

POLICY NAME:	Draft Hire of Banner Poles
MINUTE NO:	[To be applied following adoption by Council]
ADOPTION DATE:	[To be applied following adoption by Council]
REVISION DATE:	[Click and type future date for revision]
BUSINESS PLAN	Parks and Recreation
POLICY AUTHOR	Parks & Recreation Technical Officer - P
P – Primary Author S – Secondary Author	

POLICY OBJECTIVE:

To set a criteria for the use of Council's banner poles situated along Auburn, Lagoon and Sloane Streets, Goulburn, and to ensure appropriate messages and images are displayed and portrayed.

LEGISLATIVE PROVISIONS:

Local Government Act 1993

RELATED POLICY:

Fee Waiver Policy

POLICY STATEMENT:

Council provides a number of banner poles on the main entry areas to the CBD area ie Auburn, Lagoon and Sloane Streets, and within the CBD itself, refer attachment: Banner Locations map.

These poles are available for hire and will be used to display banners that:

- Enhance the city's attractiveness by adding colour and vibrancy to the streetscape;
- Convey an image of activity and community spirit;
- Provide information to our community and visitors
- Inform our community and visitors of opportunities for leisure and recreation including events etc.

Council's generic banners will be hung on banner poles in the absence of a pre arranged booking. Refer purpose of generic banners in Council's Administrative Guideline: Banner Pole Hire.

The Administrative Guideline deals with the management of banner pole bookings, banner design and specifications, content, generic banners, sponsorship and message guidelines and should be used in conjunction with this policy.

RISK ASSESSMENT:

Council does not accept liability for any damage that may occur whilst a banner is on a banner pole.

In the event that a banner becomes unsuitable for display after being hung, e.g. the banner is destroyed as a result of inclement weather, the banner will be removed immediately, conveyed to a Council Depot and the booking applicant notified as soon as practical afterwards.

Taking into consideration this *Hire of Banner Pole policy* and the *Administrative Guideline "Banner Pole Hire"*, the final decision in accepting a banner booking and placement of a banner on a banner pole will be made by Council's designated Parks & Recreation staff member.

DISCLAIMER:

Approval to hang banners on Council banner poles does not imply Council's endorsement of the applicant's event or project or of the applicant's philosophy or objectives.

The cost of reproducing any unapproved banner will be borne by the hirer.

BUDGETARY IMPLICATIONS:

1. All banner pole booking fees will be charged at the monthly rate as determined through Council's annual fees and charges schedule.
2. Applications to waive the banner pole hire fee should be directed to Council's Fee Waiver Policy.

The hire fee to utilise Council's banner poles should be sufficient to cover costs incurred by Council staff to erect and dismantle banners.

IMPLEMENTATION STATEMENT:

All banner pole booking applicants will receive:

1. Correspondence from Council confirming acceptance of a banner design.
2. Correspondence from Council confirming acceptance of banner poles booked.
3. A copy of the banner pole locations map.
4. A copy of this policy.
5. A copy of the administrative guidelines "Hire of Banner Poles".

Council's designated Parks & Recreation staff member responsible for booking and or managing Council's banner pole hire, at any given time, will be made aware of this policy.

This policy should be reviewed annually although Council may review this policy at any time.

Attachment: Banner Pole locations map

