



<b>Policy Title</b>	Banners Policy
<b>Policy Category</b>	Public
<b>Number &amp; Version</b>	SVC - ComDev – PO- 043
<b>Policy Owner</b>	Strategy and Place
<b>Approval by</b>	Council
<b>Effective date</b>	
<b>Date for review</b>	September 2020

### 1. STRATEGIC PURPOSE

Snowy Valleys Council's (Council) aims to support and promote community events, festivals and the local region through the use of street banners and flags. Ensuring that we are creating welcoming towns and villages that are vibrant and accessible.

### 2. POLICY STATEMENT

The erection of banners on fixed banner poles in identified locations of Adelong, Batlow and Tumut are intended to support and promote events or festivities that contribute to the economic & social wellbeing of the community. A consistent approach to the management provides clear processes to assist council and the community to promote the region.

### 3. DEFINITIONS

**Street Banner (Banner)** - a large banner of suitable material that is erected across the street of a town using the purpose built banner poles

**Advertising by Council** - display of advertising material associated with a particular event or festivity.

**Advertising by Non-Profit Organisations** - Display of advertising material by non-profit organisations associated with a particular event or festivity. This includes schools, community organisations, service clubs, etc. This excludes primary and secondary education advertising enrolment weeks due to the number of facilities involved which would create inequitable access.

## 4. CONTENT

Banners are an effective and appropriate way of creating visual images in our towns, strengthening their local identity. They bring colour, movement, vitality and a sense of arrival and occasion.

### 4.1 FEES

A fee as determined by Council's annual *Fees and Charges* is required for Council to erect and lower street banners. For insurance reasons applicants are not permitted to install banners.

Hirers are required to pay all costs relating to the printing, storage and delivery of the banner. Banners will be removed by Council employees if damaged by wind, the condition is deemed unsatisfactory or they are vandalized. It will be the responsibility of the hirer to repair/replace the banner or flags.

Full payment for hire, installation and dismantling of banners is required upfront and bookings are not final until payment is received.

### 4.2 CONDITIONS OF USE

All enquiries about street banners are to be directed to the Community Development Team on (02) 69412560.

Bookings for erection of street banners are to be directed to Customer Service Team on 1300 ask SVC (1300 275 782). An application form for the display of street banners is to be completed along with payment of funds due. This form is available from Council Customer Service Centre's or from Council's website.

The conditions for the approval of a banner application are:

- Banners must not be offensive or discriminatory in any way and must be appropriate for the location and public display. Banners will not be permitted to promote political propaganda and non-council sentiments. Assessment of this shall be at the Council's discretion.
- The supply and the design of banners is the responsibility of the applicant.
- The completed banner/s ready for installation are to be delivered to Council's office the Monday prior to the date to be erected and are appropriately labeled.
- Banners must be collected from Council's office within 7 days of their removal.
- Banners will be erected and lowered by Council only or a contractor specified by Council.
- Banners will be erected on a Monday and will be taken down on the following Monday or fortnightly depending on the booking.
- The display of street banners shall be at the discretion of Council's General Manager, based on demand. Priority will be given to banners and flags that relate to community events.
- Street banners can only be booked within 6 months prior to the event. Bookings will not be taken outside of this period.
- If a conflicting date occurs, preference will be given firstly to Council events, then non-profit organisation events

#### 4.3 ACCOUNTABILITES

The Community Development Team manages and reports on all Banners as part of cultural development. Generally all street banners will be restricted to two weeks prior to an event and will be removed within two days after the event. Banners will also not to be used for product or company advertising.

#### 5. ASSOCIATED LEGISLATION

Nil

#### 6. ASSOCIATED COUNCIL DOCUMENTS

Banner Booking Form - SVC-ComDev-F-053  
Banners and Flags Procedure -  
Fees and Charges

#### 7. HISTORY

Date	Action	Name	Policy Number	Resolution Date	Resolution Number
	Superseded	Street Decorations (former Tumut )	ComDev.03v1.0		