

POLICY NO: CE/ED/2

FORMER POLICY NO

USE OF BANNER POLES

DIVISION	BUSINESS UNIT	RESPONSIBILITY AREA
CEO	CEO	Economic Development

INTRODUCTION

The Council is committed to the promotion of local events and celebrations and the provision of a welcoming and vibrant atmosphere to the Shire of Plantagenet townsites.

The Council has several banner poles along Lowood Road, Mount Barker. Banners displayed on these poles provide a vibrant, attractive and cost-effective method of creating a sense of place as well as a visual presence for festivals and events.

The Council will utilise the banner poles to promote the Shire of Plantagenet and to promote key annual events during the year. There is also an opportunity for community groups who are hosting significant events or activities to utilise the banner poles to promote these activities.

OBJECTIVE

The objectives of this policy are:

- To provide guidelines to determine the community activities that 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 Shire's visual appearance and convey information about approved cultural, community, sporting, recreation and tourism events taking place in the Shire.

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.

STRATEGIC CONTEXT

The Shire of Plantagenet Strategic Community Plan 2022 – 2032 contains the following Strategic Priorities:

‘Ensure Council buildings, facilities and public amenities are provided and maintained to an appropriate standard.’

‘A high standard of amenity for pedestrians and traffic.’

‘Encourage development that is consistent with the individual character of towns.’

‘Support festivals, events and activities that strengthen our sense of identity and celebrate our history and heritage.’

Accordingly, this policy aligns with the Strategic Community Plan.

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 Plantagenet.

POLICY REQUIREMENTS

1. PERMITTED USER GROUPS AND ACTIVITIES

Banner poles are to be used primarily for the promotion and marketing of Shire of Plantagenet activities, seasonal messages, and for activities of other organisations which provide a community benefit.

The first priority for use of the poles will be the Shire’s annual calendar of coordinated activities and promotions as determined by the Council.

If no Shire coordinated activities are allocated to a particular time period and/ or there are unused banner poles, then the Shire will consider applications from other community-based activities using the following priority criteria:

- Shire-approved organised events.
- 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; disruption to scheduled long-term displays is considered appropriate in these cases.
- Upcoming events sponsored by a commercial/ private industry may be considered on a discretionary basis where it is demonstrated that it is in the interest of the public and provides community benefit.
- Display of local artworks/public competition entries that are appropriate to display for a short-term period or for judging purpose.

2. GENERAL PROVISIONS

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 community groups) that are providing a service within the Shire of Plantagenet local government area.

As a general rule, the event being promoted must have a strong community focus. If the event is commercially driven, its coordination must be in association with a not-for-profit group.

Acknowledgement of sponsors is permitted as part of the content on banners for community events but will not be allowed as the predominant feature or as a stand-alone advertisement.

Applications must be made using the supplied form, specifying the number of banner poles requested to be used. All applications must be received at least 28 days before the commencement of the requested period of banner display.

Final banner designs are to be submitted to the Shire for approval 14 days prior to their display.

The CEO will have discretion in approving applications for banner display based on this policy.

3. BANNER DESIGNS

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

- Graphics should be simple and bold;
- Excessive amounts of text such as venue information should be avoided, as it may be difficult to read.

The 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.
- Incite hatred or aggression of any form.
- Be unlawful under local, State or Federal law.

4. BANNER SPECIFICATIONS

Banners must conform to the specifications provided in Appendix 1.

5. STORAGE AND MAINTENANCE OF BANNERS

The Shire of Plantagenet 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.

The Shire of Plantagenet will store generic and other Shire-owned banners at the administration building, but will not be responsible for storage of banners provided by community groups.

Any banners provided to the Shire of Plantagenet that are in need of repair or replacement will not be displayed.

