

BANNERS PROCEDURE & OPERATING GUIDELINES

Reference Number:	B489
Classification	Internal - Procedure
First Issued/Approved:	December 2004
Review Frequency:	Bi-Annually
Last Reviewed:	November 2021
Next Review Due:	November 2023
Responsible Officer(s):	General Manager Corporate Services Executive Assistant, Corporate Services
Council File Reference:	B489
Applicable Legislation:	Nil
Relevant Policies:	Banner, Website and Promotions Policy
Compliance Standard:	By-Law Number 2

1. Purpose

Banners are provided and available for promotional use by organisations and events based or operating within the City of Charles Sturt, to promote community events within the Council area and for use by the Council in informing and communicating with its community.

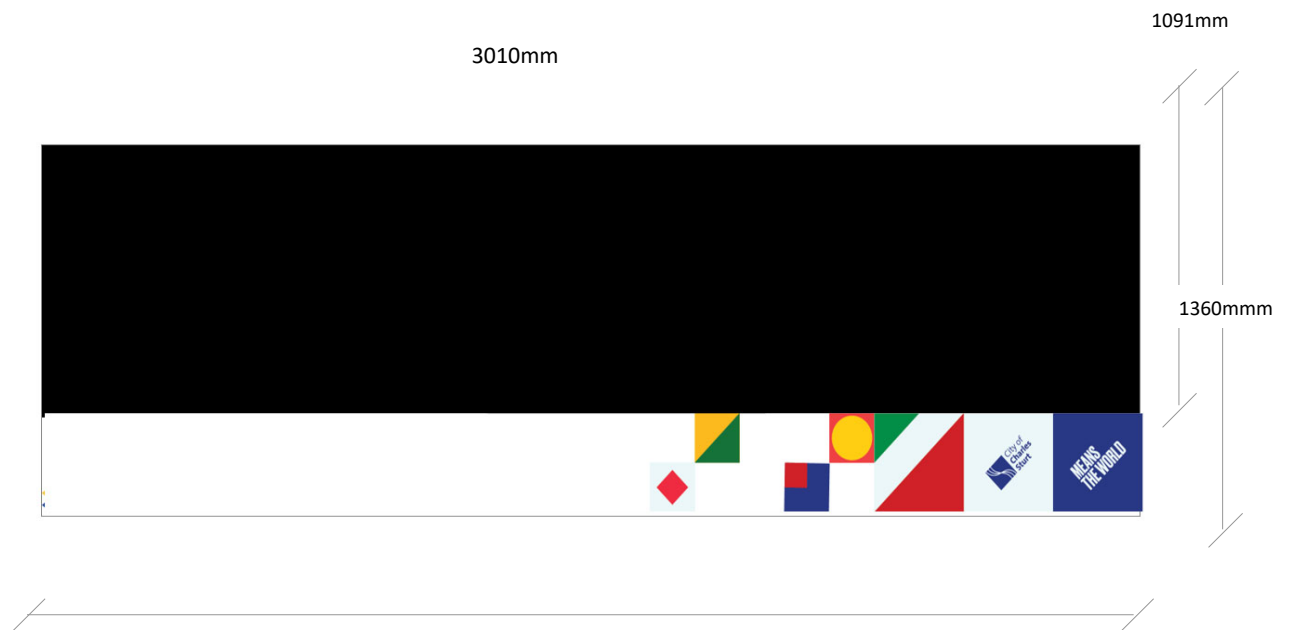
Banner frames are located at intervals along both sides of Port Road with an additional location at Henley Beach (adjacent the Library).

The location of the banner sites is recorded on Council's Intramaps system and is available on the Charles Sturt website at www.charlessturt.sa.gov.au.

2. Banner Specifications

Banners should be manufactured to the specifications and image provided below: Council provides these banners at a discounted rate for community events therefore the template below is to be used. This includes including the diamond and logo image as outlined on the template.

