



Hawkesbury City Council
Policy

Community
Banner
Poles
Policy

Hawkesbury City Council

Adopted by Council at the
Ordinary Meeting Held on
12 April 2011



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1. PURPOSE

- 1.1 To describe Hawkesbury City Council's approach to the assessment and 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. SCOPE

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

3. BACKGROUND

- 3.1 In response to requests from not-for-profit community groups and organisations to erect banners in the Hawkesbury LGA to promote their community activities or to convey information to residents, Council has erected permanent banner poles at key locations within the Hawkesbury Local Government Area.

Include something about~~ Requests to use the banner are also received from groups, organisations and businesses who host events of community interest. (Subject to GM discussions etc)

- 3.2 The community banner poles sites are located at:

Ham Common, Hawkesbury Valley Way, Clarendon;
Cnr. Bells Line of Road and Terrace Road, North Richmond
Cnr. Pitt Town Road and Windsor Road, McGraths Hill

- 3.3 The community banner poles set consists of two poles (8m in height) between which a banner is supported. Up to three banners can be displayed on a community banner pole at anyone time.

4. PRINCIPLES

- 4.1 Council acknowledges that it has a role in assisting community groups to raise awareness about issues impacting on residents and to promote activities and events which are undertaken for the community's benefit.
- 4.2 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.
- 4.3 Council has established community banner pole sites to provide safe and permissible locations for the display of banners by community groups. 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 groups of accessing these sites for the display of banners deemed to be in the community interest.
- 4.4. 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 group 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.



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- 4.5 Community banner pole sites will therefore be made available provided that the activity or information to be displayed on the banner refers to an event, activity or publicises information which delivers a demonstrable community benefit or outcome which aims to
- 4.5.1 Raise funds for donation to a registered charity;
 - 4.5.2 Raise funds in conjunction with a 'community appeal';
 - 4.5.3 Generate income to be used to supplement funds ordinarily used to operate a not-for-profit funded or volunteer service or program;
 - 4.5.4 Facilitate a free community event or activity which is open to all members of a community;
 - 4.5.5 Facilitate a community event or activity where, if an entry fee is charged, the fee is set at a full or partial cost-recovery basis and is not intended generate a private commercial gain for the organiser of the event or activity;
 - 4.5.6 Raise awareness within the community about a matter of public health or safety, generally in conjunction with a regional, state or national public education campaign and which is co-ordinated by a reputable and/or accredited public institution or registered charity;
 - 4.5.7 Advises the community of activities of a local sporting, leisure, hobby, cultural or other community based not-for-profit community group which has been established by members of the community to promote a collective interest within the community;
- 4.6 Council may approve the display of a banner proposed by a corporate, commercial or for profit enterprise provided that the intent of the banner is to promote a free or cost recovery community event or activity, where the net proceeds of the event or activity are used for the one of the purposes identified in clauses 4.5.1, 4.5.2, 4.5.3 as outlined above. In the context of a commercial undertaking, a donation of \$1,000 (derived from the net proceeds of the event) would be a reasonable minimum level of donation.
- 4.7 Council will not generally approve the display of a banner where to do so would place Council in conflict with its adopted *Sponsorship Policy*. In this context Council may choose not to approve a banner where;
- 4.7.1 The text of the banner may be in breach of a legislative provision enacted by the state or federal government or a Council regulation or statutory responsibility and which may be perceived as encouraging persons to disregard or contravene these provisions;
 - 4.7.2 The text of the banner is overtly party political (unless Council has explicitly resolved to approve the display of such a banner in conjunction with its legitimate role as a community advocate-.
 - 4.7.3 Where the activities of the organisation seeking approval to display a banner could impact adversely on Council's reputation or where the banner seeks to promote an event or activity which could be perceived by the broad community as inappropriate;
 - 4.7.4 Where the approval of the text of a banner could compromise, or be seen to compromise Council's ability to exercise its role or functions impartially on behalf of the community, or which otherwise might diminish public confidence in Council.
 - 4.7.5 The text of the banner could be perceived as an implicit endorsement by Council of a commercial product or service and where the promotion of an ostensibly community event is incidental to the promotion of a corporate or commercial entity for marketing purposes.
 - 4.7.6 The display of a banner may be perceived as conferring unfair financial advantage to a corporate, commercial or for profit enterprise or where such a banner may be perceived as commercial or corporate advertising.



