



Plan of Management

Digital Advertising Sign

7 Arkley Street, Bankstown, NSW 2200

Prepared by: Maple Media Pty Ltd





1. INTRODUCTION

This Plan of Management has been prepared by Maple Media Pty Ltd for the proposed digital advertising sign at 7 Arkley Street, Bankstown, NSW 2200. The document sets out the operational framework for the ongoing management of the signage and demonstrates how the development can operate in a safe, orderly and compliant manner.

The proposed signage comprises a building-integrated electronic promotion sign with two display faces mounted to the Fairford Road elevation of the host building. The site is located within an established light industrial and urban services precinct with a strong vehicular character. The sign has been designed to respond to that context and will be operated so that surrounding amenity, road safety and maintenance obligations are appropriately managed.

This Plan addresses signage design and operation, installation, illumination controls, content management, maintenance, complaints handling, advertising standards, waste and recycling, and environmental performance.

2. SIGNAGE TYPE AND DESIGN

The proposed development is for a digital promotion sign integrated with the host building and addressing Fairford Road. The sign presents as a corner-mounted form with two electronic faces and associated skirting, side panels and a logo box, as shown on the town planning drawings.

The key sign characteristics are as follows:

- Face A display: 4.0 m x 6.0 m
- Face B display: 12.5 m x 4.25 m
- Sign depth: approximately 250 mm, subject to final supplier specification and detailed design





- Display technology: high-resolution LED panels with full colour output
- Associated elements: skirting, side treatment and logo box integrated with the building presentation
- Finish: powder-coated aluminium cabinet and matching cladding/trim to present as a cohesive built element
- Operation: static display only, with remote content scheduling and automatic brightness control
- Communications: secure remote access platform for monitoring, programming and emergency shutdown

The sign contains no moving parts and will operate silently. It will not generate mechanical noise or vibration that would affect adjoining properties or the public domain.

2.1 Security Measures

The sign will be equipped with tamper-proof components and secured access panels to prevent unauthorised interference. Control systems are housed in a locked enclosure, with password-protected remote access restricted to authorised personnel within Maple Media Pty Ltd.

2.2 Sightlines and Safety

The sign has been positioned to maintain clear sightlines for all road users, pedestrians, and emergency service vehicles. It does not obstruct intersections, driveways, or emergency access routes, and is positioned directly adjacent to the building to minimise its projection into the public domain.

3. WASTE & RECYCLING MANAGEMENT PLAN

Maple Media Pty Ltd has developed this Waste and Recycling Management Plan in line with applicable local requirements and best practice for waste minimisation during minor construction works.

The plan outlines how waste generation will be reduced through careful material selection, efficient construction practices, and responsible demolition techniques. It includes indicative quantities and types of materials likely to be reused or removed, as well as projected waste outputs. Storage and collection methods for recyclable and reusable materials during all phases of the project are also addressed.





To promote responsible practices, targets for waste diversion and recycling will be set. Maple Media will oversee compliance with these targets and will be responsible for collecting and retaining waste transfer documentation from appropriately licensed facilities. Where waste cannot be reused or recycled, disposal to landfill will only occur as a last resort and only after confirming that no practical recycling options exist.

3.1 Reduction

Maple Media aims to minimise waste generation by maximising the use of recyclable and sustainably sourced materials, reducing reliance on adhesives and solvents, and partnering with qualified waste contractors. Waste output will be regularly reviewed and recorded to support continuous improvement and alignment with environmental standards.

3.2 Reuse

Wherever possible, components of any existing signage infrastructure will be retained and reused for maintenance, donated to other organisations, or redeployed to alternative Maple Media projects. Assets will be assessed for structural and functional viability, taking into account factors such as compatibility, refurbishment complexity, transport costs, and environmental benefit. Components not immediately reused may be stored at Maple Media's storage facilities in Sydney or Melbourne.

3.3 Recycling

When reuse is not practical, Maple Media will separate materials for recycling and ensure they are directed to facilities capable of recovering them for new use.

