

Banner Pole Usage Policy

Date Adopted: 24 May 2022

Version: 3.1

Policy Objectives

The objectives of this policy are to:

- Define the current locations of banner poles available for banners across the city.
- Establish the purpose of banners.
- Outline the conditions of use for banners/banner poles.
- Provide an avenue of formal application for the use of banner poles for banners.

Policy Scope

This policy applies to all banners and banner poles under Council control across the city, both existing and future. This policy does not cover any banners that are covered under Council's Flying of Flags policy.

Policy Statement

Maitland City Council controls a range of banner poles across the city. Many of these are in highly visible areas and therefore are sought after locations for promotional purposes. It is important that Council actively manage the banners and banner poles to ensure that they are being used for their intended purpose and that opportunity exists for events or initiatives of significant community interest to make application for their use.

1. Current locations and numbers of banner poles across the city

Council currently provides banner poles in five precincts across the city:

- Central Maitland
- East Maitland
- Morpeth
- Maitland Gaol
- The Levee Shared Zone and Riverside Walk

2. The purpose of banners

Banner poles have been erected in areas of the city that either have a high concentration of through traffic, or are of significance to Maitland's visitor economy. There are two major purposes of changeable banners in these locations. The first is to provide a sense of arrival to the precinct or site

via brand identity and the second is to promote short term or seasonal items of significant community interest such as Council's flagship events or the celebration of Christmas.

3. Conditions of use for banners

Council currently has an annual calendar that outlines the erection and removal dates of banners to ensure that there are no timing clashes and work can be scheduled ahead of time. To ensure that applications for access to the banner poles meet Council's purpose for their use, only nine categories of banners will be considered.

There is no application required for banners for items that fall under the direct control of Council. These are:

- Council's flagship events.
- Council's community facilities.
- The celebration of Christmas.
- Brand Identity of the precinct.
- Vibrant City Sponsorship Program recipients (where flags are part of the sponsorship agreement inclusions).

An application is required to be submitted for consideration, at least four months in advance, for the following items:

- One off or annual events or initiatives that are sponsored by Council.
- One off or annual events or initiatives of significant community interest.
- Events or initiatives happening within Maitland Gaol.
- Events or initiatives happening at The Levee.

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

The final sign off for design sits solely with Maitland City Council.

The banner poles at Maitland Gaol are located on land that is considered part of the facility. Under the Heritage Act (1977) the banner poles were approved for the particular purpose of the promotion of the activities associated with the adaptive reuse of Maitland Gaol. Applications will only be accepted for banners at Maitland Gaol from events or initiatives that are happening within the Gaol.

At The Levee Shared Zone and along the Riverside Walk, banners are placed within light poles. A risk assessment outlines a number of these poles that must remain clear of banners.

4. Application for use of Council banner poles

Council provides a simple application form outlining the conditions and asking for relevant information to assist in determining the viability of the application such as dates and event 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 in the Community Strategic Plan (Maitland +10).
- Relevance to the precinct or facility.
- Availability of the banner poles 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 successful applications, 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

Banners / banner poles: Banners/banner poles that are under Council control and are not covered by Council's Flying of Flags policy.

Policy Administration

Business Group:	People & Performance
Responsible officer:	Coordinator Marketing & Communication
Council reference:	Ordinary Council Meeting 24 May 2022 - Item 11.1
Policy review date:	Three (3) years from date of adoption
File number:	139/1
Relevant legislation	The Heritage Act (1977)
Related documents	Flying of Flags Policy

Policy History

VERSION	DATE APPROVED	DESCRIPTION OF CHANGES
1.0	27 October 2015	New policy adopted
2.0	23 October 2018	Periodic review and inclusion of Levee light pole banners in the policy
3.0	24 May 2022	Periodic review and inclusion of Vibrant City Sponsorship Program recipients in the policy
3.1	-	Updated to new branding and alignment to organisation structure. No change to content.