



OPERATING GUIDELINES

Rundle Lantern Content Management

Noted by: City Strategy Committee on 8/12/2008

Next Review Date: December 2012

Responsible Officer:

Position: Manager Social Development

Phone: 8203 7300

1 INTRODUCTION

1.1 Purpose

The Rundle Lantern is a major City attraction that draws people to the City and invigorates and enlivens the intersection of Pulteney Street and Rundle Mall. The Rundle Lantern, commissioned by Adelaide City Council, was launched on 24 October 2008.

The Rundle Lantern Content Management Operating Guidelines align with Council's Strategic Framework and the Large Multi-Media Display (LMMD) Policy and Operating Guidelines.

The Rundle Lantern's ongoing success and value as a major City attraction relies on the constant display and development of exciting and vibrant content, both new and as part of:-

- a curated program within regular nightly displays
- civic commemorations
- state and national observances
- state and national recognition of achievements
- major festival and events
- public art opportunities

The intent of these Operating Guidelines is to protect Council's discretion over the public realm. They will provide Council with an annual program of approved content and a responsive and manageable decision making process for external requests to mount Rundle Lantern content displays.

1.2 Legislative and Corporate Requirements

1.2.1 Legislative

It is recognised that there are specific legislative requirements that must be met. The following organisations provide relevant information and advice that guide decision making. These include (but are not limited to):

- The Australian Classification Board – Classification Act (publication, film and computer games) Act 1995
- Australasian Performing Rights Association (APRA) – for composers, authors and publishers of music
- Australian Copyright Council - provides information and advice regarding the Copyright Act 1968 and Moral Rights Amendment (1999)
- Phonographic Performance Company of Australia (PPCA) – for licensing music
- Australian Film Commission (AFC) – to ensure the creation, preservation and availability of Australian audiovisual content
- Environment Protection Authority (EPA) – regarding acceptable noise levels

1.2.2 Corporate

The Operating Guidelines have been prepared and are consistent with:

- Council's Strategic Framework
- Visitor Growth Plan 2006-2010
- Large Multi Media-Media Displays (LMMD) Policy and Operating Guidelines 2008-2012
- City Arts and Living Culture Strategy 2003-2007
- Public Art Policy 2008-2013

1.3 Definitions

1.3.1 The Rundle Lantern:-

- is located at the eastern junction of Rundle Mall and faces Rundle Street and Pulteney Street, two (2) of Adelaide's premier street frontages
- operates each night, from dusk to midnight and longer on weekends and special events / occasions
- is illuminated by 1496 light emitting diode (LED) units (as clusters of 12 – four (4) red, four (4) green and four (4) blue) that are reflected upwards onto 748 aluminum panels of 1.1 m X 1 m
- covers 1,066 square meters in size
- receives and uploads content in MPEG (QuickTime) or Digital Video format
- is of the resolution 34 X 21, similar in pixilation to the early 'Pac man' computer games
- is able to be programmed to display simple numbers, letters and geometric shapes as well as an infinite array of lights, colours and animated designs, patterns and scheduled light shows

1.3.2 The **public realm** is defined as the parts of the City that have public access and use. This includes the streets, Squares and Park Lands and the Rundle Mall, as well as the parks, gardens, plazas and forecourts adjacent to buildings.

1.3.3 The **Service Level Agreement** (SLA) refers to the services provided by the SLA holder including hardware and software management (**Attachment A**).

2 SCOPE

The scope of the Operating Guidelines outlines the approach to decision making for Council and external content development, display, content quality and suitability. The Guidelines:

- cover proposals to create and display content for the Rundle Lantern
- apply to projects instigated by both Council and external applicants
- do not apply to requests for third party commercial advertising
- do not apply to the asset management of the Rundle Lantern

3 CONTENT DEVELOPMENT

Rundle Lantern content will be generated from a wide variety of sources including Council, artists/designers, community groups, and festival and event organisers. Proposals will be considered that support Council's Strategic Direction's to achieve a *Culturally Vibrant City*.

