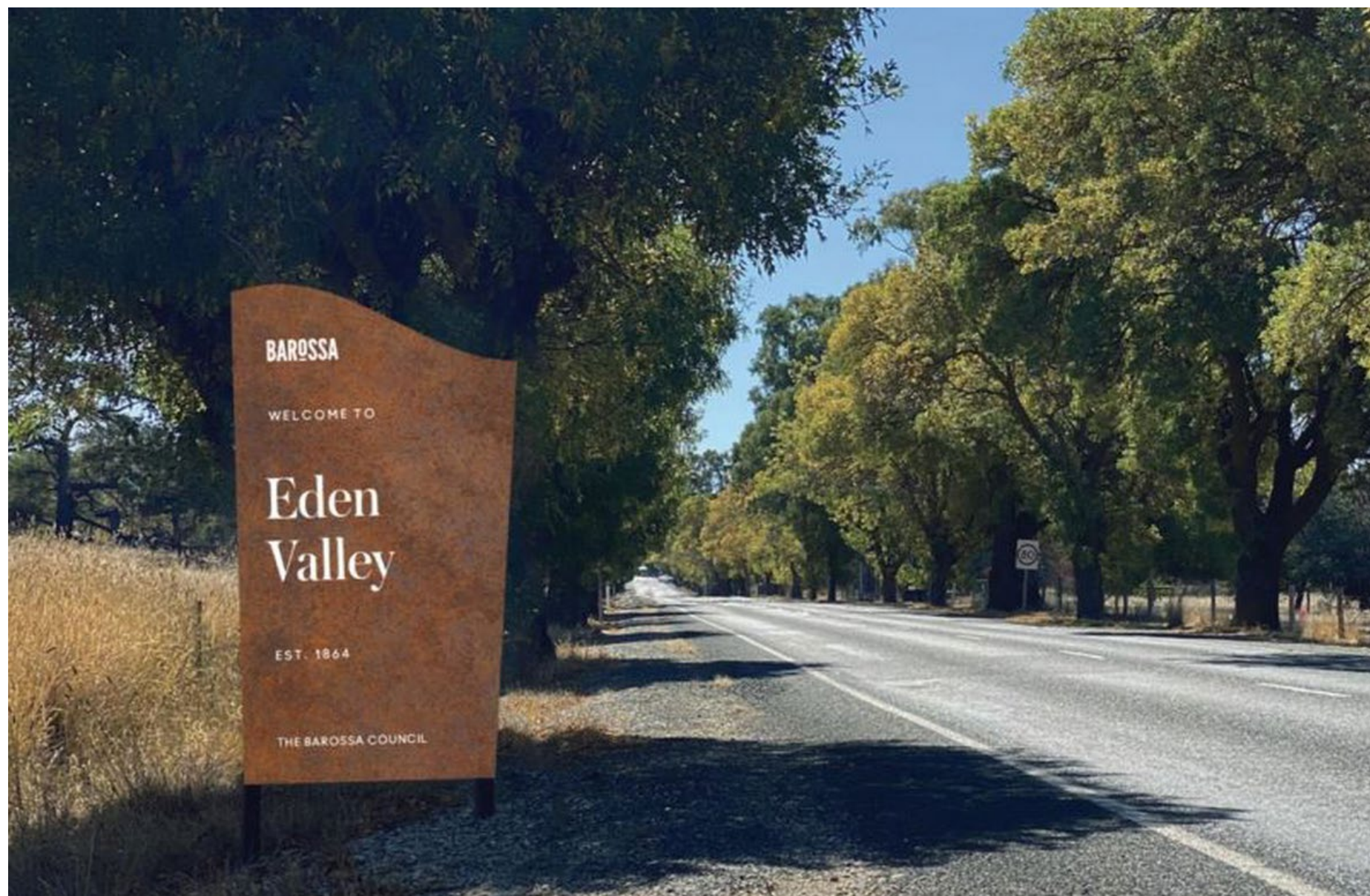
Entry Statement Ideas

Submitted by Mrs V Chadwick









Projector information from Suppliers

Quotes from Projectisle

Hi Vicki,

As per our conversation please see projector options below: All prices inc GST

Sharp/NEC XP-A155U-W

<https://www.projectisle.com.au/Projector/Product/Sharp-Projector.aspx?ProdID=91846>

(White only) WUXGA, 14000 lumens, (requires lens)

RRP \$24100.00

You pay \$20,650.00

Lens options for throws you gave me are:

NP54ZL, RRP \$3226.00 You pay \$3050.00

NP55ZL RRP \$5208.00 You pay \$4900.00



Panasonic PT-MZ14kl w/b (White or Black), WUXGA, 14000 lumens, (requires lens)

