

Operation & Maintenance Plan  
For Classic Advertising Asset at M4  
Motorway (Homebush Bay Drive Overpass)  
Homebush NSW 2140

Prepared by JCDecaux Australia

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# Operation and Maintenance Plan

## 1.0 Background

JCDecaux is committed to ensuring the operation of advertising signs is completed safely without any disruption to TfNSW operations or the travelling public.

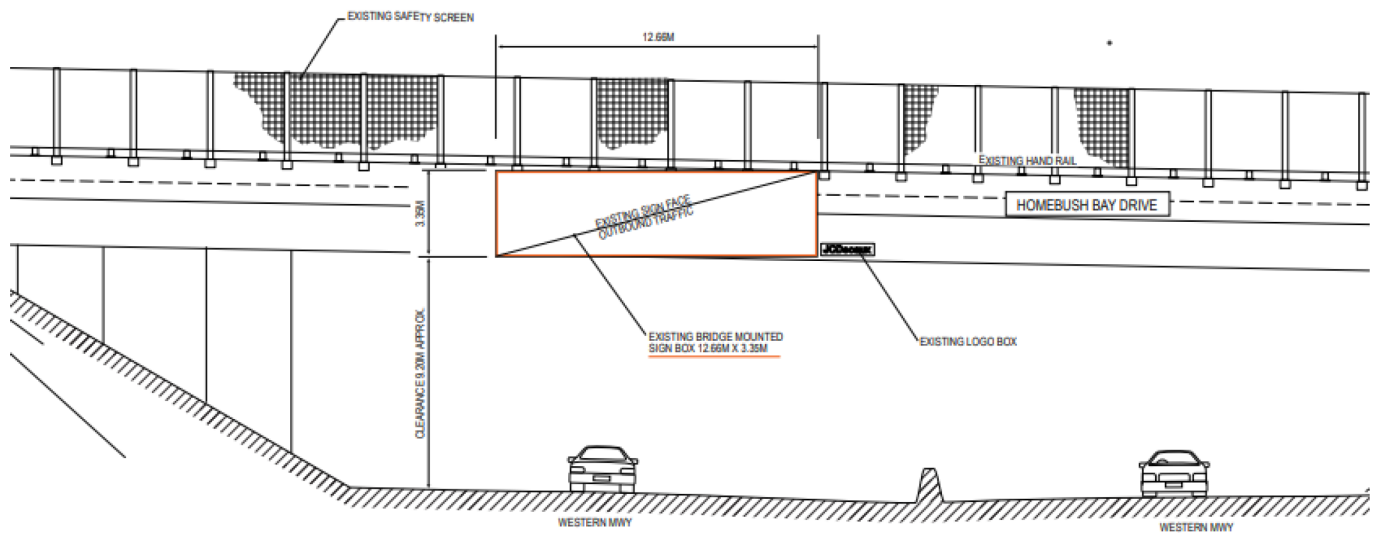
This plan has been prepared to detail the operation and maintenance of the existing advertising structure constructed on the TfNSW Classic Advertising Asset at M4 Motorway (Homebush Bay Drive Overpass) Homebush NSW 2140

This plan provides details of how the classic vinyl advertising sign will operate and the maintenance regimes in place to ensure we meet our target to safely operate each advertising structure. This Operation & Maintenance Plan defines both the ongoing operating conditions of the static sign as well as proactive and reactive maintenance systems supporting the sign's ongoing safe operation and high standard of appearance.

This Operation and Maintenance Plan is effective from the date on the front cover of this document and will be updated to accommodate any changes required to the maintenance or operational parameters of the sign.

## 1.1 Sign Locations

Panel No.	Location	Sign Type	Format Type and Size	Faces
03490.01	Classic Advertising Asset at M4 Motorway (Homebush Bay Drive Overpass) Homebush NSW 2140	Road Overpass	12.66m x 3.35m	1





## 1.1 Sign Specifications

### Specification

The product specifications of static sign are below. The product is typical of high-end installations across the industry and are chosen to ensure product are length of lifecycle, durability and energy consumption.

