

POLICY NAME: BANNER POLES

POLICY REF: B02

MEETING ADOPTED: 28 August 2014
Resolution No. 280814/21

POLICY HISTORY: 260810/34; 271005/038



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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 to promote activities that provide a community benefit.
- 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 other community-based activities.

2.2 Permitted Users and Activities

- a) 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.
- b) As a general rule the [special event](#) being promoted must have a strong community focus. However, if the special event is commercially driven, the co-ordinator or promoter of that special event must be a not-for-profit group, eg Chamber of Commerce – annual sales.

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) avoid dates and venue information, which are difficult to read; and
 - iv) avoid white backgrounds, which soil easily and may be difficult to see against the backdrop.
- c) Council reserves the right to refuse permission to display a banner on any grounds, but particularly banners which may:
- i) project an offensive message;
 - ii) display an offensive image;
 - iii) use offensive language;
 - iv) incite hatred or aggression in any form;
 - v) be unlawful under local, state or federal law; or
 - vi) be considered as promotion of a political, racial or religious nature.

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. Council sponsored special events and messages may be displayed for longer periods.

2.7 Sponsors

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

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 establishing a visual presence for special events and activities.

Council regularly uses the banner poles to display community messages on a wide range of issues (eg water saving measures, special 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.

4 DEFINITIONS

<i>Applicant:</i>	A person or organisation applying for approval to use Council banner poles.
<i>Council:</i>	Ballina Shire Council
<i>Not-for-profit Certificate:</i>	Certification issued by the Australian Taxation Office that a group is a not-for-profit organisation.
<i>Special event:</i>	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:

- a) Council employees
- b) Councillors
- c) Community members
- d) Council-owned businesses
- e) 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.