

Banner Booking Policy

DETAILS

Council Admin

Effective from:	16 February 2021	
Contact officer:	Manager, Corporate Communication	
Next review date:	February 2023	
File reference:	HL21/750/02/01(P1)	
eDRMS	This policy	A50989377
	Value Proposition	A50979397

OBJECTIVES AND MEASURES

Objectives	Provide a coordinated and visually appealing approach to the management of banners across the city and on Council of the City of Gold Coast (Council) owned poles; whilst returning revenue to cover the operational costs
Performance measures	<ul style="list-style-type: none"> • Cost recovery in the first four years (hire fee performance) • Number of banners booked annually
Risk assessment	Low

POLICY STATEMENT

The Banner Booking Policy provides a coordinated approach to the management of banners attached to Council owned poles located in public roads, paths and parks.

The policy covers standards and procedures for Council owned poles as well as the important integration and interfaces with poles owned by Energex to support consistent visual outcomes in the city.

This policy seeks to improve asset management, branding, visual outcomes in public domain and provide a source of revenue.

Banner bookings must be managed in accordance with the Banner Booking Policy Standards (Attachment 1).

SCOPE

In scope

- Banner bookings and installations on Council owned poles (Rate 3 poles) in public roads and parks
- Integration and referral advice (artwork and locations) on banners on Energex poles
- Banner sponsorships on Council owned poles
- Banner designs and requirements (sizes, approvals, graphic design) on Council- owned poles
- Banner booking zones and locations in the city
- Booking system procedures (fees, customer experience) on Council-owned poles

Out of scope

- Banners proposed for installation on poles located on state-controlled roads
- Banner bookings and installations on TMR poles
- Banners on private property or private venues
- Other advertising devices on Council owned land or assets
- Flag poles in road reserves and parks

Banner Booking Policy

DEFINITIONS

Terms used in this document.

Banner – lightweight vertical promotional signage attached to Council of the City of Gold Coast streetlight poles in public roads and parks.

Council-owned poles – Rate 3 light poles which are assets of the Council. Banners can be attached to these poles where suitable. These are distinguished from poles owned by Energex, TMR or private entities

RELATED POLICIES AND DELEGATIONS

Asset Custodianship Policy (Infrastructure and Land) (for datasets)
Community Grants Policy
Council Events and Program Policy
Discretionary Funds Policy
Delegated Power and Authorisations Policy (for exemptions)
Incoming Sponsorship Policy
Procurement Policy and Contract Manual (for banner installers)
Revenue Policy (for hire fees)
Signage and Brand Policy (for logo use)

Delegations

DE02167

DE02496

LEGISLATION

Local Government Act 2009, s. 9, s. 28, s. 60, s. 262

Local Law No. 7 (Council Property) 2008, s.6

SUPPORTING DOCUMENTS

ATTACHMENT 1

Banner Booking Policy – Standards

This document includes:

Standards for design (banner sizes, locations, artwork requirements, non-commercial uses).

Standards and procedures for booking system (fees exemptions and customer experiences).

Supporting guidelines and strategies

Gold Coast Brand Guide

City Reputation Strategic Plan

City Banner Design Guidelines #77267770

Incoming Sponsorship Policy

Banner Booking Policy

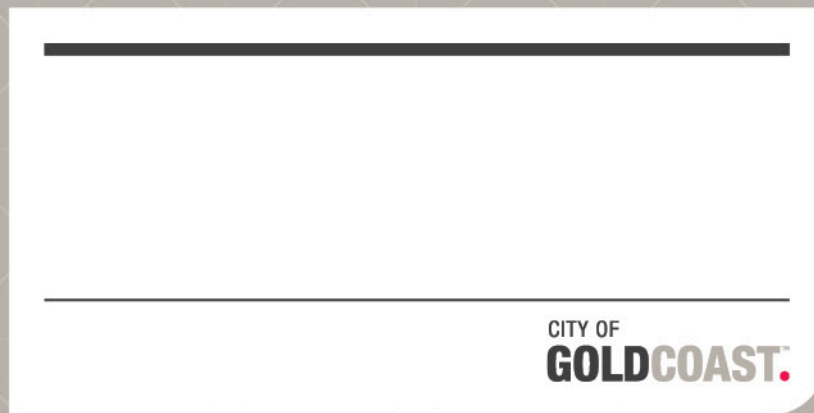
RESPONSIBILITIES

Sponsor	Chief Operating Officer
Owner	Executive Coordinator - Corporate Communication