<https://www.projectisle.com.au/Projector/Product/Panasonic-Projector.aspx?ProdID=77203>

RRP \$24999.00

You pay \$19200.00

Lens options for throws you gave me are:

ET-EMS600/650, RRP \$4729.00 You pay \$4200.00

ET-EMS7000/750 RRP \$6999.00 You pay \$6250.00



Epson EB-PU2010 w/b, (White or Black), WUXGA, 10000 lumens, (requires lens)
<https://www.projectisle.com.au/Projector/Product/Epson-Projector.aspx?ProdID=76524>

RRP \$17699.00

You pay \$15400.00

Lens options for throws you gave me are:

ELPLM10 RRP \$2302.00 You pay \$2100.00

ELPLM15 RRP \$2302.00 You pay \$2100.00



Sales Department

Jenny@Projectisle.com.au

1300 88 11 79

Quotes from GM Multimedia Pty. Ltd.

Hi Vicki

Apologies for the late reply. The end of financial year weekend was crazy busy and I have only managed to get onto emails now.

The NEC/SHARP PA1004UL is quite good value for what you get.

It is a 10,000 lumen laser based large venue projector.

It is priced at **\$12,999** inc gst (without a lens).

The middle-range lens is \$1490.

For a 10m wide image this lens will allow an installation range between 13 and 30m

A link to this model is below

[NEC Sharp PA1004UL-WG 10,000lm LCD Large Venue Laser Projector](#)



NEC/SHARP also has the PA1505UL option with 15,000 lumens at **\$21,499** for something more powerful.




Please let me know what you think.

Regards

Chris






GM Multimedia Pty. Ltd.

Side-by-Side Projector Comparisons

Model	XP-A155ul-w	PT-MZ14kl	EB-PU2010b	PA1004ul	PA1505ul
Image					

Quotes Supplied by	<u>Projectisle</u>			<u>GM Multimedia Pty Ltd</u>	
Price Incl GST	RRP \$24,100.00 You pay \$20,650.00	RRP \$24999.00 You pay \$19200.00	RRP \$17699.00 You pay \$15400.00	\$12,999.00	\$21,499.00
Lumen	14000 lumens, (requires lens)	14000 lumens, (requires lens)	10000 lumens, (requires lens)	10,000 lumen	15,000 lumens
Lens options	NP54ZL, RRP \$3226.00 You pay \$3050.00 NP55ZL RRP \$5208.00 You pay \$4900.00	ET-EMS600/650, RRP \$4729.00 You pay \$4200.00 ET-EMS7000/750 RRP \$6999.00 You pay \$6250.00	ELPLM10 RRP \$2302.00 You pay \$2100.00 ELPLM15 RRP \$2302.00 You pay \$2100.00	The middle-range lens is \$1490.00 For a 10m wide image this lens will allow an installation range between 13 and 30m	Information not supplied
Additional Information	(White only) WUXGA	w/b (White or Black), WUXGA,	w/b, (White or Black), WUXGA	laser based large venue projector	something more powerful

General Information

Model	XP-A155ul-w	PT-MZ14kl	EB-PU2010b	PA1004ul	PA1505ul
Image					
Brand	Sharp	Panasonic	Epson	NEC	NEC
Price	Contact Us	Contact Us	Contact Us	Discontinued	Contact Us
Warranty	5 year, 10,000 hrs	5 year	5 year	5 year	5 year, 10,000 hrs
Launch	March 2024	May 2023	August 2021	July 2020	March 2024
Discontinued				June 2025	

Image

Resolution	WUXGA (1920 x 1200)	WUXGA (1920 x 1200)	WUXGA (1920 x 1200)	WUXGA (1920 x 1200)	WUXGA (1920 x 1200)
Aspect Ratio	16:10	16:10	16:10	16:10	16:10
Brightness	14000	14000	10000	10000	14000
Eco Brightness		9800	7000	7200	
Uniformity		85%			
Contrast Ratio	3000000:1 On/Off	3000000:1 On/Off	2500000:1 On/Off	3000000:1 On/Off	3000000:1 On/Off
Iris	Dynamic	Dynamic	Dynamic	Dynamic	Dynamic
Colours	1.07 Billion	1.07 Billion	1.07 Billion	1.07 Billion	1.07 Billion
Refresh Rate	24-120 Hz	24-120 Hz	24-85 Hz	48-120 Hz	24-120 Hz
Keystone	Digital ±30° V ±40° H	Digital ±40° V ±15° H	Digital 45° V 30° H	CornerStone 40° V 40° H	Digital ±30° V ±40° H

