

OBJECTIVES

- To provide an equitable system whereby community organisations have access to the banner poles in the Central Business District (CBD) of Orange.
- To promote an activity or event that benefits the City.

APPLICABILITY

All non-profit organisations who wish to utilise Council's Banner poles for advertising of particular activities.

GENERAL

Banner poles exist in Summer Street, between Hill Street and Peisley Street and in Anson Street, between Summer Street and Byng Street. These areas are segmented as follows:

- Zone 1 - Hill Street to Sale Street
- Zone 2 - Sale Street to Anson Street
- Zone 3 - Anson Street to Lords Place
- Zone 4 - Lords Place to Peisley Street
- Zone 5 - Anson Street - between Summer Street and Byng Street

PROCEDURE

Council has an established procedure for the operation and management of banners in the CBD.

RELATED POLICIES/DOCUMENTS

Banners in Central Business District Procedure

Responsible Area – Corporate and Commercial Services

REVISION					
	DATE	RESOLUTION		DATE	RESOLUTION
1	January 2007	07/207	4	6 February 2018	18/034
2	January 2009	09/453	5		
3	November 2014	14/1011	6		
All policies can be reviewed or revoked by resolution of Council, at any time.					

SUMMARY OF AMENDMENTS

Amendment Date	Section/Reference and Amendment
December 2017	Formatting updates only. Inclusion in procedure requirement for community group to be responsible for checking information on banners. Inclusion of provision that if banners are not collected for over 3 years, Council reserves the right to dispose of these banners.
November 2014	<ul style="list-style-type: none"> ▪ Amendment to include focus on community events ▪ Provision for Council – related use of banners to take preference
March 2013	<ul style="list-style-type: none"> ▪ Formatting changes to whole document ▪ Inclusion of banner sizes



BANNERS IN CENTRAL BUSINESS DISTRICT

PROCEDURE

Council will grant permission for banners to be erected on the flagpoles in Summer Street/Anson Street subject to:

- the cost of Council erecting banners on the flagpoles in Summer Street/Anson Street be met by the Applicant
- Council will not be liable for any expense incurred by the applicant if any banner pole(s) is unavailable for use for any reason
- Council calling for bookings for each quarter, commencing in February each year. Applicants may only apply for the quarter being advertised. Those events with a tourism and/or community focus will be given priority, as determined by the General Manager
- requests for specific zones will be given if available, otherwise allocation will be determined on a random basis by Council
- the maximum period an individual set of banners may remain erected in Summer Street is 21 days (minimum 7 days)
- the wording and design of banners being approved by the Manager Administration and Governance prior to their erection and message should be easily read by motorists for safety reasons
- the banners only advertising and promoting a local community event or community organisation and not being used for the advertising of an individual organisation or product. Council has the right to refuse any application for banners that fall outside the intent of this policy
- community organisations that do not have a specific event but wish to have banner space throughout the year being eligible to have their banners erected at their cost up to four times per year when no banner space has been booked
- this offer being at the discretion of the General Manager. Availability of banner space at any given time is not guaranteed, and preference will be given to any use required by Orange City Council
- applicants are responsible to make sure banners have the correct dates on them before they are erected
- size of banners are 2.4 metres high by 795 millimetres wide with eyelets in each corner
- sponsors logos that appear on the banner, the size of which shall not exceed 10% of the banner size in total
- all banners must include air holes to allow for passage of air through the banner
- the banner space only being available to local community/not for profit organisations
- commercial promotions being excluded
- the banner space being reserved for Orange City Council's use during December of each year and at other times as determined by Council

- If banners have not been used for a period of 3 years and are stored at the Depot, Council reserves the right to dispose of the banners without consent of owner/applicant.

Use of Civic Centre Balcony for Banners

The balcony of the Civic Centre may be available for larger banners (size 5 metres long by 1.5 metres wide) for community or city promotion events only. Council may seek reimbursement of costs for erecting and dismantling the banner. Requests should be referred to Administration on 6393 8218.

BREACHES

Any breach of the above conditions may lead to future refusal and removal of banners, at the discretion of the General Manager.



EXPRESSION OF INTEREST BANNERS

Organisation

Contact Name

Contact Telephone

Address for Account

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Requested Date Put Up

Bring Down

Banner Space Requested (please tick requested zones)

- Zone 1 – Hill Street to Sale Street
- Zone 2 – Sale Street to Anson Street
- Zone 3 – Anson Street to Lords Place
- Zone 4 – Lords Place to Peisley Street
- Zone 5 – Anson Street – between Summer Street and Byng Street

Purpose of Banners -

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I hereby accept the conditions of the Banner Policy and will comply with the conditions imposed by being granted permission to erect banners in Summer Street.

Signature

NOTE – New banners designs require approval by the Manager Administration and Governance. Please sketch a rough design and attach to application.

Design approved by Manager Administration and Governance
.....
Date
Job Number (If Required)
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Amount to be charged
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