This means that the black section is the available space for your artwork (3000mm wide by 880mm high). Please also note the approval process below re artwork.



Banner specifications:

- Dimensions: 3010mm w x 1360mm h
- Measurements are taken from external of Keder Tracking System, use 7.5mm Keder rod
- Template space available for text / image (black section) for customers: 2970mm w x 1090mm h
- All banners must have the 'means the world' council logo as outlined in the above image. Artwork is available from Council and should be integrated into the final artwork submitted for approval.
- Provide for a 10mm bleed clearance around any artwork

3. Procedure

All enquiries about banners and booking banner frame space are to be directed to the Executive Assistant, Corporate Services on 8408 1213.

All applications must be completed using the banner application form. Available from www.charlessturt.sa.gov.au or by contacting the Executive Assistant, Corporate Services, Brenda Julian on 8408 1213.

The City of Charles Sturt will supply the footer graphic to the applicant to assist in the production of the banner.

The conditions for the approval of a banner application are:

1. All banner design artwork must be provided to Council for approval prior to printing.
2. Banners must not be offensive or discriminatory in any way and must be appropriate for the location and public display. Assessment of this shall be at the Councils discretion.

3. The supply of the banner and the design of the banner is the responsibility of the applicant. Council is able to recommend a banner production company as a preferred supplier if required. Contact the Executive Assistant, Corporate Services for referral.
4. The banner will be removed by Council staff if it is damaged by wind, it is in poor condition or it is vandalised, it will be the responsibility of the applicant to repair/replace the banner.
5. The completed banner ready for installation is to be delivered to the Civic Centre, 72 Woodville Road, Woodville and addressed to the Executive Assistant, Corporate Services.
6. Removed banners can be collected from the Civic Centre, Woodville Road Woodville, within 14 days of being advised of the removal from the frame. Banners not collected may be disposed of.
7. Banners will be displayed for no more than three months.
8. Council may rotate banners between locations to keep a fresh appearance and to manage the variety of banners at any one time.
9. Banners are for the use of not for profit organisations operating within the City of Charles Sturt or community/sporting events taking place within the City of Charles Sturt. (A non-profit organisation is an organisation that is not operating for the profit or gain (either direct or indirect) of its individual members)
10. Programs/events sponsored by Government or private enterprise may carry logos reflecting this, but they shall be minor and discreet. They shall not be a principal part of any banner message.

4. Fees

Banner placement fees are:

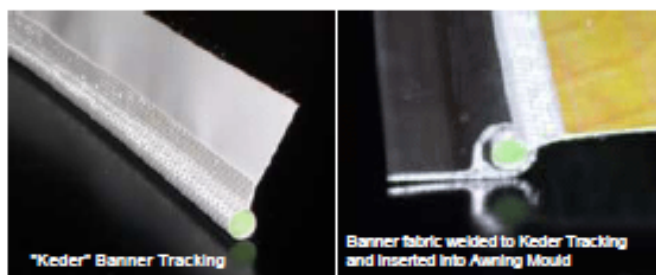
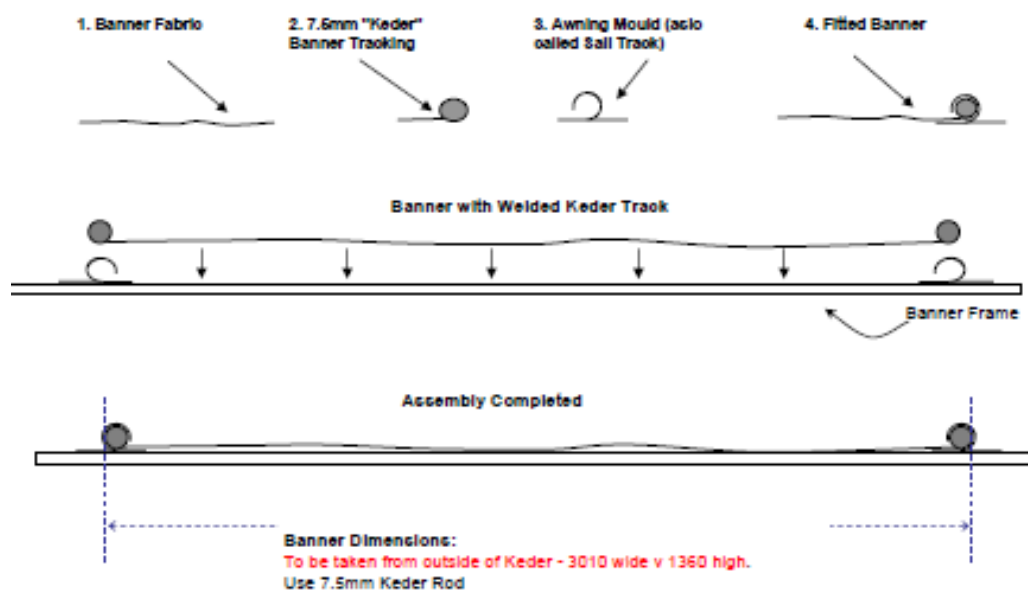
- \$80 for up to 3 Months

