

Hire of street banner poles for banner display

Policy, procedure, protocol	Policy
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Related documents	
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Section / Department	Organisation Performance & Governance
Linkage to Our Community Plan	3 Economy
Objective	3.1 We will have an attractive and diverse environment for business, tourism and industry
Strategy	3.1.1 Promote the Clarence region as a wonderful place to live, work, visit and invest

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1. Purpose

This policy sets out Council's requirements in relation to the use of banner poles for the purpose of displaying banners by both Council and parties external to Council.

2. Definitions

Banner Poles - refers to banner poles located in Grafton and Woolli.

3. Background/legislative requirements

Council supports and encourages the use of banners for the promotion of local community, cultural, sporting, recreational, tourist or special events and festivals. Banners enhance the location and are a cost effective method of establishing a visual presence for events and activities.

Banner poles are utilised to promote Council events and Council sponsored events/activities, however when the poles are not in use there are opportunities for community organisations to promote their programs and events.

Legislative requirements: Workplace Health & Safety Act

4. Policy statement

The promotion of Clarence Valley events and activities through banners is a valuable addition to an overall marketing plan.

The banner poles' use shall be for approved services or activities and in accordance with guidelines adopted by Council.

If multiple events and/or promotions occur at the same time, priority will be given to events in the following order:

1. events organised by Council;
2. events sponsored by Council;
3. events being held in the Clarence Valley that will provide direct economic benefits.

Banners may not be used for promoting events or campaigns held outside of the Clarence Valley LGA, advertising commercial products or advertising of a political nature.

Council reserves the right to permit or refuse the use of any banner based on content or design.

Organisations hiring banner poles must submit an application including public liability certificate of currency and banner artwork to the Council for approval.

5. Procedures

5.1 Application Form

Applications must be made on Council's application form and include dates of usage and information regarding the design of the banner, to enable Council to form an opinion as to the suitability or otherwise of the proposed use.

5.2 Public Liability Insurance Requirements

The applicant must submit a copy of public liability certificate of currency for \$10 million.



5.3 Permitted Users and General Conditions of Use

Use of the banner poles will be restricted to recognised 'not for profit' or community organisations, agencies (such as State or Federal Government Departments) or institutions that normally provide services/activities in the Clarence Valley.

In relation to advertising of commercial sponsors for events, commercial sponsors advertising can occupy a maximum of 10% of the total banner area if there is only one sponsor or a maximum of 20% of the banner area if there are two or more sponsors.

5.4 Banner Design, Specifications and Manufacturing

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;
- incite hatred or aggression of any form;
- be unlawful under Local, State or Federal law; and
- be considered as promotion of a political, racial or religious nature.

5.5 Charges

Council will charge a fee for the use of the poles, which includes erection and removal of the banners. The fee is included in Council's annual "Fees and Charges".

No waiver of fees is granted for the hire of banner poles.

5.6 Erection and Removal of Banners including Damaged Banners

Council will be responsible for all works associated with the erection and removal of banners to ensure the requirements of the Workplace Health and Safety legislation are met.

Should any damage occur to a banner from circumstances such as extreme weather conditions, vandalism or any other circumstance which makes a banner unsafe or unsightly then Council will remove the banner at the earliest opportunity and advise the owner as soon as practicable.

Council is not liable for any damage to, or loss of, any banners during the period the banners are on display, or being erected or removed.

5.7 Notification and Approval

The applicant will be notified of approval approximately 2 weeks after submission of application.

5.8 Other requirements

Competing banner applicants who wish to display banners for all or part of the same period of time will have their complying applications given priority chronologically according to the recorded date the written applications are received by Council.

6. Attachments

Application Form

Approval Notification Form



Contact Details:

Postal Address: Locked Bag 23,
GRAFTON NSW 2460
Telephone: (02) 6643 0200
Email: council@clarence.nsw.gov.au

Office Locations:

2 Prince Street, Grafton
50 River Street, Maclean

Application for Hire of Street Banner Poles for Banner Display

Name of Organisation	
Postal Address	
Contact Person	
Telephone No	
Email	
Date of Event	
Nature of Event	

Details of banner: sketch of banner design and contents (including all text, graphics and logos). Note: Final artwork will need Council approval.

Dates banners to be on display: ___ / ___ / ____ to ___ / ___ / ____

***Essential Requirement:**

Attach a copy of your organisation’s Public Liability Certificate of Currency to \$10 Million.

I have read the Hire of Street Banner Poles for Banner Display Policy and agree to abide by its conditions.

