

## 6.2.10 Street Banner Usage

REPORT BY THE GENERAL MANAGER TO 5 MARCH 2014 COUNCIL MEETING

140305 Council  
GOV400038, A0400016

### RECOMMENDATION

**That:**

- 1. the report by the General Manager on the use of street banners be received;**
- 2. Council adopt the attached policy on street banner usage.**

### Executive summary

This report introduces a new policy aimed addressing the use of street banners poles in Mudgee and Gulgong.

### Detailed report

The Street Banner Usage policy sets out Council's requirements in relation to the hire and use of street banner poles in Mudgee and Gulgong for the purpose of displaying banners.

Street banner poles can be found at the following locations within the Mid-Western LGA:

- Mudgee: Horatio Street x 10
- Mudgee: Church Street x 16
- Mudgee: Market Street x 13
- Gulgong: Castlereagh Hwy (near the intersection of Caledonia Street) x 5
- Gulgong: Castlereagh Hwy (near the intersection of Guntawang Street) x 5

Council's street banner program is designed to promote significant events in the Mid-Western Region, visually enhance the Mudgee & Gulgong streetscape, promote major events identified on the MWRC major events calendar, stimulate local economic activity and promote the region as a great place to live, work, invest and visit.

The attached policy is intended to increase the usage of street banner poles and outline Council's requirements for the use of street banner poles.

### Financial and Operational Plan implications

Not applicable.

### Community Plan implications


Not applicable.

13 February 2014

*Attachments:* 1. Policy on Street Banner Usage

  
WARWICK L BENNETT  
GENERAL MANAGER

## ATTACHMENT 1

	<b>POLICY</b>	ADOPTED C/M Minute No. XXX / XX
	<b>Street Banner Usage</b>	REF: insert reference REV: insert revision number FILE No. insert file no.

**INTRODUCTION**

This policy sets out Council's requirements in relation to the use of the street banner poles in Mudgee and Gulgong for the purpose of displaying banners.

**OBJECTIVE**

Mid-Western Regional Council's street banner program is designed to:

- promote significant events in the Mid-Western Region
- visually enhance the Mudgee & Gulgong streetscape
- promote major events identified on the MWRC major events calendar
- stimulate local economic activity and promote the region as a great place to live, work, invest and visit

**POLICY**

1. Street banner poles can be found at the following locations within the Mid-Western LGA:

Mudgee: Horatio Street x 10

Mudgee: Church Street x 16

Mudgee: Market Street x 13

Gulgong: Castlereagh Hwy (near the intersection of Caledonia Street) x 5

Gulgong: Castlereagh Hwy (near the intersection of Guntawang Street) x 5

2. The banner poles fly street banners with dimensions:

Horatio Street: 1800mm x 1000mm

Church Street: 1500mm x 350mm

Market Street: 1500mm x 350mm

Gulgong (Caledonia Street): 1800mm x 1000mm

Gulgong (Guntawang Street): 1800mm x 1000mm

3. Use of the banners will be restricted to Council, Federal and State Government Departments, recognised "not for profit" or community organisations and organisers of community and major events (recognised on the MWRC major events calendar) within the Mid-Western LGA. Commercial promotions are not permitted.
4. Council bookings for use of street banner poles takes priority over all other bookings.
5. External organisations may make application to book street banner poles when not in use for Council events and activities.
6. Booking process:
  - Contact MWRC Customer Service on 6378 2850
  - Complete street banner booking form, available online or through Customer Service
  - The booking period is to be negotiated with Council and will be dependent on other bookings and use of banner poles for Council promotions. The maximum booking period is six weeks.
  - Council reserves the right to decline any booking request that is not consistent with the purposes of this policy.

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**STREET BANNER USAGE POLICY**

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7. All banner costs, design and production is the responsibility of the hirer and must be of professional standard.
8. All artwork requires approval by Council prior to printing.
9. Installation of banners is the sole responsibility of the hirer. Hirers are required to remove any existing Council banners at the time of installing banners and replace them at the conclusion of the hire period. Council accepts no responsibility for the installation of banners.
10. Banners must be removed no later than 24 hours following the event which is being promoted. Failure to do so will result in Council removing the banners with all costs passed on to the hirer.
11. Logo recognition on banners must be limited to a maximum of 10 per cent of the size of the banner. The preferred logo placement is along the bottom of the banner. No more than three sponsor logos are allowed per banner.
12. It is recommended that banner design remains generic in order for hirers to re-use banners in future years and reduce costs of banner production.
13. Should any damage occur to a banner from circumstances such as extreme weather conditions, vandalism or any other circumstance which makes a banner unsafe or unsightly the hirer is to remove banner at the earliest opportunity.
14. Council is not liable for any damage to, or loss of, any banners during the period that the banners are on display, or being erected or removed.