5. Attachments

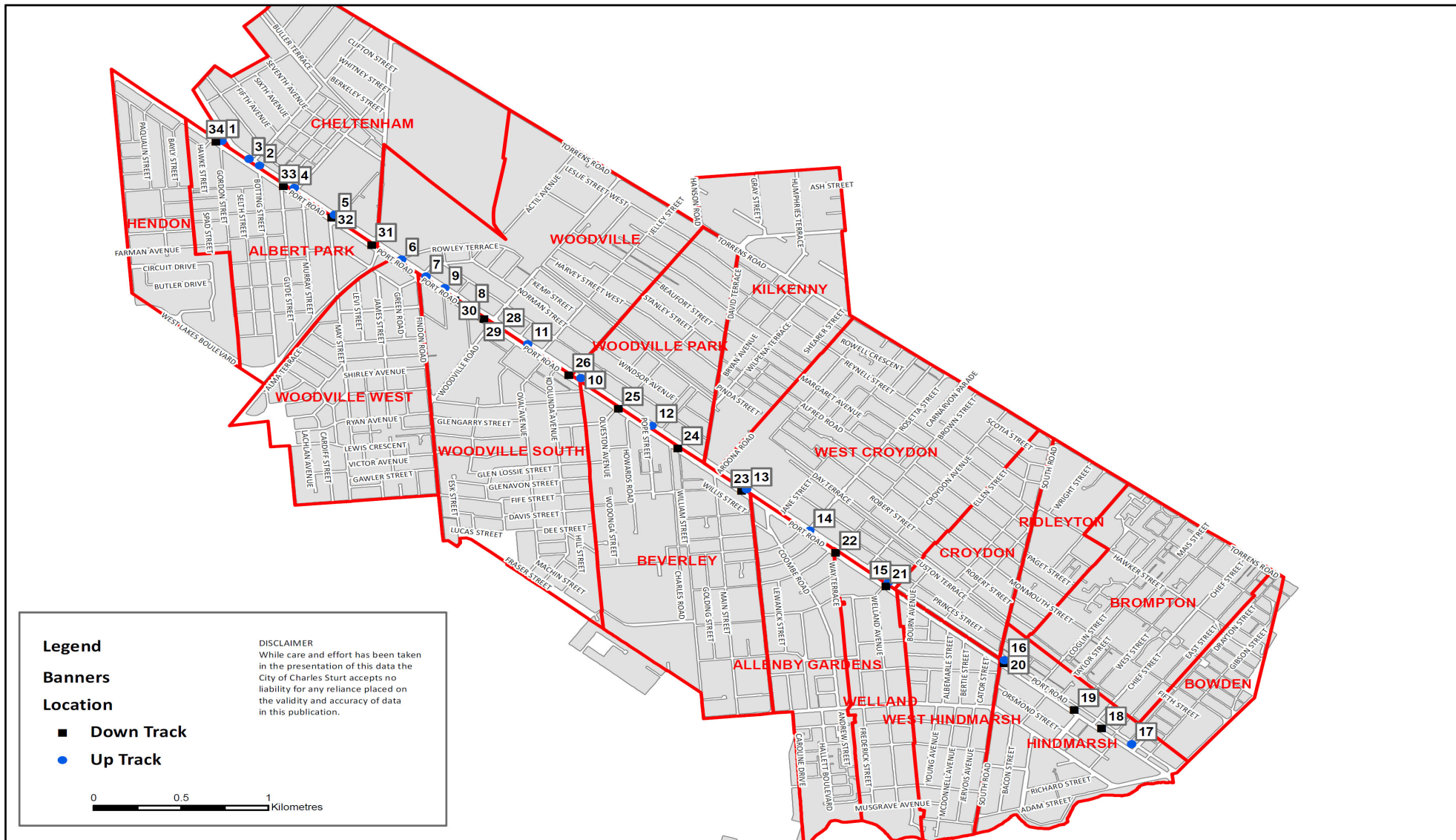
- Kedar Tracking System – assembly detail
- Banner Frame Application Form
- Intramaps map of banner frame locations Port Road (frames 16 up track and 20 down track unavailable at South Road)

