



SHIRE COUNCIL
Blayney

Community Banner Poles Policy

Policy	91
Officer Responsible	Manager Tourism and Communications
Last Review Date	19/10/2020

Strategic Policy

Objective

To set out Council's policy for the approval of banner displays by community organisations wishing to utilise banner poles provided by Council.

1. PURPOSE

- 1.1 To describe Blayney Shire Council's approach to the approval of banner displays for installation on permanent purpose built banner poles, at designated community banner pole sites on Council managed land.
- 1.2 To establish a framework to assist community groups to determine if a proposed banner display can be approved for display at Council managed community banner pole sites.

2. DEFINITIONS

- 2.1 Community benefit generally refers to an outcome, usually of an event, program or activity, that delivers an improvement to the welfare or well-being of a community or which seeks to reduce a social or economic disadvantage within a community. In broad terms a community benefit involves an activity which;
 - Responds to needs of special populations such as persons living in poverty and other disenfranchised persons
 - Provides economic benefit to the entire community, foster community pride and strengthen community relationships
 - Aims to supply, augment or maintain a social services or program that would likely be discontinued or reduced without financial assistance
 - Responds to a public health or public safety need
 - Raises community awareness or involves education or research that improves overall community health and well-being
 - Supports the active participation of residents in community and civic life who otherwise might face barriers which would prevent their participation usually generates a low or negative financial return
- 2.2 Community event is an event whose primary purpose is not to generate income for private gain and which is generally open to all residents to attend. Where an entry fee is payable, the level of the fee is generally determined on a cost recovery basis or alternatively has been imposed to raise funds for a charitable purpose usually in conjunction with an advertised community appeal.
- 2.3 Community or not-for-profit organisation is taken to refer to a community association or legal entity registered under the Associations Incorporation Act 2009 which has generally been established for the purpose of engaging in small-scale, non-profit and non-commercial activities. A not-for-profit organisation is one which does not operate for the profit or gain of its individual members, whether these gains would have been direct or indirect. A not-for-profit organisation may generate income to operate; including profit, but this

income must be used to carry out its purposes and cannot be distributed to owners, members or other private people.

3. SCOPE

This Policy applies to community organisations and other entities requesting to display banners at Council managed banner poles sites.

4. BACKGROUND

4.1 In response to requests from not-for-profit community organisations to erect banners in Blayney to promote community events and activities, Council has erected permanent banner poles.

5. PRINCIPLES

5.1 Council acknowledges that it has a role in assisting community organisations to raise awareness about issues impacting on residents and to promote activities and events which are undertaken for the community's benefit.

5.2 Council recognises that working in partnership with community groups to promote community events and to publicise public health and safety messages will complement Council's strategic and operational objectives.

5.3 Council has established community banner pole sites to provide safe and permissible locations for the display of banners by community organisations. Council's primary aim in establishing these sites is to support local community groups, with limited access to funds, to undertake promotional activities. Council will operate these sites in a way that minimises the cost to community organisations of accessing these sites for the display of banners deemed to be in the community interest.

5.4 Approval to display a banner at a designated community banner pole site managed by Council may convey an implied association between Council and the banner applicant. In providing a community organisation with access to a community banner pole site for the purpose of promotion and/or information sharing, there will be an obligation on the part of the banner applicant to ensure that the text of the banner is appropriate and is consistent with the principles outlined in this Policy. While the text and content of a banner remains the responsibility of the banner applicant, the banner applicant should be aware that the wording and intent of a banner displayed at a community banner pole site may be perceived by the community as communicating information which Council has approved or endorsed.

5.5 Where a banner which has been approved for display is subsequently determined to be in breach of the provision of Clause 4.2 or 4.4 Council reserves the right to remove and impound a banner without reference to the banner applicant.

6. BANNER SPECIFICATIONS

6.1 The banner specifications for banners may be adopted and amended as recommended, if and when required, by the General Manager.

7. SPONSORSHIP CONTENT

7.1 Council acknowledges that a degree of sponsorship is typically negotiated to assist in the staging of a banner campaign. The advertising slogan or corporate or organisational logo of such a sponsor may be allowed to occupy some space on a flag or banner. Such advertising on a banner can occupy a maximum of 10% of its total area. If there are a number of companies or organisations sponsoring an event, a maximum of 20% of the area of the banner may be allocated for advertising.

8. MESSAGE GUIDELINES

8.1 Messages on banners must relate to an event or activity that promotes community events affecting; or with the potential to affect the Blayney Shire LGA.

8.2 Potentially offensive messages or images will not be permitted.

8.3 Politically or religiously biased messages will not be permitted.

8.4 Material deemed to be inappropriate or offensive to the community at large, or a particular community sector, will not be permitted

9. SUITABLE EVENTS FOR PROMOTION

9.1 As a guide Council considers events including, but not limited to, those listed below to be suitable for promotion:-

- Community
- Recreational
- Cultural
- Economic development
- Educational
- Artistic
- Tourism
- Sustainability
- Environmental
- Awareness raising
- Commemorative
- Celebratory

10. UNSUITABLE EVENTS FOR PROMOTION

10.1 Blayney Shire Council does not consider the following events suitable for promotion:

- Events promoting the manufacture, distribution and wholesaling of tobacco related products, pornography and addictive drugs;
- Events coordinated by those found guilty of illegal or improper conduct by ICAC or any other legal authority;
- Events which promote political fields; and
- Events that involve services or products that are considered to be injurious to health, or are seen to be in conflict with Council's policies and responsibilities to the Community.

11. SPECIAL CONSIDERATIONS

11.1 Special consideration may be given at an ordinary meeting of Council, regarding promotion of a significant New South Wales company or advertising event, e.g. a bicentennial of a company, award recipients etc.

12. ADMINISTRATION OF POLICY

12.1 Administration of this policy will be conducted in conjunction with the Community Banner Poles Guideline.

13. APPROVAL PROCESS

13.1 Applications will be assessed on a merit basis in accord with requirements of policy.

END

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