



**DATE ADOPTED: 27 OCTOBER 2015**

**VERSION: 1.0**

## **POLICY OBJECTIVES**

The objectives of this policy are to:

- Establish the primary purpose of the sign.
- Outline the conditions of use for the sign.
- Provide an avenue of formal application for the use of the sign.

## **POLICY SCOPE**

This policy applies to the usage of the LED display on the sign that is located within Ministers Park, facing eastbound traffic on Les Darcy Drive (New England Highway).

## **POLICY STATEMENT**

Maitland City Council controls the sign. This highly visible position is a sought after location for promotional purposes. It is important that Council actively manage the items that are promoted on the sign to ensure it is being used for its intended purpose and that opportunity exists for proponents of events or initiatives of significant community interest to make application for its use.

### **1. The purpose of the Sign**

The primary purpose of the changeable LED display is to promote short term or seasonal items of significant community interest such as Council's flagship events, events that Council supports through sponsorship, other large scale events of community interest and days of significant community interest or celebration.

### **2. Conditions of use**

Council has an annual calendar that outlines the events and items of significance that currently appear on the sign, along with the length of time that they appear for. To ensure that applications for items to appear on the sign meet Council's purpose for their use, only the following categories of messages will be considered.

There is no application required or cost associated for items that fall under the following categories:

- Council's flagship events.
- One off or annual events or initiatives that are sponsored or supported by Council.
- Days of significant community celebration or commemoration.

An application is required to be submitted for consideration, at least two months in advance, with no cost associated for the following items:

- One off or annual events, programs or initiatives of significant community interest (not for profit).
- Days of significant community interest.

An application is required to be submitted for consideration, at least two months in advance, with associated cost for the following item:

- One off or annual events, programs or initiatives of significant community interest (commercial).

Applications will not be considered for items that do not fall under one of these categories.

The final sign off for content of the message sits solely with Maitland City Council.

The minimum time that a message can appear on the sign is one day.

### 3. Application for displaying a message on the sign

Council provides an application form outlining the conditions and asking for relevant information to assist in determining the viability of the application such as dates and event/item details. Applications will be assessed by management based on four criteria:

- Level of community interest and/or significance as demonstrated by the applicant.
- Alignment of the application to the themes of the Community Strategic Plan (Maitland +10).
- Relevance to the city.
- Availability of the sign within the calendar.

Applicants will be advised of the outcome of their application in writing within 28 days of receipt of application.

A cost will be incurred for some successful applications, as outlined in this policy, which is required to be paid in full in advance. This cost will be outlined at the time of application and be published as part of Council's annual fees and charges.

## POLICY DEFINITIONS

**Days of significant community celebration or commemoration :** Such as Anzac Day, Christmas Day, New Year's Day, Australia Day.

**Days of significant community interest:** Such as Earth Hour, National Tree Day, Clean up Australia Day.

**Commercial:** An organisation that is not defined as not for profit

**Not for profit:** An organisation that has not for profit status



## POLICY ADMINISTRATION

BUSINESS GROUP:	Planning, Environment and Lifestyle
RESPONSIBLE OFFICER:	Manager Marketing and Communications
COUNCIL REFERENCE:	Ordinary Council Meeting 27 October 2015 – Item 10.2
POLICY REVIEW DATE:	Three (3) years from date of adoption
FILE NUMBER:	139/1
RELEVANT LEGISLATION	NIL
RELATED POLICIES / PROCEDURES / PROTOCOLS	NIL

## POLICY HISTORY

VERSION	DATE APPROVED	DESCRIPTION OF CHANGES
1.0	27 October 2015	New policy adopted

