

Policy Number:	7.1
Policy Name:	Banners
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Adopted:	26 July 2016
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Responsible Officer(s):	Manager Economic Development, Regulatory Services and Communications Manager of Finance & Corporate Services
Policy and Code of Practice Manual File Ref:	CC10/2601
Council File Reference:	CR15/5394
Legislation Authority:	N/A
Related Policies and Codes:	Policy 7.16 - Flags
Related Procedures:	N/A

1. INTRODUCTION

- 1.1 The Town of Gawler is responsible for the display of banners in various public locations in the town.
- 1.2 This role responds to the ongoing interest in the use of banners to add vibrancy and attractiveness to the public realm while promoting a range of community events and activities.
- 1.3 This policy provides the basis for displaying banners in several designated locations, as well as underpinning operational guidelines for policy implementation.
- 1.4 For the purpose of this policy and its operating guidelines a banner is defined as a large, stitched cloth or vinyl bearing a design, logo or slogan, strung between two brackets.

2. PURPOSE

- 2.1** This policy identifies the basis upon which Council enables the display of banners in public locations in the town. It gives guidance with respect to those displayed in response to requests to hire banner sites managed by Council in the town's public realm.

3. OPERATING GUIDELINES

- 3.1** These operating guidelines support the implementation of banners:
- 3.1.1 specific requirements applicable to banners displayed for hire purposes; and
 - 3.1.2 practical matters such as approval processes and fees, design, construction, and definitions.

4. FOR HIRE PURPOSES

- 4.1** Banners designated for hire should be utilised so as to:
- 4.1.1 enhance the town's visual attractiveness, style and sophistication by decorating and enlivening the town's streets;
 - 4.1.2 reinforce the town's image;
 - 4.1.3 convey a sense of activity and creativity and promote events that enhance the town's vibrancy and encourage visitation;
 - 4.1.4 reinforce the visual image associated with a major event, activity, or campaign to market the town;
 - 4.1.5 convey information about cultural, community, sporting, recreational or tourist events, festivals or major activities; and
 - 4.1.6 promote Gawler as a destination for visitation.
- 4.2** Administrative Arrangements
- 4.2.1 Banner sites will be available for hire at times when they are not required for use by the Town of Gawler.
 - 4.2.2 Events delivered or sponsored by Council will take precedence. Priority then will be given to Town of Gawler based events in the following order; major events; civic and ceremonial events; larger community events. Events based outside the Town of Gawler may be considered.
 - 4.2.3 Banners for annual events are not required to specify a year.
 - 4.2.4 Preference will be given to promotions and events that occur in or create a significant benefit to the Town of Gawler.

- 4.2.5 Bookings will be taken up to two years in advance and where possible will be restricted to complete streets.
- 4.2.6 Banners may be displayed for a period not exceeding 26 days, excluding Council and Christmas banners.
- 4.2.7 Banners may be installed up to 21 days prior to the event and are to be removed no later than 5 days following the conclusion of the event being promoted.
- 4.2.8 Banners must enhance the Town's appearance, be of good quality, well designed and in good condition.
- 4.2.9 Precinct and other place specific groups will be given priority over other external applications in relation to banner sites in designated streets.
- 4.2.10 The Council reserves the right to accept or reject applications.

5. MANAGEMENT

5.1 Designated Hire Locations

Council reserves the right to reduce or increase the number of sites as deemed necessary. Applicants should refer to the Banner Application Form for current locations.

5.2 Design Requirements

Banners increase the rhythm and dynamism of the streetscape by providing colour and movement. Typically, banners should consist of bold, colourful, high quality graphics which convey a clear message. Banners are a highly visible element in the streetscape, and are therefore an excellent means of conveying information about upcoming cultural, community, recreational and tourist events. The design of the banner is the responsibility of the person wishing to hire the approved site.

5.3 Graphic Content

Because banners must be bottom mounted at least 2.7 metres above street level, the graphic composition of colour and text needs to be bold and uncomplicated, and able to be read at a distance of up to 50 metres from a moving vehicle. Excessive use of darker colours, or fine text, should be avoided.

5.4 Text

Text should be in a font which is legible from a distance. It should be easily distinguishable from the background colour(s) used in the banner. Light coloured text on a dark background has been proven to have the greatest clarity.

5.5 Colours

The 'Pantone Colour Matching System' guide for printers is widely used, and can be quoted when communicating colour requirements to a printer/manufacturer. The system allows for an infinite palette of colours, although lighter, brighter colours add impact to a design. High degrees of contrast between different coloured elements are effective.

5.6 Subject Matter

5.6.1 The primary focus of a banner should be a Council-endorsed and Gawler-based cultural, community, recreational or tourist event. Registered charities may use banners to promote a major fund raising activity.

5.6.2 A Council-endorsed event is an event that is held on Council land and/or is supported via in-kind support provided by Council (in-kind support including, inter alia, the cost of installing banners and associated extensive free advertising and promotion).

5.6.3 In particular, banners with events of a political, religious, marginal or controversial nature as their focus should be discussed at an early stage and will only be permitted subject to Council approval.