6. FEES & CHARGES

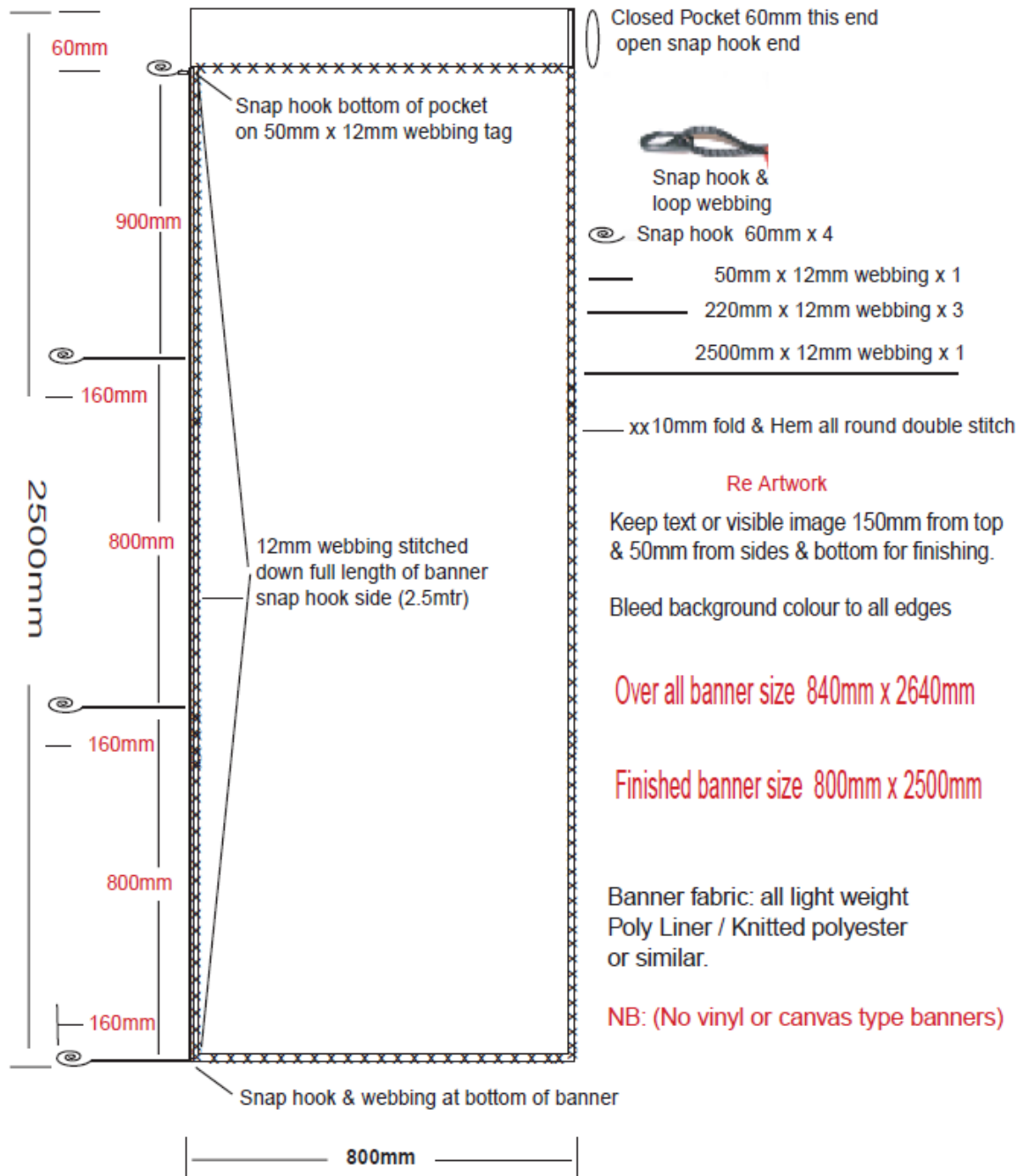
Approved applicants are responsible for the ordering, production and delivery of the banners to the Shire within the agreed timelines. There are no further fees and charges for Shire approved banner display. Erection of the banners will be coordinated at the discretion of the Shire based on existing work schedules.

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.



APPENDIX A: BANNER SPECIFICATIONS

These specifications will be supplied with the Banner Display Application Form. Banners can be rectangular or full taper shapes.'



ADOPTED: 28 JUNE 2022

LAST REVIEWED: 28 JUNE 2022