

SOUTH WESTERN HIGHWAY, BRIDGETOWN — ADVERTISING SIGN

3687. Mr M.P. Murray to the Parliamentary Secretary representing the Minister for Transport

In relation to the sign on South Western Highway, Bridgetown (on the property of Mr John Thorpe), which Main Roads Western Australia has requested be removed, I ask:

- (a) what constitutes an election sign;
- (b) what constitutes an advertising sign;
- (c) what does 'in the vicinity' mean exactly, being the terminology used by Main Roads; and
- (d) who received a copy of the letter sent to Mr Nick Oaks, President of the Blackwood-Warren Branch of the Country Labor Party?

Mr M.J. COWPER replied:

- (a) An election sign is defined in Chapter 2 of Main Roads' Guide to the Management of Roadside Advertising as any advertising device in the form of a portable sign identifying candidates standing at Local, State and Federal Government elections.

Chapter 5 of the Guide states that Main Roads retains the right to reject applications or to review the approval status of advertising devices in which the content of the advertisement contains political information. For the purposes of managing roadside advertising, Main Roads rejects advertising applications in which the content of the advertisement identifies a political party.

- (b) An advertising device is defined in Chapter 2 of Main Roads' Guide to the Management of Roadside Advertising as any poster, hand bill, placard, notice or sign affixed to or painted or supported by a hoarding and other advertising structures including a tri-vision illuminated and pylon mounted sign.

A 'hoarding' means any freestanding advertising device in the form of a sign, notice, poster, etc. carrying any message whatsoever e.g. words, symbols, pictorial displays. The term usually refers to non-moving and non-variable message advertising devices. If illuminated, illumination is usually provided externally in a static form.

An 'advertising structure' means any framework, board or other structure whatsoever, which is used for the purpose of affixing or supporting an advertising device. It includes the facade, wall, awning, roof or canopy of a building and the columns, pylons, or poles of a freestanding advertising device or fence.

- (c) 'In the vicinity', in the context of the Guide, is defined in Chapter 2 as meaning visible from but not within the boundaries of a declared highway or main road.
- (d) Mr J Thorpe was provided with copies of letters sent by Main Roads to Mr Nick Oats, dated 2 March 2010 and 24 March 2010, in response to a Freedom of Information application made by Mr Thorpe in April 2010.