



5 January, 2007

Mr. Robert Chappell

Director

Independent Gambling Authority

Level 4, 45 Grenfell Street

ADELAIDE SA 5000

Dear Robert

Re: Response to 'Duty of Care Inc.' document on the cost of signage

Thank you for the opportunity to comment on the documentation tabled by Duty of Care at the recent IGA hearings.

What was tabled?

1. An internet page from www.australiasigns.com.au.

The company that operates this site, Quick Smart Commercial Signage, appears to be an on-line marketing/sales company with no state based wholesale /retail distribution network. The offerings tabled from that site are of a generic nature and do not include the additional cost of;

1. powder coating of light boxes
2. spray painting
3. artwork & design
4. removal & installation

These 'quotes' are for basic light boxes only and do not attempt to or purport to contemplate the diverse nature and variety of signs as demonstrated in the attached examples 1 to 10 at **Appendix 1**. This simplistic reference adds nothing to gaining a better understanding of the potential real costs to some venues of signage removal or rearrangement.

2. Adelaide City Council Development Register – a selection of signage approvals

This is a useful document because it provides a selection of signage styles and costs that is likely to reflect those utilised by some gaming venues. These examples range

from \$1,250 to \$14,000, the former being a simple light box installation with, one assumes, limited weather proofing (see appendix 2 – application 32) and the latter being for what is described as “external signage to façade” (see appendix 2 – application 33) and not dissimilar to examples 5 - the Office and 10 - the Eagles as provided in appendix 1.

It is useful documentation to the extent that the costs can at least be related back to real venues and circumstances and clearly demonstrate that even **relatively ‘simple’** signage such as the Adelaide City Council application 33 for Rip Curl’s illuminated facade in Rundle Mall (see appendix 2) can be deceptively expensive.

Industry Response

Local Costing: Eagles Club

Refer to figure 2 on page 4 of the AHA / Clubs SA October 13 submission re: IGA proposal to restrict external signage and reproduced as example 10 in this document.



The Associations sought an indicative cost from Motown Media, (www.motown.com.au) a Kent Town based image & design company to replace the “Gaming” portion of the above sign, their estimate was approximately \$4000 to \$5000 due to the neon content (at \$100 per piece).

Conclusion

The AHA/CSA argued in our submission to the Review 2006 and in our submission of 13 October 2006 that the concept of further restrictions on signage was unacceptable simply because:

1. for **some** venues the cost of complying with a restriction or ban would be **very** significant;
2. such signage should already be subject to the Advertising Code and any offending messages dealt with there;
3. that there is little evidence concerning the effectiveness of the measure.

Having reaffirmed that position, it is clear from the examples included here and presented previously that the extent of signage utilised by Industry is as diverse as is the industry itself. For some, removal of or limiting signage would be an inconvenience,

an annoyance, but for others there would be significant cost as their signage is integrated into an overall theme and in many cases includes multiple signs on the venue property.

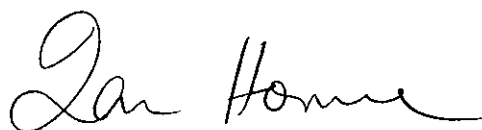
Therefore, in terms of the 'Duty of Care Inc.' submission, their tabling of examples of Adelaide City Council approvals simply adds further weight to our argument that based on the design, type, material used and number of signs, the expense for some venues will be significant.

Finally, we would argue, and examples in appendix 1 support this, that much of the signage is informative and directional and plays an essential part in directing gaming machine players **and of equal importance** notifying non players or those seeking to avoid machines of where they are located.

Our submission of October 13th 2006 stands as to the overall benefit or lack of in proposing to remove or limit signage unilaterally.

The Associations are prepared to meet with the IGA to discuss this position.

