

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 Application Forms](#) should be submitted to the City 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 approximately five weeks for the artwork, banner manufacture, and installation process. Banners are booked in whole zones. Please see the [Banner Guideline Booklet](#) for zone maps.

Upon receipt of a booking application form, the City will provide the hirer with a quote. All quotes are valid for 14 days. Banner bookings are secured by payment in full. Once the quote has been signed and returned as accepted by the hirer, the City will send an Invoice. 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 if payment is not received within this timeframe. Bookings cannot be made, paid for, or confirmed, more than six months in advance.

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 be based on availability or other factors.

Hirers should allow a variance on the duration of their booking period, as the installation and removal 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 Commercial Operations 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 process, 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.

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.

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.

The City reserves the right to remove, or decline installation of, any banners that do not meet the City's safety requirements during scheduled review or maintenance checks (e.g. faded, torn, or aged).

Cancellations

The City (via delegated Commercial Operations Officer) reserves the right to cancel any bookings for reasons such as, but not limited to, construction/maintenance work affecting access, occasions of State or National significance, requests by asset owners, or weather conditions that are deemed unsafe. The City will not be liable for any costs arising from such cancellations, but will consider refunding a portion of fees, in certain cases, by negotiation.

Hirers must give the City, via the Commercial Operations Officer, at least eight weeks' notice before the installation date, in writing, of any cancellation. If the hirer cancels a booking within the eight-week notice period, a cancellation fee of 50% of the weekly pole hire fee will be incurred, along with printing costs.