

## 1.7 CHRISTMAS DECORATION REFRESH AND REPLACEMENT

Responsible Director: Peter Panagakos

### **RECOMMENDATION**

*That Council:*

- 1. Approves the refreshed Christmas decoration designs and concepts for the 2021 festive season outlined in this report.*
- 2. Notes that a new Festive Season Strategy outlining the installation, maintenance and replacement schedule for the following 5 year period will be presented to Council in late 2021.*

### **EXECUTIVE SUMMARY**

In June 2016 Council adopted the Monash Festive Season Strategy. The Strategy set out an overall concept design and style for the installation of Christmas Decorations within the public realm of 7 Activity Centres in Monash.

In the first round of implementation of the Strategy, a series of metal/wire pyramid and bauble Christmas Decorations were purchased and have been in use for 4 to 5 years.

These earliest decorations have now reached their end of useful life with repair costs exceeding replacement with more durable and environmentally friendly decorations.

While retaining the existing branding concepts set out in the Strategy, it is proposed to purchase a new range of decorations in time for the 2021 Festive Season. *Refer to Attachment 1.*

An updated Festive Season Strategy, outlining an ongoing 5 year renewal and maintenance will be presented to Council for consideration in late 2021.

### **PURPOSE**

The purpose of this report is to present and consider the refreshed designs of the upgraded Christmas decorations for Council endorsement.

### **KEY CONSIDERATIONS/ISSUES**

- Council adopted the Monash Festive Season Strategy in June 2016.
- The Strategy applies to 7 retail activity centres in Monash and provides for the installation of decorations in the public realm of these centres.

- The Strategy includes an overall design and style theme for Christmas Decorations which remains relevant.
- Due to wear and tear the original Christmas decorations have reached the end of useful life and require replacement across four activity centres of Clayton, Glen Waverley, Huntingdale and Pinewood.
- Although the proposed replacement decorations differ from the 2016 wire frame decorations they are consistent with concepts and style of the Strategy.

#### ***FINANCIAL IMPLICATIONS***

The 2021/22 Budget includes provision for the replacement and installation of Christmas decorations.

The proposed replacement decorations are less complex to install and maintain.

#### ***CONCLUSION/RECOMMENDATION***

In accordance with the Monash Festive Season Strategy and this report it is recommended that Council endorse the refreshed design and replacement decorations for purchase and installation for the 2021 Christmas festive season.

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### **INTRODUCTION**

The purpose of this report is to consider the proposed refresh and renewal Christmas decoration designs and concepts for the Christmas 2021 festive season. *Refer to Attachment 1.*

### **BACKGROUND**

In June 2016 Council adopted the Monash Festive Strategy.

The Strategy sets out concept designs and style themes for the installation of Christmas decorations in the public realm of 7 Activity Centres across Monash.

The Strategy also incorporated a three year investment and implementation plan with the first themed 'roll-out' in the lead up to Christmas 2016. Each successive year from 2016, decorations were purchased that built on from the previous years until the full complement of decorations were acquired in 2019.

The key objectives of the Strategy are to:

- Apply festive branding through consistent theming, design, styling and activities programming
- Create vibrant and inviting environments for the Monash community to spend time visiting and to encourage support for local businesses
- Create festive treatments that are distinct to the seven main activity centres
- Take an "all-of-Council" approach in recognition of the range of departments/council services that deliver (or have the potential to deliver) festive season related initiatives.

### **DISCUSSION**

Council funds Christmas decorations throughout 7 activity centres in Monash in line with the Monash Festive Strategy 2016.

In 2019 the full complement of the festive season decorations proposed by the Strategy was place.

Current decorations.

Initially it was planned that annual maintenance and minor repairs would provide for an extended life of the 2016 wire frame decorations. However, as the decorations are located in the public realm and subject to the weather (including several extreme weather events) the early wire frame decorations have deteriorated more than expected.

In particular, the pyramid trees and baubles have lost their impact due to:

- steel wire cages/frames becoming bent through transport, installation and general wear and tear
- a substantial number of the baubles inside the cages/frames delaminating the colour due to extreme weather including hail damage
- The solar bud lighting has broken down due to UV exposure on the wiring

The wire frame decorations also proved difficult to store, install and transport.

Urban design and landscaping improvements proposed for the southern roundabout at the entrance to Kingsway mean that public space will no longer be available for the feature Christmas tree decoration piece in 2021.

Proposed refreshed decorations

The proposed new decorations that have been identified and designed in light of the benefit of 5 years' experience obtained from the existing decorations, with a particular emphasis on durability and ease of installation.

The proposed replacement decorations remain consistent with the Festive Season Strategy and:

- have been custom designed to fit in with the Monash flag suite, the existing bin decals, seat decals and vinyl banners
- are more environmentally friendly hosting their own solar power and being manufactured out of powder coated steel
- require less time in installation, storage and maintenance.

A new location is proposed for the Kingsway feature piece near the intersection of Kingsway and Coleman Parade, Glen Waverley. *Refer to Attachment 2.*

**POLICY IMPLICATIONS**

The Strategy is consistent with the existing policy framework of the Council Plan 2017-21.

The relevant key Directions from the Council Plan 2017-21 are:

- Key Direction 2: Inviting Open and Urban Spaces; and
- Key Direction 1: A Liveable Sustainable City.

The community outcomes from these key directions are:

- Enhancing our Activity Centres with an increased focus on the moveability and prioritisation of pedestrians; and
- Proactively managing risks from climate change and reducing Council's greenhouse emissions.

The Economic Development Strategy 2018 has a key strategic direction to support the ongoing development of contemporary, vibrant and economically viable retail and commercial Activity Centres.

The proposed design and style of the replacement decorations is consistent with the Monash Festive Season Strategy 2016.

An updated Festive Season Strategy will be commenced shortly and will be presented to Council for consideration in late 2021.

**HUMAN RIGHTS & GENDER EQUITY CONSIDERATIONS**

Officers have conducted a review of the proposed updated decorations and consider that there are no implications arising from the *Charter of Human Rights and Responsibilities Act 2006*.

A gender impact assessment has not been undertaken on this service at this time.

When this service is next scheduled for review, Council will consider whether a gender impact assessment is required.

**CONSULTATION**

Initial discussions have occurred with the Clayton, Glen Waverley (Kingsway), Huntingdale and Pinewood Trader Groups about the need to refresh and replace some of the decorations.

As part of the installation of Christmas decorations officers engaged with traders on the timing and installation locations.

***FINANCIAL IMPLICATIONS***

Provision for the refresh and replacement of decorations has been provided for in the 2021/22 budget.

***CONCLUSION***

The first tranche of Christmas decorations have now reached the end of useful life and are considered cost prohibitive to repair.

The refreshed replacement decorations are in keeping with the Festive Season Strategy and incorporate design and durability lessons learned over the last 5 years of the Christmas decoration program.

It is considered appropriate that Council endorse the refreshed Christmas decoration design suite as set out in this report. This will ensure that decorations are ordered and in place in time for the 2021 festive season.

**LIST OF ATTACHMENTS:**

Attachment 1: Refreshed and replacement decoration concepts

Attachment 2: Proposed location of Glen Waverley Christmas installation