Recyclable materials will be sorted into three categories based on the type of processing involved:

- **Direct reuse:** where materials are recycled back into the same type of product, such as steel parts or electronic components.
- **Reprocessing for alternative uses:** for example, converting plastic waste into new products like display panels or Corflute sheeting.





- **Advanced material recovery:** which involves breaking down materials through chemical or high-temperature methods to create entirely new products, such as using PVC or glass waste in the manufacture of insulation or building materials.

All recycling will be conducted by appropriately licensed and competent operators.

3.4 Disposal

Disposal will only occur when reuse or recycling is not viable. General and separated waste will be placed in designated containers for collection by authorised service providers. Maple Media recognises that landfill disposal is the least preferred outcome and remains committed to reducing reliance on this method wherever possible.

4. INSTALLATION

The installation of the digital sign at 7 Arkley Street, Bankstown will be carried out in accordance with applicable engineering protocols, planning regulations, and authority approval processes. The following summarises the key stages of the installation:

1. **Initial Design Documentation:** DA drawings are prepared by a qualified designer for the purpose of Development Application (DA) submission. These drawings incorporate key elements including layout, height, setbacks, and visual design intent.
2. **Development Application Approval:** The DA is submitted to the local authority and assessed against planning and environmental controls. Once compliant, development consent is issued.
3. **Detailed Structural Design:** Engineering drawings are prepared and issued for approval. These documents incorporate detailed calculations and compliance with all applicable Australian Standards (AS/NZS). Safety systems, fall protection, and site constraints are factored into the design.
4. **Supplier Engagement:** Digital screen suppliers engaged to manufacture planned sign components.





5. **Risk Assessment:** A formal hazard and risk review is conducted on the proposed installation. Identified risks are mitigated through installation methodology, or ongoing maintenance procedures.
6. **Building Consent:** A building surveyor reviews the installation pathway and confirms that statutory standards are being met.
7. **Fabrication:** Our partner / contractor constructs the supporting frame and related infrastructure. Shop drawings are reviewed and endorsed by the engineer before manufacture proceeds.
8. **Installation Preparation:** Our installation partner is engaged to deliver the installation works. Prior to commencement, they submit:
 - Safe Work Method Statement (SWMS)
 - Traffic and pedestrian management plans
 - Inspection and test plan (ITP)
 - Lifting plan
 - Required permits for access and road occupation
9. **Notice of Commencement:** A formal notification is submitted to the relevant certifier confirming the intended installation date.
10. **On-site Installation:** Installation is carried out in accordance with the approved drawings, SWMS, and permit conditions. Works are completed by licensed professionals under engineer supervision.
11. **Final Structural Sign-off:** A post-installation inspection is conducted by the structural engineer to confirm the installation aligns with the approved 'as built' design.

These steps ensure that the advertising structure is delivered safely, responsibly, and in accordance with all planning and construction obligations.



5. ILLUMINATION

The digital advertising sign will incorporate a modern illumination system that is carefully controlled to minimise any adverse impact on the surrounding environment. The system is designed with automatic brightness adjustment sensors that continuously monitor ambient light levels and adjust the display output accordingly. This ensures that the sign remains clearly visible during the day, while avoiding unnecessary glare or visual disturbance during evening and night-time periods.

Compliance will be maintained with AS4282:2019 - Control of the Obtrusive Effects of Outdoor Lighting as well as the Transport Corridor Outdoor Advertising and Signage Guidelines 2017. These standards set strict limits on luminance levels for varying conditions, and the sign will be programmed to operate within those parameters at all times.

Key operational settings will include:

- **Maximum brightness during full daylight:** up to 6,000 cd/m², ensuring visibility in strong sunlight.
- **Evening and overcast conditions:** limited to approximately 600 cd/m², reducing light spill in lower-light conditions.
- **Night-time operation:** capped at around 200 cd/m² or lower, depending on ambient conditions, to minimise potential disturbance to nearby residents and road users.

The light sensors feature a gradual adjustment system, with changes made in fine increments of around 1% at a time. This avoids sudden fluctuations in brightness that could draw undue attention or distract motorists. In addition, the system is equipped with a built-in delay to filter out temporary lighting variations caused by passing vehicles or intermittent cloud cover.