Yours sincerely



IAN HORNE
General Manager
AHA (SA)
PO Box 3092
RUNDLE MALL SA 5000

Tel: 8100 2411

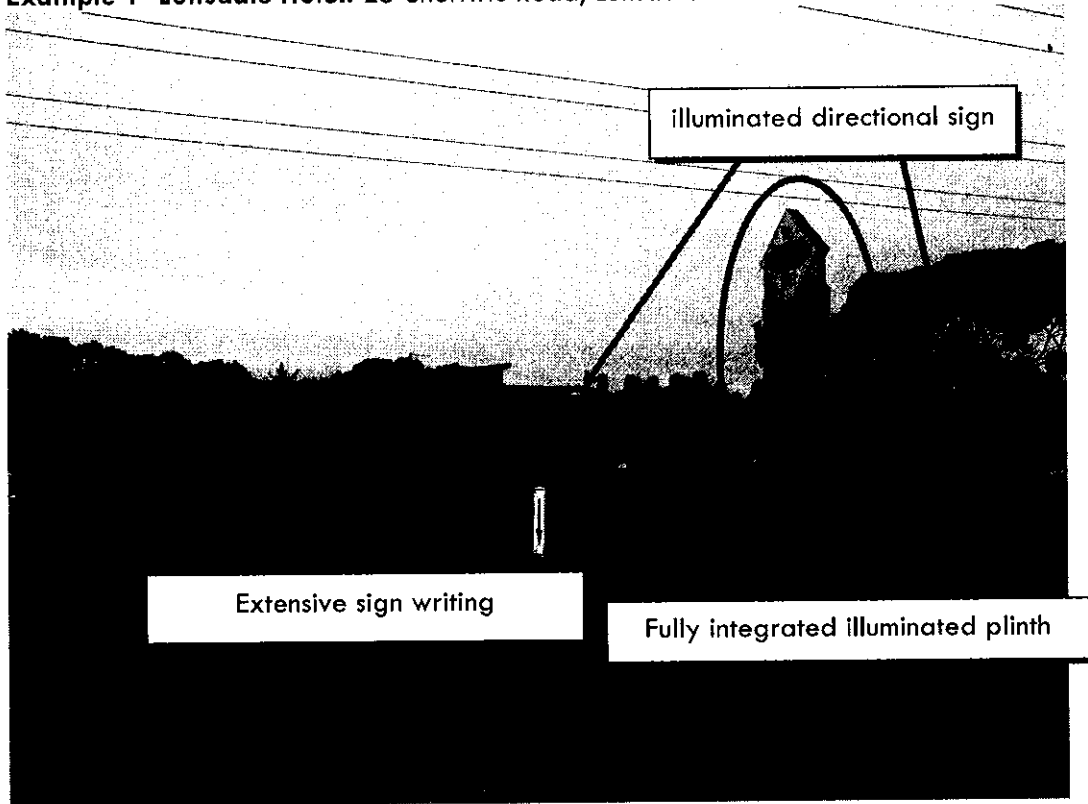


HELEN MARTIN
Executive Director
Clubs SA
470 Anzac Highway
