

Adrian Pederick MP

Member for Hammond

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Alexandrina Council to review A Frame Signs policy

In recent months there has been unrest between local business owners and the Alexandrina Council over its policy relating to moveable signs such as A Frame signs on roads and local government land throughout the Council area.

The Council's Moveable Signs By-law aims to limit and restrict the use of moveable signs used by businesses to attract customers and advertise. This has caused considerable, and in my opinion, unnecessary angst amongst local business owners, who are already facing an uphill battle given the current downturn in the local and regional economy.

Whilst recognising what the Council was intending to achieve, it did not take into account the potential the policy had to impact adversely on the trade for a number of small businesses.

In early May, I met with over a dozen small business owners from throughout the Council area at the invite of Mr Scott Andrew, owner of Goolwa Garden Supplies, on site to discuss the impacts the Council policy will have and have since received a large amount of correspondence from concerned business owners calling for change.

The meeting, whilst with an air of negativity, was productive and I would like to thank Mayor Kym McHugh and council representative, Neville Styan for attending and explaining the Council consultation process and policy.

Following open and transparent communication between the Council and myself, it was pleasing to receive correspondence from the Council explaining it will discuss the potential introduction of a moratorium on the enforcement of the moveable signs by-law and look at alternate strategies at the upcoming August 19 meeting.

This comes as positive news for local business owners and the community and whilst the Council is yet to decide on accepting a moratorium, I sincerely hope the Council carefully considers the current environment facing small business in the local government area, and in South Australia as a whole.