

COMMUNITY AND SPORTING BANNERS GUIDELINES

DECEMBER 2019

SUTHERLAND SHIRE



PURPOSE

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. The purpose of this guideline is to provide an effective method of promoting and managing the temporary display of promotional, horizontal and vertical banners throughout the Shire by community groups. The guideline includes corporate banner poles in shopping centres and on main roadways. This is also to provide an inexpensive and effective form of promotion of road safety, community services, community, sporting activities and events.

BACKGROUND

Council recognises that this form of advertising is inexpensive and an effective way of promoting community services, activities and events across the Shire.

A guideline is required to put in place control measures on banners and signs erected in a public place within the Sutherland Shire Area and primarily aims to provide an approval mechanism for the erection of non-commercial, temporary advertising such as banners on sporting oval fences and reserves and approved banner poles. Such approval is generally restricted to community, non-profit groups and organisations for the erection and placement of such signage so as to preserve public amenity and safety. To assist non-profit and community organisations Council does not currently charge a fee for the use of the approved locations, however this is subject to change as determined by the annual fees and charges schedule adopted by Council.

At present there are several approved banner locations in the Sutherland Shire as well as corporately used poles within the shopping centres throughout the Sutherland Shire, for Council's purpose.

Council's corporate banners erected throughout CBD's and main roadways will enhance and provide colour to the streetscape while promoting Shire events and festivities.

GUIDELINE

To develop and maintain a register and booking system of banners and signs approved by Council to be erected in/on a public place for the advertising of community events and functions. The primary aim of the Guideline is to permit applications for the erection of signs and banners by eligible organisations that achieve the "non-profit" status. However should any party or organisation that does not satisfy the definition of "non-profit" be able to adequately justify why they should be permitted access to the Guideline then consideration will be given to that request. Any such request must be made in writing justifying the benefit to the Sutherland Shire.

The following principles underpin the guideline:

- To allow opportunities, where appropriate, for sporting clubs to promote their activities and acknowledge their financial supporters.
- To discourage the proliferation of signs at recreation reserves
- To encourage a co-ordinated approach to advertising where there are multiple user groups of recreational reserves
- Raise funds for donation to a registered charity;
- Raise funds in conjunction with a 'community appeal';
- Facilitate a free community event or activity which is open to all members of a community;
- 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 coordinated by a reputable and/or accredited public institution or registered charity;
- 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;

Banners or signs should not interfere with pedestrian or vehicular movement and must not encroach over the kerb toward the carriageway. A maximum of 10 banners or signs may be displayed at any approved location at the same time. The location needs to be aligned with the community event, ie

Cronulla not to advertise in Engadine etc. A further application may be made to Council two weeks prior to the event for additional sites and this request will be reviewed subject to current demand.

The current use of banner poles throughout the Shire's shopping centres are used at Christmas time, Australia day, Anzac day and throughout the year to display the corporate primary community strategies.

The program is not intended to be used as advertising for products, services or individuals but to promote activities and community events within the Shire.

Sutherland Shire Council currently does not allow for commercial or community based installations of banners in the public place. This is always subject to review in future revisions of Council direction.

Banners must not be displayed until approval of Council has been obtained.

No application fee is prescribed for genuine non-commercial advertising of cultural, sporting or community entertainment activities. All applications should contain the following information:

- Precise location of the proposed signage
- Type and nature of the banner.
- Purpose of advertising.
- Qualifications of the organisation as a local charitable or community service organisation.
- Date of display
- Signage may only be displayed for a period of not more than 1 month prior to the event and to be removed on the day following the event.
- Approval may only be granted for display of advertising by recognised local organisations of a charitable or community service nature.
- All unauthorised advertising will be removed and impounded by Council.

BOOKING OF BANNER LOCATIONS

Council's Public Domain Asset branch will be responsible for all enquiries regarding banner locations and will manage the booking process. Approved banner locations will be reviewed by Public Domain Services periodically.

- Official banner sites can be booked up to 12 months in advance but at least 14 days prior to the event
- All approved banners/signs are to be placed for a **maximum of 4 weeks**.
- All groups have equal access to banner sites on a first booked basis.
- All sites may be booked by community groups, but will be subject to cancellation should Council require a particular site.
- Booking requests must be received by email or by phone, community banner requests are entered into Council's Customer Request System by our Customer Service Centre.
- All requests should include the proposed wording of the banner, the dates to be displayed and the reason for the banner advertisement.
- The booking request will be confirmed or refused in writing, via email or by phone.
- All community banners are to have the CR number, provided by Council, and it is required to be printed on the front of all approved banners.

SIZE AND PRESENTATION OF BANNERS

- Community Banners should display appropriate content in relation to community activities, and should conform to Council's Corporate Communications standards.
- Banners must appear neat and tidy, and be securely attached to the poles and/or Council fencing
- Banners can be a maximum of 2.8m x 1m (horizontally) and **must have air flaps** to prevent damage to Council's fence.
- Banners for Community Initiatives can be a maximum area 2.8m². ie 2m * 1.4m = 2.8m² **must have air flaps**.

CONFISCATION OF BANNERS

Council has the right to confiscate banners, specifically, but not limited to when:

- Banners are displayed at non approved sites.
- Banners are displayed at approved sites without a booking.
- Banners are displayed beyond the removal date.
- Banners project an offensive message
- Banners display an offensive image
- Banners contain offensive language
- Incites hatred or aggression in any form
- Is unlawful under local, state or federal law
- Is considered as promotion of a political, racial or religious nature; and
- Is of a commercial nature that provides benefit to a private entity or person.
- When the banner/sign is damaged and/or is causing a hazard to pedestrians or Council property (i.e damaging fences).

