

Central Coast Council

Flag and Street Banner Policy

Date Adopted: 27/05/2025
Revision: 2

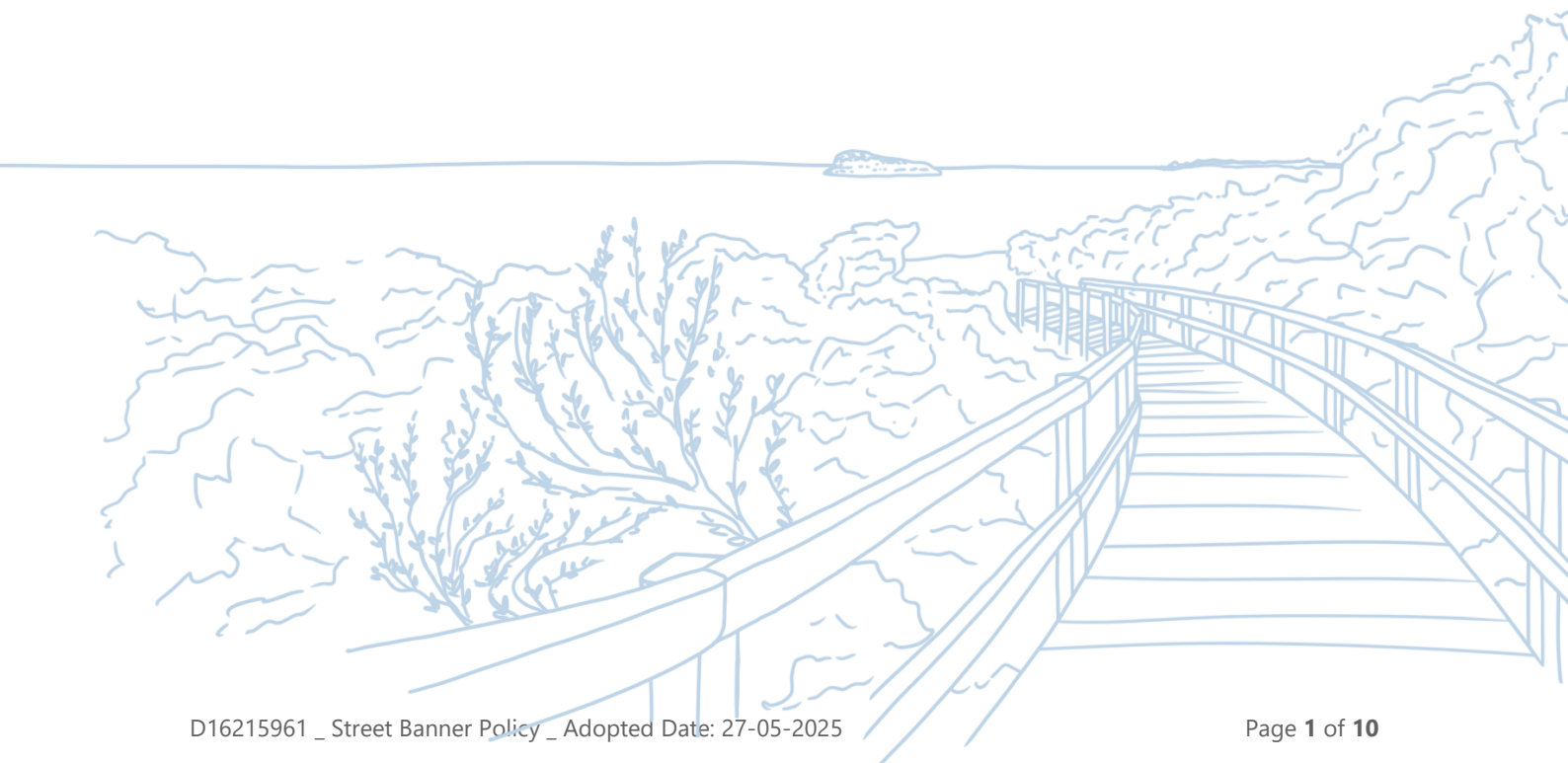


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1. Policy Objectives

- 1.1. To establish the requirements for the flying of official flags on Central Coast Council (Council) owned or operated buildings or property.
 - 1.2. To inform and support the Central Coast Council's Street Banner program, designed to promote interest and vibrancy throughout the Central Coast Local Government Area (LGA) by:
 - providing guidance for the flying of official flags on flag poles
 - defining the current locations for banner infrastructure available across the Central Coast
 - establishing the purpose of street banners
 - outlining the conditions of use for flags and banner sites
 - outlining the administration of the banner program and sites.
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2. Policy Scope

- 2.1. This Policy applies to all official flags and banners flown on Council owned or operated sites as well as all groups or external organisations approved to use the banner sites when not in use by Council.
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3. Policy Statement

- 3.1. Flags flown in response to Council's governance responsibilities will be flown in accordance with relevant legislation and state and federal government protocols in force at the time.
 - 3.2. Central Coast Council control a range of banner sites across the LGA. Many of these are in highly visible areas and therefore are desirable locations for promotional purposes.
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4. Flags and Street Banners

Flying of the Flags

- 4.1. Flags flown on flag poles and banner infrastructure situated on Council buildings or property will be flown in accordance with State and Federal protocols with the order of precedence generally for all flag flying events as follows: Australian Flag, State Flag and then the Aboriginal and Torres Strait Islander flags are of equal precedence.

