



3. COMMUNITY SERVICES POLICIES **3.1 COMMUNITY DEVELOPMENT**

3.1.5 Temporary Event Banners on Fixed Banner Frames

Background & Issues

Council is committed to the promotion of local events and celebrations and to providing a welcoming and vibrant atmosphere to its towns.

Event organisers frequently request permission to install temporary banners in prominent locations within the townships of the Shire of Manjimup. To accommodate this, Council, with the approval of Main Roads Western Australia, constructed standardised fixed event banner frames in key locations of each town for the display of temporary event banners.

Objectives

The purpose of this Policy is to provide a framework for the assessment and roster of temporary event banners to be displayed in the approved fixed banner frames. This Policy will assist event organisers to promote local events in a manner that is efficient and equitable whilst addressing public safety requirements.

As the event banner frames are located on public land, banners displayed at these locations should:

- Promote local festivals, key sporting and recreational events and matters of short-term community interest;
- Promote the Southern Forests and Valleys Tourism Region;
- Not contain private or commercial advertising;
- Not contain material that may be offensive or divisive; and
- Be rostered for display to allow equity between competing interests.

Area of Application

This Policy applies to all Shire-managed event banner frames within the Shire of Manjimup locality.

Policy Measures

An application to display any banners on the fixed banner frame is to be consistent with the following requirements:

Acceptable banners

- Banners must be exclusively for the promotion of local festivals, sporting events, special events, general promotion of the local district and for matters of broad short term community interest, as determined by the Shire's Chief Executive Officer (CEO);
- Banners must conform to the standard size and fixing requirement (as shown in *Attachment A*); and
- Banners must be of a material with sufficient durability for the purpose.

Unacceptable banners

- 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);
- Banners of a material considered reflective, poor visual quality or lacking durability;

3. COMMUNITY SERVICES POLICIES
3.1 COMMUNITY DEVELOPMENT

3.1.5 Temporary Event Banners on Fixed Banner Frames

- Banners with images or text considered offensive or divisive;
- Banners promoting events that have not yet received Shire event approval; and
- Banners promoting events or activities outside the Shire of Manjimup boundary.

The Shire reserves the right to refuse display of banners for any event or activity considered by the CEO as not legally, socially or politically in keeping with community values.

Bookings, roster and duration of display

- All bookings for the banner frames must be received in writing;
- A weekly roster system will apply for the display of banners;
- The roster will apply separately for each of the towns;
- A standard booking will include the display of a banner on two of the banner frames within a given town;
- Upon request and where available, additional banner frames may be included in the booking where there are no competing demands;
- In the interests of preserving harmony and continuity, the Shire may make temporary roster bookings on behalf of applicants for known events on the annual events calendar;
- A maximum booking of 2 weeks will apply based on the following:
 - i. Approval for the week preceding the event (subject to availability);
 - ii. Conditional approval for the balance (which may be revoked upon receipt of another event application applying during the intervening period);
 - iii. Priority will be given to major events as supported by the Shire of Manjimup; and
 - iv. The Policy administrator retains the right to make determination on prioritising rostering of the banner frames where there are multiple requests for the same dates.
- In addition to the above a further 2 weeks may be granted, given there are no competing demands; and
- Tentative bookings can be made for a maximum of 2 weeks within 12 months of the proposed event with bookings confirmed on the receipt and approval of event details.

Multiple demands

To accommodate multiple demands at peak times, banners can be placed back-to-back in the existing frames. Installation of additional banners adjacent to the existing frames are not permitted by Main Roads Western Australia.

Generic tourism banners

- Visitor Centres are the custodians of the generic Shire promotional banners and have the right to display these banners during periods of no alternative bookings;
- Visitor Centres may submit a request to the Shire to display alternative generic promotional banners during periods of no booking; and
- Visitor Centres will confirm with the Shire to determine appropriate times for such banner display.

3. COMMUNITY SERVICES POLICIES
3.1 COMMUNITY DEVELOPMENT

3.1.5 Temporary Event Banners on Fixed Banner Frames

Risk and responsibility

- All banners remain the property of the applicant with the risk of damage or theft of the banner remaining with the applicant; and
- The applicant is responsible for the supply, installation and removal of the approved banner in accordance with the roster. Failure to remove any temporary banners by the date allotted may result in a cost recovery fee as determined by Council in the annual schedule of fees and charges.

Fees for display of banners

The fee for the placement of advertisement on a banner will be at the prevailing rate as set by Council in the annual schedule of fees and charges.

It should be noted that as a temporary sign licence exemption applies to banners utilising the Shire designated banner frames, there is a presumption that no fee will apply given assessment of the suitability of the fixed location has already been undertaken for both the Shire and Main Roads Western Australia and that most events are already subject to events application assessment.

Exclusions

Technical Services Policy 9.1.20 Temporary Sign Approval – Advertising of Community Events and Public Information also applies to temporary signs providing an exemption for temporary signage used in areas specified by the Shire as locations with suitable infrastructure available on the condition that approval is sought and received as part of a roster system controlled by the Shire. This Policy will provide a framework for the assessment and roster as mentioned in Policy 9.1.20.

ADOPTED 24 JANUARY 2013
REVIEWED AND ADOPTED 7 DECEMBER 2023
NEXT DUE FOR REVIEW DECEMBER 2027

The Administration of this Policy is by the Community Services Directorate.

3. COMMUNITY SERVICES POLICIES

3.1 COMMUNITY DEVELOPMENT

3.1.5 Temporary Event Banners on Fixed Banner Frames

ATTACHMENT A – FIXED BANNER FRAME: STANDARD BANNER SIZE AND FIXING DETAILS

	Horizontal (top and bottom)	Vertical (both sides)
Banner Size (maximum)	3,400mm	950mm
Fixing Points (centres) Can be fixed using cable ties, rope, elastic cord ties or shackles.	1 - 20mm 2 - 385mm 3 - 775mm 4 - 1,165mm 5 - 1,555mm 6 - 1,945mm 7 - 2,335mm 8 - 2,725mm 9 - 3,115mm 10 - 3,480mm	1 - 350mm 2 - 700mm

Note: The Banner size allows only a 30mm gap between each edge and the fixing. If the material to be used is prone to stretching, there may be merit in reducing the banner size moderately to accommodate.