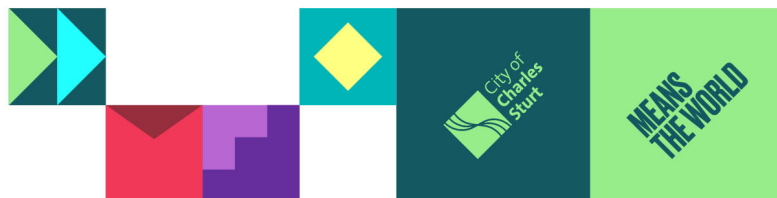


Port Road Banners - Keder Fixing System and Banner Dimensions



Assembly / Manufacture Process:
The Banner fabric is welded to the keder banner tracking which can then be inserted into the Awning Mouldings which are attached to the Banner Frames





Application for use of a Banner Frame

Port Road Community Banners

Contact Information

Applicant's Name: _____
(Mr/Mrs/Ms) (First Name) (Last Name)

Applicant's Organisation Name: _____
(Full Title)

Applicant's Address: _____
(Unit/House No) (Street) (Suburb & Postcode)

Contact Numbers: Home: _____ Business: _____
Mobile: _____ Email: _____

Location preferred: _____

Banner Frame No: _____

Start Date: _____ Finish Date: _____

Other Relevant Details: _____

Banners may only be displayed in the Port Road banner frames by Council staff and with Council's approval under the following conditions:

1. Banners must not include advertising material promoting a business or product, must not be political, racist, religious or sexist and must be considered in good taste.
2. The banner design artwork must be approved prior to production of the banner by the relevant Council Officer.
3. A fee of \$80 applies to banners displayed for up to 3 months.
4. The supply of the banner material and design of the banner is the responsibility of the applicant.
5. The banner will be removed if it is damaged by wind or it is vandalised and it will be the responsibility of the applicant to repair the banner.
6. The requested location for the banner will be provided where possible but is at the discretion of Council.

7. Design / artwork must be provided for approval as part of the application process but before the banner is manufactured.
8. The completed banner ready for display is to be delivered to the Council - Customer Service Centre at 72 Woodville Road, Woodville between the hours of 9.00am and 5.00pm Monday to Friday.
9. The banner must be collected from the Civic Centre within 14 days of being advised of the removal from the frame.
10. Banners not collected may be disposed of.
11. Council can provide a referral of a preferred provider to have banners designed and manufactured.

Further information and detail regarding banner size and guidelines is available from www.charlessturt.sa.gov.au Search for **Banners Procedure & Operating Guidelines** or by contacting the Council on 8408 1213.