



Banner Policy

Adoption Date:	26 May 2008
Review Date:	December 2018
Version:	2
Division/Department:	Community Services/Marketing and Projects Team
Responsible Officer:	Marketing Coordinator
HPE CM Record Number:	18/119086

1 Our Policy

Woollahra Council supports and encourages the use of banners for the promotion of local community, cultural, sporting or special events and activities.

Multi-function poles, light poles and other locations throughout the Local Government Area will be utilised for banners that promote such local events or activities that are:

- Coordinated by the Council;
- Coordinated by charity, not-for-profit cultural and community service organisations and Chambers of Commerce based in the Woollahra Local Government Area.

2 Background

Council has a number of existing street light poles located in Double Bay, Rose Bay, and Bellevue Hill retail precincts.

Other locations within the municipality include Five Ways, Paddington and Council Chambers.

There are other locations that banners are installed on a temporary basis. Use of these temporary sites is at the sole discretion of Council.

3 Objectives

The objectives of the Banner Policy are:

1. To support the celebration of local people, places and cultural heritage.
2. To enhance the visual attractiveness and make a positive contribution to the overall character of the streetscape.
3. To improve awareness of local cultural and community activity.
4. To promote branding for Woollahra Council and approved associated organisations (e.g. Chambers of Commerce, community groups).
5. To support and promote local community, cultural, sporting or special events or activities in the Woollahra Local Government Area coordinated by Council or other organisations. (E.g. the Woollahra Small Sculpture Prize, Rose Bay Fair).
6. To feature Council commissioned area-specific banners in Double Bay and Rose Bay and other appropriate locations when event and activity specific banners are not displayed.
7. To develop a Council commissioned banner program that is reflective of the values and objectives in the Woollahra Municipal Council Public Art Policy (2009). Artist designed Council commissioned banners will be displayed when event and activity specific banners are not displayed.

4 How this Policy relates to our Operational Plan

This Policy is in line with the following goals of Council's Delivery Program and Operational Plan:

Goal	Strategies the Policy will assist with
Goal 1: A connected and harmonious community	Increase engagement in community activities. Improve access to information.
Goal 3: A creative and vibrant community	Support the celebration of local people, places and cultural heritage.
Goal 10: Working together	Improve communication with the community and increase awareness of Council's activities.

5 Definitions

1. Banners refer to a large cloth bearing a design or slogan.
2. The Installation fee includes set up and removal costs.
3. Multi-function pole banner sites are currently positioned along New South Head Road in Double Bay, Five Ways in Paddington and in Bellevue Hill. Please refer to the specifications for number of poles and sizes.
4. Light pole banner sites are currently positioned throughout Cross, Knox and Bay Streets in Double Bay, outside Council Chambers, Double Bay and in the Rose Bay retail precinct. Please refer to the specifications for number of poles and sizes.

6 Principles

1. Council, Chambers of Commerce, the general community and organisations may utilise designated banner pole sites in the retail precincts and non-commercial areas to promote local community, cultural, sporting or special events and activities. Content should not be political in nature, racist or discriminatory.
2. Designated banner pole sites are not available for commercial use or promotion of commercial activity.
3. Bookings may be made up to a maximum of 12 months from the current date.
4. The maximum length of time for the display of an event or activity based banner is 42 days (6 weeks).
5. All applications to use banner pole sites and other banner sites must be approved in advance and be in accordance with design specifications.
6. Location and timing of banners is subject to availability.

7. There is to be no hire fee for charity, not-for-profit cultural and community service organisations and Chambers of Commerce based in the Woollahra Local Government Area to utilise the multi-function pole, light pole and other banner sites, however an installation fee applies for the set-up and removal of all banners. An administration fee may also be incurred. Organisations will be responsible for the costs of design and manufacture of banners.
8. The Woollahra Municipal Council logo will be reproduced on approved banners in recognition of waiving of hire fees for use of banner poles.

7 Design Criteria

1. Organisations who wish to utilise a Council banner site must submit a completed application form along with a colour copy of the proposed design at a scale of 1:50, professionally prepared.
2. The banner should be colourful and attractive and the sponsorship content of each banner must not be more than 20% of the area of the banner in the case of the individual sponsor and no more than 25% of the banner in the case of multiple sponsors. The Woollahra Municipal Council logo must be featured on all Council approved banners.
3. The message on the banner should emphasise the event or activity and not the sponsor product or company.
4. Special consideration will be given to banners which promote an activity or event located in proximity to the location of the multi-function pole/light pole.

This Policy will be reviewed two years or as required in the event of legislative changes. This Policy may also be changed as a result of other amendments that are to the advantage of Council and in the spirit of this Policy.

Any amendment to this Policy must be by way of the approval of the General Manager.

Policy Amendments

Date	Responsible Officer	Description
13 Dec 2018	J Henderson	Updated Clause 5.1 re content