



Mildura Rural City Council

## Commemorative Lighting Policy

### Policy – CP051

| Prepared                                     | Reviewed | Approved                 | Date        | Council Minute No. |
|----------------------------------------------|----------|--------------------------|-------------|--------------------|
| Manager Community Partnerships               | ELT      | Council                  | 27/8/2026   | 2026/0094          |
| <b>Trim File: 18/02/01</b>                   |          | <b>To be reviewed:</b>   | August 2029 |                    |
| <b>Owner:</b> Manager Community Partnerships |          | <b>Review Frequency:</b> | 3 years     |                    |

#### 1. The purpose of this policy is:

To establish a clear, consistent and transparent framework for the use of coloured lighting on Council-owned buildings and public places to recognise and support significant community, cultural and awareness campaigns or commemorations.

#### 2. Policy Statement

Council supports the use of coloured lighting to acknowledge significant events, public awareness campaigns and community initiatives where these align with Council's strategic objectives and community values.

Lighting activations must be applied in a fair, equitable and consistent manner, balancing community benefit with operational, reputational and resource considerations.

This policy applies to the following buildings and public places:

- Deakin Avenue Median between Seventh Street and Eighth Street
- Powerhouse Place
- Langtree Mall
- Rio Vista Park
- Mildura Arts Centre.

#### 3. Who can make a request

- State or Federal Government Departments or Agencies
- Council departments or branches;

- Local community groups or organisations with a demonstrated connection to the Mildura Rural City Council Local Government Area.

In the event of competing requests for the same date, priority will be given in the order listed above.

Requests must be submitted at least one week in advance to allow time for assessment, approval, communications and lighting programming. Requests made with less notice cannot be guaranteed.

#### **4. Assessment Criteria**

All requests will be assessed against the following criteria:

- Alignment with Council Plan and adopted Council strategies and action plans.
- Demonstrated community benefit or relevance.
- Association with recognised local, state, national or international observances.
- Evidence of local connection or community support.
- Non-commercial and non-profit nature.
- Avoidance of duplication or over-saturation of lighting events.
- Operational feasibility, including infrastructure capability.

Meeting these criteria does not guarantee approval

#### **5. Exclusions**

Lighting requests will not be approved for:

- Commercial or profit driven purposes
- Political parties, political advocacy or lobbying activities
- Religious observances or promotion
- Personal celebrations
- Organisations or campaigns without a clear local connection
- Causes or activities that may reasonably be considered to:
  - Create significant community division or conflict
  - Undermine community cohesion
  - Pose a reputational risk to Council

#### **6. Approvals**

All requests require approval from General Manager Healthy Communities or the Chief Executive Officer.

Lighting activations may be cancelled or adjusted due to:

- Operational issues
- Maintenance requirements
- Competing priorities

Where the requested colour is not technically achievable, the closest available colour will be used.

## 7. Communications

Effective public communication is essential to ensure the community is aware of the meaning for lighting activations.

- **State/Federal requests:** Communications Branch will prepare and promote a communications campaign.
- **Internal requests:** Responsible branch must provide key messaging and work with Communications Branch to prepare a communications campaign.
- **Community requests:** Applicants must provide key messaging. Council will consider promoting or sharing community driven communications via social media to avoid duplication.

## 8. Who is responsible for implementing this policy?

|                                         |                                                              |
|-----------------------------------------|--------------------------------------------------------------|
| Manager Community Partnerships          | Policy owner, review and communication                       |
| General Manager Healthy Communities/CEO | Approval of lighting requests                                |
| Manager Facilities & Assets             | Implementation - Deakin Avenue Median and Rio Vista Park     |
| Manager Arts Culture & Venues           | Implementation - Mildura Arts Centre and Powerhouse Place    |
| Mildura City Heart                      | Implementation - Langtree Mall                               |
| Communications Branch                   | Preparing communication plans to support lighting campaigns. |

## 9. Definitions

|                    |                                                                                                           |
|--------------------|-----------------------------------------------------------------------------------------------------------|
| Commemoration      | Recognition of a significant date, individual, or event of public importance                              |
| Awareness Campaign | A recognised initiative intended to increase public understanding of a social, health, or community issue |
| Local Connection   | Demonstrated presence, activity, or impact within the Mildura Rural City Council Local Government Area    |

## 10. Legislation and other references

Nil

## 11. Documents

- Council Plan 2025–2029
- Council strategies and action plans

## 12. Risk Assessment Reference

*Please tick the corporate risk(s) that this policy is addressing.*

| <b>Risk Category</b>             |   | <b>Risk Category</b>                |   |
|----------------------------------|---|-------------------------------------|---|
| Asset Management                 | ✓ | Financial Sustainability            |   |
| Committees                       |   | Human Resource Management           |   |
| Compliance – Legal & Regulatory  |   | Leadership & Organisational Culture | ✓ |
| Contract Management              |   | Occupational Health & Safety        |   |
| Contract Tendering & Procurement |   | Organisational Risk Management      |   |
| Corporate Governance             |   | Project Management                  |   |
| Environmental Sustainability     |   | Public Image and Reputation         | ✓ |