VERSION CONTROL

Document	Date	Approved	Amendment
A50989377	16.02.2021	GA21.0211.004/G2102.16.025 & A62240381	Major changes
57208821 v8	14.06.2018	COO #69960839	Ownership change
57208821 v7	15.05.2017	COO #62144070	Minor corrections
57208821 v6	01.02.2017	ED17.0216.004 / G17.0221.020	New policy

Banner Booking Policy – Attachment 1



Standards

16 February 2021 GA21.0211.004/G2102.16.025

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1. Introduction

1.1 Executive Summary

Council's Banner Booking Policy provides a coordinated and visually appealing approach to the management of banners attached to public lighting poles owned by the Council of the City of Gold Coast (Council), located in Council roads, paths and parks.

The policy also covers standards and procedures for Council owned poles and the important integration and interfaces with columns/ poles owned by Energex to support consistent banner installation and related visual outcomes throughout the Council area.

It supports standards for

- Banner designs and requirements (size and graphic design)
- Banner locations (pole zones)
- Booking system procedures (fees, customer experience)

This policy impacts Council assets managed by City Assets (Road Assets), Parks and Recreation Services, and Community Venues and is a policy owned by Corporate Communication, Office of the Chief Operating Officer.

1.2 Glossary

Banner – lightweight vertical promotional signage attached to streetlight poles on public roads and in parks and malls

Banner Booking Zone – designated groups of poles suitable for banners. Zones help improve consistent visual outcomes

Booking System – procedures for banner booking, review, payments and installation managed by Corporate Communication.

Council – Council of the City of Gold Coast

Council-owned poles – Rate 3 light poles which are assets of Council. Banners can be attached to these poles where suitable. These are distinguished from poles owned by Energex, TMR or private entities

Flag poles – Council-owned vertical structures that support fabric flags. These are mostly found in road reserves and parks but have different design considerations to streetlights poles.

Place-branding banners – Banners which are not event-specific and promote precinct areas or the Gold Coast Master or City of Gold Coast brands.

Poles – The vertical steel (not timber) structure of street lighting principally designed and installed to support streetlights and where banners can be attached.

Urban Precincts – Areas as defined by City Assets (and serviced by Building Maintenance) which have a higher standard of streetscape. These areas generally coincide with key commercial streets, malls, and key visitor precincts.

1.3 Banner Materials

a) Banner fabrication must:

- (i) Be made from durable; fibre reinforced opaque block out or blackcore vinyl. The vinyl must be weatherproof, UV-resistant, and exhibit good tear resistance, such that propagation of any tears are minimal and typically within the density range of 540g/m² to 650g/m²;
- (ii) Not be cloth, fabric or canvas banners of any type;
- (iii) Be printed on both sides of the vinyl;
- (iv) Be adequately stitched or welded to ensure it will not come adrift from fittings;
- (v) Incorporate appropriately secured reinforced eyelets at both the bottom corners of each banner (to attach to banner arm attachments).

b) Where used, banner stiffening rods must:

- (i) Remain completely concealed within the banner pockets under all conditions;
- (ii) Consist of light duty rigid PVC conduit (with no sharp edges) and not manufactured from steel or timber.

