



Banner Policy

Adoption Date:	26 May 2008 by Council Resolution
Last Reviewed:	May 2023 Approval of the General Manager
Next Review Date:	
Division/Department:	Communications and Engagement
Responsible Officer:	Manager C&E
HPE CM Record Number:	15/58979 and 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-functional 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 organisations or Chambers of Commerce based in the Woollahra Local Government Area.

2 Background

Council has a number of existing banner poles located in Double Bay, Rose Bay, Bellevue Hill, Oxford Street, Five Ways and Council Chambers.

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

Banner dimensions vary according to size of poles. There are light poles and horizontal banner poles.

Light poles application form with dimensions and specifications is available at CM 23/61266.

Horizontal banners application form with dimensions and specifications is available at CM 22/226109.

WMC utilises street banners to promote significant events and activities.

The poles are hired out at the discretion of Council and in accordance with the core communication objectives.

The banner poles are located key areas along major transport corridors, in town centres and major tourist destinations, such as beaches. The banners are viewed by tens of thousands of people daily and millions of people throughout the year.

Banner pole locations and zones will be updated periodically at Council discretion.

Installation and removal of the banners is arranged and managed by Council. This work is completed by an outdoor Trees and Streetscapes team, dependent on their availability and priority of tasks.

3 Vertical Banner Locations

Zone #	Suburb	Location	Pole Type	Flag size	Total Poles
1	Double Bay	Council Chambers	Single		2
2	Double Bay	Woollahra Gallery at Redleaf	Single		1
3	Double Bay	New South Head Road	Single	1m X 4m	20
			Double	1m X 4m	8
4	Double Bay	Cross, Knox and Bay Streets	Single		20
5	Rose Bay	New South Head Road	Single		30
6	Bellevue Hill	Bellevue Road	Single	1m X 4m	9

7	Paddington	Five Ways	Single	1m X 4m	
8	Paddington	Oxford Street	Single		

4 Objective

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, NAIDOC Week, Season's Greetings).
6. Stimulate the local economy through the promotion of Council supported or partnered events or charities.

5 How this Policy relates to our Operational Plan

This Policy relates to Themes, Goals and Strategies outlined in Council's Community Strategic Plan Woollahra 2032 and Priorities outlined in Council's Delivery Program and Operational Plan, specifically:

Goals:	Strategies the Policy will assist:
G1: A connected, harmonious and engaged community for all ages and abilities.	Provide, promote and facilitate a range of community projects, programs and events that support an inclusive, thriving and sustainable community.
G2: A supported, enabled and resilient community.	Build strong and respectful connections with partners so that we can enhance and protect our local area and quality of life. Understand needs of our community so that we can facilitate access to support and services.
G3: A creative and vibrant community.	Promote opportunities for innovative, creative and cultural initiatives that support the community. Enhance council provided community facilities to foster connections between people and place and enhance quality of life

6 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.

7 Use of Banners

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.
2. Designated banner pole sites are not available for commercial use only or promotion of commercial activity/products. Community based events and activities that have a community benefit (social, physical, cultural) will be considered.
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 6-8 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 and policy.
6. Location and timing of banner installations are 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. An installation fee applies for the set-up and removal of all street pole (vertical) banners. An administration fee may also be incurred. Organisations will be responsible for the costs of design and manufacture of banners, and the delivery and collection/disposal.
8. Council may resolve to waive hire fees for particular partnered events, charities or not-for-profit organisations. Production and installation costs would still be passed on to the third party.
8. The Woollahra Municipal Council logo will be reproduced on approved banners in recognition of waiving of hire fees for use of banner poles.

8 Hiring Street Banners

External organisations may make an application to hire street banner poles.

- It is recommended that applications be submitted at least 2 months before the intended installation date to allow for production times and availability.

- Council reserves the right to decline any booking request that is not consistent with the purposes of this policy.
- All artwork requires approval by Council prior to printing.

9 Approval

Woollahra Municipal Council reserves the right to reject, at its discretion, any banner design that does not comply with the street banner policy or is considered unsuitable. The banner program is not intended to be purely an advertising medium for commercial products and services and banner requests may be rejected for this reason.

10 Installation

- All installation and dismantling will be conducted at the discretion of the Council.
- Installation typically occurs on Sunday evening/Monday morning, but may vary according to number of banners, weather conditions and traffic. Council reserves the right to vary this at its discretion due to contractor availability, weather or any other reason.
- Hirers are required to send their banners to the nominated location no later than 3 days prior to installation.
- Hirers are responsible for collecting their banners from the nominated location once they have been removed. WMC and its contractor will not be responsible for uncollected banners. Banners not collected within 3 months after their dismantling date will be disposed of.
- Council reserves the right to have any installed banners that are badly torn, dismantled prior to the scheduled dismantling date.

11 Reuse

Council recommends the recycling or reuse of banners after they have been dismantled.

Council can recommend recycling options for banners or provide contact with organisations that make old banners into banner bags and other products.

12 Documentation/References

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 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 banner location.

Related Policies and Procedures:

	CM Reference
Banner Applications and Management	SC722-04
Banner Policy	update
Banners - Application Form - Light pole banners - 2022	23/61266
Banners - Application Form - Horizontal Banners - 2023	22/226109
Annual banner plan - 2023	22/211318

This Policy will be reviewed every two years or in accordance with legislative requirements. 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 approval of the General Manager

Policy Amendments

Date	Responsible Officer	Description
13 Dec 2018	Justine Henderson	Updated Clause 5.1 re content
11 May 2023	Justine Henderson	Updated location and details.