

	<b>Function:</b> GOVERNANCE	<b>Version Number:</b> 1
	<b>Policy Number:</b> GOV018	<b>Adopted:</b> 7 <sup>TH</sup> SEPTEMBER 2011 <b>Last Review:</b> 7 <sup>th</sup> MARCH 2012 <b>Next Review:</b> As Required
	<b>Frequency of Review:</b> As Required	
<b>BANNER POLE POLICY</b>		

**Policy Statement**

**1. Introduction**

The District Council of the Copper Coast encourages community events and activities and provides the opportunity for the community, community groups and business groups to promote their activities on the Council Banner Poles in; Graves and Taylor Streets, Kadina, George Street, Moonta, and Owen Terrace, Wallaroo. The use of these banner poles enhances the town (s) attractiveness; conveys an image of activity and community spirit and informs residents and visitors of opportunities for leisure and recreation.

Use of this public facility must be controlled to ensure appropriate messages and images are displayed.

**2. Applicable Legislation**

Nil

**3. Integration with Corporate Objectives**

Cultural Objective – Opportunity

To promote community identity by supporting rich lifestyle experiences including arts, heritage, culture and leisure activities.

Investigate opportunities to provide events and services and promote cultural and heritage aspects of the area.

#### 4. Definitions

*Banner* refers to a cloth sign bearing a design, slogan or message on one or both sides

*Banner Pole* refers to specifically erected poles in Graves and Taylor Streets, Kadina, George Street, Moonta, and Owen Terrace, Wallaroo that are the property of the District Council of the Copper Coast for the purpose of displaying banners

*Installation Fee* includes hire, set up and removal, and insurance costs which will be reviewed annually and included in the current Fees and Charges schedule

*Rested* no banners displayed.

#### 5. Application

##### **Eligibility**

Banners designated for hire should be utilised so as to;

- a. Enhance the attractiveness and style of the region by enlivening the streetscape
- b. Convey a sense of activity and creativity and promote special events that encourage vibrancy and visitation
- c. Reinforce the visual image associated with a major event or activity
- d. Convey information about cultural, community, sporting, recreational festivals or major activities.

Community groups and special events will be given priority over other external users in relation to banner sites.

Applicants wishing to erect Banners must complete an application form, available from Council offices, and return it a minimum of two months prior to the requested erection date.

##### **Conditions**

Banner sites will be available for hire at times when they are not being used by Council.

Organisations booking banners that are not required for date specific events will be allocated up to three occasions per year when their banners can be displayed. Council sponsored events will take precedence.

Only events that occur in or create a benefit to the Copper Coast Region will be promoted.

Bookings will be taken up to one year in advance.

## CORPORATE SERVICES

Where possible bookings will be for whole town groupings, (bookings for a lesser number of banners maybe refused).

Banners may be displayed at any one time for a period not exceeding one month (28 days).

Banners must enhance the appearance of the towns, be of good quality and of good condition.

Banners are to be removed no later than the weekend following an event that they promote.

### **Costs**

As detailed in the District Council of the Copper Coast, Fees and Charges Register.

### **Banner construction**

Construction of banners should be as sturdy as possible. Banners should be hemmed and stitched on the sides and hemmed and double stitched at the top and bottom.

Heavy gauge fabric, such as vinyl fabrics, should have four wind holes let into the fabric to reduce wind pressure and reduce the overall stress that wind can impose on both the banner and the pole. The holes are to be 50mm in diameter partially cut into the material to form a flap rather than a complete hole.

The dimension of a banner should be; maximum width 900mm, maximum depth 1800mm.

**These dimensions to be checked by maintenance staff. Diameter of the banner arms to be included in procedure to set the size of sleeves at the top and bottom of the banner.**

### **Graphic content**

Due to the banners being elevated above street level the composition of colour and text needs to be bold and uncomplicated. Contrasting colours are the most visible.

Text should be kept to a minimum and a font that is visible from a distance should be used. The recommended size for lettering is a minimum of 240mm in height.

Some recommended fonts are; Roman, Arial or Garamond.

The Pantone Colour Matching System is recommended for matching colour and for communicating colour requirements to printing companies.



**Content**

The focus of the banners should be for recreational, sporting, or community based activities or festivals.

Special consideration will be given regarding promotion of other significant events, eg a bicentennial of a regional company, recognition of award recipients etc.

Banners with events of a political, religious or marginal community group nature should be discussed at an early stage with Council staff. Council has the right to veto banner design.

Material deemed to be inappropriate or offensive to the community at large or a particular community sector will not be permitted.

A degree of sponsorship is typically negotiated to assist in the staging of a banner campaign. The advertising slogan or corporate or organisational logo of such sponsor is allowed to occupy some space on the banner.

Such advertising can occupy a maximum of 10% of its total area. If there are multiple companies or organisations sponsoring an event, a maximum of 20% of the area of the banner may be allocated for advertising.

**Notification and Approval**

When the design of a banner is deemed satisfactory for public display the applicant will be notified in writing.

Applicants are advised not to proceed any further than organising the design and colouring of the banners until approval is granted. Approval process will take approximately 2 weeks.

Once approval has been granted banners are to be delivered to the Kadina Council office, 51 Taylor Street, Kadina, no later than five working days before erection is required.

To ensure Occupational Health Safety and Welfare provisions are adhered to Council will assume responsibility for the erection and removal of all banners.

Banners will be monitored during the period in which they are displayed. Should any damage occur from wind or other natural force which renders them unsafe for display Council will remove the banner, at a cost to the owner as soon as possible. Owners will be notified should this occur.

Council will not be held liable for any loss or damage that may occur that is not attributable to their negligent act or omission.

**6. Delegation**

For further information contact the Projects & Property Officer, 51 Taylor Street, Kadina, PO Box 396, Kadina, 5554. Phone 8828 1200. email [info@coppercoast.sa.gov.au](mailto:info@coppercoast.sa.gov.au)

**7. Adoption and Review**

This Policy was adopted by the District Council of the Copper Coast on 7<sup>th</sup> September 2011.

The Council will review and update this Policy each year as part of its annual policy review.

**8. Availability of Policy**

This Policy will be available for inspection at Council's principle office, 51 Taylor St. Kadina, during ordinary business hours and on Councils website [www.coppercoast.sa.gov.au](http://www.coppercoast.sa.gov.au)

Signed -----

Mayor

Date

Signed -----

Chief Executive Officer