Rundle Lantern content development will support displays developed and shown on the Lantern that:-

- are for the benefit of the public realm and wider community
- support the City's vibrant festival and events calendar
- can demonstrate a strong emphasis on imaginative, innovative and experimental content

3.1 Council Generated Content

An annual program and a library of available content as proposed in (**Attachment B**) will be developed in accordance with the Content Management Assessment Criteria (4.1). An annual program of content will be provided to Council for consideration that focuses on:

- state and national civic commemoration and observances (eg Australia Day)
- acknowledgment of state and national achievements (ie sporting grand finals)
- thematic content (general) developed and displayed by Council for major City festivals and events

3.2 Externally Generated Content

Council welcomes applications from external parties to display content on the Rundle Lantern that meet Council priorities in accordance with the Content Management Assessment Criteria (4.1).

- externally generated content includes specific content developed and funded by the major City festivals and events supported through Council's Annual Sponsorship and Grants Scheme - Major Events and Activities Sponsorship Program
- content can also be developed and received from artists, community groups, schools and organisations. This can occur as part of City-wide marketing and promotional activities (eg competitions)

4. CONTENT MANAGEMENT

The Rundle Lantern Content Control Group (RLCCG) is responsible for content assessment and approvals, annual content planning, quality assurance and monitoring of the Rundle Lantern Content Management Operating Guidelines. The RLCCG will meet at least quarterly and membership is made up of:

Presiding Member, the Lord Mayor or his/her delegate, and

- Manager, Rundle Mall.

A representative from:-

- Marketing & Event Services Business Unit;
 - Social Development Business Unit;
 - City Design Business Unit; and
 - Current SLA holder, Fusion Digital Pty Ltd.
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- The RLCCG will seek advice from the Public Art Round Table (PART) on content proposals with specific public art outcomes, as required
 - as stated in the LMMD Operating Guidelines Criteria Matrix, proposals submitted will be assessed against the principle that the City's reputation is an important Council asset
 - proposals to display content on the Lantern will support Council's priorities and be in writing to the Rundle Lantern Content Manager (**Attachment C**)
 - proposals can be lodged at any time and will be assessed at intervals as determined by the RLCCG. Long lead times (over 30 days), are preferable as there will most likely be existing Rundle Lantern commitments, especially at peak festival and event times
 - Adelaide City Council reserves the right not to accept any proposal submitted for consideration. The RLCCG's decision is final
 - all content displays will be scheduled as part of a curated mix of new and regularly occurring content. External requests to display content will not be to the exclusion of Council or other parties wishing to display Rundle Lantern content

4.1 Assessment Criteria

The assessment criteria provide a framework to achieve the objectives of the Rundle Lantern and ensure that the effective management of appropriate content in the public realm is achieved. The following criteria are for the assessment of all proposals. Proposals will only be considered that:

- provide content of a quality and standard suitable for display on the Lantern
- support the acknowledgment of state and national achievements
- facilitate state and national civic commemoration and observance
- attract and engage people by increasing community access to an arts and cultural experience
- demonstrate boldness in design and explore new artistic techniques and reveal the creativity, inventiveness and cultural richness of the City
- are appropriate for the public realm (no images that show obvious or full frontal nudity, advocate either war or hatred based on race, religion, language, sexuality, ability or nation of origin; are sexist / racist / ageist or violent or will cause distress; will be considered)
- complies with relevant broadcasting and legislative requirements and Intellectual Property Rights

- do not include advertising or the promotion of products and/or services, or include the logo and/or other branding of commercial organisations (Adelaide City Council logo and branding exempt)

It is a condition of use that all successful applicants enter into an agreement for content, set pre-determined dates and sequence duration to be signed and returned to the Rundle Lantern Content Manager prior to commencement of the display.

5. COSTS

It is the intention of Council to keep technical costs to create and display content on the Lantern within reasonable limits. This approach will allow the greatest access for a range of content developers; artists, designers and the community.

