

guidelines for

# COMMUNITY EVENT SIGNAGE

policy | C17

Ballina Shire Council supports community events. Council has identified a number of sites throughout the shire (see attached signage locality maps) as being suitable for the promotion of community events, where signage infrastructure has been provided so that the community is made aware of upcoming events.

There is provision for the erection of multiple signs at each location.

Council will not permit signs to be located on public land other than the designated sites. Unauthorised signs will be removed and impounded, and Council may issue a penalty notice.

Applications must be submitted on Council's application form, and can be lodged 4 weeks (minimum) and 4 months (maximum) prior to the date of the event. Incomplete applications will not be accepted. An application fee will be charged.

## 1. Eligibility

To be eligible to use the community event signage sites, you must:

- be a not-for-profit incorporated organisation or a commercial organisation promoting a community-based event
- be an applicant preferably based in the Ballina Shire
- be promoting an activity or event that will take place in the Ballina Shire
- have lodged an application for approval under Council's Events on Public Land policy (for events on public land) or the applicant must have lodged a development application for the event (for events on private land)
- comply with Council's risk and insurance requirements
- have completed all acquittals stipulated by Council (if the applicant has received previous support from Council)
- encourage a high level of community participation in the event.

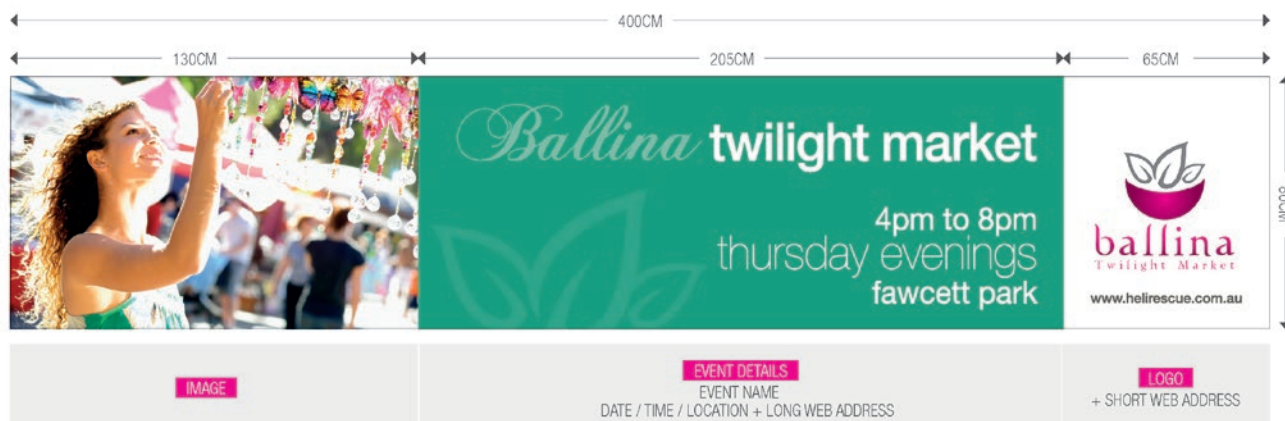
Events that are **not eligible** to make an application under this policy are:

- weekly sporting competitions
- garage sales
- events that are entirely of a commercial nature, with no perceived community benefit (as determined by Council's General Manager).

## 2. Conditions

Council will require you to comply with conditions including:

- design templates and/or existing signs are to be reviewed and approved by Council prior to printing. (Approval will be issued within 5 working days of receipt)
- signs may be erected up to 6 weeks prior to the event, if selected sites are available
- signs must be removed within 1 business day of the conclusion of the event
- signs are to be erected by the applicant
- signs must be secured to designated sites to the satisfaction of Council.



### 3. Signage design Do's and Don'ts

Signage should be of a professional standard and in accordance with Council's **Community Event Signage Guidelines**.

DO'S	DONT'S
Include dates and venue information in large, bold writing	project an offensive message or display offensive language or an offensive image
use graphics that are simple, bold and look good	promote a commercial activity or organisation (outside the scope of the policy)
use text only where it forms part of the established image event of the event or logo	incite hatred or aggression in any form
confine sponsorship logos to less than 10% of the total sign area	display anything unlawful under any local, state or federal law
	promote political or racial views

### 4. Site allocation

Allocation of sites is on a "first come, first served" basis, however where there is a clash of bookings preference that cannot be resolved, priority will be given to signs relating to events held in the locality of the signage site and/or community events that have a higher level of community participation.

Booking preferences will be given to the following events, in order of priority:

1. Community events that are funded via our Festivals and Events – Council Support policy
2. Council-approved regular markets
3. Community events that have obtained approval under Council's Events on Public Land policy

4. Other community events organised by not-for-profit incorporated associations (eg school fetes, cultural or sporting events)
5. Commercial events (that have a community benefit).

### 5. Further information

For further information, please refer to Council's **Community Event Signage policy**.

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