Street Banner Program

- 4.2. The Street Banner program is designed to:

- promote significant events, festivals, tourism, civic or community programs, as well as major economic development or sporting events of public interest throughout the LGA
- visually enhance the streetscape of the Central Coast
- create a sense of community and sense of place for visitors and residents
- foster inclusivity and community connection
- stimulate local economic activity.

Street Banner pole locations

4.3. The twelve (12) banner pole locations installed by Central Coast Council are as follows:

- Umina Town, Centre – West St, Umina
- Ettalong Town Centre – Ocean View Rd & Picnic Parade, Ettalong
- Woy Woy Town Centre – The Boulevarde, Woy Woy
- Terrigal Town Centre – The Esplanade & Scenic Highway, Terrigal
- Gosford Town Centre – Mann St & Donnison St, Gosford
- Brian McGowan Bridge, Gosford
- Long Jetty Town Centre – The Entrance Rd, Long Jetty
- The Entrance Town Centre – The Entrance Rd & Marine Pde, The Entrance
- The Entrance Bridge – The Entrance
- Toukley Town Centre – Main Rd & The Village Green, Toukley
- Wyong Town Centre – Pacific Highway & Alison Rd, Wyong
- Tuggerah Straight – Pacific Highway, Tuggerah

Banner stand locations

4.4. The current eight (8) roadside banner stands installed by Central Coast Council and available for hire, are located as follows:

- West Gosford - Central Coast Hwy opposite Hely St
- Gosford Waterfront - Masons Pde
- Woy Woy - Rogers Park Crescent, Ocean Beach Rd and McMasters Rd
- Forresters Beach - The Entrance Rd
- Erina - corner of Avoca Dr and The Entrance Rd
- Kincumber - corner Davies St and Avoca Dr
- Wyong – Apex Park
- Long Jetty – Saltwater Creek Park

Conditions of use of banner infrastructure

- 4.5.** Council currently operates an annual calendar of events for all locations, with preference given to initiatives that fall under the direct control of Council, including:
- Council-run events, activations, and campaigns
 - the celebration of Christmas
 - the acknowledgement of Anzac Day, Australia Day, Reconciliation Week and NAIDOC Week
 - brand Identity of the town centres.
- 4.6.** Where practical and relevant, Council will utilise official campaign designs to align with significant campaigns.
- 4.7.** Community organisations are required to make application for the use of Council's banner infrastructure for the following purposes:
- one-off or annual events or initiatives that are sponsored by Council.
 - one off or annual events or initiatives of significant community interest.
- 4.8.** Applications will not be considered for events that do not fall under one of the categories provided in Clause 4.8.

Application for the use of Council Banner infrastructure

- 4.9.** Banner application forms are available on Council's website and at Council's Customer Service Centres.
- 4.10.** Applications will be assessed by Council based on the following criteria:
- level of community interest and/or significance of event or initiative
 - the event or initiative is accessible and inclusive to the whole community
 - relevance to the site location
 - availability of nominated locations within the calendar.
- 4.11.** Fees associated with the hire of Council's banner infrastructure will be in accordance with Council's annually adopted Fees and Charges Schedule.
- 4.12.** Applications must be submitted at least three (3) months before the intended installation date.
- 4.13.** Council reserves the right to refuse any application that is not consistent with this policy, or the design specifications outlined within the [Street Banner Guide](#).
- 4.14.** Banner allocations are subject to availability and the submission of an application does not guarantee use of sites unless approval is provided by Council in writing.

Design approval and production

- 4.15.** All banner guidelines, advice and design and production specifications are presented within the [Street Banner Guide](#). Banner designs are subject to Council approval.
- 4.16.** Council reserves the right to reject any banner design that does not comply with this policy, the [Street Banner Guide](#), or is considered unsuitable. Council is the final arbiter of what constitutes unsuitable.
- 4.17.** Once designs are approved by Council, the Hirer can proceed with production.
- 4.18.** Banners remain the property of the Hirer and Council does not take responsibility for any lost, stolen, or damaged banners.