Content management and associated costs of the Rundle Lantern is covered by the annual SLA.

- Adelaide City Council will be the primary contact for reports of any Lantern content malfunction or additional work. This will be managed and charged as detailed in the SLA
- all costs associated with content development, uploading and any content scheduling or duration changes are the responsibility of the applicant
- there is no charge/fee for the actual time for which content is displayed and/or exhibited on the Rundle Lantern once it is created and uploaded

6. MARKETING AND PUBLICITY

Appropriate marketing and promotion of the Rundle Lantern is required to support the image and brand of the Adelaide City Council, the City and the activities that take place within its boundaries. To achieve this:

- all publicity/advertising associated with promoting the Lantern will have Council approval prior to release, through Marketing and Event Services
- all publicity and marketing costs and arrangements are the responsibility of the applicant / exhibitor
- a Rundle Lantern content statement must be provided to Marketing and Event Services for use by any information or promotional opportunities Council deem as appropriate
- Council takes no responsibility for inaccurate or inappropriate acknowledgement of the applicant, organisation and/or the creator of the content/display

7. OWNERSHIP, ROLES AND RESPONSIBILITIES

On behalf of Council as the owner of the Rundle Lantern, it is the RLCCG's responsibility, to consider, assess and approve all Rundle Lantern content applications.

Marketing and Event Services is responsible for:

- appointing a Rundle Lantern Content Manager
- convening and administering the RLCCG
- delivering an annual program of diverse content
- marketing approvals
- managing and controlling risks
- managing the relationship between Sponsorship recipients and opportunities to promote festivals or events on the Lantern
- reports to Council

Social Development Unit is responsible for:

- the Rundle Lantern Content Management Operating Guidelines
- arts and cultural program opportunities on the Rundle Lantern

City Design Business Unit is responsible for:

- informing the “look and feel” of the City
- built environment and public realm design and enhancement programs
- Public Art

SLA holder is responsible for:

- provision of hardware and software
 - content management and monitoring
 - new content uploads and scheduling for special events
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- all proposals for the display of new Rundle Lantern content will be assessed by the RLCCG, against the Rundle Lantern Assessment Criteria
 - ownership of all Intellectual Property (IP) of Rundle Lantern content remains with the artist and/or designer
 - Adelaide City Council reserve the right to request permission to be able to re-use submitted content as part of future scheduling
 - The SLA contract holder is responsible for content management and monitoring will include responses for Lantern operational issues

8 MONITORING AND REVIEW

8.1 The effectiveness of the Operating Guidelines will be measured by:

- feedback and views of residents, students, visitors and workers
- number of external and internal content display requests successfully implemented annually
- impact on visitor numbers

8.2 The Operating Guidelines will be reviewed by no later than 2012.

EXTRACT

Rundle Lantern – Software and Content Service Level Agreement

Fusion Digital Pty Ltd Service Level Agreement Term:

28 October 2008 to 28 October 2009 (12 months)

Russell Group Pty Ltd Warranty (Memo 16 dated 21.4.08 attached) active as of Practical Completion:

9 October 2008 to 9 October 2009 (12 months)

The services to be provided by Fusion Digital Pty Ltd (Fusion) during the term of the Rundle Lantern Service Level Agreement include the categories of Hardware, Software and Content.

The support services to be provided include:

- *Monitoring of the Hippotizer server and essential services via a secure VPN connection, with email and sms alerts on failure*
- *Telephone support during the Rundle Lanterns public operating hours in the event of a failure*
- *Response to and resolution of problems in accordance with the service levels specified in the tables below.*
- *Problem diagnosis and arrange repair of the hardware devices listed below.*
- *Availability of onsite support during and outside of public operating hours when pre-requested by the Council. This onsite support will be priced in accordance with the hourly rates outlined below.*
- *Adjustment of the operational power on/off times to suit special events and seasonal changes such as daylight savings.*
- *Preventative maintenance performed on the Hippotizer Server to ensure optimal performance levels.*
- *Installation of software upgrades or patches on the Hippotizer Server where the upgrade or patch is deemed to be essential or beneficial to the running of the Lantern.*
- *Content upload and scheduling for daily and special event shows*