System

Panel		1" LCD(3) Inorganic	0.76" LCD(3) Inorganic	0.76" LCD(3) Inorganic	
Light Source	Laser	Laser	Laser	Laser	Laser

Projector Lens

Lens	No Lens		No Lens	No Lens	
Lens Options	6 options	7 options	10 options	9 options	6 options
Focus	Power	Power	Power	Manual/Power	Power
Zoom	Power	Power	Power (1.62x)	Manual/Power	Power
Lens Shift	Power Lens Shift	Power ±60% V ±20% H	Power ±67% V ±30% H	+10%, -50% V ±20% H	Power Lens Shift
Throw	0.68 - 80.77 m	0.81 - 78.92 m	1.53 - 50.44 m	0.7 - 50.9 m	0.68 - 80.77 m
Throw Ratio	0.5 - 7.5:1	0.5 - 7.4:1	0.4 - 7.4:1	0.3 - 7.0:1	0.5 - 7.5:1
Screen Size	60" - 500"	80" - 600"	50" - 1000"	40" - 500"	60" - 500"

Physical

Weight	28.7 kg	22.5 kg	16.9 kg	24.1 kg	28.7 kg
Dimensions	59.9 x 23.8 x 49 cm	65 x 18.5 x 44 cm	54.5 x 16.4 x 43.6 cm	59.9 x 20.8 x 49 cm	59.9 x 23.8 x 49 cm
Rotation	360°(up, down) 360°(left, right)	360°(up, down) 360°(left, right)	360°(up, down) 360°(left, right)	360°(up, down) 360°(left, right)	360°(up, down) 360°(left, right)
Cooling	Air	Air, Liquid	Air	Air	Air
Fan Noise	38 dB	35 dB	34 dB	30 dB	38 dB
Eco Noise	35 dB	30 dB	30 dB	28 dB	35 dB

Inputs

	3G-SDI, HDMI(x2) HDBaseT USB-A	HDMI(x2), SDI Digital Link USB-A(memory, wifi)	5 BNC 3G-SDI, DVI-D, HDMI HDBaseT VGA USB-A(memory, wifi) USB-B(service) 3.5mm(x3) MiniJack	HDMI(x2) Display Port HDBaseT VGA USB-A 3.5mm MiniJack	3G-SDI, HDMI(x2) HDBaseT USB-A
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Outputs

	HDBaseT 3.5mm MiniJack	USB-A(power 5V, 2A)	3G-SDI VGA 3.5mm MiniJack	HDBaseT 3D Sync 3.5mm MiniJack	HDBaseT 3.5mm MiniJack
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Network

Serial	RS232c	RS232c	RS232c
LAN			
WiFi	Optional (AJ-WM50)	option	
Bluetooth			

Memory

Internal
SD Card
USB

Compatibility

DICOM	Dicom Sim	Simulation		Dicom Simulation	Dicom Sim
Mac					
PC	4k, 1080p, 2k, 720p, 576p, 480p	4k, 1080p, 2k, 720p, 575p, 480p	4k, 1080p, 2k, 720p, 576p, 480p	4k, 1080p, 2k, 720p, 576p, 480p	4k, 1080p, 2k, 720p, 576p, 480p
Phone					
Software	Crestron, PJLink, AMX	Crestron, PJLink, Art-Net DMX	Crestron, PJLink, Art-Net	Crestron, PJLink, AMX	Crestron, PJLink, AMX

Power

Mains	925 Watts	800 Watts	416 Watts	798 Watts	925 Watts
Eco		460 Watts	299 Watts	470 Watts	

Security

Alarm					
Anchor		Bar, Slot	Bar, Slot		



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		<p>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.</p> <p>27/09/23 - No change to status.</p> <p>16/2/24 Trees to be planted following sealing of the rest area.</p> <p>25/2/25 EMTRS advised sealing and curbing to be completed in March 2025 and trees to be planted in May/June 2025.</p> <p>17/7/25 EMTRS advised that the trees at the Highbury rest area have now been completed.</p>
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	<p>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.</p> <p>Jan 23 - No progress on this project at present</p> <p>April 23 - MCLC will progress when time permits.</p> <p>27/09/23 - This item has been referred to the MCCC.</p> <p>9/02/24 – No change in status at this time, Item to be hastened.</p> <p>24/6/25 – MCS advised SoN has received and invitation to participate in <i>WA Public Art Inventory</i>, a state-wide project to document and promote public artworks coordinated by Museum of Perth. Annual fee Of \$499 with website showcasing art and artist bios to be launched in October 2025. CEDC seeking high quality photographs of Narrogin public art.</p>



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