

guidelines for the use of

COUNCIL BANNER POLES

policy | B02

Ballina Shire Council has a number of banner poles throughout the shire that provide a vibrant, attractive and cost effective method of establishing a visual presence for events and activities.

Council regularly uses the banner poles to display community messages on a wide range of issues but when the poles are not in use by Council, there are opportunities for the poles to be used to promote other activities.

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

As a general rule the event being promoted must have a strong community focus. However, if the event is commercially driven, the co-ordinator or promoter of that event must be a not-for-profit group.

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.

Applications must be made on Council's **Application for Banner Poles Signage** and be received by Council at least 14 days before the commencement of the requested period of banner display.

Council officers must erect the banners to ensure all occupational health and safety regulations are met. They will not be put up more than six weeks before the event and will be taken down the day following completion of the event.

1. Banner Design

DO'S	DONT'S
use graphics that are simple and bold	project an offensive message, display an offensive image or use offensive language
use text only where it forms part of the established image of the event or logo	incite hatred or aggression in any form
avoid dates and venue information which are difficult to read	be unlawful under local, state or federal law
avoid white backgrounds, which may be difficult to see against the backdrop	promote political, racial or religious intolerance
	allocate more than 10% of the banner area for direct sponsorship recognition.

2. Banner Specifications

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.

The size requirement for banners is 2360mm high x 850mm wide, this includes a triple sewn 105mm wide hem tube at the end of each banner. This hem tube is to be open from both ends of the banner (so that it can slide over the horizontal arms). Therefore when creating artwork, the canvas should be 2150mm high by 850mm (see style sheet for instructions).

The banner material used must be "breeze through material (mesh type)" or heavy gauge sign vinyl, which 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 200 mm radius.

3. Further information

For further information, please refer to Council's **Banner Poles policy**.

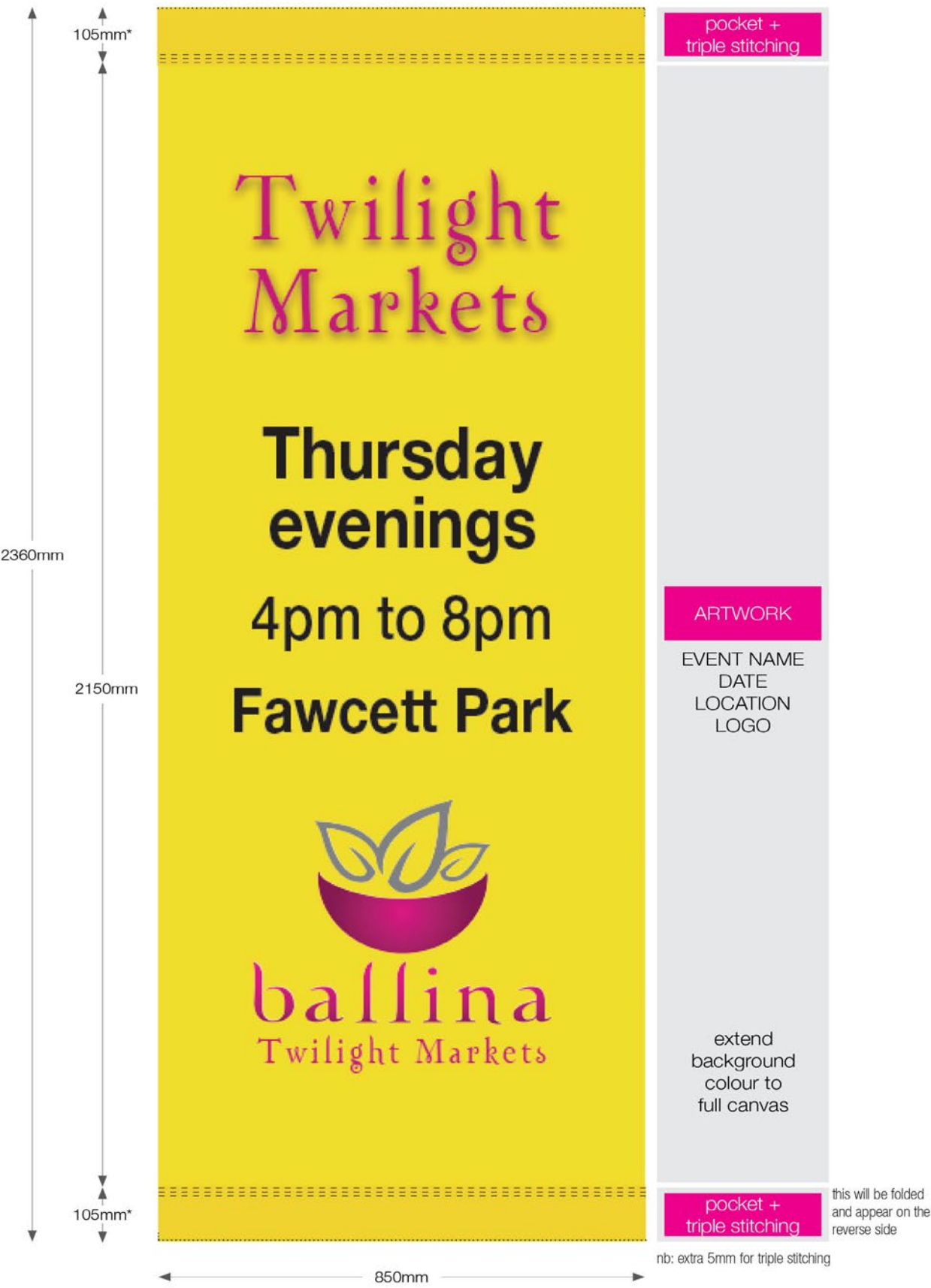
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ballina.nsw.gov.au



Location: Angels Beach Drive, East Ballina (roundabout)

Banner Pole Stylesheet Front



Banner Pole Stylesheet Back