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4.8. Where a banner which has been approved for display is subsequently determined to be in breach of the provision of Clause 4.6 or 4.7 Council reserves the right to remove and impound a banner without reference to the banner applicant.

5. DEFINITONS

5.1 Commercial or for-profit enterprise is defined as any group that is NOT a non-profit organisation and which operates for the profit or gain of its individual members, whether these gains would have been direct or indirect.

5.2 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
- 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

5.3 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.

5.4 Keys refer to the keys used to open the banner poles.

5.5 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.

5.6 Week for the purposes of this Policy a week is determined as Tuesday to Monday.

6.0 ROLES AND RESPONSIBILITIES

ROLE	RESPONSIBILITIES
Customer Service Officers	Receiving applications and processing, answering incoming enquiries/bookings, handling of payment and bonds, managing the loaning of keys.
Manager Parks and Recreation	To oversee the implementation and the revision of the policy and make determination where the issue is grey.
Director Infrastructure Services	To determine if banners can be placed in alternative locations to the permanent banner poles for one off requests.

7.0 TRAINING REQUIRED

7.1 Training and refresher sessions will be arranged from time to time for relevant Council officials on the contents and implementation of this policy.



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- 7.2 All groups are given a procedure for the installation and removal of banners on the permanent banner poles prior to attempting this activity

8.0 AMENDMENTS

Council reserves the right to review, vary or revoke this Policy. Notwithstanding, the Policy will be reviewed at least within 12 months after election of a new Council. Amendments to the Policy other than amendments due because of legislative changes will be reported to Council.

9.0 PROCEDURES

- 9.1 This policy allows for the erection of banners by not-for-profit organisations for community information/activities/events held within the Hawkesbury Local Government area or for a purpose approved by the Director of Infrastructure Services.
- 9.2 Banners are to be placed on permanent purpose built banner poles at the locations identified in Clause 3.2 and other locations as determined by the Director of Infrastructure Services.
- 9.3 Commercial or for-profit enterprises may apply to display a banner provided that the purpose of the banner is consistent with the Principles outlined in Section 4 of this Policy.
- 9.4 Council managed civic and community events often have short notice periods for their organisation and therefore at the time of seeking to use them, the banner poles are already pre booked by other groups. Due to their importance and the Council's commitment to support their own sponsored or hosted event, the Director of Infrastructure Services can give permission for their banners to be placed at alternative locations.
- 9.5 The placing of a banner is subject to the following conditions:
- 9.5.1 Permission to erect banners to be obtained by written application and will be subject to Councils fees and charges.
 - 9.5.2 Applicants must provide evidence of Public Liability Insurance for a minimum of \$10 million (ten million dollars).
 - 9.5.3 Due to the high demand for the usage of banner spaces, banners can only be erected for a maximum 2 week period. Back to back bookings are not permitted without a week break in between.
 - 9.5.4 Bookings will be accepted no earlier than 6 (six) months prior to an event for (1) one banner only at 1 (one) location only, to allow maximum use of available space by the community. Additional banners could be displayed, subject to space being available when a request is received, (no more that three weeks prior to the advertised event).
 - 9.5.5 Responsibility for erection and removal of the banner is to remain with applicants
 - 9.5.6 Keys can be collected on the required Tuesday between 8.30 and 5pm.
 - 9.5.7 Banners are to be removed and the keys to be returned on the required Monday between 8.30pm and 4pm. A late fee is applicable as per Councils Fees and Charges if the banner is not removed and/or the key not returned within the required timeframe.