

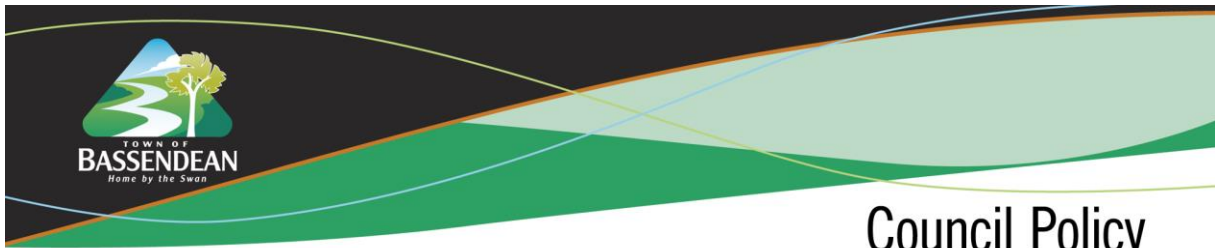
4.5 Banner Poles Policy

Objectives

1. To provide priority access to Council for the use of the banner poles, and allow secondary access to community groups when not required for Council purposes, on a “user pays” principle that is cost neutral to the Town.
2. To enhance the Town’s visual appearance and sense of vitality through the use of well designed and appropriate banners.
3. To convey information about sporting, cultural, community, recreation and tourist events.
4. To encourage sponsor involvement in the promotion of events in the Town through providing opportunities for sponsor recognition.

Strategies

1. Events to be promoted on the Council’s banner poles must fall within one of the following categories:
 - a) A Council run or sponsored event;
 - b) Events that attract large numbers of visitors to the Town and that promote the Town through the media (including sporting, cultural, recreation and tourism events);
 - c) An original community art banner of merit;
 - d) An event run by a non-profit organisation (including sponsored events);
 - e) An event run by a government organisation that is in the interest of the general public.
2. The Town has the discretion to accept or reject applications for the hire of banner poles.
3. The Town will not permit advertising of the following on its banner poles:
 - a) Tobacco or alcohol products;
 - b) Electoral material; or
 - c) Any other material or images that is likely to offend reasonable sensitivities of any significant sector of the community.



Application

Responsibility for the implementation of this policy rests with the Mayor, Councillors and Chief Executive Officer. The Policy is to be reviewed every three years.

Policy Type: Council Policy	Policy Owner: Director Community Development
Link to Strategic Community Plan: Arts, Heritage and Culture	Adopted: OCM 6/6/01
	Last Review Date: March 2014
	Version 1
	Next Review due by: December 2016