

Policy Measures

Background

Council is committed to the promotion of local events and celebrations and to provide a welcoming and vibrant atmosphere to its towns. Banner poles are to be used for festivals, special events and general promotion of the Shire of Manjimup. To guide this commitment Council has developed a policy regarding the display of promotional banners, with the option to include sponsor details, on fixed banner poles. Only a maximum of one half of all the banner spaces available in each town may be used for banners which carry commercial sponsorship material at any one time. (eg in Manjimup where there are ten banner poles accommodating 20 banners, a maximum of ten banners may carry commercial sponsorship material at any one time.)

Objectives

1. to enhance the visual appearance and sense of vitality of the Shire's townsites;
2. to convey information about sporting, recreation, cultural, community and tourism events occurring throughout the Shire; and
3. to encourage local organisations and groups to participate in promoting the region through the deployment of banners.

Area of Application

Whole of Shire, where banner poles are installed.

Compliance and Approval Specifications

In any proposal for the installation of new banner poles, the location of each pole is to be assessed by Shire of Manjimup's Technical Services department for compliance with the Shire of Manjimup Signs Local Law (2000).

The banners must also comply with the Shire of Manjimup Signs Local Law (2000), and where there is non-compliance, prior approval must be given by the Shire CEO. The display of banners on banner poles is to be consistent with the following policy requirements.

Acceptable banners

- Banners must conform to the size specifications in Attachment A: Shire of Manjimup Banner Poles – Banner Specifications and must be fit-for-purpose and of durable material and fabrication;
- Banners must be authorised by the Shire CEO before installation to poles;
- Banners must be exclusively for the promotion and marketing of the Shire or of festivals, events and activities held within the Shire, or celebrate significant public holidays e.g. Christmas, Easter and Australia Day. Such celebration may extend to adornment of the poles with bunting, lights, decoration or festive décor. Such adornment must be assessed for strength, durability and safety by the Technical Services Department (or another external authority where deemed necessary) and approved before installation; and
- Banners may contribute to the identity of a town in the Shire by complementing that town's entry statement.

Unacceptable banners

- Council reserves the right to refuse display of a banner promoting any event or activity which is not socially, politically or legally in keeping with community values; and
- Banners displaying private or commercial advertising (other than incidental recognition of sponsors provided the extent of such recognition is less than 30% of the total banner display area).

Sponsorship

- A commercial or community sponsor supporting the promotion of Shire events or activities may advertise their name only; this advertisement can appear over one section of the banner, being no more than 30% of the total area of the banner;
- Expressions of interest for sponsorship of a banner will be advertised by the Shire, in appropriate media, annually in June;
- Businesses or organisations wishing to display a banner will be required to sign a Sponsorship Agreement (available by October) and to comply with this Policy;
- The period of banner sponsorship will be for either one season or for three seasons (as specified under *Roster and duration of display*) and the cost of sponsorship will be according to the rates listed in the Shire's Fees & Charges Schedule current at the time of agreement;
- The cost of sponsorship will include the costs of printing and fabricating the banner (according to Shire of Manjimup Banner Poles – Banner Specifications), initial and any subsequent installation(s) of the banner to a banner pole, removal of the banner at the end of each season, cleaning and storage of the banner during the off-season (June to October) and final removal of the banner at the end of the Agreement;
- The costs of design of the banner and of production of an electronic file suitable for printing the banner to the required design specifications will be borne by the applicant (i.e. the sponsoring business or organisation);
- Should a business or organisation which is sponsoring a banner cease to exist during its sponsorship, then that banner will be removed from display and the vacant banner space may be offered up for use by another sponsoring business or organisation; and
- Requests to have a single promotion for a special event or occasion may be considered by the Shire CEO; the organiser requesting this special display will be responsible for all costs incurred in the production and installation of the banner and in the removal of any banners required to be removed to accommodate the special display.

Roster and duration of display

- All expressions of interest or applications for display must be received in writing;
- Banners on banner poles will be displayed for a season of approximately eight months in each annual cycle, being put up in October of one year and taken down in June of the following year; and
- Sponsorships may be for one season or for three consecutive seasons and this duration will be agreed to before commencement and noted in the Sponsorship Agreement.

Maintenance

- All banners will be removed from banner poles by the Shire in mid-June each year;
- Banners still in the term of their Agreement will be cleaned and inspected for repair requirements (costs of repairs to be borne by the Shire) before being stored; and
- Banners at the end of their Agreement will not be cleaned or repaired but will be returned to the sponsoring business or organisation as is.

Risk and responsibility

- All banners remain the property of the applicant with the risk of theft remaining with the applicant.

Fees for display of banners

The cost of sponsorship will be according to the rates listed in the Shire's Fees & Charges Schedule current at the time of agreement.

The cost of sponsorship includes the costs of printing and fabricating the banner (according to Shire of Manjimup Banner Poles – Banner Specifications), initial and any subsequent installation(s) of the banner to a banner pole, removal of the banner at the end of each season, cleaning and storage of the banner during the off-season and final removal of the banner at the end of the Agreement.

The cost of sponsorship excludes the costs of design of the banner and of production of an electronic file suitable for printing the banner to the required design specifications. Such costs will be borne by the applicant (i.e. the sponsoring business or organisation).

Adoption and Date Due for Revision

FIRST ADOPTED: 13 MARCH 1997
LAST REVIEWED: 1 OCTOBER 2009
THIS REVIEW: 30 JULY 2015

NEXT DUE FOR REVIEW: AUGUST 2019

The Administration of this Policy is by Director Community Services.

ATTACHMENT A: BANNER POLES – BANNER SPECIFICATIONS

Materials, printing and fabrication

The banner materials, printing and fabrication method must together result in a banner which is fit-for-purpose and of a quality adequate to endure the term of the Agreement (one eight-month season or three eight-month seasons) so as to:

- prevent it from becoming a danger to people or property, and
- ensure its appearance remains attractive and vibrant for the term of its installation (annual cleaning and maintenance notwithstanding).

The banner should be printed on one face only.

Fabrication requirements

The banner outside measurements must be:

height	from 2800 to 2850mm including seams (i.e. from the top edge of the top seam to the bottom edge of the bottom seam).
width	1200mm including seams.
top seam	the banner's top seam <u>must</u> be sewn to form a sleeve of 50mm flat width which will be used to anchor the top of the banner: a tubular steel rod (supplied by the Shire) will be inserted into the sleeve and snap-clipped onto the banner pole's upper cross-beam.
bottom seam	the banner's bottom seam <u>must</u> incorporate nine (9) evenly-spaced brass eyelets (with a ≥ 10 mm eye) which are required for securely anchoring the banner to the banner pole's lower cross-beam using shock cord of a suitable diameter and quality (supplied by the Shire).
all seams	must have seams along all edges and be of adequate width and sewing quality to prevent fraying of the banner for the duration of its installation.

Note: the banner size allows for a 150 to 200mm gap between the bottom edge of the banner and the banner pole's lower cross-beam. This gap provides room for a shock cord to be threaded back and forth between the banner and the cross beam. Such an anchoring system, if properly applied at installation, should accommodate a small amount of stretch in the fabric of the banner material over the season.



3. COMMUNITY DEVELOPMENT
3.1 COMMUNITY DEVELOPMENT POLICIES
3.1.1 BANNER POLES

SHIRE OF
MANJIMUP

ATTACHMENT A: BANNER POLES – BANNER SPECIFICATIONS

(CONTINUED)