1.4 Banner Sizes

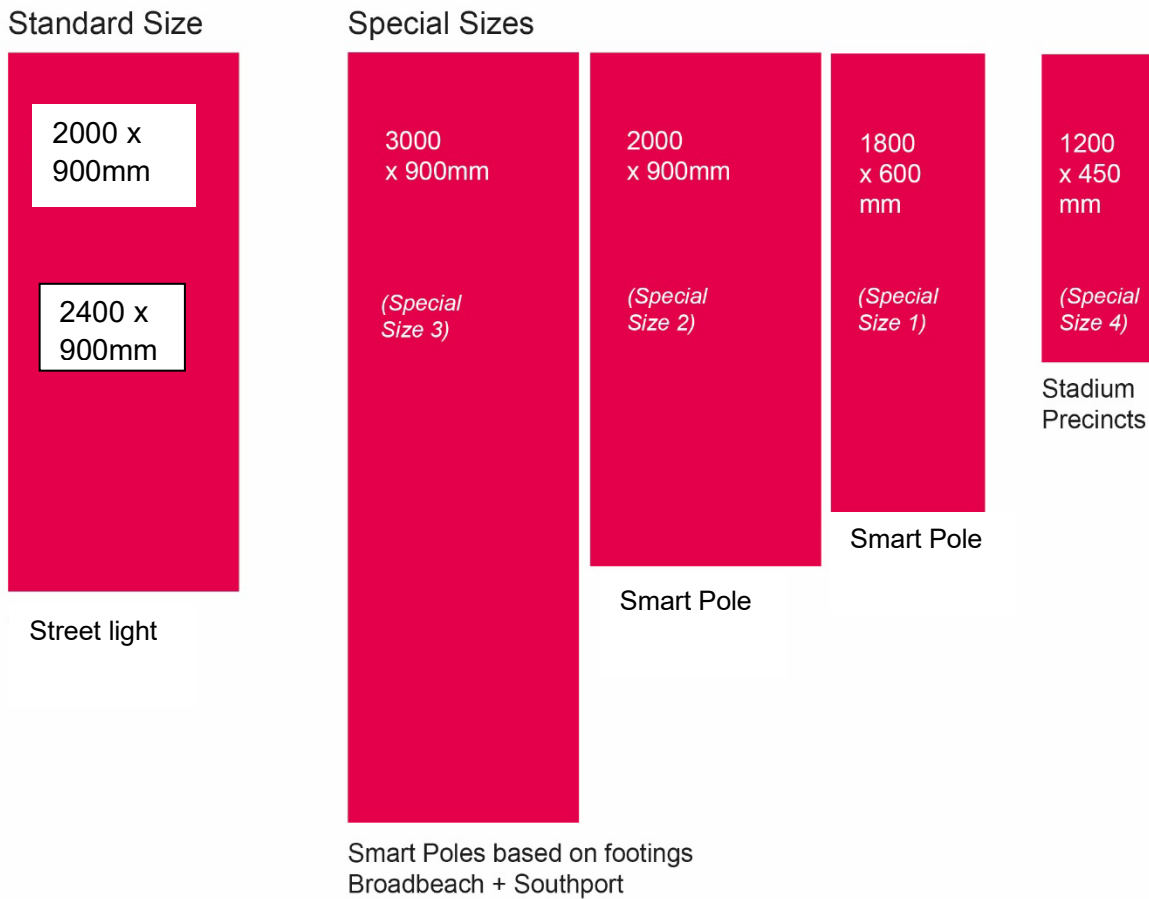
- a)** Provided allowable wind loading is not exceeded, Table 1 shows acceptable banner sizes.
- b)** The banner sizes give consideration to the engineering of pole footings, pole height and required pedestrian and vehicle clearances.
- c)** Banner arm attachments are generally restricted in width.
- d)** Banner arm attachments are adjustable up and down poles, however the maximum banner heights must be used for visual effectiveness and consistency.
- e)** Where banner sizes cannot meet required clearance, the pole should not be used (shortening banner sizes will not be accepted for visual outcomes).
- f)** New larger banner sizes can only be added where new pole footings are engineered to suit.

