

POLICY NAME: DRAFT REVIEW (August Mtg)
BANNER POLES

POLICY REF: B02

MEETING ADOPTED: 26 August 2010
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OBJECTIVE

This policy provides guidelines to determine what activities can be promoted through banners displayed on banner poles throughout the shire.

BACKGROUND

Council has a number of banner poles throughout the shire. Banners displayed on these poles provide a vibrant, attractive and cost effective method of establishing a visual presence for events and activities.

Council regularly utilises the banner poles to provide community messages on a wide range of issues (eg water saving measures, public events and messages of goodwill). However as the poles are not in use at all times there are opportunities for the poles to be used to promote other activities.

DEFINITIONS

Applicant: means a person or organisation applying for approval to hold a street stall

Council: means Ballina Shire Council

Not-for-profit Certificate Certification issued by the Australian Taxation Office that a group is a not-for-profit organisation

SCOPE OF POLICY

This policy applies to:

- Council employees
- Councillors
- Community members
- Council owned-businesses

RELATED DOCUMENTATION

As a minimum this policy should be read in conjunction with the Banner Application Form.

POLICY

The banner poles referred to in this policy are fold down poles owned and maintained by Council. These poles do not require the assistance of a cherry picker or elevated work platform to raise or lower banners.

Purpose of the Banner Poles

The primary purpose of the banner poles is to promote activities which provide a community benefit.

First priority for use of the poles will be for Council coordinated activities or promotions.

If no Council coordinated activities are allocated to a particular time period and / or banner poles, then Council will consider applications from other community based activities.

Permitted Users and Activities

Applications for use of the banner poles will only be approved for not-for-profit groups or agencies (such as State or Federal Government Departments) or institutions (such as schools and hospitals) providing a service within the Ballina Shire local government area.

As a general rule the event being promoted must have a strong community focus. However if the event is commercially driven, the coordinator or promoter of that event must be a not-for-profit group eg. Chamber of Commerce – annual sales.

Finance

The banner poles are to be operated on a not-for-profit basis. Council will charge a minimal fee for the use of the poles, to recover operating costs associated with the use of the poles. The fee is included in Council's annual fees and charges.

Banner Design

Banners are a decorative medium, intended to complement other promotional material, and they require specialist design. Professional designers should be engaged where possible.

To maximise the impact of banners banner design should consider the following points:

- graphics should be simple and bold;
- use text only where it forms part of the established image of the event or logo;
- avoid dates and venue information, which are difficult to read; and
- avoid white backgrounds, which soil easily and may be difficult to see against the backdrop.

All artwork for the design of the **banners must be emailed to Council for approval prior to printing at least 10 days prior** to the requested period.

Council reserves the right to refuse permission to display a banner on any grounds but particularly banners which may:

- project an offensive message;
- display an offensive image;
- utilise offensive language;
- incite hatred or aggression or any form;
- be unlawful under local, state or federal law; and
- be considered as promotion of a political, racial or religious nature.

Banner Specifications

Where new banners are to be manufactured, environmentally friendly materials should be used if possible so as to be in keeping with Council's commitment in reducing our environmental footprint.

The size requirement for banners is 2185mm tall x 850mm wide. A triple sewn 110 mm wide hem tube is required at the end of each banner. This hem tube is to be open from one side of the banner to the other like a tube to slide over the horizontal arms.

The banner material used must be "breeze through material (mesh type)" or heavy gauge sign vinyl. These materials are available from professional sign writers. Banners made from vinyl material must have 4 semi circle flaps cut through the centre of the banner with a minimum 200mm radius.

Conditions of Use

Applications must be made on Council's approved application form and received at least 14 days before the commencement of the requested period of banner display.

Prior to the application being approved Council must be in receipt of the applicant's public liability certificate of currency with a minimum coverage level as recommended by Council's insurance brokers.

Council officers must erect the banners to ensure all occupational health and safety regulations are met.

To avoid deterioration of the banners and to ensure use of the banner poles is evenly distributed community based banners may only be erected 14 days before the event and must be taken down the day after the event. Council sponsored events and messages may be displayed for lengthier periods.

Sponsors

Acknowledgement of sponsors is permitted on banners to assist in defraying costs. However so that each banner does not become a solely promotional tool for the sponsor(s) a maximum 10 per cent of the banner area may be allocated for direct sponsorship recognition.

REVIEW

The Banner Policy is to be reviewed every four years.