

### Community and Economic Development

<b>TITLE:</b>	<b>HIRE OF PROMOTIONAL BANNER SITES</b>
<b>ADOPTED:</b>	OMC 19 March 2009 – Pages 26 – 31
<b>REVIEWED:</b>	OMC 16 April 2009 – Pages 144 – 148 OMC 15 March 2012 – Pages 96 – 103 OMC 17 December 2015 - Pages 110 – 121 OMC 14 December 2017 – Pages 1030 - 1043
<b>ASSOCIATED LEGISLATION:</b>	<i>Local Government Act 1995</i>
<b>ASSOCIATED DOCUMENTS:</b>	
<b>REVIEW RESPONSIBILITY:</b>	Manager Community and Economic Development
<b>DELEGATION:</b>	Nil

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Previous policy No 5.1.8

#### Part A

#### Objective:

The Shire of Broome overhead banner frame on Hamersley Street and various smaller pole banner sites are available for hire by “not-for-profit” community organisations, government departments and other organisations to publicise events considered appropriate by the Shire.

Events should promote Broome or the Broome lifestyle and be a significant sporting, cultural, recreational, educational, community or tourist related activity.

Applications for promoting events outside the Broome Township will be considered if the applicant demonstrates a positive economic impact for Broome through the promoted event.

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The Shire provides this service to:

1. Enhance the ability of community organisations, government departments and organisations to promote Broome events through the use of Council's street sites on a "user pays" and "cost recovery" principle.
2. Convey timely information to the public about sporting, cultural, community, education, recreation and tourism events occurring in Broome.

## **Definitions:**

Community based "not-for-profit" organisations shall mean legally incorporated bodies in accordance with the *Associations Incorporation Act 1987*.

## **Part B**

### **Management Procedures**

#### 1. General

- Bookings shall be made through Shire of Broome Events department
  - Bookings will be accepted from organisations which are promoting an event that:
    - Increases visitation to Broome;
    - Assists the Shire to achieve relevant outcomes as per its strategic plan;
    - Provides direct economic benefits to Broome;
    - Is of significance to Broome, as the major town of the Kimberley region;
    - Reflects the Broome culture and lifestyle;
    - Enhances community engagement.
  - The hire of pole banner sites shall only be available for the entire number of pole banner sites for any of the approved pole banner localities identified in the policy, unless otherwise approved.
  - The Shire will not hire out banner frames for promoting events which conflict with community oriented events being held within the Shire, or where the event is considered to be inappropriate. The Shire reserves the right to accept or reject any application for hire of any banner site.
  - Where there is a conflict between two or more parties for a banner installation at the same location and time, community based event applications shall take precedence over all other applications.
  - Any conflict requiring resolution shall be referred to the Chief Executive Officer whose decision shall be final.
  - The Chief Executive Officer shall determine which banner application shall take precedence and no obligation shall exist to any particular applicant irrespective of the timing of the respective applications.
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## 2. Applications/Bookings

- The minimum hire period for all street banner locations is one (1) week and a maximum of six (6) weeks per booking. Banners shall be installed and removed and the hire period shall commence and end on a Monday.
- Events and activities that take place over a one-day period have a minimum booking period of one week, being the week in which the activity occurs.
- Organisations are limited to making two bookings per year, unless otherwise approved. However, bookings may be accepted throughout the year.
- Applications for bookings need to be submitted a minimum of four (4) weeks prior to the proposed installation date.
- Applications shall be accompanied with details of the proposed text and design including a sketch of each separate banner image.
- The applicant must accept and acknowledge full responsibility for public risk and indemnify the Council from and against all claims for damages and the like arising from the display of the banners.
- The overhead banner site may not be available at times throughout the year including the period between the last week of October and the first week of January depending on the Shire's installation of Christmas decorations, or in any other period.

## 3. Fees & Charges

- The Fees to be charged for the installation of banners shall be as stated in Council's Annual Statutory Fees and Charges Schedule which are set each year with the Shire Budget.
- Full payment is required within 14 days of booking.
- The following booking cancellation policy applies:
  - More than four (4) weeks notice prior to installation – full refund;
  - From two (2) to four (4) weeks notice prior to installation – 50% refund;
  - From one (1) to two (2) weeks notice prior to installation – 25% refund;
  - Less than one (1) weeks notice prior to installation – No refund.

## 4. Site Locations

- The overhead banner site is situated on Hamersley Street.
- The pole banner sites are situated at various localities as follows:
  - Cable Beach Rd (W) Divers Tavern to Cable Beach Club Resort - 6 poles
  - Frederick St near Broome Senior High School - 11 poles
  - Intersection of Frederick St and Cable Beach Rd (E) - 6 poles

- Corner Port Drive and Guy St - 5 poles

5. Guidelines

- All banners shall be supplied by the applicant.
- A high standard of design presentation is required to ensure banners are complimentary to the Broome streetscape and its public amenity.
- Designs should feature strong colourful graphics with a concise message, be visually pleasing and easily read by pedestrians and motorists.
- If a Shire logo is required, brand guidelines shall be adhered to and approved by the Shire prior to presentation of the banner for installation.
- Banner designs must adhere to the Shire's Banner Design Guidelines available from Shire of Broome Customer Service or [www.broome.wa.gov.au](http://www.broome.wa.gov.au) . The Shire is unable to erect banners which have not been made in accordance with these specifications.
- Banners may be reused for future bookings provided the banners are in a good state of repair and of a high standard of presentation.
- Banners that are in disrepair will not be accepted for installation until such time as they are repaired to a satisfactory condition and they meet the banner design guidelines.
- The Shire maintains frames suitable for pole-banners and the use and fitting of these frames are included in the fee.



## **Overhead Banner Details**

### **Hamersley Street**

- Material – Heavy Duty 650 gram PVC
- Dimensions – 9m length x 920mm width
- Eyelets – brass eyelets at corners and at every 100mm
- Wind vents x 8 ( V cuts )
- Small point of V cut towards the bottom
- All edges must be seamed
- Design should be on both sides of banner

## **Pole-Banner Details**

### **Various Approved Sites**

- Material – PVC 1-2mm thickness
- Dimensions – 2040mm length x 900mm width
- If a banner is less than 2020mm long when flat it will not fit so measurement must be accurate
- Top and bottom of banner to be sleeved – 70mm
- Brass eyelets to be placed in each corner and wind vents x 5 (V cuts)
- Small point of V cut towards the bottom
- All edges must be seamed
- Design should be on both sides of banner