Banner Booking Policy

Attachment 1 Standards

Diagram 1: Banner Sizes

Also refer to Table 1: Banner Sizes



Banner Booking Policy

Attachment 1 Standards

Table 1: Banner Sizes

	Pole Type	Banner Type	Banner Sizes
Type	Standard Typical Poles		
1	Standard Pole (typical 9+m pole height)	Standard Size 1 Standard Size 2 (Energex)	2000mm x 900mm 2400mm x 900mm
	Special Sizes ("Smart Poles" or Multi-Poles)		
2	Smart Pole – Chinatown, Southport (9m pole height)	Special Size 1	1800mm x 600mm
3	Smart Pole – Broadbeach Mall and Surfers Paradise Mall (7m pole height)	Special Size 2	2000mm x 900mm
4	Smart Pole – Broadbeach – Surf Parade (9m pole height) *Footings designed for larger banners	Special Size 3	3000mm x 900mm Maximum size is encouraged for visual outcomes. This zone can support standard sizes as well.
	Smart Pole – Southport Mall (11.5m pole height) *Footings designed for larger banners	Special Size 3	3000mm x 900mm
	Special Sizes (Short Poles)		
5	Short Poles – Flag poles and Stadium Precincts (4.5-5m pole) Applies to some parks and footpaths including: a) Queen Elizabeth Park Coolangatta b) Nerang Broadbeach Road, Boulton Road and Bischof Park Nerang c) Paradise Point Esplanade and Parklands	Special Size 4 (short size)	1200mm x 450mm This accommodates an exception for 2.8m footpath clearance

1.5 Branding and Artwork Standards

The graphic design (fonts, colours, material, sizes) of banners is important to their visual impact. Banners can be decorative and promotional mediums as well as advertising for products and services (refer section 3.6 c & d). Banner designs should be tailored with other marketing material to have a clear strong message.

1.5.1 Branding – Gold Coast Master Brand and City of Gold Coast brand

- a) Master or City logo must appear on banners when part of Council-sponsored event or part of hire rate exemptions.
- b) When using the Master or City logo it must appear as 10% banner area (the rest and complements 10% banner area for other logos).
- c) Banners for events not sponsored by Council, do not need to show the Master or City logo, even when on a Council owned pole.
- d) All requirements of the Master or City logo are outlined in the Brand Guide. Refer to the relevant latest version.
- e) Corporate Communication is the owner of Master or City logo approvals for banners.

1.5.2 Graphic Design – General

- a) Council reserves the right to reject any banner design on any Council pole that does not support effective design.
- b) Council reserves the right to reject banners if the print quality or physical condition does not meet Council's quality standards.
- c) The client can resubmit artwork if initially rejected by the delegated City Reputation Officer.
- d) Banner designs must give consideration to fonts and text content, including:
 - (i) Large font sizes must be used to ensure readability against the sky and views from a distance;
 - (ii) Ensure adequate contrast between lettering and background. Light lettering on dark background is most legible
 - (iii) Font sizes are recommended as no less than 140mm. For guidance refer to Australian Standard fonts (AS 1744) used on roadside signs for sizing. This excludes fonts in corporate logos;
 - (iv) Letter spacing is important. Increase letter spacing for better legibility when viewed at a distance
 - (v) Keep text limited. Extended text should only be used if it forms part of event or logo (wordmark);
 - (vi) The title of event should be included;
 - (vii) To enable banner re-use of annual events, details on venues and dates should be omitted from the design;
 - (viii) Montages and slogans should be avoided for readability;
 - (ix) Event phone numbers, social media and other similar extended information is not recommended for readability;
 - (x) Websites as "call to action" are allowed.
 - (xi) Banners with no text are acceptable, where part of a campaign of multiple designs.

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- (xii) Where different sized banners are used in same campaign, designs should be modified appropriately for most effective design. Example, reduce the amount of logos or wording on small size banners to be more effective and legible.
- e) Banner designs must give consideration to install sequences, including:
- (i) Depending on number of poles booked, an average of two designs or more is encouraged for effectiveness as repetitive designs can look effective.
 - (ii) The same campaign is installed through whole Banner Booking Zones to minimise confusing messages and visual variations.
 - (iii) Banners with no text (colour and patterns only) are acceptable where used by large events to create character and mood. These can be interspersed with text-based banners to create an impactful event route
- f) Banner designs must include appropriate bleeds for print production:
- (i) Refer to templates provided by City Reputation Officer.

1.6 Banner Content

Non-commercial banner uses that would be supported within Council's area include;

a) Non Commercial: Public Interest or Information Banners

- (i) Campaigns, information and promotion initiated by Council (e.g. from Council's Corporate Communication or City Directorates or Events).
- (ii) Campaigns, information and promotion initiated by pole asset owners (including Energex campaigns or projects).
- (iii) Queensland or local area tourism bodies (such as Gold Coast Tourism but not individual commercial tourism operators).
- (iv) Private or public educational facilities (schools, universities) and their activities, events and services.
- (v) Government or public facilities (arts centres, hospitals, museums, stadiums, transit stations) and their activities. This includes their free or ticketed events and open days.
- (vi) Community artwork where part of a public art program supported by Council or State agency
- (vii) Non-profit, charity, religious and community-focussed organisations (example fund-raising appeals, health awareness, crime stoppers)
- (viii) Major Events Gold Coast events (initiated by the Council)

b) Gold Coast Community and Cultural Events

- (i) Gold Coast based sports teams and their activities or events.

