



POLICY NO	CP/COM-3585	
POLICY	Hire of Banner Poles	
RESPONSIBLE DIRECTORATE	Community Development	
RESPONSIBLE OFFICER	Community Development Officer	
COUNCIL ADOPTION	Date: 31/01/2017	Resolution No: 11591
REVIEWED/MODIFIED	Date:	Resolution No:
	Date:	Resolution No:
REVIEW DUE	Date: September 2018	
LEGISLATION	<i>Shire of Wyndham East Kimberley Local Government Property Local Law 2003</i>	
RELATED POLICIES	CP-FIN 3211 Fees and Charges Pricing Policy	
RELATED ORGANISATIONAL DIRECTIVES	Nil	

PURPOSE:

The purpose of this policy is to provide clear guidance for the management of the Shire banner poles located in Messmate Drive, Kununurra and Great Northern Highway, Wyndham.

DEFINITIONS:

Nil

POLICY STATEMENTS:

The Shire of Wyndham East Kimberley banner poles are available for use by organisations wishing to publicise forthcoming events, activities or campaigns approved by the Shire.

Events to be promoted on the Shire's banner poles must be:

- An event run by a not-for-profit organisation;
- An event run by a government organisation that is of interest to the general public; or
- A major event that promotes and attracts large numbers of local, interstate and overseas visitors to the Shire of Wyndham East Kimberley.

Bookings and Applications

The minimum hire period for banner poles is one week per booking, with the maximum booking period being four weeks, unless otherwise approved. The booking period is from Friday to Friday. Bookings can be made up to one year in advance.

Hire of the Kununurra banner poles are reserved from 1 March - 31 May for the annual Ord Valley Muster. Hire of both the Kununurra and Wyndham banner poles are reserved from 1 December – 10 January annually for the Shire's Christmas banners. Banners for the Ord Valley Muster may be approved to be installed before or remain in place after the reserved period, provided there are no other applications for use of the banner poles during the extended periods.

An application form must be completed including details of the banner design, and submitted to the Shire a **minimum of 8 weeks prior** to the proposed period of use. Public Liability Insurance to a value not less than \$10 Million must be included.

The installation and removal of the banners must be organised by the applicant, in accordance with any Traffic Management requirements. The Shire will not reimburse the applicant for any damage or theft incurred to their banner whilst being displayed. The cost of production of the banners will be met in full by the applicant.

Any application for the hire of the Wyndham banner poles will also require the approval of Main Road Western Australia. The Shire will provide written approval which may include conditions that must be adhered to by the applicant.

Location of Banner Poles

There are eight banner poles located on Messmate Drive Kununurra, and six banner poles located on Great Northern Highway Wyndham. Each banner pole has been allocated a number, as noted on the Hire of Banner Poles Application Form, for easy identification.

Design Guidelines

All banners are to adhere to the following guidelines:

- The banner is to be of a high standard of presentation, visually pleasing, and containing concise wording which can be easily read by motorists and pedestrians;
- All sponsorship advertisement on banners is limited to 20% of the total banner area;
- The banner is to contain no advertising of alcohol or tobacco products;
- The banner is to comply with the design specifications as outlined in the Hire of Banner Poles Application Form; and
- Banners may be reused for future bookings provided they are well maintained and of a high standard of presentation.

All designs are to be approved by the Shire prior to installation.

EXPLANATORY NOTES:

Nil

RISK:

Risk: Inability to deliver levels of service expected by the community.

Control: Clear guidance for management of the banner poles to determine expected level of service.