CAMDEN PARK SA 5039

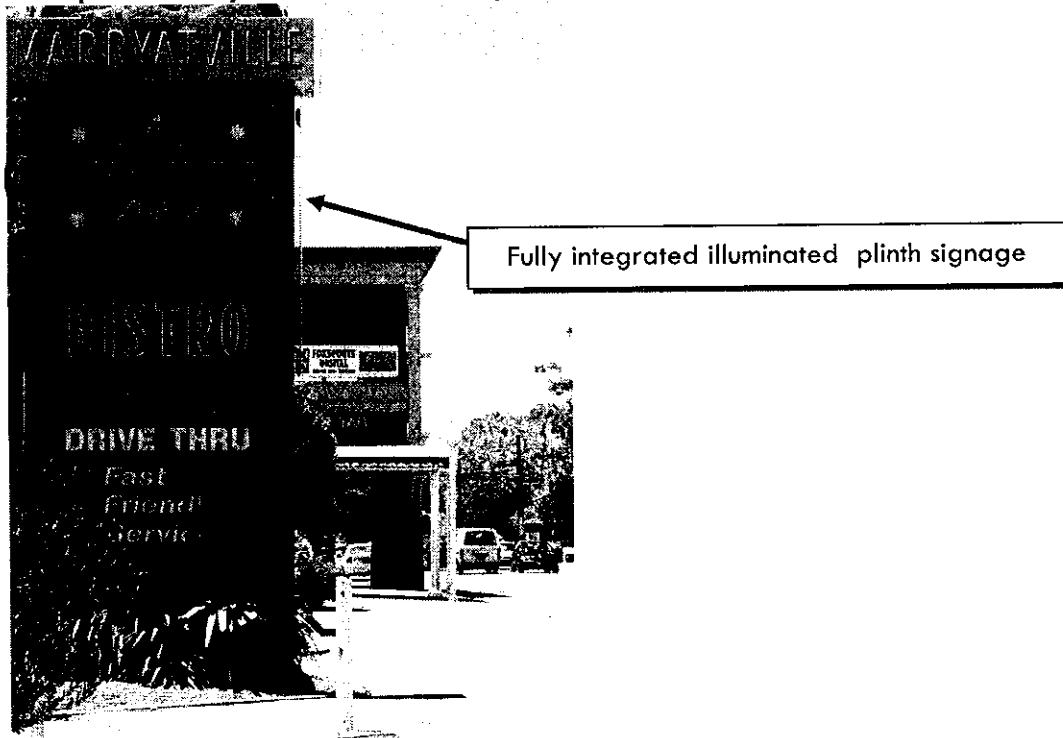
Tel: 8376 2699

Appendix 1

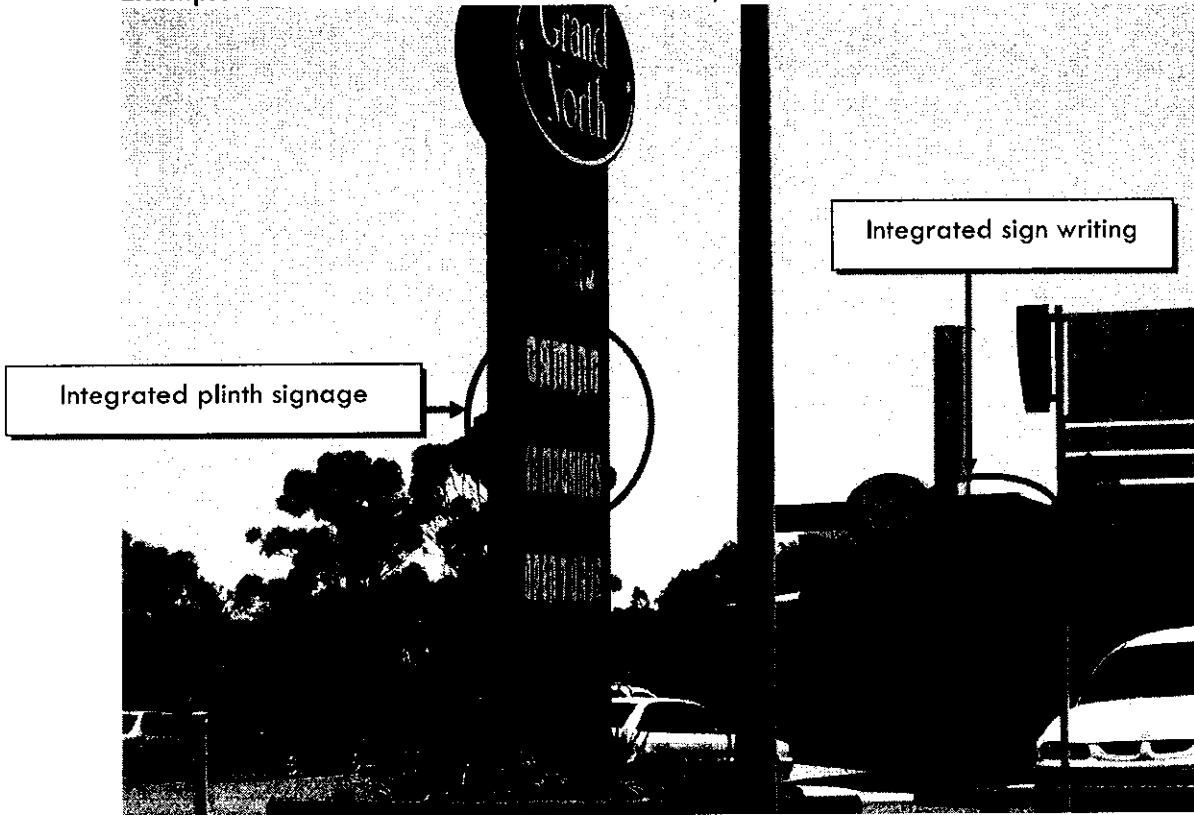
Example 1- Lonsdale Hotel: 25 Sherriffs Road, Lonsdale



