

Council Policy NB-P-28

Display of Banners and Promotions on Council Facilities

Policy Statement

This policy outlines Council's position on the promotion of events, programs and services displayed on banners at Council's formal banner sites or displayed on Council facilities (e.g. Manly Town Hall) as a banner, illumination or otherwise. It aims to ensure a consistent, equitable and transparent approach for the management of requests to use these sites.

Council recognises the display of banners and the illumination of buildings is inexpensive and an effective way of promoting services, activities and events across the Northern Beaches.

Principles

To be eligible to display a banner on a Council facility, applicants must generally demonstrate their event or activity is consistent with one or more of the following:

- Primarily relates to an activity taking place in the Northern Beaches or relevant to our Local Government Area and our community.
- Provides environmental, recreational, social, educational, cultural benefits and/or support services for our community.
- Supports visitation to the Northern Beaches.
- Supports community-based activities that will have a direct economic benefit to the local economy.

To be eligible to illuminate Council facilities (including Manly Town Hall), applicants must generally demonstrate the following:

- Illumination is for the purpose of marking, honouring, celebrating or promoting events, community messages, causes and major cultural events.
- Illumination will not detract from the historic integrity of Manly Town Hall or any other such facility.

Priority for both banners and illumination is given to Council events, services and programs. Sites may also be hired by external organisations including government and not for profit organisations, community organisations, and businesses, to promote a range of events and activities aligned with the above.

Sites are only available for short term use. This aims to facilitate the promotion of as many events, programs and services as possible.

Council encourages the use of banners made from sustainable materials and/or banners that can be reused to reduce unnecessary waste.

Council reserves the right to refuse permission to display a banner, illumination or other display on any grounds. Any banners or illumination which directly advertises alcoholic products, gambling or smoking or is associated with political matters (including elections), a religious view or contains offensive or contentious material, or does not align with Council's adopted position or policy will not be approved.

Banners and illumination cannot be used as direct advertising for commercial products and businesses. However commercial business may hire a site for special events, programs and activities such as open days and registration periods that are deemed to be aligned with the above principles and provide community benefit.

Council may, by way of a Council Resolution, direct that a promotion for a particular event, political statement or otherwise be undertaken that does not conform to the principles above so long as it is lawful.

Scope and application

- This policy applies to all requests to use Council's formal banner sites and other facilities.
- Requests require an application. Approved requests for the display of banners are subject to Council's fees and charges and adherence to the terms and conditions listed in the Booking Contract.
- Hirers are responsible for all costs involved in designing, manufacturing, installing and removing the banner or illumination as outlined in the terms and conditions for each site.
- The implementation of this policy will be supported by relevant guidelines.

References and related documents

- Local Government Act 1993.
- Roads Act 1993.
- Environmental Planning and Assessment Act 1979.
- Northern Beaches Council Community Strategic Plan 2018 - 2028.
- Displaying banners at formal banner sites and Council facilities Guidelines
- Illumination of Manly Town Hall Guidelines.
- Northern Beaches Council Policy Framework – NB-P-01

Definitions

Banner - refers to an outdoor banner promoting an event, activity, service, and program to the public. They are usually made of canvas, polyester fabric or vinyl or via illumination.

Facility – Council building or structure

Formal Banner site - is a location on Council owned or managed land that has been approved for the display of outdoor banners, it may not necessarily have infrastructure, such as banner poles.

Illumination - projecting colours onto the façade of a building/ facility for the purpose of promoting an event, activity, cause or service.

Terms and conditions – these are included in the Booking Contract and outline the hirers responsibilities for the production, installation and removal of banners for each site. The Booking Contract is sent to the applicant when the request is approved. It is expected that the hirer adheres to all terms and conditions outlined for each location.

Responsible Officer

Executive Manager Parks & Open Space

Review Date

Every four years or as required. Variations to this policy may be sought by making written representation to Council. Any proposal for a variation would be considered on a case-by-case basis.

Revision History

Revision	Date	Status	TRIM Ref
1	29/01/2024	First draft Display of Banners and Promotions on Council Facilities	2024/011649
2	1/7/2024	Amended Draft Display of Banners and Promotions on Council Facilities	2024/011649
3	19/7/2024	Amended Draft Display of Banners and Promotions on Council Facilities	2024/011649
4	30/07/2024	Adopted Council Meeting 30 July 2024 and policy reference allocated – NB-P-28	2024/011649