

City of Gold Coast Street Pole Banner Terms and Conditions

Please read and ensure you understand these terms and conditions before accepting your City Banner Booking Quote.

Bookings

City of Gold Coast (City) offers organisations the opportunity to hire street pole banners across the city.

Banner booking application forms should be submitted to Council a minimum of eight weeks prior to the proposed installation date to allow for booking and production time. This allows for approximately three weeks for the quote, booking and payment process, and five weeks for the artwork, banner manufacture and installation process. Banners are booked in whole zones, for zone maps please see the Banner Guideline Booklet.

Upon receipt of a booking application form, the City will provide the hirer with a quote. All quotes are valid for 14 days and banner bookings and times are secured by payment in full. Once the quote has been accepted by the hirer, the City will send an invoice, and payment must be made within fourteen days to secure the booking. Bookings are released without notice if the hirer does not accept the banner booking quote or payment is not received within this timeframe.

Hire period

Minimum booking period for banners is two weeks, and maximum booking period is four weeks. Longer periods of time will be considered and will also be based on availability.

Bookings cannot be paid and confirmed more than six months in advance.

Hirers should allow up to three days' variance on the duration of their booking period, as the installation of banners depends on traffic, weather and the number of banners being installed.

Banner design

Banner artwork must be sent to the City via the City Reputation Officer for approval before production begins.

An average of one to two designs is encouraged. A maximum of four designs per campaign is advised. The same campaign must be installed through whole banner booking zones to minimise confusing messaging and to provide optimum promotional and visual outcomes.

Banner content that would not be approved include those that:

- (i) conflict with legislation;
- (ii) denigrate, discriminate or offend any person or group;
- (iii) support or oppose political organisations;
- (iv) contain election material as defined in s.90D of the Local Government Act 2009;
- (v) present a health or safety hazard to the community;
- (vi) are not consistent with the Council's vision or corporate objectives;
- (vii) detract from the aesthetics or urban design qualities;
- (viii) detract or negatively impact on Council and/or its asset; or
- (ix) any advertising that Council of the City of Gold Coast deems not appropriate as determined by the CEO or delegate.

All advertising must adhere to the Australian Association of National Advertisers (AANA) guidelines.

The City does not take responsibility for any production, approval, or installation delays if the above conditions are not followed.

Banner production

The hirer must meet all costs relating to the artwork and printing of their banners. Banners must be printed by the City's supplier. This supplier is the result of a public tender and the City cannot recommend other print suppliers or accept printed banners from other external printers.

Banner installation

The hirer must meet all costs relating to the installation of banners, including costs associated with road closures (where applicable). All banners are installed and removed at night, to minimise road disruptions, by the City's supplier, in compliance with the installation contract.

Some of the poles may be unavailable on the day of installation due to on-going construction and maintenance work throughout the city.

Banner return

It is the hirer's responsibility to check the returned banners to ensure all banners have been received. The City does not take any responsibility for lost, stolen or damaged banners. All hirers may be charged a banner return or disposal fee.

If banners are damaged due to weather conditions or other factors during the hire period, they will be removed by the City as soon as reasonably possible.

Where possible, removed banners may be repaired and reinstalled in consultation with the hirer. Any costs incurred for removal, repair and re-installation of damaged banners are at the hirer's expense.

Banner re-use

Banners remain the property of the hirer and may be re-used for future campaigns providing they are washed, individually packaged, labelled correctly, and are in good condition, as specified by the City's installation supplier. Any costs incurred for treatment, packaging and labelling are at the hirer's expense.

Due to workplace health and safety, the City will not re-install banners that have not been printed by the City's supplier or have not been washed and individually packaged and labelled.

The City reserves the right to decline installation if the banners for re-use are determined not to be in good condition (e.g. too faded or torn). If the hirer is unsure whether the banners are in a condition suitable for re-use, a sample banner may be sent to City Banners for confirmation that the banners are acceptable for installation.

Approval is required for all designs, even if banners have been used previously and printed by a City supplier.

Banners that have been washed, labelled, and stored for re-use may be disposed of after 12 months, at the City's discretion, if no re-use booking has been received.

Cancellations

The City (via delegated City Reputation Officer) reserves the right to cancel any bookings up to 30 days before commencement of the hire period, or at any time prior to installation if a booking is taken within the 30 days prior to installation.

The City will not be liable for any costs arising from cancellations but will refund fees if the cancellation is not due to the hirer's request.

The City may cancel bookings for reasons such as (but not limited to) unplanned works or maintenance, occasions of State or National significance, requests by asset owners, or weather conditions that are deemed unsafe.

The hirer acknowledges and accepts that the City may, at any time during the hire period, remove the hirer's banners at the City's discretion. This accommodates for unscheduled maintenance or weather variance.

Hirers must give the City (via the City Reputation Officer) at least eight weeks' notice of any cancellations in writing. If hirers cancel bookings within the eight-week notice period, a cancellation fee of 50% of the weekly pole hire fee will be incurred, along with any printing fees.