Example 2 - Marryatville Hotel: Kensington Road, Marryatville



Example 3 - Grand North: Grand Junction Road, Northfield



Example 4a (view 1) – Arkaba Hotel: Glen Osmond Road, Fullarton



Example 4b (view 2) – Arkaba Hotel: Glen Osmond Road, Fullarton



Example 5 - Office: Pirie Street, Adelaide



Example 6 - Torrens Arms: Belair Road, Mitcham



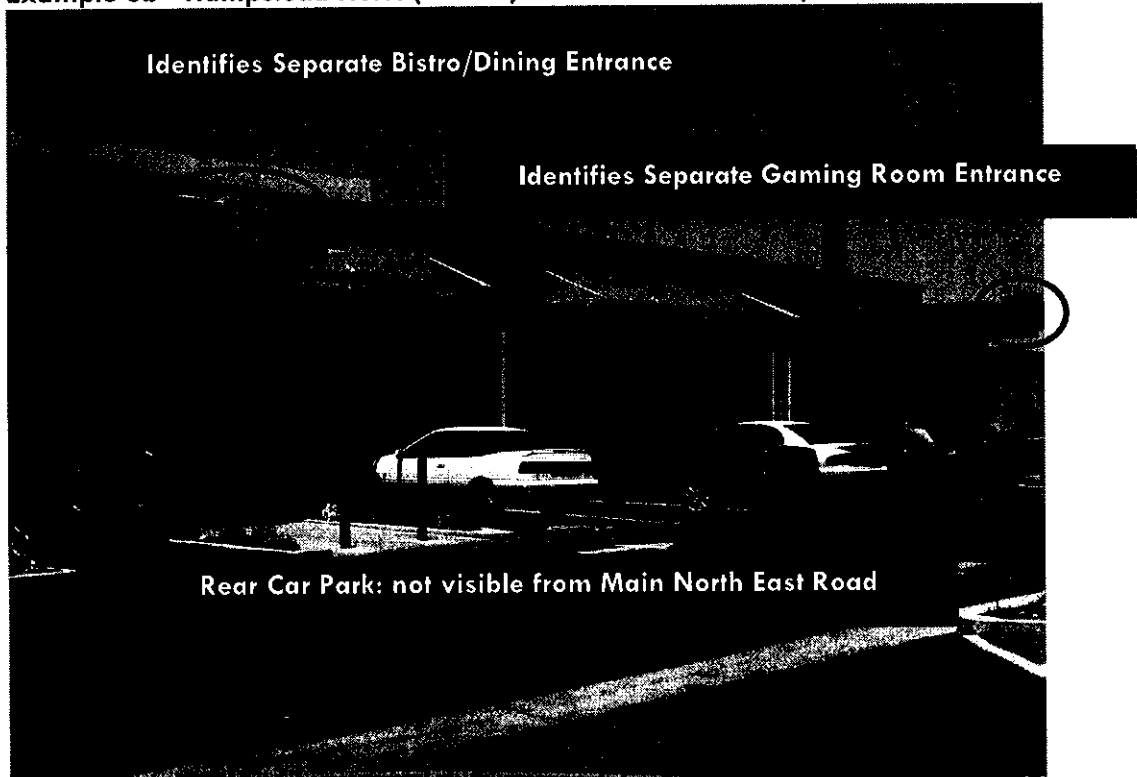
Example 7 - Marion Hotel: Marion Road, Mitchell Park



Example 8a - Hampstead Hotel (view 1): Main North East Road, Collinswood



Example 8b - Hampstead Hotel (view 2): Main North East Road, Collinswood



Example 9 – West End Tavern: Hindley Street West, Adelaide



Example 10 – Eagles Club: Port Road, Woodville



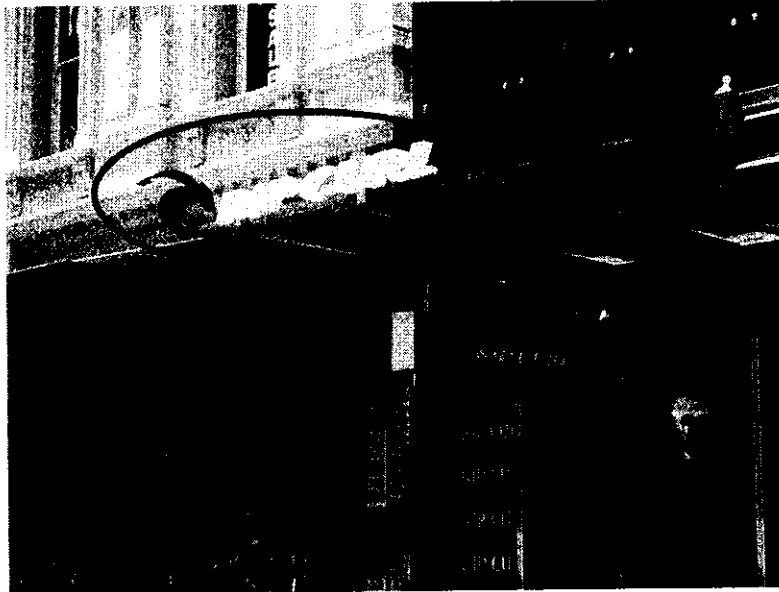
Appendix 2 – Duty of Care Inc. references

Application 33

Applicant: Ripcurl Australia, 109 Rundle Mall, Adelaide

Description: Erect external signage to facade

Estimated Cost of Dev.: \$14,000



Application 32

Applicant: Boost Juice, 8 Southern Cross Arcade, King William Street, Adelaide

Description: Replace existing under canopy sign with new illuminated light box

Estimated Cost of Dev.: \$1,250

