



# ADMINISTRATIVE GUIDELINE No. [Insert No]

## Banner Pole Hire

---

**OFFICER RESPONSIBLE:** Parks & Recreation Technical Officer

**SUPERSEDES:** Nil

**ISSUED:** [Insert Date]

**APPLICABLE TO:** All Staff

---

### Article I. OBJECTIVES

To set procedures for booking Council's banner poles situated along Auburn, Lagoon and Sloane Streets, Goulburn, and to ensure recommended banner design, construction and message content is adhered to.

### Article II. PROCEDURES

This draft Administrative Guideline gives definition to the banner poles and banners and deals with the management of generic banners, design and specifications, content, sponsorship guidelines, message guidelines, banner pole bookings and related allocations and fees. This draft Guideline should be used in conjunction with the draft *Hire of Banner Poles* policy.

Refer attachment 1: "*Banner Pole Locations Map*", indicating positioning of Council's banner poles available for hire.

Refer attachment 2 & 3 indicating banner construction specifications.

#### 1. Definition

- 1.1. *Banner* refers to a textile sign bearing a design, slogan or message.
- 1.2. *Banner Pole* refers to specifically erected poles in Auburn Street, Lagoon Street and Sloane Street that are the property of Goulburn Mulwaree Council and are used for the sole purpose of displaying banners.
- 1.3. The *Hire Fee* is the fee Council charges for use of banner poles. This fee includes hire of the pole, set up and removal costs of banners. The minimum hire fee is one month. The hire fee is reviewed annually and included in *Council's Management Plan - Fees and Charges* schedule.

#### 2. Generic Banners

Generic banners will add colour and vibrancy to the streetscape and also enhance the city's attractiveness. This concept aligns with Council's

corporate vision of 'A sustainable vibrant community, protecting, enhancing and enjoying our rich social, environmental and economic heritage.'

Council resolution: 09/304, 16 June 2009, states that banner poles 1 and 17 (see *Banner Locations Map*), situated at the North and South entrances to Goulburn's CBD, are permanently reserved for "Welcome to Goulburn and Surrounds" banners.

The resolution incorporates the display of "Welcome to Goulburn & Surrounds" banners on any vacant pole in the absence of a pre-arranged banner pole booking.

Additionally, four "i" logo banners will be hung in front of the Visitor Information Centre in Sloane Street when these poles are vacant. Refer resolution 09/304, 16 June 2009 also.

### 3. **Banner Construction Criteria:**

Construction of banners shall adhere to the following guidelines:

- 3.1. Banner dimensions will be 2.7m x 0.6m
- 3.2. Banner material will be constructed from fabric similar to WALLABY 600 gsm block-out banner material as described below:

Description: A high strength indoor / outdoor white PVC banner material with smooth, flat, sating surface and a block out core, designed to allow printing on front side without images showing through. Supplied using a knitted polyester yarn together with a UV Additive.

Fabric: Denier 1000 x 1000 – Density 9 x 9

Surface: Matt / Satin

Application: Indoor / outdoor single sided signage

Characteristics: Superior strength  
 Excellent Resistance to shrinkage  
 Excellent printability and adhesion  
 Outstanding anti-static properties  
 Easy cutting, welding and stitching  
 Excellent UV stability  
 Excellent cold crack resistance  
 Excellent heat resistance

Treatment: Coated PVC – Anti Static, UV additive

Thickness / Weight: 600 gsm

- 3.3. Banner construction will include:

- Two wind pockets,
- Reinforced side hems.

- Horizontal hems designed to take timber or metal (aluminium) slats. Slats to be included with the banner.
- Pre cut and reinforced eyelet holes at hem and through slat.
- The hems will be stitched, with polyester thread, or welded.
- Protective coating recommended for longevity easy clean surface of banner, e.g. heat activated liquid lamination.

Refer attachment 2 for banner construction specifications.

- 3.4. Previously used banners must be clean and free of fading, rips or tears. Banners more than (3) years old will not be hung until inspected and approval given by Councils designated staff member.
- 3.5. One off banner pole bookings need not heed the points at clause 2.3 of this guideline, although it is highly recommended.

