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# Street Banner Policy

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## Purpose

1. The purpose of this policy is to inform Council's street banner program to promote interest and vibrancy throughout Central Coast LGA.
2. The objectives of this policy are to:
  - Define the current locations of banner infrastructure available across the Central Coast
  - Establish the purpose of street banners
  - Outline the conditions of use for the banner sites
  - Outline the administration of the banner program and sites

## Policy summary

3. 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. It is important that Council actively manage the banners, poles and stands to ensure they are being utilised for their intended purpose and the opportunity exists for events or initiatives of significant community interest to make application for their use.

## Scope

4. Council banner sites are available for temporary use by both Council and external organisations to publicise events and activities considered appropriate by Council. External organisations can apply to use the banner sites when not in use by Council.

## General

### Purpose of Banner Program

5. The 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 a sense of place for visitors and residents
  - Foster inclusivity and community connection
  - Stimulate local economic activity

### Street Banner Pole Locations

6. The policy refers to the current twelve (12) banner pole locations available for hire and any future banner pole locations installed by Central Coast Council:

- 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

7. The policy refers to the current eight (8) roadside banner stands available for hire and any future banner stand locations installed by Central Coast Council:
  - 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

8. Council currently operates an annual calendar 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
9. Where practical and relevant, Council will utilise official campaign designs to align with significant campaigns.
10. An application is required to be submitted by community organisation for Council's consideration for the following items only:

- One off or annual events or initiatives that are sponsored by Council
- One off or annual events or initiatives of significant community interest

11. Applications will not be considered for items that do not fall under one of these categories.

## Application for the Use of Council Banner Infrastructure

12. The banner application form is accessible on Council's website and through Customer Service Centres.

13. 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

14. Any fees associated with the hire of banner poles and stands will be published in the Fees and Charges.

15. Applications should be submitted at least three (3) months before intended installation date.

16. Council reserves the right to decline any application that is not consistent with this policy or the design specifications outlined within the *Banner Guide*.

17. Banner allocations are subject to availability and submission of an application does not guarantee use of sites unless approval is provided by Council in writing.

## Design Approval and Production

18. All banner guidelines, advice and design and production specifications are presented within the Banner Guide. Banner designs are subject to Council approval.

19. The Australian, Aboriginal and Torres Strait Islander flags may be displayed on Council's banner infrastructure in equal proportions and upon application by local Community Groups. Applications are to consider compliance requirements in accordance with State and Federal Protocols.

20. Council reserves the right to reject any banner design that does not comply with this policy, the Banner Guide or is considered unsuitable. Council is the final arbiter of what constitutes unsuitable.

21. Once designs are approved by Council, the Hirer can proceed with production.

22. Banners remain the property of the Hirer and Council does not take responsibility for any lost, stolen or damaged banners.

## Installation and Deinstallation

23. Costs associated with infrastructure maintenance and with installation and deinstallation of banners will be met through Council's annual fees and charges.
24. Hirers are required to deliver their banners to the nominated Council site at least seven (7) days prior to installation.
25. Banner installation may experience delays such as traffic, weather conditions, the number of banners being installed as well as other external factors. Hirers should allow up to five (5) days variation on the installation date.
26. 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 de-install may be discarded.

## Roles and Responsibilities relating to External Hirers

27. Council will be responsible for:
  - a) Maintaining the schedule of banner campaigns across all sites
  - b) Providing advice, guidance and specifications to external applicants
  - c) Assessing external applications
  - d) Approving all banner designs prior to production
  - e) The coordination of banner installation and deinstallation
28. Hirers will be responsible for:
  - a) Submission of application to use Council owned banner sites
  - b) The design of banners
  - c) Providing Council with reasonable time to approve designs, and make any reasonable requested amendments to designs
  - d) The cost and coordination of banner production to specifications
  - e) The cost and coordination of any cleaning, maintenance or re-manufacturing required on banners upon their return after deinstallation

## Definitions

29. In this policy:

**Council** means Central Coast Council.

**LGA** means Local Government Area.

**Policy** means Street Banner Policy.

**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 Stand** refers to Council-owned and/or operated road site horizontal banner infrastructure

**Banner Pole** refers to Council-owned and/or operated vertical banner pole.

**Hirer** refers to any external organisation seeking use of Council-owned banner sites at locations outlined in this document.

## Related resources

Legislation:

- a. [Local Government Act 1993 \(NSW\)](#)

Associated documents:

- b. Council's Banner Guide.
- c. Council's *Flying of Flags Policy*.
- d. Ausgrid – NS183 Installation of Private Attachments on Ausgrid Poles.

# History of revisions

## Policy amendment history and version details

Amendment history	Details
<b>Original approval authority details (this version)</b>	11 October 2022 Council Resolution 177/22  D15245593  <i>Policy created to inform Council's street banner program to promote interest and vibrancy throughout Central Coast LGA.</i>

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