DRAFT 2009/2010 ANNUAL RUNDLE LANTERN CONTENT PROGRAM

Suggested Annual Rundle Lantern Content Program developed for:-

- a range of state and national civic commemorations and observances (eg Australia Day)
- acknowledgement of state and national achievements (ie sporting grand finals)
- major City festivals and events over \$20k, as supported through the Annual Sponsorship and Grants Scheme - *Major Events and Activities Sponsorship Program* – ie thematic content (general) developed and displayed by Council

Annual state and national civic commemoration and observance content

Christmas – *greeting/message / tree* (25 December)

New Years Eve - *10 to 1 count down to a firework* (31 December)

Easter - *eggs and bilby's/bunnies*

Australia Day – *Australian Flag* (26 January)

Adelaide Cup Day / Melbourne Cup / International 3 Day Event - *horses*

Chinese New Year – *animal characters*

St Patrick's Day - *shamrock / green filter of existing content* (17 March)

World Environment Day - *tree and water* (5 June)

Indigenous commemoration; Reconciliation and NAIDOC Weeks and Sorry Day (26 May) - *Aboriginal and Torres Strait Islander Flags*

Pink Ribbon Day (breast cancer awareness) – *pink filter of existing content* (27 October)

Remembrance Day - *red poppy / red filter of existing content* (11 November)

Harmony Day – (to encourage social cohesion) - *orange filter of existing content*

Cancer Council awareness campaigns- *yellow filter of existing content*

Thematic content for Major Festivals and Events (over \$20k) funded through Council's Annual Sponsorship and Grants Scheme

ACC Logo

Clipsal 500 - *racing flag*

Adelaide Festival/Adelaide Fringe/Adelaide Cabaret Festival/WOMAdelaide/Come Out Festival - *generic festival icon*

Adelaide Symphony Orchestra – *music/musicians*

Tour Down Under - *team colours*

Classic Adelaide Rally - *old style vehicles*

World Solar Challenge - *sun/solar icons*

Christmas Pageant - *Father Christmas/pageant icons*

Tasting Australia - *food and wine icons*

Carols by Candlelight – *candles/song icons*

Rural students, international students etc - *Welcome*

Acknowledgment of State and National achievements

AFL Grand Final/SANFL Grand Final/Adelaide 36ers/Rugby Sevens 2008/World Cup Soccer – *design display of team colours*

RUNDLE LANTERN CONTENT DISPLAY APPLICATION

Proposals to display content on the Lantern will be in accordance with the Rundle Lantern Content Management Operating Guidelines and support Council's priorities. All proposals to be in writing to the Rundle Lantern Content Manager and include:-

- applicant contact details
- indicate if the applicant is a *Major Events and Activities Sponsorship Program* recipient
- concept and rationale for the proposed display – maximum 1000 words
- a *proposal statement* in no more than 35 words describing the proposed display, which Council can use for promotional purposes
- date preferences
- details of duration and frequency of images
- digital images, photographs or photocopies of the proposed concept design to be displayed
- current CV of the artist(s) / designer(s) / creator(s) involved
- completed Rundle Lantern Application Checklist which includes:
 - ✓ confirmation that initial content proposal discussions have been held with a member of the RLCCG
 - ✓ content proposal imagery in MPEG (QuickTime) or Digital Video format (if final display content is available)
 - ✓ permission to display content in writing from the artist/designer/creator
 - ✓ confirmation that the artist(s) / designer(s) / creator(s) owns the intellectual property rights of the content
 - ✓ statement that the artist(s) / designer(s) / creator(s) will indemnify ACC for all copyright infringements

If successful, all applicants will enter into an agreement that will include:

- a clause confirming applicant owns copyright
- a clause confirming applicant licences their work to ACC for use
- indemnity clauses indemnifying Adelaide City Council for copyright infringements