<b>Dimensions</b>	12.66m x 3.35m
<b>Finishes</b>	Aluminium composite, Perforated Aluminium Sheet, Opal Acrylic, LED Illumination & Steel
<b>Suggested Power Supply Method</b>	Install new switchboard at nearest Point of Supply –3 phase required.
<b>Integration</b>	The design of the support structure is intended to integrate with the existing architectural features of the surrounding environment.
<b>Engineering suitability</b>	A structural assessment will be completed by JCDecaux's engineers, Dennis Bunt Consulting Engineers. A Structural Design Certificate will be submitted prior to any works commencing.

## 2.0 Sign Operation

### 2.1 Hours of Operation

The static sign will display advertising 24 hours a day, 365(6) days per year.

### 2.2 Light Output

The asset will be carefully calibrated so not to exceed the pre-determined brightness. The brightness of the advertising will be either managed by a photovoltaic cell that automatically adjusts brightness to ambient light conditions or with a timer adjusted periodically to reflect sunlight hours of the season. Luminance levels shall be in accordance the Development Consent document and the relevant State and National Standards.

### 2.3 Advertising Content Controls

JCDecaux will engage with industry providers to print and install content for each asset. Campaign Delivery are responsible for the receipt, processing and scheduling of all client artwork.

Whether static or digital sign formats, all content on JCDecaux signs is controlled with various measures prior to posting. Where particular sites have specific censorship, these categories are blocked from sales opportunities automatically. Beyond this, there are several manual checks on content to ensure there is compliant with the various codes that JCDecaux subscribe to by being a member of the Outdoor Media Association.

JCDecaux is a member of the Outdoor Media Association (OMA) who are the peak body representing Out-of-Home advertising within Australia. As a tier one member of the OMA, JCDecaux are committed to complying with the following codes that regulate the content and placement of advertisements which include:

- OMA Code of Ethics
- OMA Alcohol Advertising Guidelines
- OMA Environment and Sustainability
- AANA Code of Ethics
- AANA Environmental Claims in Advertising and Marketing Code
- AANA Code for Advertising and Marketing in Communications for Children
- AANA Food and Beverages Advertising and Marketing Communications Code
- Alcohol Beverages Advertising Code
- Federal Chamber of Automotive Industry's Voluntary Code of Practice for Motor Vehicle Advertising

JCDecaux have an internal creative review process to ensure that advertisements do not breach any applicable code. This review process is undertaken prior to advertisements being displayed.

Should a complaint be made, this complaint is raised with the Advertising Standards Bureau (ASB) that regularly assess all advertising across all mediums in Australia. JCDecaux strictly follows any direction from the ASB should a complaint be upheld and the advertisement requires removal. Working in roadway environments, we also ensure advertisements do not give a traffic direction to motorists to stop, turn around and the like, nor do we permit advertisements that can reasonably replicate a traffic signal.

## 3.0 Maintenance

Repair & Maintenance types cover the following categories of work:

### 3.1 Graffiti

Graffiti static signs refers to tags or markings that have been painted or sketched on the physical asset structure. The removal process of graffiti will vary according to the type of damage ranging from in-situ cleaning to the whole or in the case of digital, the partial removal of the affected LED module(s). It is the responsibility of the Assets Function within JCDecaux to action all graffiti on structure. If the graffiti is deemed to be offensive, vulgar or in any way unsightly, JCDecaux will use its best endeavours to remove this within 4 hours although not later than 1 working day of being notified. If this is not the case, the graffiti will in most situations be removed within 7 working days.

### 3.2 Electrical

All electrical work is carried out by an accredited electrician. All electrical issues are reported as urgent and JCDecaux will typically rectify the issue within 4 hours of being notified

### 3.3 Structural

The key objective of the structural repair service is to make safe, repair or replace damaged assets.

Structural **Condition Monitoring** shall be carried out by an accredited Structural Engineer and classified as follows and a set out below.

STRUCTURAL CONDITION – Structural rating			
No conditions apply other than a re-inspection required in 2 to 5 years from the date of this inspection.	1	The DEFECTS list attached is to be rectified and re-inspected within 4 weeks	4
Re-inspection required in 6 months to 2 years from the date of this inspection.	2	<b>ASSET TO BE DEMOLISHED IMMEDIATELY</b>	<b>5</b>
Re-inspection required in 2 to 6 months from the date of this inspection.	3	ASSET not inspected	6

JCDecaux shall provide TFNSW with a copy of Level 1-4 reports within 7 days following each inspection.

