



PUBLIC BANNER POLICY

Public Document

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Adopted by: Council on 5 June 2018

Ownership: Community Development
(Strategic Direction 2 and Strategic Direction 4)

Public Banner Policy

Purpose

To provide guidance in relation to the hire of banner locations managed by Mosman Council and the display of public banners at those locations.

Objective

The objectives of this policy are to:

1. Provide opportunities for communication and promotion of local activities, events and other information of interest to Mosman residents
2. Provide access to local organisations, public authorities and event organisers to high visibility sites for the purposes of communication and promotion
3. Ensure a fair and equitable process is applied to applications for hire of banner locations managed by Mosman Council
4. Establish minimum standards for banners displayed at these locations
5. Assist in managing the visual impact of banners in Mosman

Scope

This policy applies to:

1. Local community organisations, public authorities and event organisers interested in hiring banner locations managed by Mosman Council for the purpose of public banner display
2. Council staff responsible for the management of public banner approvals, scheduling and installation.

This policy does not apply to the approval or display of banners in locations other than those referred to herein.

Policy

Mosman Council manages the following locations for display of public banners in the Mosman municipality:

1. One street banner location across Military Road at Mosman Junction
2. Vertical banner poles at approximately 60 locations along Military Road, Mandalong Road, Avenue Road, Raglan Street and Middle Head Road.

The hire of these locations for display of public banners is subject to the following:

1. Applications for hire will only be accepted from local community organisations, public authorities and organisers of local events providing demonstrated support or benefit to the Mosman community and/or other community causes.

2. Applications will not otherwise be accepted from commercial organisations promoting commercial activities.
3. The relevant hire period for any application approved by Council is three weeks.
4. Council reserves the right to approve or refuse any application made to it.
5. Mosman Council will at all times have priority use of the banner locations referred to in this policy.
6. All other priority of use will be in accordance with the order in which applications for hire are received and determined by Council.
7. The fees applicable to the hire of banner locations will be in accordance with Council's Pricing Policy - Schedule of Fees and Charges, which is updated annually or as otherwise determined by Council. These fees do not include production costs associated with the banner/s to be displayed, which are the responsibility of the hirer.
8. Any costs associated with damage incurred to banners while on display (e.g. due to weather conditions), together with any related removal and/or reinstallation costs, are the responsibility of the hirer.
9. Council will at all times exercise reasonable care with approved banners provided to it for display, but will not be responsible for loss of, or damage to, such banners.
10. All banners displayed as a result of a successful application under this Policy must be produced according to Council's specifications.
11. Street banners displayed at Mosman Junction may be double-sided, however Council reserves the right to display two banners (i.e. a banner facing both north and south) at any time depending on applications received and approved.
12. Sponsorship on banners approved for display under this Policy must be limited to no more than six sponsors per banner, with sponsorship content not to exceed 20% of total banner size. Sponsorship displayed on banners must not pertain to tobacco or alcohol advertising, and in this regard the restrictions referred to in Council's Sponsorship Policy apply.
13. Where an application for hire of a banner location relates to promotion of an event, the earliest time approval will be granted for display is three weeks prior to the event, weather and space permitting. Banner/s will be taken down on the first working day after the event.

The following procedures apply to all applications for hire of banner locations:

1. All applications are to be made on the Public Banner Application Form made available by Council.
2. Completed application forms, including detailed banner specifications, are to be submitted to Council's Events Team at least three months prior to the proposed hire period.
3. Council's Events Team will determine the application having regard to this Policy and information provided on the relevant application form. Staff from the Events Team will contact the applicant to advise of the determination and, if approval has been granted, issue an invoice for the applicable banner fee.

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4. A copy of the proposed wording and artwork on the banner/s must be forwarded to Council by the applicant for further approval before the banner/s are produced. If the banner artwork has not been approved prior to production, banner/s will not be erected.
5. Approved banner/s are to be delivered to Council's Events Team, Communications Office, Library Walk, 609 Military Road, Mosman between business hours of 8.30am – 5pm, Monday-Friday.
6. Street banners for display at Mosman Junction must be delivered three days prior to erection and must be collected by the event organiser within a week of being taken down.
7. Vertical banners must be delivered to Council's Events Team 10 days prior to installation and will be returned to the event organiser within six weeks of being taken down.

Related Information/Glossary

Mosman Council Sponsorship Policy.

Review

This policy will be reviewed every four years unless otherwise directed by the Executive Team.

Contact

Enquiries should be directed to the Manager Communications on 9978 4026.

Amendments

Date	Amendment	Reference
5 June 2018	Adopted	CD/14