FEES & CHARGES

- Not for profit groups, sporting and community organisations are not charged a fee to book or place a banner at an approved location.
- Commercial operators for Council approved community events are charged a fee when using Council's staff to put up and remove signs/banners, this is included in Council's adopted annual Fees & Charges.
- A fine will be issued for unauthorised banners/signs

ERECTING AND REMOVING BANNERS

Community groups are responsible for erecting and removing their own banners on all Council fences within the booking period provided. All approved banners/signs on Council fences are to be placed no higher than 3m.

Commercial operators for Council approved community events can erect their own signs/banners on Council's official banners sites but must provide Public Liability Insurance or they can pay a fee (Council's adopted annual Fees & Charges) to have Council's sign shop put them up and remove them.

APPROVING AND MONITORING BANNER LOCATIONS

The approved banner locations and banner pole locations are listed in Appendix A of the Guideline, new locations may be added and listed locations may be removed at Council's discretion. Examples of approved banners and non-approved banners are shown in Appendix B. Council Environment Regulation Officers and Public Domain Services staff are responsible for monitoring banners displayed in the Sutherland Shire.

Council acknowledges that banners located on other public utilities (i.e power poles and Sydney Trains fences), are not monitored or maintained by Council.

LIABILITY

Any damage to public land or Council property, as a result of the erection of any banner or sign will be repaired at the expense of the organisation displaying the banner or sign. It should also be noted that Council is not liable or responsible for banners or signs, which are lost, stolen or damaged.

SPORTING ASSOCIATION BANNERS AND SIGNS

For the purpose of this guideline Sporting association banners and signs are defined under 3 classifications:

- 1) Sponsorship signage

- 2) Game Day signage
- 3) Pre-Season recruitment signage

SPONSORSHIP SIGNAGE

Council will allow sporting associations to display signage that includes private companies only if they are clearly identified as sponsors of that club. All signage must clearly contain the sporting clubs name and logo. Private company logos and sporting association logos must be proportionate in size and the colour of the banner predominately in the club's colours.

Signage with sponsorship details may be displayed at the associated sporting field or club house from the **beginning of the relevant sporting season/field access and must be removed at the end of that sporting club's field access**. Affected neighbouring properties are to be consulted and advised when sponsorship signs are installed. Please note if a banner/sign is damaging and/or is causing a hazard to pedestrians or Council property (i.e. damaging fences) this sign may be removed without notice and the owner of the banner/sign will be contacted.

GAME DAY SIGNAGE

In the case of signage/banners/tear drops displaying a private company's details solely with no reference to the sporting club or association in anyway, **these can only be put up on game day and must be removed at the end of that day (set up and pack up)**.

PRE SEASON RECRUITMENT SIGNAGE

For the purposes of recruitment and player registration details, sporting associations may display signage at the associated sporting field or club house. For locations other than their own field application is to be made through the council and the relevant approval number, once given, must clearly be displayed on the front of all signage to avoid removal by Council, **please note these particular banners/signs can only be displayed for a maximum of 4 weeks**. Locations will be approved only in the surrounding vicinity of the Home Ground Suburb.

AMENDMENTS

Council reserves the right to review, vary or revoke this Guideline. Notwithstanding, the Guideline will be reviewed every 12 months. Amendments to the Guideline other than amendments due because of legislative changes will be reported to Council.

DEFINITIONS OF TERMS

Term	Meaning
Banner	A soft plastic/mesh/canvas/poly canvas material bearing letters and numbers and/or pictures, and visible from or on a public place. Banners are usually longer than they are high and fixed to a solid frame or posts
Sign	A rigid article made of tin/wood/core flute/paper etc, bearing letters and numbers characters and/or pictures, and visible from or on a public place. Signs are usually affixed to one or two posts.
Banner Pole	refers to specifically erected poles in the shopping centres as list in Appendix A
Non-Profit Organisation	Is an organisation that is not operating for the profit or gain of its individual members, whether these gains would have been direct or indirect. Any profit made by the organisation goes back into the operation of the organisation to carry out its purposes and is not distributed to any of its members.

Commercial or for-profit	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
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APPENDIX A

APPROVED COMMUNITY BANNER LOCATIONS

Sports club buildings, sport field and fences and some reserves

OFFICIAL BANNER LOCATIONS (Council use only)

Corner Kingsway/Princes Highway, Kirrawee
 Corner Sylvania Rd/Kingsway, Miranda
 Corner Gannons Road/Kingsway, Woollooware
 Menai Footbridge – Menai Road, Bangor

BANNER POLE SITES (Council use only)

6 x Miranda (Kingsway)
 6 x Engadine (CBD)
 25 x Sutherland (CBD)
 40 x Gympie (CBD)
 23 x Cronulla (CBD)
 6 x Caringbah (Kingsway)
 3 x Menai (Menai Rd & Carter Rd)
 5 x Taren Point (Taren Point Rd Nth end)

PROHIBITED LOCATIONS

Within 20 metres from a roundabout
 State Rail fences
 RMS fences
 Trees (nailed on or tied to or in between)
 Power Poles (Ausgrid)

APPENDIX B

APPROVED EXAMPLES OF SIGNAGE



Clearly shows club information



Sponsorship signage clearly shows sporting club.



NOT APPROVED EXAMPLES OF SIGNAGE



Private Advertising

No Club
details



Private Advertising

