

Policy number	Policy 225
Policy title	Hire and Use of Town Banner and Flag sites
Strategic outcomes supported	<p>S2 – An informed and knowledgeable community.</p> <p>EN5 – Appropriate and sustainable facilities for everyone that are well built, well maintained and well managed.</p> <p>CL1 – Everyone receives appropriate information in the most efficient and effective way for them.</p>

POLICY OBJECTIVE:

1. To provide guidance on the use and hire of Town-owned banner and flag sites for promotion and recognition purposes.
2. To provide priority use to Council and secondary access to community groups and commercial organisations on a user-pays principle that is cost neutral to the Town.

POLICY SCOPE:

This policy applies to the hire and use of the Town's banner and flag display sites.

DEFINITIONS:

Nil.

POLICY STATEMENT:

1. When not required for its own purposes, the Town may permit the display of banners and flags at Town-owned sites by community groups and commercial organisations in accordance with the fees applicable, as found in the Schedule of Fees and Charges.
2. Events and activities promoted must be either:
 - a. Town run and sponsored;
 - b. run by a Town-based community group or organisation;
 - c. run by a government department and in the interest of the general public or in partnership with the Town.
3. Priority will be given to events and activities that:
 - a. are aligned with the Town's strategic partnerships or objectives;
 - b. reflect the culture and values of the Town;
 - c. increase visitation to the Town;
 - d. provide direct benefit to the Town's residents.
4. The Town will not permit the promotion of:

- a. tobacco or alcohol products;
 - b. electoral material; or
 - c. other material or images likely to offend reasonable sensitivities of any significant sector of the community.
5. The Town has discretion to approve or reject applications for the use or hire of its banner and flag poles sites.

RELATED DOCUMENTS:

Nil.

Policy manager	Manager – Stakeholder Relations
Responsible officers	-
Approval authority	Council
Next Evaluation Date	

REVISION HISTORY

Version	Approved, Amended, Rescinded or Reviewed	Date	Authority	Resolution Number	Key Changes/Notes
1	Approved	12/08/1997	Council	-	Item 14.3
1	Reviewed	15/08/2006	Council	-	Item 4.1
1	Reviewed	09/07/2013	Council	-	Item 10.1
1	Reviewed	11/08/2015	Council	-	Item 10.1
2	Amended	19/02/2019	Council	7/2019	Item 10.5
3	Reviewed and Amended	20/08/2019	Council	148/2019	Item 10.1

