



DS 4.1 – Management of Banner Poles

1.0 Introduction

Council is committed to the promotion of local events and celebrations and the provision of a welcoming and vibrant atmosphere to its town sites.

Council has several 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 utilises the banner poles to provide community promotion messages on a wide range of events and issues, however, as the poles are not in use at all times there are opportunities for the poles to be used to promote other activities.

1.1 Purpose

To provide guidelines to determine what community activities can be promoted on banner poles in public places.

To encourage local organisations and groups to promote their events for appropriate time frames. To enhance the Shires visual appearance and sense of vitality, and convey information about cultural, community, sporting, recreation and tourism events taking place in the Shire.

1.2 Scope

To determine appropriate uses and associated timeframes for community groups and organisations to share the use of the banner poles to promote seasonal messages and upcoming events.

To establish a priority system for handling conflicts between seasonal messages, promotions and organised events.

2.0 Legislative Framework

- *Local Government Act 1995*
- *Shire of Collie Local Planning Policy 4.2: Advertisements and Signage*

3.0 Council's Corporate Business Plan 2012/2013 – 2016/2017

Goal 1	Our Community
Action 1.1.6.6	Support festivals and events which showcase the arts.
Action 1.3.3.2	Support community events.

4.0 Application of Policy

This policy is to be applied to the use of all existing and future banner poles installed and maintained by the Shire of Collie.

5.0 Policy Provisions

5.1 Permitted User Groups and Activities

- 5.1.1 Banner poles are to be used primarily for the promotion and marketing of Shire of Collie activities, seasonal messages and of activities of other organisations which provide a community benefit.
- 5.1.2 First priority for use of the poles will be for Shire's annual calendar of coordinated activities and promotions.
- 5.1.3 If no Shire coordinated activities are allocated to a particular time period and/ or there are unused banner poles, then the local government will consider applications from other community based activities using the following priority criteria:
 - a) Shire approved organised events (State/ Regional Significance);
 - b) Shire approved organised events (local community groups);
 - c) Seasonal short-term displays provided by community groups, e.g. Easter, Australia Day, ANZAC day, are appropriate to erect for the duration of an event such as a street parade; disruption to scheduled long term displays is considered appropriate in these cases;
 - d) Upcoming events sponsored by a commercial/ private industry may be considered on a discretionary basis where it may be demonstrated that it's in the interest of the public and;
 - e) Display of local artworks/public competition entries that are appropriate to display for a short-term period or for judging purpose.

5.2 General Requirements

- 5.2.1 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) that are providing a service within the Collie Shire local government area.
- 5.2.2 As a general rule, the event being promoted must have a strong community focus.
However, if the event is commercially driven, and assessed under clause 5.1.3 (4) the coordination must be in association with a not-for-profit group eg. Chamber of Commerce.
- 5.2.3 Applications must be made in writing, specifying the banner poles requested to be used. All applications must be received at least 14 days before the commencement of the requested period of banner display.
- 5.2.4 Final designs are to be submitted to the Shire for approval prior to erection.

5.3 Fees & Charges

- 5.3.1 The banner poles are to be operated on a not-for-profit basis. Applicants are responsible for the production and delivery costs of the banners to Shire.

5.3.2 The Shire may require payment by the applicant for any additional charges incurred that are of a non-standard nature (at cost), resulting from installation or removal of the banners, as required.

5.4 Banner Designs

Banners are a decorative medium, intended to complement other promotional material.

5.4.1 To maximise the impact of banners, designs should consider the following points:

- Graphics should be simple and bold;
- Avoid using excessive amounts of text e.g venue information, which may be difficult to read; and
- Avoid white backgrounds, which soil easily and may be difficult to see against the backdrop.

5.4.2 All artwork for the design of the banners must be provided to Council for approval prior to banner production at least 10 days prior to the requested period.

5.4.3 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;
- be of a political nature and;
- incite hatred or aggression or any form; be unlawful under local, state or federal law;

5.5 Banner Specifications

Banners must conform to the specifications provided in Appendix 1.

5.6 Conditions

Shire staff are responsible for installation and removal of the banners to ensure all occupational health and safety regulations are met. Banners submitted for specific events will be erected for a maximum of 21 days prior to an event and must be taken down within 3 days after the event.

5.7 Sponsorship

Acknowledgement of sponsors is permitted as part of the content on banners for community events but will not be erected as stand-alone advertisements.

5.8 Storage and Maintenance of Shire of Collie Owned Banners

5.8.1 The Shire of Collie maintains a set of generic banners to rotate so that when there are no Shire or community event specific banners in place, poles do not have to be left vacant e.g. seasons Spring, Summer, Autumn, Winter (on rotation)

5.8.2 The Banner Pole outside the Shire of Collie administration office shall only be used to display Shire banners.

- 5.8.3 The Shire of Collie will store generic and other Shire of Collie owned banners at the administration building, but will not be responsible for storage of banners provided by community groups.
- 5.8.4 Any banners provided to the Shire of Collie that are in need of repair or replacement will not be erected.

6.0 Definitions

Sponsorship means a contribution by a private corporation, community group or government body providing financial or in-kind support to the event.

Policy Adoption and Review

Council meeting held:	16 April 2019
Adopted by Minute No:	8112
Date to be reviewed:	April 2022
Previous Revision:	01 August 2017