



# Banners, Website & Promotions Policy

<b>Reference Number:</b>	2.24
<b>Type:</b>	Council
<b>Category:</b>	Corporate Governance
<b>Relevant Community Plan Outcome:</b>	<ul style="list-style-type: none"> <li>• Provide accessible social infrastructure and services that engage our diverse community</li> <li>• Be bold and innovative in our practices, leadership and decision making</li> </ul>
<b>Responsible Officer(s):</b>	General Manager Corporate Services
<b>First Issued/Approved:</b>	March 2012
<b>Minutes Reference:</b>	CoS 6/11/2017, Item 3.53
<b>Last Reviewed:</b>	November 2017
<b>Next Review Due:</b>	November 2019
<b>Applicable Legislation:</b>	Nil
<b>Related Policies:</b>	Nil
<b>Related Procedures:</b>	Banners Procedure & Operating Guidelines

## 1. Purpose

The City of Charles Sturt has a strong commitment to effectively communicate Council driven and supported programs, activities, services and events as stated in our Community Plan, as well as supporting and promoting an active and vibrant community and City.

The City of Charles Sturt’s website and community City banners are a frequently used communication tool for Council, our community and the general public.

The website allows for Council to proactively inform our residents, businesses and visitors of the latest news, programs and events occurring within the City and the services we as a Council provide in a timely manner. Council also recognises that the website is an important form of communication and this policy provides guidelines surrounding event and campaign type elements for the website, particularly the home page and events section.

This policy also provides guidelines for the effective use of the banner sites under the control and care of the City of Charles Sturt:

- Providing guidance in response to requests from external organisations and groups for the hiring of Council's flags and banner sites;
- Establishing processes around tasks and responsibilities for the administration of the "Banner Procedures and Operating Guidelines"; and
- Providing advice for the design and production of the banners.

The banners are provided and available for promotional use and hire by organisations and events based/operating within the City of Charles Sturt, to promote community events and services within the Council area, and for use by Council to inform and communicate with its community.

## 2. **Scope**

The community banners component of the policy applies to Council staff, individual traders, the general community and organisations who may seek to hire the banner sites located in the City of Charles Sturt to promote cultural, sporting and special events, activities or services specific to the community of the City of Charles Sturt.

The website component of this policy applies to responsible staff of the website to effectively regulate the inclusion of information on the website, it also provides guidance for staff and elected members that may deal with external requests for event information to be included on the website.

## 3. **Policy Statement**

The objectives of this policy in relation to the community banners is to:

- Enhance the City's visual attractiveness by decorating and enlivening the City;
- Convey an image of activity and excitement of the Council area;
- Reinforce the visual image associated with an event, activity, service or campaign to promote the City;
- Promote Council services, activities, programs and campaigns; and
- Provide information about cultural, sporting, recreational and tourism events, activities and festivals occurring in the City.

This policy will establish the guidelines for inclusion on Council's website, with the objective to:

- Promote the City as a destination for events;
- Create a sense of activity within the Council area;
- Support and promote local community activities to increase community participation; and
- Ensure that the community is well informed and actively engaged.

### 3.1 Direction

#### Banners

- 3.1.1 All banners must meet the guidelines set out in the “Banner Procedures and Operating Guidelines” as set out in Attachment 1.
- 3.1.2 There can be no commercial advertising content except for minor incidental recognition of sponsors of community events. Any logos must be minor in the design of the banner.
- 3.1.3 Banners will not be permitted that have advertising that the City of Charles Sturt deems reasonably objectionable and conflicts with the City of Charles Sturt’s mission, values and corporate strategic direction. For example, the banner must not advertise political, sexual, racial or religious content or promote tobacco, smoking, gambling or illegal activities.
- 3.1.4 The content of the banner must not compromise or question the integrity of Council and in the event the banner is erected, it does not imply that the City of Charles Sturt endorses the message or event being advertised.
- 3.1.5 Banners must comply with DPTI requirements in regard to predominant colour when placed in the vicinity of traffic lights.

