

# LIVERPOOL PLAINS SHIRE COUNCIL

## POLICY REGISTER

Policy No. 2.1

**POLICY TITLE:** BANNER ADVERTISING

**File Reference No:** A.15  
**Date Adopted:** 15<sup>th</sup> May, 2002  
**Minute No:** 7900  
**Last Updated:** 24<sup>th</sup> June, 2004

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### OBJECTIVES

To provide, as a community service, an avenue for advertising coming events in the Liverpool Plains Shire area.

**POLICY STATEMENT**

Council's policy in relation to displaying banners in the Shire's CBD is:

- Preference will be given to the advertising of local events conducted by local community organisations. Commercial advertising will not be allowed.
- Council reserves the right to determine if it will display a banner or not. The General Manager or his nominee is authorised to make this determination.
- Fees for banner display will be as set by Council each year. The fee may be reduced or waived for recognised community organisations as determined by Council.
- The display period for any banner will be for a minimum period of 1 week and a maximum period of 3 weeks.
- Banners will be removed from display not more than 1 week after the event advertised.

**CONDITIONS:**

The following conditions apply:

- A fee to cover installation/removal and rental of banner advertising space applies. This fee is to be paid at the time of application. The minimum banner display period is 1 week.
- The banner will be displayed on poles designated by Council and will be erected and removed by Council. The banner is to be delivered to the Council Office, in Station Street, at least two (2) days prior to erection and is to be collected from the Office no later than 1 week after removal. Council will not be responsible for any banners not collected within this period.
- The banner shall be the property of and maintained by the organisation to which approval has been granted by Council. Council accepts no responsibility for damage to the banner from the banner from whatever cause.
- Council retains the right to remove the banner if in the interest of public safety, or for any other reason if deemed necessary.
- The maximum size of the banner shall be 5.5 metres by 900mm, with air holes to be provided at 1 metre intervals, and shall have eyelets provided at the top of the banner, approximately 1 metre apart, for attachment to the supporting cable.
- Lanyards shall be provided at both top and bottom at both ends extending at least 3 metres.
- Applicants shall supply evidence of Public Liability Insurance of at least \$5 million

**PROCEDURE:**

- Applicants must complete an "Application for Banner Display" form which is available from the Council Office. Conditions relating to the display of banners are detailed on the Application Form.
- Applicants shall pay the applicable fee prior to the acceptance of the booking and provide evidence of Public Liability Insurance of at least \$5 million.
- Booking dates will be confirmed by Council in writing.

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- Applicants shall deliver the banner to the Council Office in Station Street not less than 2 days prior to the date from which banner is to be displayed.
- A work request will be submitted to Director - Works detailing the times for erection and removal of the banner.
  - The installation of the banner is to be carried out by Director - Works. The banner is to be collected by Director - Works from the Council Office. The banner is to be installed before 9:00 am on the required morning.
- Banners will be removed by Director - Works within 2 days of the end of the display period.

**LIVERPOOL PLAINS SHIRE COUNCIL  
APPLICATION FOR STREET BANNER**

Please complete the following details relating to the erection of street banner:-

**CONTACT NAME:** \_\_\_\_\_

**NAME OF ORGANISATION:** \_\_\_\_\_

**COMMUNITY ORGANISATION:**       Yes       No

**CONTACT TELEPHONE NO:** \_\_\_\_\_

(including business/after hours) \_\_\_\_\_

**DATES BANNER IS TO BE DISPLAYED:** \_\_\_\_\_

\_\_\_\_\_

The following conditions are applicable:

1. A fee of \$ \_\_\_\_\_ to cover installation/removal and rental of banner advertising space applies. This fee is to be paid at time of application. A minimum banner display period of one (1) week will be provided.
2. The banner shall be erected only on poles designated by Council and will be erected and removed by Council. The banner is to be delivered to Liverpool Plains Shire Council Administration Building at least two (2) days prior to the scheduled erection date and is to be collected no later than one (1) week after removal. Council will not be responsible for any banners not collected within this period.
3. The banner shall be the property of and maintained by the organisation to which approval has been granted by Council. Council accepts no responsibility for damage to the banner from the banner from whatever cause.
4. Council retains the right to remove the banner in the interest of public safety or for other reason.
5. The maximum size of the banner shall be 5.5metres x 0.9metre with air holes to be provided at 1metre intervals and at a size of 100mm in diameter, and shall have eyelets provided at the top of the banner at approximately 1metre apart for attachment to the supporting cable.
6. Lanyards shall be provided at both the top and bottom, both ends extending 3metres.

I agree to abide by the above conditions.

Signed .....

Date:            /            /

**OFFICE USE ONLY**

Fee Received:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Current Liability Insurance Received:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Banner Approved:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Banner Received on:	_____	
Banner Returned on:	_____	
Council Officer:	_____	
Date:	_____	