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- (ii) Major events defined by the State Government's *Major Events Act 2014*.
- (iii) Major sporting events and races.
- (iv) Major music, film, and cultural festivals.
- (v) Community commemorative events (e.g. ANZAC Day).
- (vi) Significant, broader interest cultural festivals or festive seasons (e.g. Christmas).
- (vii) Significant events that result in financial or other benefits to general and business communities.
- (viii) This can include the name of corporations or commercial interests if they have naming or presenting partner rights to a major event.

c) Commercial: Advertising a business, activity or product

- (i) Business or economic driver events, e.g. Sanctuary Cove International Boat Show.
- (ii) Commercial tourism operators.
- (iii) Retail stores or accommodation providers.
- (iv) Product launches.
- (v) Corporate branding e.g. Optus, Telstra.
- (vi) Land and building development and sales.
- (vii) Casinos.

Where these uses also support Council's strategic plans in events, tourism, city reputation or economic development.

d) Banner uses 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;

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- (ix) or any advertising that Council of the City of Gold Coast deems not appropriate determined by the CEO or delegate.

2. Booking System Standards and Procedures (Mandatory Compliance)

2.1 Council Booking System: Customer Experience

- a) The booking system seeks to streamline the banner booking process for all customers. It allows all internal and external customers to:
- (i) Have an easy point of contact (delegated City Reputation Officer) with a dedicated email (banners@goldcoast.qld.gov.au)
 - (ii) See banner locations and fees
 - (iii) Submit designs
 - (iv) Pay for hire fees, printing, banner installation and de-installation, wash and storage fees

2.2 Council Booking System: Overall

- a) The booking system is the implementation mechanism of this policy.
- b) The booking system is managed by delegated City Reputation Officer (Corporate Communication) on behalf of the policy owner.
- c) The booking system is supported by the corporate website with public information and contact details.
- d) The booking system includes:
- (i) An electronic record and application system to capture customer information (name, contact phone, contact email, type of organisation);
 - (ii) An electronic system to show dates and calendar information to see the length and time of bookings and also bookings six months in advance (internal use only);
 - (iii) Fee Schedule and a method to calculate quotes, payment and discounts for customers based on banner location and fees;
 - (iv) A system that generates summaries or “work order” information and plans for banners installers. This outlines the booking times, the design rotation, and required zones;
 - (v) A designated email or file sharing program to allow banner artwork to be uploaded for review and approval by the delegated City Reputation Officer;
 - (vi) An electronic record system that generates summary reports for internal use and performance review (annual hire performance on times, fees and assets).
- e) The booking system software must integrate with existing Council information systems, such as:
- (i) Existing ARCGIS poles datasets, this includes corporate layers for Council-owned Poles and information layers by Energex (which has Council, and Energex, poles);
 - (ii) New ARCGIS banner datasets (Banner Booking Zones);
 - (iii) Existing ARCGIS mapping to view overall banners layers/assets.
 - (iv) Existing Council website for applications and information

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- f) Selected and relevant data of the booking system (date, locations, artwork) can be shared with external asset owners (and service providers, when requested for the purposes of integrating bookings).

2.3 Council Booking System: Fees

2.3.1 Fee Schedule

- a) The booking system includes a Fee Schedule.
- b) The booking system aims for cost recovery and customers will be charged for:
- (i) Weekly hire fee for poles;
 - (ii) Banner print fee;
 - (iii) Banner install and removal fee;
 - (iv) Traffic management fee where road closures
 - (v) Washing and storage (if required)
- c) Weekly hire fees are priced per pole and based on the number of poles in a Banner Booking Zone. Centre median poles that can support two banners are the same price as a pole with one banner.
- d) Council through the policy owner under delegation by the CEO, reserves the right to amend all other associated fees and charges annually; and will update the fees and charges accordingly.
- e) The booking system pricing and any special production conditions are based on the contracts process for:
- (i) Banner installation and de-installation
 - (ii) Banner print production
 - (iii) Banner washing and storage
- f) The weekly hire fee is for seven days and full weeks must be booked.
- g) Multiple designs will not incur extra installation fees as long as all banners are installed simultaneously and installed in a set pattern. Average of 1-2 designs is encouraged
- h) All additional fees for graphic design and other events promotion are to be met by the hirer