#### **4. Banner Design**

- 4.1. A banner design must accompany all applications for banner pole hire.
- 4.2. Banner designs must be approved by Council prior to construction. Booking applicants must take into consideration sufficient time to allow for approval of banner design and construction of banner.

Pre approved banners need not be resubmitted for approval provided no changes to the banner design has been made. Hanging of re-used banners are subject to Clause 2.4 above.

- 4.3. Banner design should adhere to the following criteria:
  - a. The banner design will be in colour, and will be a true representation of the proposed banner.
  - b. Artwork can be submitted as either a colour, computer generated print or as a PDF or other similar file type emailed or on disc.
  - c. Banner colours should complement the event being promoted.
  - d. Fluorescent colours are not permitted.
- 4.4. Submission of a banner design does not imply immediate acceptance by Council of the proposed design. Booking applicants will be notified as soon as practical should a banner design not be acceptable.
- 4.5. Acceptance of banner design will be at the discretion of Goulburn Mulwaree Council's designated staff.

#### **5. Sponsorship Content on Banners**

Banners portraying the names of event sponsors are permitted under this policy but must adhere to the following guidelines:

- 5.1. The primary purpose of the banner is to promote the event or festival for which the banner pole has been booked.
- 5.2. Where it is proposed to include sponsorship acknowledgement on the banner the following will apply:

- i) Maximum sponsorship acknowledgement will be confined to the bottom of each banner and will be no larger than 1.0m x 0.6m
- ii) Sponsorship acknowledgement will be limited to the sponsor's logo and or name. Acknowledgement will not include the sponsors contact details.

5.3. Council reserves the right not to allow acknowledgement of a sponsor.

## 6. **Banner Message Guidelines**

- 6.1. The message on the banners must relate to an event or activity that promotes cultural, sporting, special events and community service announcements which are relevant to Goulburn and district.
- 6.2. Banner poles are not available for commercial advertising use and should not primarily endorse any commercial product or company.
- 6.3. Banners must not display any potentially offensive message or image and must not be seen to be politically or religiously biased.
- 6.4. **Major events:** Booking applicants managing major events that contribute significantly to Goulburn's economic or cultural development may apply in writing to Council's General Manager to waive any of the above banner message guidelines.

The application may include a request to waive the sponsorship acknowledgment space at Item 2.2 above.

The application will only be considered if the banner pole booking is for the hire of the majority of available banner poles.

## 7. **Banner Bookings Process**

- 7.1. Booking applications are available by contacting Council's bookings officer on telephone 4823 4538.
- 7.2. Banner applications are also available from Council's Customer Service Department or by downloading from Council's web site at [www.goulburn.nsw.gov.au](http://www.goulburn.nsw.gov.au).
- 7.3. Bookings will only be taken by Council up to a maximum of 6 months in advance of the intended booking dates.
- 7.4. The booking applicant must provide the following information at the time of booking.
  - i) Purpose of the banner
  - ii) Number of banner poles required
  - iii) Preferred banner poles to be hired
  - iv) Date of banner installation and removal
  - v) A design of the banner and its message
- 7.5. Banners will be erected in multiples of 2 per pole. Requests to hang single banners will not be accepted.
- 7.6. Preference will be given to bookings of at least one month's duration.
- 7.7. Banners can only be hung for a maximum of one month prior to the promotion / event date.

- 7.8. All effort will be made to ensure banners are erected on the banner poles booked, however Council reserves the right to use alternate poles where Council deems it necessary.
- 7.9. The maximum length of hire will be 2 months. Extensions will be considered upon merit and in consideration of any other potential hirer.
- 7.10. Banners must be delivered to Council at least 1 week prior to installation.
- 7.11. A maximum of three banner types / designs only, will be erected at any one time.