I herewith indemnify Council against any liability, loss or damage resulting from the placement of the above banner.

___/___/____

Signed

Date

Office Use Only	
Public Liability Certificate of Currency (minimum coverage of \$20 Million supplied)	Yes / No
Date requested available	Yes / No
Artwork and banner specifications meet policy guidelines	Yes / No
Organisation satisfies Policy guidelines	Yes / No
Application approved	Yes / No

Privacy Advice

The personal information collected on this form is personal information for the purposes of the Privacy and Personal Information Protection Act (PPIPA). Council will only use this information in accordance with the PPIPA. The supply of this information by you is voluntary. However, if you cannot or do not wish to provide the information sought, Council may be limited in dealing with your request. You may make application for access or amendment to this information and any application will be considered in accordance with the PPIPA. CVC is to be regarded as the agency that holds the information.

CONDITIONS AND SPECIFICATIONS

Lodging an Application

- Applications must be made on Council's Application Form and received at least six weeks prior to the date of display of the banners and should include a coloured drawing or photograph of the proposed banner design.
- Prior to the application being approved Council must be in receipt of the applicant's Public Liability Certificate of Currency with a minimum coverage of \$10 Million.
- An application fee for the use of banner poles, including erection and removal of banners is applicable and can be found in Council's Fees & Charges on our website. Fee to be paid when application has been approved and prior to display of banners. **No waiver of fee is granted for the hire of the banner poles.**
- A minimum display period of two weeks applies. Extension can be given if poles are not required by another user.
- If cancellation of the hire occurs within 5 business days of the display date, an administration fee of \$52.80 will be charged.

Erection and Removal

Council will be responsible for all works associated with the erection and removal of banners to ensure the requirements of the Workplace Health and Safety legislation are met.

Should any damage occur to a banner from circumstances such as extreme weather conditions, vandalism or any other circumstance which makes a banner unsafe or unsightly then Council will remove the banner at the earliest opportunity and advise the owner as soon as practicable.

Council is not liable for any damage to, or loss of, any banners during the period the banners are on display, or being erected or removed.

Delivery and Collecting of Banners

Approved banners are to be delivered to Council's 2 Prince Street, Grafton office at least five business days prior to the display date and collected from 2 Prince Street, Grafton office within 5 business days after the display period. Banners should be enclosed in a box or bag, labelled 'street banners' and with the name of your organisation.

Permitted Users

Use of the banner poles will be restricted to recognised 'not for profit' or community organisations, agencies (such as State or Federal Government Departments) or institutions that normally provide services/activities in the Clarence Valley.

In relation to advertising of commercial sponsors for events. Commercial sponsors advertising can occupy a maximum of 10% of the total banner area if there is only one sponsor or a maximum of 20% of the banner area if there are two or more sponsors.

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; incite hatred or aggression of any form; be unlawful under Local, State or Federal law; and be considered as promotion of a political, racial or religious nature.

Banner Design, Specifications and Manufacturing

Please contact Council for specifications.

Banner design must be approved by Council prior to manufacturing.

Design should include bold, colourful and high quality graphics and convey a clear message. Professional designers should be engaged where possible.

Notification and Approval

The applicant will be notified of approval approximately 2 weeks after submission of application.



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Approval Notification for Hire of Street Banner Poles for Banner Display

Name of Organisation	
Email/Postal Address	
Contact Person	

Congratulations! We are delighted to inform you that your recent application for the hire of Council’s street banner poles has been approved. Soon your banners will be happily fluttering in the wind!

Your approved hire period is as follows:

Start: ___/___/_____

End: ___/___/_____

Remember, you need to deliver the banners to Council’s Administration Office at 2 Prince Street, Grafton, **five business days prior to the display date** and collect them within 5 business days of the end date. Banners should be enclosed in a bag or box, labelled ‘street banners’ and your organisation.

Now is also the time for you to pay the appropriate hire fee. This must be **paid prior to the display** of the banners. **You need to bring this document with you when you pay.** (If you cancel the hire within 5 business days of display date, a \$50 administration fee will be charged).

Please tick one of the boxes below to indicate your chosen location.

Grafton only – Refer to Council’s Fees & Charges for cost

Grafton and Woolli - Refer to Council’s Fees & Charges for cost

Woolli only - Refer to Council’s Fees & Charges for cost

Thank you for your application and all the best with the promotion of your activity.

Office Use Only	
GL:	StreetBannerPoles
Amount:	\$_____
Receipt No:	_____
Receipt Date:	___/___/_____