5.6.4 Material deemed to be inappropriate or offensive to the community at large, or to any particular community sector, will not be permitted. The focus of any banner will always be subject to the consideration and approval of Council. In certain circumstances a proposal may be referred to Council or a Committee of Council for decision.

In these circumstances applicants will be kept informed of the process and approval time.

5.7 Third Party Advertising

5.7.1 A degree of sponsorship is typically negotiated to assist in the staging or running of an event. The corporate or organisation logo of such a sponsor is therefore allowed to occupy some space on a banner.

5.7.2 Such advertising on a banner can occupy a maximum of 10% of its total area regardless of the number of sponsors. The same ratios are applicable to banners over streets.

5.7.3 Where sponsorship includes naming rights for the event, organisers can choose to include either the business name within the design or alternatively the sponsor logo in accordance with the guidelines detailed above.

5.7.4 In the interests of fairness and equity, outside of sponsorship arrangements, no third-party commercial advertising will be considered on Council banner sites.

5.8 Construction

Banner construction must meet Council specifications.

5.9 Materials and Fixing

5.9.1 There are many suitable materials on the market from which banners can be manufactured.

5.9.2 Each material exhibits different characteristics, according to the visual effect desired. Some lighter fabrics allow text to be read from both sides of a banner in strong sunlight. Where translucency is not desirable a heavier gauge of fabric is recommended, or double layers of fabric.

5.9.3 In addition to the provision of a finished set of banners, each must be equipped with a correctly designed fixing system as per Council specifications.

5.10 Dimensions

Banner dimensions for each site are available upon application.

6. APPLICATION PROCESS**6.1 Application Procedure and Documentation**

6.1.1 All Banner designs must be submitted to the Council where the design will be briefly assessed.

6.1.2 The Application must include a colour scale drawing of the proposed banner (or across-street banner), and brief details describing the purpose of the display.

6.1.3 Applications must also indicate the number of sites required, the preferred location and the duration required, for the display. It is important to note that where clusters of infrastructure are present design elements will require consistency to gain maximum impact.

6.1.4 The Council can provide advice should an Applicant require assistance with a design.

6.2 Notification and Approval

When the design of a banner is deemed satisfactory for public display by the Council, the Applicant will be notified. Only at this stage should any manufacturing take place. Applicants should allow a minimum five working days for this process.

6.3 Bookings

All site bookings must be made through Council. Bookings should be made as far in advance as possible, however the Council cannot guarantee that the required number of sites will be available.

6.4 Public Liability Insurance

- 6.4.1 The Applicant agrees to indemnify the Council in respect of any action, claim, proceeding, demand, cost expense, loss, damage or bodily injury, including death which the Council may sustain or incur arising out of the erection, presence and removal of a banner.
- 6.4.2 All Applicants are required to take out Public Liability Insurance Policy that covers the banners and banners across streets, minimum ten million dollars (\$10,000,000). Council may choose to vary this amount in its absolute discretion. A completed Certificate of Currency must be forwarded to the Council with the Application.

6.5 Hire Fees and Charges

- 6.5.1 Hire fees and charges will be in accordance with the Register of Fees and Charges schedule approved by Council.
- 6.5.2 No banner space hire fee or charges will apply to Council-endorsed (refer Clause 5.6.2) Gawler-based events, in recognition of Council's support and promotion of such events.
- 6.5.3 If spaces are available for other community events, the CEO and Mayor will deal with the application and may apply cost recovery charges.

6.6 Applicant's Responsibility

- 6.6.1 The Applicant is responsible for all costs associated with the design, manufacture, installation, maintenance and removal of its banner/s. This work is done at the Applicants own risk and must not contravene any applicable law, code of practice or Australian Standard. Installation of banners can only be undertaken by accredited operators / persons. Murray Street banners can only be installed by Council's nominated subcontractor.
- 6.6.2 The Council will not reimburse the applicant for any damage or theft incurred to their banners whilst being displayed.
- 6.6.3 Where Council in-kind support is provided in accordance with Clause 5.6.2, the applicant will recognise such support provided by the Council in all separate promotions and advertising of their event.

6.7 Council's Responsibility

Should any damage occur, either from wind or other natural force, or vandalism, which renders a banner unsafe for display, the Council will immediately advise the applicant. Where public safety is compromised and immediate action is required the Applicant will be liable for costs incurred by Council.

7. REVIEW AND EVALUATION

The effectiveness of this Policy will be reviewed on a biennial basis.

The Chief Executive Officer will report to Council on the outcome of the evaluation and if relevant make recommendations for amendments, alteration or substitution of a new Policy.

The Policy will not be altered or substituted so as to affect a process already commenced.

8. FURTHER INFORMATION

Further information about this Policy can be obtained by:-

Telephone: 8522 9211
Fax: 8522 9212
Email: council@gawler.sa.gov.au
Appointment: Town Hall, 89 – 91 Murray Street, Gawler
Letter: PO Box 130, Gawler SA 5118

9. AVAILABILITY OF POLICY

The Policy is available for inspection during ordinary business hours at the Council principal office, Gawler Town Hall or Library Council Offices, 89 – 91 Murray Street, Gawler or is available on the Council website at www.gawler.sa.gov.au.

A copy of this Policy will be provided to interested parties upon request, for a fee as contained in the Register of Fees and Charges.