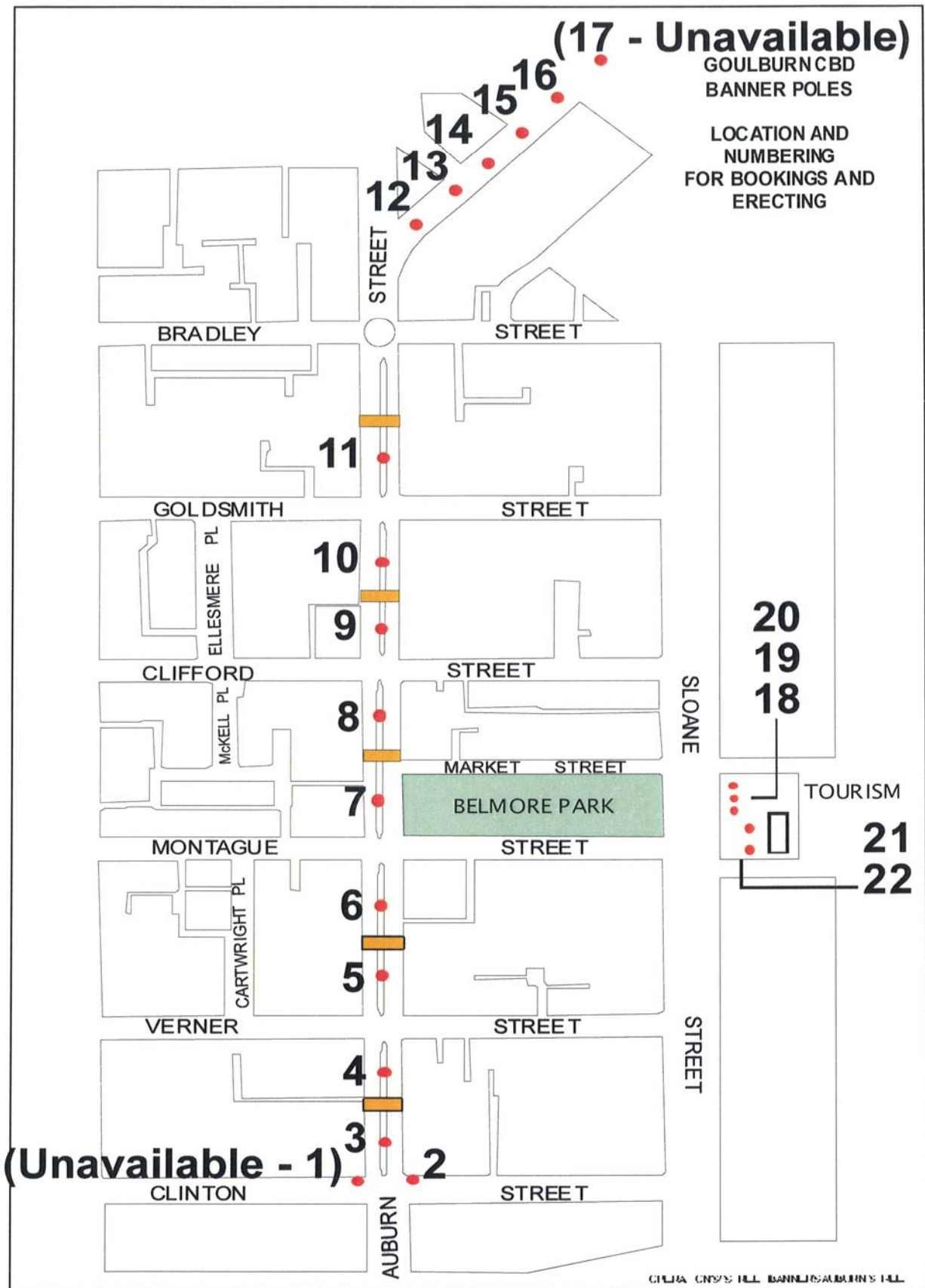
## **8. Allocations Guidelines**

- 8.1. Whilst all effort will be made to ensure applicants receive banner poles requested, Council reserves the right to make the final decision on acceptance of a banner booking, location of a banner and the banner pole period of hire.
- 8.2. In periods of high use preference will be given to banner pole bookings related to Council managed events, e.g. Blues Festival, Heritage Festival, Australia Day.
- 8.3. Allocations will not be made on a "first in, best dressed" basis.