### 3.4 General Maintenance

Static assets undergo regular maintenance checks which include cleaning as required. In addition, cleaning is part of the annual maintenance program. The objective of general maintenance is to address wear and tear of asset components to ensure correct operation and visual appearance is maintained as detailed below:

- Cleaning.
- Painting.
- Other works as required.

## 4.1 Scheduled Maintenance

Operation & Maintenance (O&M) is a vital part of the JCDecaux business. O&M can be defined as work required to ensure the presentation of the asset is held to the highest possible standard.

A program is established to create a plan for cyclical tasks to prioritise certain O&M tasks. This information is inputted into an internal IT system called '**Fusion**' which notifies JCDecaux Assets Staff members that a scheduled inspection is due. These planned maintenance activities include:

- **Sign Brightness / Illumination Runs**

Illumination runs are designed to inspect visually all lighting at night and completed the week following each campaign start date (typically every 4 weeks). If any outages are found during these runs, those issues are rectified by an JCDecaux electrician.

- **Structural and Electrical Inspections**

JCDecaux typically carry out routine structural and electrical inspections every 12 months and carry out any works arising from recommendations to ensure advertising structure and electrical devices are being adequately maintained. Inspection schedules may be varied according to recommendations from structural engineers inspecting these structures.

## 4.2 Reactive Maintenance

Safety for the public, TFNSW employees and JCDecaux personnel remains our first priority. As soon as a report of damage or of an asset in a dangerous condition is received through the 24-hour (OWL) hotline 1800 276 695, repairs will be performed as soon as possible and within the times listed in the Fault Response Schedule. JCDecaux maintains a stock of complete standard sign components to enable the speedy replacement of damaged assets or LED components in the case of digital signs.

JCDecaux has a streamlined reporting process that includes:

- 24/7 toll free hotline known as the "OWL" (phone number or 1800 276 695)
- Email addresses: [au.owl@jcdecaux.com](mailto:au.owl@jcdecaux.com) an automated reply email is generated to confirm the receipt of the issue.
- Reports from JCDecaux maintenance representatives. (If O&M issues are found and the rectification of that issue generally takes no more than 10 minutes to complete (and they are able to complete ), then the Reports from JCDecaux maintenance representatives fixes that O&M issue and reports it back to JCDecaux. If the repair takes, or expected to take, more than 10 minutes or they are unable to complete (e.g. electrical issue found but the installer isn't an electrician) the defect is reported via OWL.

Reactive Maintenance issues can be generated by:

- an JCDecaux employee;
- a client;
- an agency;
- a TFNSW representative ;
- an external contractor; or
- the general public



The JCDecaux Assets Coordinator must review the OWL database twice daily (after 9:30am & 2pm) to assess the issues reported and begin rectification works. Action must be taken to either clean or replace all other damages under the following guidelines:

- **Assessment of Damage** – Decision required as follows;
  - Extent and Type of Damage or Hazard. Structural (WHS) damages that may endanger the public must be attended to immediately regardless of cost. These WHS issues must also be reported to the National Assets Director and National WHS Director for them to complete the required actions.
- **Issue Work Order** in relation to repair.
  - All Work Orders must be issued through Fusion via a 'Maintenance Of Plant' (MOP) works order
  - Work Orders can only be issued to the Super Suppliers or the Preferred Suppliers on the National Supplier Panel or in the case of digital screens, the digital supplier.
  - The 'MOP' works order must include the same information as recorded in the OWL database. I.e. Panel ID; Panel address; Damage description and 'Rectification by' date.
- **Before and after photos required for Assets O&M.** The Assets Co-Ordinator is responsible to follow up with the suppliers to ensure the requested rectification works are completed within the required timeframe and 'Before' and 'After' photos are received. If however the task has been assigned to the National Static Executive, then that person will follow through that work to completion.

### 4.3 Reporting

JCDecaux maintains an asset register via its operating system, Fusion and all advertising assets have a unique identifier. This is normally attached to the asset by an ID barcode. JCDecaux assets reports are comprised of the following:

- Formal monthly reports and meetings detailing operational and commercial activities. This includes progress of the maintenance program and any particular tasks for the month plus results from regular inspections
- Updates of status of maintenance program/work in regular operational and management meetings
- Periodic audits by JCDecaux staff and independent inspection consultants.