

POLICY NAME: BANNER POLES
POLICY REF: B02
MEETING ADOPTED: 15 December 2022
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1 OBJECTIVE

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

2 POLICY

- a) 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.

2.1 Purpose of the Banner Poles

- a) The primary purpose of the banner poles is destination marketing for the Ballina Coast and Hinterland.
- b) First priority for use of the poles will be for Council co-ordinated activities or promotions.
- c) If no Council co-ordinated activities are allocated to a particular time period and/or banner poles, then Council will consider applications from state or federal government departments.

2.2 Permitted Users and Activities

- a) Applications for use of the banner poles will only be approved for state or federal government departments providing a service within the Ballina Shire local government area.

2.3 Finance

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

2.4 Banner Design

- a) Banners are a decorative medium, intended to complement other promotional material, and they require specialist design. Professional designers should be engaged where possible.
- b) To maximise the impact of banners, banner design should consider the following points:
 - i) graphics should be simple and bold;
 - ii) use text only where it forms part of the established image of the special event or logo;
 - iii) Logo can only take up a maximum of 10 per cent of the banner area.
 - iv) avoid dates and information, which are difficult to read; and

- v) avoid white backgrounds, which soil easily and may be difficult to see against the backdrop.

2.5 Banner Specifications

- a) Where new banners are to be manufactured, environmentally friendly materials are to be used where possible to be in keeping with Council's commitment to reduce our environmental footprint.
- b) The size requirement for banners is 2150 mm tall x 850 mm wide. This includes a triple sewn 100 mm wide hem tube at the end of each banner. The hem tube is to be open from one side of the banner to the other, like a tube, to slide over the horizontal arms.
- c) The banner material used must be "breeze through material (mesh type)" or heavy gauge sign vinyl. These materials are available from professional sign writers.
- d) Banners made from vinyl material must have 4 semi-circle flaps cut through the centre of the banner, with a minimum 200 mm radius.

2.6 Conditions of Use

- a) Applications must be made on [Council's approved banner pole application form](#) and be received by Council at least 14 days before the commencement of the requested period of banner display.
- b) 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.
- c) Council officers must erect the banners to ensure all work, health and safety regulations are met.
- d) To avoid deterioration of the banners and to ensure that use of the banner poles is evenly distributed, community-based banners may only be erected 14 days before the special event and must be taken down the day after the special event. Promotional banners that do not relate to an event may only be displayed for up to 4 weeks. Council sponsored special events and messages may be displayed for longer periods.

3 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 promoting the Ballina Coast and Hinterland brand and destination.

Council regularly uses the banner poles for destination marketing and at times, to display community messages on a wide range of issues (e.g. water saving measures, special events and messages of goodwill). However, there are opportunities for the poles to be used to promote other activities run by state and federal government departments.

4 DEFINITIONS

Applicant: A person or organisation applying for approval to use Council banner poles.

Council: Ballina Shire Council

Special event: A function or event open to the public or a section of the public and includes a ceremony, concert, cultural celebration, dance, exhibition, fair, festival, fete, gathering, market, open air theatre, parade, sporting event or street parade.

5 SCOPE OF POLICY

This policy applies to:

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

6 RELATED DOCUMENTATION

As a minimum, this policy should be read in conjunction with the [banner pole application form](#).

7 REVIEW

The Banner Poles Policy will be reviewed at least every four years.