The illumination design also supports energy efficiency by avoiding unnecessary output, thereby reducing power consumption and lowering the project's environmental footprint. Regular monitoring and maintenance of the system will ensure that it continues to operate within the prescribed limits for the life of the sign.



6. CONTENT MANAGEMENT

All digital infrastructure will be remotely managed by Maple Media Pty Ltd through a secure content management system. This platform enables the scheduling, monitoring, and control of advertising material in real time, allowing for immediate updates. The system is equipped with built-in firewalls, password-protected access, and monitoring tools to ensure that only approved material is displayed.

Maple Media Pty Ltd maintains strict content controls to ensure that advertising material complies with both legal requirements, self-regulated advertising codes and community expectations. A dedicated internal review process is in place to assess all material before it is published. This process checks each advertisement against industry codes, council conditions of consent, and ethical standards. If complaints are received or concerns are raised, the system allows for instant suspension or replacement of content.

In the event of a system fault, power outage, or emergency directive from authorities, the digital sign can be remotely deactivated by Maple Media Pty Ltd. The proposed sign has a default setting that will display an entirely black advertising display area when no content is being displayed or if a malfunction occurs. A manual power isolation switch is also installed within a secured cabinet on-site, allowing safe shutdown by authorised maintenance personnel or emergency responders if required.

Content restrictions:

The sign will not display material that:

- Discriminates or vilifies based on race, gender, age, sexuality, disability, or religion
- Contains sexually exploitative, offensive, or degrading images or messages
- Portrays violence or unsafe behaviour that could cause harm or distress
- Includes sexually explicit material or references inappropriate for general audiences
- Contravenes community standards on health, safety, or advertising ethics





- Is misleading, deceptive, or fails to clearly identify itself as advertising

Maple Media Pty Ltd also commits to allocating space for community service announcements or public messaging where appropriate. The use of digital infrastructure provides flexibility to support emergency warnings, government notices, and other important information that serves the public interest, subject to any approval pathways and conditions of consent.

7. INDUSTRY MEMBERSHIP & ADVERTISING CODES

Maple Media Pty Ltd is committed to upholding recognised industry standards and advertising codes. These commitments ensure that the company's operations reflect best practice, protect community interests, and maintain consistency with national industry frameworks.

Maple Media complies with:

- Outdoor Media Association (OMA) Code of Ethics - setting the overarching ethical framework for out of home advertising.
- OMA Alcohol Advertising Guidelines - guiding responsible placement and content of alcohol advertising.
- Australian Sign & Graphics Association (ASGA) Standards - through industry membership, Maple Media adheres to professional standards for signage design, safety, and sustainability.
- AANA Code of Ethics - the core national code covering all forms of advertising in Australia.
- AANA Environmental Claims Code - regulating the way environmental benefits are communicated in advertising.
- AANA Children's Advertising Code - ensuring content directed at children is responsible and appropriate.
- Alcohol Beverages Advertising Code (ABAC) - governing the responsible marketing of alcohol across all media.





All advertising displayed on Maple Media Pty Ltd's digital infrastructure undergoes an internal review process to confirm compliance with these codes prior to publication.

8. MONITORING & MAINTENANCE

Maple Media Pty Ltd will implement a comprehensive program to ensure the sign remains safe, reliable, and visually appropriate throughout its lifespan. The monitoring and maintenance framework includes:

- **Remote monitoring:** The system continuously tracks power supply, screen performance, and operational status. Automatic alerts are generated in the event of a technical fault, power loss, or irregularity, allowing rapid response.
- **Scheduled inspections:** Physical inspections will occur at least six times each year. These inspections verify structural stability, electrical integrity, and screen performance. Any issues identified are documented and rectified promptly.
- **Cleaning and servicing:** The sign face and frame will be cleaned regularly to preserve visual clarity and presentation. Preventive maintenance tasks, such as checking fastenings, seals, and electrical components, will be carried out to extend asset life and prevent failures.
- **Electronic compliance log:** A digital record of all inspections, maintenance, and repairs will be kept. This log will be updated after each service and can be provided to the consent authority upon request to demonstrate ongoing compliance.
- **Proactive fault management:** If faults are detected, Maple Media will prioritise repairs to minimise downtime. Replacement components will be sourced promptly, and contingency measures, such as defaulting to a black screen, will be used until repairs are complete.

