

POLICY NO CB05 BANNER POLE HIRE POLICY

DEPARTMENT:	Community Services
RESPONSIBLE OFFICER:	Community Services Manager
LINK TO STRATEGIC PLAN:	Create an informed and involved community by developing channels of communication.
STATUTORY AUTHORITY:	N/A
OBJECTIVE:	To set procedures for booking Council's banner poles situated along Cecilia Street, St Helens and Main Street, St Marys to ensure recommended banner design, construction and message content is followed.
POLICY INFORMATION:	Adopted 19 March 2012 – Minute No 03/12.15.4.069 Amended 23 April 2014 – Minute No 04/14.13.10.103 Amended 16 April 2018 – Minute No 04/18.14.3.93

POLICY

1. PROCEDURES

The Policy and Guidelines gives definition to the banner poles and banners. It deals with the management of generic banners, design specifications, content, sponsorship guidelines, message guidelines and banner pole bookings. It also prescribes associated fees and charges for pole hire.

2. DEFINITION

- a. Banner refers to a sign bearing a design, slogan or message.
- b. Banner poles refer to specifically erected poles in St Helens and St Marys that are the property of the Break O'Day Council and are used for the purpose of displaying banners.
- c. The hire fee is the fee that Council charges for the use of the banner poles. This fee includes hire of the pole, erection and removal costs of banners. The hire fee is reviewed annually and included in Council's Fees and Charges.

3. GENERIC BANNERS

Generic banners will add colour and vibrancy to the streetscape and also enhance St Helens' and St Marys' attractiveness.

4. BANNER SPECIFICATIONS

Construction of banners shall adhere to the following guidelines:

- a. Banner dimensions are 1800mm x 590mm – St Helens
Banner material used will depend on the life expectancy of the banner. However It is recommended that a high quality standard or premium vinyl, of 740-750 gsm weight, that is tear and crack resistant and suitable for use in extreme conditions (for example - 20° to +70°) be used for best results.

- b. Banner construction:
- Reinforced side hems;
 - Pre-cut and reinforced eyelet holes at pocket hem;
 - The hems will be stitched, with polyester thread, or welded;
 - Protective coating recommended for longevity easy clean surface of banner eg. heat activated liquid lamination.
- c. Previously used banners must be clean and free of fading, rips or tears. Banners more than three (3) years old will not be hung until inspected and approval given by Council's designated staff member.
- d. One-off banner pole bookings need not heed the last point at Clause 4 b of this guideline, although it is highly recommended.

5. BANNER DESIGN

- a. A banner design must accompany all applications for banner pole hire.
- b. Banner designs must be approved by Council's Community Services department prior to banner construction. Pre-approved banners need not be resubmitted for approval provided no changes to the banner design have been made. Display of pre-used banners is subject to clause 4 c above.
- c. Banner design should adhere to the following criteria:
- i. The banner design proof submitted to Council for approval is to be provided in full colour and be a true representation of the proposed banner;
 - ii. Artwork for approval can be submitted either in hard copy form as a high quality colour, laser print or provided electronically as a PDF or similar file;
 - iii. Banner colours should complement the event or message being promoted;
 - iv. It is recommended that banners be presented with the message printed on both sides. This will maximise the message and capitalise on traffic flows from both direction.
- d. Submission of a banner design proof does not imply immediate acceptance by Council of the proposed design. Booking applications will be notified within seven (7) working days of approval, required amendments or refusal.
- e. Acceptance of banner design will be at the discretion of Break O'Day Council's Community Services Manager.

6. SPONSORSHIP CONTENT ON BANNERS

Banners portraying the names of event sponsors are permitted under these Guidelines but must adhere to the following criteria:

- a. The primary purpose of the banner is to promote the activity, event or festival for which the banner pole has been booked.
- b. Where it is proposed to include sponsorship acknowledgment on the banner the following will apply:
- i. Sponsorship acknowledgement will be confined to a maximum of 20% of the banner;
 - ii. Sponsorship acknowledgement will not dominate the message the banner is being used for.

- c. Council reserves the right not to allow acknowledgement of sponsor(s).

7. BANNER MESSAGE GUIDELINES

- a. The message on the banners must relate to an event or activity that promotes cultural, sporting, special events and community service announcements which are relevant to the Break O'Day Municipality.
- b. Banners must not display any potentially offensive message or image and must not be seen to be politically or religiously biased.
- c. Advertising messages must comply with Australian Advertising Standards.

8. BANNER BOOKING PROCESS

- a. Bookings for Banner Pole Hire must be submitted on a Break O'Day Council Application form and received by Council no less than fourteen (14) days prior to the requested hire period. These forms are available by contacting Council or downloading from Council's website www.bodc.tas.gov.au.
- b. Bookings will generally only be taken by Council up to a maximum of 12 months in advance of the intended booking dates.
- c. Preference will be given to bookings of one month's duration. Periods less than this could incur additional charges.
- d. All effort will be made to ensure banners are erected on the banner poles booked. However, Council reserves the right to use alternative poles where Council deems it necessary.
- e. The maximum length of hire will be one (1) month. Extensions will be considered upon merit and in consideration of any other potential hirer.
- f. Banners must be delivered to Council at least five (5) working days prior to erecting.
- g. Approval of different designs requesting to be hung simultaneously will be at the discretion of the Council and will be dependent on the designs and messages being complementary.

9. ALLOCATION GUIDELINES

- a. Whilst all effort will be made to ensure applicants receive banner poles requested, Council reserves the right to make the final decision on acceptance of banner booking, location of a banner and the banner pole period of hire.
- b. Every endeavour will be made by Council to erect banners within three (3) working days of the specified banner pole booking and removal within five (5) working days after the specified banner pole booking.

10. HIRE FEES AND CHARGES

- a. Hire fees will be charged as per Council's adopted Schedule of Fees & Charges.
- b. Payments for hire costs are due within seven (7) days of Council's confirmation of the booking. A tax invoice receipt will be forwarded within seven (7) working days of receipt of the payment. Applications to reduce, alter or waive the banner pole hire fee should be directed to Council's General Manager. In the case of community organisations, should

you consider your organisation may qualify for a reduction or waiver of these fees, a letter should accompany the application form explaining why you believe there are grounds for any amendment to the fees.

11. PUBLIC LIABILITY CERTIFICATE OF CURRENCY

Applications must be accompanied by a copy of the applicant's Public Liability Certificate of Currency. Minimum coverage is \$10M. Applications will not be processed without a copy of this document.

12. MONITORING AND REVIEW

This Policy will be reviewed every three (3) years in line with the Council's Policy Framework or earlier in the event of major changes to legislation or related policies, procedures or if deemed necessary by the General Manager.