Installation and deinstallation

- 4.19.** Council will manage installation and deinstallation of banners, in accordance with the [Street Banner Guide](#), and any requirements outlined in the [Ausgrid Network Standard 183](#).
- 4.20.** The costs associated with infrastructure maintenance, installation and deinstallation of banners are outlined in Council's annual fees and charges.
- 4.21.** Hirers are required to make appropriate arrangements with Council to deliver their banners to the nominated Council site on a working day at least seven (7) days prior to installation.
- 4.22.** It should be noted that the installation of Banners may be delayed due to heavy traffic, inclement weather conditions, or the high number of banners to be installed as well as any other external factor outside of Council's control. In consideration of these matters Hirers should allow up to an additional five (5) days from the intended installation date.
- 4.23.** Hirers are responsible for collecting their banners from the nominated Council site as soon as they have been removed. Council will not be held responsible for any uncollected banners. Banners not collected within one month after their de-installation may be disposed of by Council without any cost reimbursement to the hirer.

Roles and responsibilities relating to external hirers

- 4.24.** Council is responsible for:
- Maintaining the schedule of banner campaigns across all sites
 - Providing advice, guidance, and specifications to external applicants
 - Assessing external applications
 - Approving all banner designs prior to production
 - The coordination, installation and deinstallation of banners
 - The maintenance of banner pole infrastructure
- 4.25.** Hirers are responsible for:
- Submission of an application to use Council owned banner sites
 - The design of banners

- Providing Council with reasonable time to approve designs, and make any reasonable requested amendments to designs
- The cost and coordination of banner production to specifications
- The cost and coordination of any cleaning, maintenance or re-manufacturing required on banners upon their return after deinstallation
- To make the appropriate arrangements with Council to collect all banners at the end of the hire period.
- Council will not be held responsible for any damages to the flags as a result of inclement weather events or general wear and tear over time.

5. Policy Responsibilities

Compliance, monitoring and review

- 5.1.** The *Flag and Street Banner Policy* will be reviewed at least once during the four-year term of a newly elected Council.
- 5.2.** It is the personal responsibility of all Council employees and agents thereof to have knowledge of, and to ensure compliance with this policy.

Reporting

This policy is managed by Section Manager Placemaking and Events, and any non-compliance with this policy will be reported to Unit Manager Community and Culture.

Records management

- 5.3.** Staff must maintain all records relevant to administering this Policy in accordance with Council's [Information and Records Management Policy](#), and the State Records Act 1998
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6. Policy Definitions

Banner	means a material item bearing a distinctive graphic design installed on Council-owned and/ or operated infrastructure across town centres and open spaces.
Banner pole	means a Council-owned and/ or operated vertical banner pole
Banner stand	means a Council-owned and/ or operated road site horizontal banner infrastructure
Council	means Central Coast Council
Hirer	means any external organisation seeking use of Council-owned banner sites at locations outlined in this document
LGA	means Central Coast Local Government Area

Policy	means Central Coast Council’s Flag and Street Banner Policy
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7. Policy Administration

Business Group	Community and Recreation Services
Responsible Officer	Unit Manager Community and Culture
Associated Procedure (if any, reference document(s) number(s))	Street Banner Guide
Policy Review Date	This Policy will be reviewed at least every four years.
File Number / Document Number	D16215961
Relevant Legislation (reference specific sections)	<p>This Policy supports Council's compliance with the following Legislation:</p> <ul style="list-style-type: none"> ▪ <i>Local Government Act 1993</i> (NSW) ▪ <i>Flags Act 1953</i> (Cth)
Link to Community Strategic Plan	<p>Theme 1: Belonging</p> <p>Goal A: Our community spirit is our strength</p> <p>B-A2: Celebrate and continue to create opportunities for inclusion where all people feel welcome and participate in community life.</p>
Related Policies / Protocols / Procedures / Documents (reference document numbers)	<ul style="list-style-type: none"> ▪ Information and Records Management Policy ▪ Code of Conduct ▪ Ausgrid Network Standard 183 - Installation of Private Attachments on Ausgrid Poles ▪ The Australian Flags Booklet, Department of Prime Minister and Cabinet ▪ Flags and Emblems of New South Wales, Premier's Department of New South Wales

8. Policy Authorisations

No.	Authorised Function	Authorised Business Unit / Role(s)
Nil	Nil	Nil

9. Policy History

Revision	Date Approved / Authority	Description Of Changes
1	11 October 2022 Minute No.: 177/22	New policy adopted to inform Council's Street Banner program to promote interest and vibrancy throughout Central Coast LGA.
2	27 May 2025 Adopted Ordinary Council Meeting Minute no. 684/25	Minor review, new policy template. Replaces previous Flying of Flags Policy and Street Banner Policy