2.3.2 Hire Fee Exemptions

- a) Fee exemptions will be considered by the policy owner under delegation by the CEO.
- b) Fee exemption cannot be applied retrospectively after a written banner booking agreement is confirmed.
- c) Banner print, installations and de-installations fees are not exempt to customers.

Fee exemptions on the weekly banner pole hire fee can be applied to:

- (i) Council Branding campaigns (Corporate Communications or Councillor-funded campaigns).
- (ii) Council Events where defined as Events within the portfolio of the City Events Unit and Major Events Gold Coast.
- (iii) Councillor supported exemptions for community events.
- (iv) Not for Profit organisations activities.
- (v) City pride events including major sports, music and cultural festivals.
- (vi) Gold Coast based sports teams.
- (vii) Private or Public education and government facilities.

2.4 Council Booking System: Business Rules and Customer Conditions

2.4.1 Priority Booking (Criteria for first-use rights)

Written banner booking agreements, that outline banner booking times and zones, are entered into when payment is received. The customer whom pays and books the zone first, receives the banner zone. Where conflicting booking demands occur, banners are prioritised in order of:

1. Commercial users with secured payment.
2. Not for Profit and Council of the City of Gold Coast Campaigns:
 - (i) City Branding campaigns (Corporate Communications or Councillor-funded campaigns);
 - (ii) Council Events where defined as Events within the portfolio of City Events Unit and Major Events Gold Coast,
 - (iii) Councillor supported exemptions;
3. Sporting events directly related to community facilities or Stadium Precincts (i.e. Carrara, Robina) get priority use during event times over other users
4. Events directly related to HOTA receive priority use of poles on site and the Bundall Road booking zone (north of Crombie Ave) over other uses.

Where available, City of Gold Coast reputation banners will be placed on City owned poles when there are no present bookings.

2.4.2 Booking times – Durations

- a) Minimum booking time is two weeks.

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- b) Maximum booking time is four weeks at one time. Longer periods of time are based on availability and are at the discretion of the policy owner.
- c) Minimum and maximum booking times may alter in times of multiple conflicting applications at the discretion of the policy owner (delegated City Reputation Officer).
- d) Hire fee exempt bookings have a four-week maximum booking time and if any further weeks are required, a fee will be charged.
- e) Hirers should allow up to three days variance in the duration of their hiring, as the installation of banners is reliant upon traffic, weather and the number of banners being installed.

2.4.3 Booking times – Booking Ahead

- a) The maximum period a client can book in advance is six months and the booking is subject to availability
- b) Bookings cannot be paid and confirmed more than six months in advance. This supports Council in ongoing policy review and changes to fee structures.
- c) Banner booking applications should be submitted to Council a minimum of eight weeks prior to the proposed installation date to allow for booking and production time. Allowing approximately three weeks for the quote, booking and payment process and five weeks for the artwork and banner manufacture process.

2.4.4 Banner Production

- a) All costs relating to the artwork and production of banners are to be met by the hirer.
- b) Council will have a contract as a result of a public tender and cannot recommend other print suppliers or accept printed banners from other external printers.
- c) All banners must be labelled with the correct design number (if more than one designs), banner type and neatly packaged in order of banner type.

2.4.5 Booking Payments

- a) Council will provide the hirer with a quotation detailing the banner hire information, any associated fees and the terms and conditions of hire.
- b) Banners will not be confirmed until the hirer approves the quotation in writing and pays the 100% of the total fees.
- c) All quotations are valid for a period of up to 14 days.
- d) Quotations are void (at which time bookings will be released without notice) if an approved and signed quotation is not received, if 2nd round artwork is not approved or if full payment is not received.
- e) Full payment of the invoice must be received by Council within 14 days from the date of the invoice.
- f) Once the signed quote and payment is received, a banner booking agreement is entered into.