#### Website - Event Calendar

The City of Charles Sturt strongly supports local events, festivals and exhibitions. In promoting the area and the events on offer to the community of Charles Sturt, and visitors, a Calendar of Events is available online. Only events within the City of Charles Sturt boundary may be included in the Calendar of Events.

To be included in the Calendar of Events the following criteria must be met to be listed

That the:

- Event is held within Council boundaries;
- Event is open to the public;
- Event has a tourism or community participation focus;
- Event offers noteworthy benefit for the tourism industry and local community;
- Event does not involve any illegal activity; and
- Event is a "one off" event and not an on going activity.

It should be noted by the groups that submit an event for inclusion, that the City of Charles Sturt does not accept responsibility for any inaccuracies, changes, errors, omissions or any misconceptions that may occur in the Calendar of Events and other related publications; and that it is at the discretion of the City of Charles Sturt to determine the information and/or images that will appear in the Calendar of Events and related publications.

#### Website – Home Page

The primary use of the website’s home page, which includes the web banner and home “tabs” is for the primary promotion and communication of Council information including Council managed and run activities, services and programs, or those that we are involved in.

### 3.2 **Banner Booking Procedures**

- 3.2.1 All banners must meet the procedures set out in the “Banner Procedures and Operating Guidelines” as set out in Attachment 1.
- 3.2.2 The general community, organisations and Council may hire the banner sites within the City of Charles Sturt.
- 3.2.3 Installation and rental fees for hiring the banner sites are specified within the Council’s Fees and Charges Register and are outlined in the “Banner Procedures and Operating Guidelines.”
- 3.2.4 Priority will be given to community groups and organisations and the promotion of Council specific programs/initiatives over Council generic messages.
- 3.2.5 The Executive Assistant to the General Manager Corporate Services manages the bookings for all banner poles, with the Council Depot/Sign Shop managing the installation of the sites. Bookings may be made up to 12 months in advance and may be displayed for no more than three (3) months.
- 3.2.6 Approval of banner artwork from the general community and Council programs to ensure that they are deemed appropriate and meet the “Banner Procedures and Operating Guidelines” is at the discretion of the General Manager, Corporate Services.

### 3.3 **Website Procedures**

- 3.3.1 The primary use of the website and home page is for the promotion and communication of Council run and supported events, activities, services, events and programs, unless an event has economic and tourism value and also raises the profile of the area and the City of Charles Sturt.
- 3.3.2 The event calendar is open to all events occurring within the Council boundary, and meets the conditions as set out in 3.1 of this document. If these conditions are met and the event is displayed within the Charles Sturt event calendar, this information can be used on the ‘What’s On’ or ‘Latest News’ front home page tab if space allows, and in other Council publications subject to available space.
- 3.3.3 For inclusion on the home page web banner, the event/activity must be supported by the City of Charles Sturt, raise the profile of the City and Council and provide economic and/or tourism value to the council area.

### 3.4 **Banner Roles and Responsibilities**

The General Manager, Corporate Services, is responsible for approving all banner designs and applications to erect banners on the City banner sites.

The Executive Assistant to the General Manager, Corporate Services, will manage bookings for all banner sites.

Council’s Sign Shop/Depot are responsible for the installation and rotation of banners, as set by the Executive Assistant to the General Manager Corporate Services. Due to OHS provisions community members may not install remove or modify banners.

### 3.5 Website Roles and Responsibilities

The Website Advisor in the Marketing and Communications Business Unit is responsible for approving all event submissions for inclusion on the City of Charles Sturt website event calendar, and for the inclusion on the 'What's On' or 'Latest News' tab if space allows. It is also the Website Advisor's role to ensure that the home page web banners are kept up to date, and rotated in their positions to allow equal opportunities for all activities and programs.

## 4. Definitions

List all key terms and acronyms that are used in the policy, and their definition.

Key Term – Acronym	Definition
Banner	A long strip of stitched cloth bearing a design, hung in a public place.
Home Page	Most often refers to the initial or main web page of a web site, sometimes called the "front page."
Home Page "tabs"	Refers to the eight (8) tab areas on the Council home page.
Event Calendar	A list of scheduled events in an electronic format.
Web Banner	A banner similar to an advertising photograph with text and links to more information.