

POLICY NO.	A.23
POLICY SUBJECT	Banners
ADOPTION DATE	25 September 2008 (C.18/0908)
LAST REVIEW DATE	26 November 2020 (C.05/1120)

Policy Intent

This policy sets out Council's position regarding the use of the banners, including the six banner poles situated adjacent to Nelson Street along the northern South West Highway entrance to town.

Introduction

Council is committed to the promotion of local events and celebrations and to provide a welcoming and vibrant atmosphere to its townsites.

To achieve this Council has developed a policy regarding the display of promotional banners.

Council has a responsibility to ensure that banners displayed in public areas do not cause offence.

Banner poles are to be utilised for festivals, special events and general promotion of Bridgetown and Greenbushes.

Exclusions

This policy specifically excludes any form of commercial advertising. Council reserves the right to exclude any events that are not legally, socially or politically in keeping with community values.

Definition of an Event

An event can range from a Council sponsored event such as Anzac Day or Australia Day through to a major national awareness campaign. An "event" is defined the following way:

- A cultural, sporting, recreational and/or charity event or festival that is community based.
- Major events that result in an influx of visitors.
- Conferences/conventions/meetings being hosted that warrant a community awareness campaign.
- Community minded messages or campaigns.

Procedure

Applicants submit written request to the Shire a minimum of 6 weeks prior to installation of banner(s). The application is to include a photograph or graphic design component that enables the design of the banner to be clearly ascertained.

Banners are to be delivered to Council a minimum of five working days prior to the proposed installation date and will be installed for a minimum of two weeks and a maximum of six weeks (due to the rapid deterioration of the banners from sun and wind conditions). Once removed, all banners must be collected from Council within 14 days.

The installation and removal of the banners will be undertaken by Council's Works & Services staff.

Standard Banner Size

Banners are required to be of a sufficient size specification to enable the banner to fit the banner poles, with sufficient reinforcing for the purpose of anchoring the banner to its mounting.