

BANNERS POLICY

Policy Type	Council
Responsible Department	City Shaping
Responsible Officer	Manager Economic Development and Strategic Projects
Related Policies and Procedures	<ul style="list-style-type: none"> • Economic Development Policy • Banners Guideline
Community Plan Link	<ol style="list-style-type: none"> 1. Community Living <ol style="list-style-type: none"> 1.2 Our Community participates in community activities, learning opportunities and volunteering 2. Economic Prosperity <ol style="list-style-type: none"> 3.2 Thriving main streets and other business activities operate across our City 3. Civic Leadership <ol style="list-style-type: none"> 4.2 Council provides best value services to the Community
Date Originally Adopted	March 2008
Last Review Date	22 July 2024
Next Review Date	April 2026
ECM Document No.	9004581

1. PREAMBLE

- 1.1. This policy regulates the use of banners under the care and control of the City of Unley.
- 1.2. This policy refers to the road banner sites and street pole banner sites across the City of Unley.
- 1.3. This policy allows for banners to promote City of Unley specific or sponsored celebrations, major cultural and community festivals and events, and City of Unley business precincts in line with Council’s Community Vision. It also allows for the City of Unley to hire these banners to third parties.

2. SCOPE

- 2.1 The City of Unley recognises the impact of banners in the public realm that adds vibrancy and to promote activities related to the City of Unley.
- 2.2 Banners can be hired by businesses, institutions and organisations that specifically relate to the City of Unley to promote the following:
- Public conferences
 - Exhibitions
 - Civic Programs
 - Shows
 - Sporting Events
 - Concerts
 - Business Precincts and Activations
 - Charities
 - Major events / services / open days held by charities and not for profits
 - Events of state, national or international significance, or
 - Other complying activity as approved by the City of Unley.

3. PURPOSE

- 3.1. This policy seeks to:
- 3.1.1. Enhance the City's visual attractiveness, style and sophistication by decorating and enlivening Business Precincts.
- 3.1.2. Utilise banners within the public realm to convey an image of activity and excitement and reinforce the visual image associated with an event, activity, service or campaign within the City of Unley.
- 3.1.3. Promote the City of Unley as a place to do business, invest, work, live and visit.

4. DEFINITIONS

<u>Term</u>	<u>Definition</u>
Banners	A large, stitched cloth bearing information, strung between two brackets either landscape or portrait styles.
Installation fee	The fee payable to install and remove banners as stipulated by the Fees and Charges Schedule of the City of Unley.
Road banner sites	A large, stitched cloth bearing a design, logo or slogan, strung across the street between two reinforced lighting columns. The large poles on King William Road (near Arthur Street and Park Street), Goodwood Road (near Greenhill Road and Cross Road) and on Unley Road (near Greenhill Road and Cross Road) which house banners which span the width of the roadway.
Light pole banner sites	Light pole banner sites are positioned throughout King William, Goodwood and Unley Roads and house banners which are attached primarily to light or stobie poles. The banners are not available for commercial hire, being provided solely for use by the City of Unley and Business Precincts.

<u>Term</u>	<u>Definition</u>
Hire Fee	The fee payable to lease the banners as stipulated by the Fees and Charges Schedule of the City of Unley.

5. ROLES AND RESPONSIBILITIES

<u>Role</u>	<u>Responsibilities</u>
Elected Members	<ul style="list-style-type: none"> Responsible for the approval and adoption of this Policy Must comply with the requirements of this Policy
Chief Executive Officer (CEO)	<ul style="list-style-type: none"> Must comply with the requirements of this Policy
Executive Management Team (EMT)	<ul style="list-style-type: none"> Must comply with the requirements of this Policy
Management Team	<ul style="list-style-type: none"> Must comply with the requirements of this Policy
Manager Economic Development and Strategic Projects	<ul style="list-style-type: none"> Responsible for the review and application of this Policy Promote the availability of the banners within the business precincts and encourage usage
All Employees	<ul style="list-style-type: none"> Must comply with the requirements of this Policy
Planning and Regulatory Services	<ul style="list-style-type: none"> Reserving the right to accept and provide a permit or reject applications under the Local Government Act 1999
City Development	<ul style="list-style-type: none"> Managing all enquiries and applications for the hire of banner sites Ensuring adherence to the Banner Policy and Banner Guidelines Arranging for the installation and removal of banners Providing bracket fixings that are certified by a structural engineer and approved by the stakeholders so that banners are safely installed on the poles Managing banner poles for use under the care and control of the City of Unley, including the purchase, installation and replacement of all brackets and fittings Maintaining an up-to-date database of banner poles and bookings which can be accessed at all times. Undertaking ongoing monitoring of banners during their display period to ensure they are maintained in good condition Undertake regular inspections and condition audits to inform asset maintenance and renewal

<u>Role</u>	<u>Responsibilities</u>
Strategic Communications	<ul style="list-style-type: none"> • Reviewing the Banners section of the City of Unley website • Promote the availability of the banners • Promote the services of City of Unley
Operations Manager	<ul style="list-style-type: none"> • Delegated the authority to consider and approve banner designs and applications to erect banners.
Customer Service Officers	<ul style="list-style-type: none"> • Accept payment for approved banner bookings.

6. STATEMENT

6.1. Policy Direction

- 1.1.1. The Banner Guidelines will prescribe the process for applying to use banner sites, booking processes, terms and conditions, and associated costs.
- 1.1.2. The advertising content of the banner must relate to businesses located within the boundaries of the City of Unley, or goods or services or events or activities available within.
- 1.1.3. Banners will not be permitted to have advertising that the City of Unley deems reasonably objectionable and conflicts with the City of Unley's mission, values and corporate derived strategic priorities (i.e. the banner must not advertise political, sexual, racial or religious content or promote tobacco, smoking, gambling or illegal activities).
- 1.1.4. The content of the banner must not compromise or question the integrity of Council and in the event the banner is erected, it does not imply that the City of Unley endorses the message, event or product being advertised.
- 1.1.5. Special consideration will be given to banners which aim to stimulate the City of Unley economy or advertise cultural or special historical events associated with the Unley area.
- 1.1.6. Banners promoting activities of a company or organisation located in immediate adjacent council areas will also be considered if they provide regular services and/or relate directly to the community of Unley.
- 1.1.7. Income generated through the Banners will be used for Council's Banners Program.

7. DELEGATIONS

- 7.1. Nil applicable

8. LEGISLATION

- *Local Government Act 1999 (SA)*
- *Planning, Development and Infrastructure Act 2016 (SA)*
- *Planning, Development and Infrastructure (General) Regulations 2017 (SA)*

9. AVAILABILITY OF POLICY/PROCEDURE

9.1. The Policy/Procedure is available for public inspection during normal office hours at:

The Civic Centre,
181 Unley Road, Unley SA 5061.

A copy may be purchased for a fee as determined annually by Council.

It is also available for viewing, download and printing free of charge from the Council's website www.unley.sa.gov.au.

10. DOCUMENT HISTORY

Date	Version No.	Comment
March 2008	Version 1	
23 August 2010	Version 2	717/10
23 May 2011	Version 3	135/11
22 July 2024	Version 4	C1325/24