2.4.6 Booking Zones

- a) Banner Booking Zones outline where banners are supported.
- b) Banners must be booked in whole zones to support best consistent visual outcomes.

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- c) The Executive Coordinator Corporate Communication can approve new banner locations (in conjunction with City Assets) on Arterial, Sub-Arterial and Distributor/Collector roads and in accordance with the Banner Booking Policy. New banners proposed to be placed on poles located on Local Access roads will be presented to Council for approval.

2.4.7 Artwork approvals

- a) The customer has the opportunity to send in revised artwork, if the initial design is not acceptable (if not meeting the guidelines outlined in the policy).

2.4.8 Booking Cancellations

- a) Council (via delegated City Reputation Officer) reserves the right to cancel any booking agreements greater than 30 days prior to the commencement of the hire period (or at any time prior to installation if a booking is taken less than 30 days prior to installation).
- b) Council will not be liable for any costs arising from cancellations but will refund booking fees if the cancellation is not due to the hirer's request.
- c) Council may cancel bookings for reasons such as unplanned work or maintenance, occasions of State or National significance, requests by asset owners and weather conditions that are deemed unsafe.
- d) The hirer acknowledges and accepts that Council may, at any time during the hire period, remove the hirer's banners at any time at Council's discretion (This is accommodates for unscheduled maintenance or weather variance).
- e) Hirers must give Council (via the City Reputation Officer) at least eight weeks' notice of any cancellations in writing. If hirers cancel bookings after the eight week notice period a cancellation fee of 50% of the weekly pole hire fee and any printing fees will be incurred.
- f) Installations and de-installations
 - (i) All banners previously printed by the Council's contractor must be delivered in a single delivery to the installer two weeks prior to the installation date.
 - (ii) All banners are installed and dismantled at night-time by Council's supplier in compliance with the contract, and to minimise road disruptions.
 - (iii) Due to on-going construction and maintenance work throughout the city some of the poles may be unavailable on the day of installation.
 - (iv) Should banners be installed on Council assets without Council approval, these banners will be immediately removed.

2.4.9 Banner Return

- a) Printed banners are assets of the hirer.
- b) It is the hirer's responsibility to check and collect banners if they would like them returned. Council does not take any responsibility for lost, stolen or damaged banners.
- c) In the event that banners are damaged during the hire period, due to weather conditions or other factors, they will be removed by Council as soon as reasonably possible.
- d) Removed banners may be repaired and reinstalled in consultation with the hirer. Any costs incurred for dismantling, repair and re-installation of damaged banners are at the hirer's expense.

2.4.10 Banner Re-use for Annual Campaigns

- a) Banners remain the property of the hirer and may be re-used providing they are washed, individually packaged, labelled correctly and are in good condition. This is done at the hirer's expense.
- b) Additional packaging requirements are subject to requirements specified by the Council's supplier (banner installer).
- c) Due to Workplace Health & Safety, Council will not re-install banners that have not been washed and individually packaged and labelled.
- d) Council reserves the right to decline installation if the banners for re-use are determined by Council (via delegated City Reputation Officer) is not to be in a good condition (i.e. too faded or torn).
- e) If the hirer is unsure whether the banners (previously printed by Council) are in a condition suitable for re-use, a sample banner may be sent to Council (via delegated City Reputation Officer) for confirmation that the banners are acceptable for installation as soon as possible.
- f) Due to deterioration through weather conditions banners can be used up to three times and for no more than six weeks at a time.
- g) Exception to clause 2.4.10 (f) is if the banners are for placement branding or for City Reputation (as determined by Corporate Communication); these banners may remain up for a period of one year and then need to be inspected by Council's contractor to ascertain their condition to remain up.
- h) Approval is required for all designs, even if banners and posters have been used previously. Feedback on designs will be provided by Council within 10 working days after receipt of submitted designs. Final approval must be granted by Council (via delegated City Reputation Officer) before production can commence.

3. Council Booking System

3.1.1 Review of booking system

The current booking system will be reviewed annually to ascertain if changes are required to streamline the process.

3.1.2 Review of Fees

- a) Hire fees relating to this policy and booking system should be reviewed annually as part of the annual Council Fees and Charges (as per the budget process).