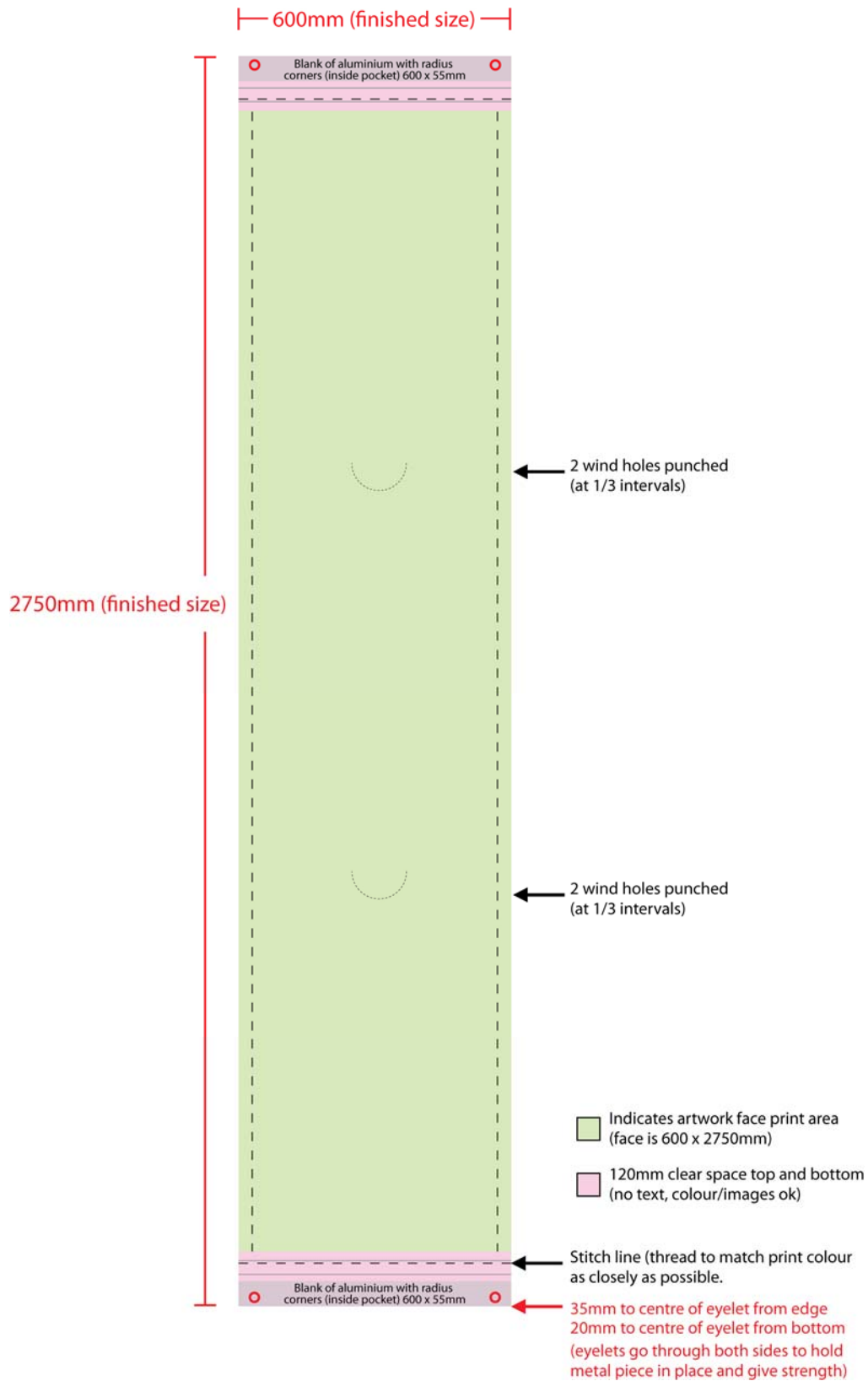
## **9. Fees & Charges**

- 9.1. All booking fees will be charged at the monthly rate as determined through Council's annual fees and charges schedule.
- 9.2. All booking applicants are to receive an invoice that accompanies confirmation of a banner pole booking.
- 9.3. All banner pole hire fees are to be paid in advance of the banner pole booking.
- 9.4. Applications to waive the banner pole hire fee should be directed to Council's *Fee Waiver Policy*.

Attachment 1 - Banner Pole Locations Map



### Attachment 2: Banner Design - Finished Specifications



### Attachment 3: Artwork Template