This multi-layered approach ensures that the advertising structure is maintained to a high standard, with accountability measures in place to reassure both authorities and the community.





Maple Media Pty Ltd holds comprehensive public liability and asset insurance coverage for the sign and associated infrastructure. This insurance protects against damage, injury, and third-party liability for the duration of the sign's operational life.

9. COMPLAINTS & COMPLIANCE

Community members or stakeholders with concerns about advertising content or operational issues may contact Maple Media Pty Ltd through the following channels:

- **Phone:** 03 9830 0026
- **Email:** melinda@maplemedia.com.au

A submission will be acknowledged promptly, and Maple Media commits to providing a substantive response or resolution within 3 business days.

10. THIRD-PARTY ADVERTISING

The proposed digital sign has been designed to support third-party commercial advertising, enabling a wide range of businesses and organisations to promote their goods, services, and campaigns in an appropriate location. Maple Media Pty Ltd will manage the scheduling and display of all commercial content to ensure it complies with relevant guidelines and community expectations.

In addition to commercial uses, Maple Media Pty Ltd will make advertising space available for public benefit purposes. This may include government notices, emergency alerts, health campaigns, or other community service messaging, subject to availability and prior approval. By integrating community messaging into its content rotation, Maple Media aims to ensure the sign delivers a meaningful public value alongside its commercial function.

Where appropriate, Maple Media Pty Ltd will support the display of community messaging and public information campaigns alongside commercial advertising, subject to availability and any applicable consent conditions.





11. ENVIRONMENTAL PERFORMANCE

Maple Media Pty Ltd is committed to minimising the environmental impact of its signage infrastructure. The digital advertising sign at 7 Arkley Street, Bankstown will be operated with a focus on sustainable energy use, lifecycle efficiency, and responsible procurement and maintenance practices.

11.1 Renewable Energy Supply

Maple Media will, where practicable, source electricity for the operation of the digital sign from accredited renewable energy products (such as GreenPower) or equivalent procurement arrangements.

This approach supports emissions reduction and aligns with best practice in clean energy procurement. Where a renewable energy product is used, it is matched by accredited renewable generation fed into the grid and verified through recognised certification arrangements.

11.2 Lifecycle and Operational Efficiency

The digital sign will be constructed using durable and recyclable materials such as aluminium framing and LED technology with long service life and low power draw. The sign is designed for modular component replacement, reducing waste generation during future servicing or upgrades.

Ongoing operational efficiency will be ensured through:

- **Automatic brightness adjustment**, which optimises luminance based on ambient light, lowering power usage during low-light conditions.
- **Scheduled maintenance**, ensuring components are functioning efficiently and identifying any faults that may increase consumption.
- **Remote system monitoring**, reducing the need for site visits and minimising emissions related to maintenance travel.

11.3 Reporting and Verification





Maple Media Pty Ltd will retain records of relevant energy procurement arrangements and, where applicable, supporting documentation for renewable energy sourcing for the duration of the development consent. These documents will be made available to the consent authority upon request to demonstrate ongoing compliance.

In addition, an electronic compliance log will continue to be maintained (as outlined in Section 8 of this plan), including records of power supply status, operational faults, and energy performance data.

11.4 Commitment to Continuous Improvement

Maple Media is committed to monitoring the environmental performance of its infrastructure and will continue to explore additional sustainability initiatives, including:

- Integration of energy storage or on-site renewable options where feasible in future installations.
- Participation in carbon offset programs.
- Periodic review of supply contracts to ensure continued alignment with best practice in clean energy procurement

DISCLAIMER

This Plan of Management has been prepared exclusively by Maple Media Pty Ltd in support of its development application for an electronic advertising sign at 7 Arkley Street, Bankstown. It reflects the information available at the time of preparation and is not intended for use by any third party without Maple Media Pty Ltd's consent.

