

**POLICY NO: 3.10.1**

**HIRING OF BANNER POLES AND DISPLAYING  
PROMOTIONAL BANNERS**

**OBJECTIVES**

To enhance the visual appearance of the City of Vincent through the use of well designed and appropriate banners/flags on a user pays principle and a full cost recovery practice.

To convey information about events regarding sporting, tourism, cultural and community events, and to encourage sponsor involvement in these events through promotional acknowledgment.

**POLICY STATEMENT**

The following conditions apply to the erection of banners within the City of Vincent:

**1. APPLICATION**

This policy applies to banner poles in public places which are under the control of the City.

**2. PRINCIPLES**

Events to be promoted on the City's banner poles must be:

- 2.1 an event run by a non-profit organisation;
- 2.2 an event run by a government organisation that is of interest to the general public; or
- 2.3 a major event, including sporting events, that attracts large numbers of local, interstate and overseas visitors to the City of Vincent and promotes the City through local, interstate and international press and television coverage.
- 2.4 Priority will be given to events which:
  - 2.4.1 Increase visitation to the City
  - 2.4.2 Provide direct benefits to the City and residents
  - 2.4.3 Reflect the culture of Vincent and Western Australia
- 2.5 The City has the discretion to accept or reject applications for hire of the banner/flag poles.

**3. HIRING BANNER/FLAG POLES - FEE SCHEDULE**

The schedule of fees is based on the City of Vincent recovering the charges of its approved contractors and shall be those adopted by the Council in its Annual Budget.

**4. PUBLIC LIABILITY**

Applicants are required to supply proof of Public Liability Insurance to a value not less than \$5 million, prior to the erection of a banner.

**5. ASSOCIATED GUIDELINES**

This policy will be subject to associated guidelines which will identify the following:

- A. Applications And Bookings
- B. Payments/Sponsorship Requests
- C. Design Guidelines
- D. Banner Erection
- E. Responsibility of Banner

<b>Date Adopted:</b>	<b>12 September 2000</b>
<b>Date Amended:</b>	<b>22 October 2005, November 2010</b>
<b>Date Reviewed:</b>	<b>22 October 2005</b>
<b>Date of Next Review:</b>	<b>November 2015</b>

**GUIDELINES AND POLICY PROCEDURES FOR  
HIRING OF BANNER POLES AND DISPLAYING  
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POLICY NO. 3.10.1**

**A. APPLICATIONS AND BOOKINGS**

- (i) The minimum hire period for banner poles is one (1) week and a maximum of six (6) weeks per booking, with the hire period being from Monday to Monday, unless otherwise approved. All banners to be removed immediately upon completion of the event.
- (ii) All banner and flag pole bookings coordinated through the Customer Service Officer (Community Development).
- (iii) Bookings can be made up to one (1) year in advance, on a first come, first serve basis. Organisations or event organisers are limited to making two (2) bookings per year for the same event, unless otherwise approved.
- (iv) All bookings should be made in writing at least four (3) months prior to the date required.
- (v) The applicant must accept and acknowledge full responsibility for public risk and fully indemnify Council from and against all claims, judgements and the like arising from the erection or display of the banners/flags.
- (vi) The City of Vincent may remove and impound any banner/flag which does not comply with this policy without compensation to the applicant.
- (vii) The City of Vincent will always be given priority. It is acknowledged that in some cases this will conflict with an organisation that has a prior booking.

**B. PAYMENTS/SPONSORSHIP REQUESTS**

These fees will not apply to City of Vincent service areas. The service area using the banner poles will pay for the cost of installation and de-installation only.

The costs of banner production and fasteners will be funded from service areas budgets.

- (i) A deposit of 10% of the total booking fee is required two (2) months prior to the banner/flag erection date to secure the booking. Refer to the attached Fee Schedule for current charges.
- (ii) Payment in full must be made at least two (2) weeks prior to the erection date of the banners/flags.
- (iii) Notice of a booking cancellation is required in writing at least two (2) months in advance, in which case the 10% deposit will be refunded. If later, no refund is payable.

