



Council Policy Manual

CP18.5 HIRE OF CITY BANNER AND FLAG SITES

POLICY OBJECTIVE

To:-

1. enhance the city's visual appearance and sense of vitality through the use of banners and flag poles on a "user pays" principle and a cost recovery basis.
2. convey information about sporting, cultural, community, recreation and tourism events occurring in the city at the time of the display of the banners or flags.

POLICY STATEMENT

1. Policy Principles

- 1.1 City of Perth banner masts, street banner and flag pole sites are available for hire by organisations to publicise events considered appropriate by the City.
- 1.2 Priority will be given to events that promote Perth and are related to major sporting, cultural, recreational, community or tourist activities.
- 1.3 The City will not lease sites for banners and flags which advertise events which conflict with events being held in the city.
- 1.4 Applications for events which are in regional Western Australia will be considered if the applicant demonstrates a positive economic impact by the promoted event for the city.
- 1.5 Bookings will be accepted for organisations which are promoting an event that:-
 - 1.5.1 increases visitation to the city;
 - 1.5.2 provides direct economic benefits to the city;
 - 1.5.3 is of significance to Perth, as the capital city of Western Australia;
 - 1.5.4 is a national or international event which bring prestige to Perth; and
 - 1.5.5 reflects the Western Australian culture and lifestyle.



Council Policy Manual

CP18.5 Hire of City Banner and Flag Sites

- 1.6 The City has the discretion to accept or reject applications for hire of banner/flag pole sites.

2. Applications/Bookings

- 2.1 Banner masts, street banners and flag poles sites may be booked for a minimum of one week and a maximum of two weeks per booking, with the hire period being from Sunday to Sunday.
- 2.2 Events that take place on a single day have a maximum booking period of one week, being the week in which the event occurs.
- 2.3 Bookings can be made up to two years in advance. Organisations are limited to making two bookings per year, unless otherwise approved by the Chief Executive Officer.
- 2.4 Bookings may be made by 31 January each year for the following two years, in order for preferred bookings dates to be confirmed as early as possible. However, bookings are accepted throughout the year.
- 2.5 The applicant must accept and acknowledge full responsibility for public risk and fully indemnify the Council from and against all claims, judgements and the like arising from the erection or display of the banners/flags.

3. Fees & Charges

- 3.1 A deposit of 10% of the total booking fee is required. In the event that repairs to banners/flags are required this deposit will be used to cover costs associated with maintenance undertaken. If no repairs are required during the booking, this fee will be deducted from the final account.
- 3.2 Notice of a booking cancellation is required three months in advance, in which case the 10% deposit will be refunded. For bookings cancelled less than three months prior to the commencement of the hire period, the deposit will be forfeited.



Council Policy Manual

CP18.5 Hire of City Banner and Flag Sites

4. Site Locations

- 4.1 All banners masts and/or flag poles within a designated site, as detailed in the City's Fees and Rates Schedule, are to be used by the applicant over the booking period with banners and/or flags made and installed in accordance with specifications provided by the City of Perth.
- 4.2 Due to the City's installation of Christmas decorations, street banner sites and Murray Street Mall banner sites are not available for hire between the last week of October and the first week of January.

5. Design Guidelines

- 5.1 Applications for all banners and flags sites must be supported by details of the proposed text and design including a sketch of each separate banner/flag image at least three months prior to the proposed installation date.
- 5.2 Banner and flag designs must adhere to the City's Banner and Flag Design Guidelines available from the City's Customer Service Desk and www.perth.wa.gov.au. The City will be unable to erect banners/flags which have not been made in accordance with these specifications.
- 5.3 Banners/flags may be reused for future bookings provided the banners/flags are well maintained and of a high standard of presentation.



Council Policy Manual

CP18.5 Hire of City Banner and Flag Sites

| Document Control Box | | | | | | | |
|-----------------------------------|----------------------------|---|----------------------|------------------|--|------------------|----------|
| Document Responsibilities: | | | | | | | |
| Custodian: | | Custodian Unit: | Marketing and Events | | | | |
| Decision Maker: | | | | | | | |
| Compliance Requirements: | | | | | | | |
| Legislation: | | | | | | | |
| Industry: | | | | | | | |
| Organisational: | | | | | | | |
| Document Management: | | | | | | | |
| Risk Rating: | | Review Frequency: | | Next Due: | | TRIM Ref: | P1006687 |
| Version # | Decision Reference: | Synopsis: | | | | | |
| 1. | OCM 16/10/72 | Previous Policy No. F30, W13, W1, SU52, ST7 | | | | | |
| 2. | OCM 16/03/92 (289(a)/92) | . | | | | | |
| 3. | OCM 16/03/92 (291/92) | | | | | | |
| 4. | OCM 16/03/92 (292/92) | | | | | | |
| 5. | OCM 15/06/92 (769/92) | | | | | | |
| 6. | OCM 20/07/92 (963/92) | | | | | | |
| 7. | OCM 14/12/92 (1875/92) | | | | | | |
| 8. | OCM 15/03/93 (291/93) | | | | | | |
| 9. | OCM 20/09/93 | | | | | | |
| 10. | OCM 14/03/95 | | | | | | |
| 11. | OCM 25/11/97 | | | | | | |
| 12. | OCM 28/04/98 (353/98) | | | | | | |
| 13. | OCM 31/10/06 (767/06) | | | | | | |
| 14. | OCM 27/01/09 (48/09) | | | | | | |
| 15. | OCM 11/10/11 (632/11) | | | | | | |