- (iv) The final hire charge shall incorporate the cost of installation and removal of the banners/flags which shall be carried out by the City.
- (v) The City will not reimburse the applicant for any damage or theft incurred to their banners/flags whilst being displayed.
- (vi) Sponsorship requests to provide for the reimbursement of the hire fee of banner and flag poles will be considered only for non-commercial organisations, not-for-profit groups and/or community groups. Special rates may require certification as a registered non profit organisation if requested.
- (vii) If the City agrees to reimburse any portion of the booking fee, the organiser/applicant must acknowledge the support of the City of Vincent in a mutually agreed context.
- (viii) The cost of production of the banners and flags and the provision of fasteners will be met in full by the organiser/applicant, unless otherwise negotiated with the Council.

### **C. DESIGN GUIDELINES**

- (i) Applications should be accompanied by full details of the proposed display, including a sketch of each separate banner/flag design, dates requested for hiring and quantity of poles required. This must be received at least three (3) months prior to the proposed booking.
- (ii) All advertising and sponsorship on banners/flags is limited to 10% of the total banner/flag area. Advertising is considered to be any information on the banner/flag that is devoted to a sponsor or organisation that will benefit from having its logo or name displayed on the banner/flag.
- (iii) The banner/flag is to contain no commercial or election advertising whatsoever. There is to be no tobacco advertising on the banner/flag.
- (iv) All banners/flags are to be of a high standard of presentation, containing strong colourful graphics, concise wording and easily read by motorists and pedestrians.
- (v) The standard banner size is 2900mm high x 1500mm wide (+/- 20mm).
- (vi) The banners are to be made from a durable material of adequate strength to withstand the forces exerted by the wind without fraying or tearing for the duration of the period they are in place. The recommended banner material is PVC Banner Fabric or Fire Retardant PVC Coated Tarpaulin Fabric with UV Protection. All corners need to be gusseted in double thickness and eyelets on each corner need to be reinforced. The two eyelets at the top and the four are at the bottom.
- (vii) Applicants are required to make their own arrangements for the manufacture of their banner.

- (viii) All banner/flag designs are to be approved prior to installation by the Chief Executive Officer, who reserves the right to refuse any designs which are not appropriate.
- (ix) The City will not install any banners/flags which fail to comply with the design guidelines or which have not been made in accordance with design specifications. These are available from the Customer Service Officer.
- (x) Banners/flags may be reused for future bookings provided they are well maintained and of a high standard of presentation.

**D. BANNER ERECTION**

- (i) The banners are to be erected and removed by the Council.
- (ii) The banners are to be delivered by the applicant to Customer Service Officer at the Administration Centre, 244 Vincent Street, Leederville, before 12 noon on the Thursday prior to erection.
- (iii) The erection of banners delivered after this date may be held over or incur additional erection costs.
- (iv) The banners are to be collected from the Administration Centre the Monday after dismantling.

**E. RESPONSIBILITY OF BANNER**

The City accepts no responsibility for damage incurred to the banner. In the event that the banner is required to be dismantled before the hire period has expired the fee is non-refundable. Should the applicant require another banner to be erected a further **\$624** (Indexed by CPI on 1 July of each year – includes 2014 increase) is payable. A 24-hour contact number should be provided.

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**CPI INCREASES FROM JULY 2009**  
(Perth Based CPI)

<b>Year</b>	<b>CPI</b>	<b>Clause E</b>	<b>Rounding</b>
July 2008		\$540	
July 2009	1.4%	\$547.56	<b>\$548</b>
July 2010	3.5%	\$566.72	<b>\$567</b>
July 2011	3.0%	\$583.72	<b>\$584</b>
July 2012	1.0%	589.55	<b>\$589</b>
July 2013	2.5%	604.28	<b>\$604</b>
July 2014	3.3%	624.22	<b>\$624</b>