



Banners, Website & Promotions Policy

Reference Number:	2.24
Type:	Council
Category:	Corporate Governance
Relevant Community Vision Outcome:	<u>Responsible Governance</u> - We will manage our city in a sustainable and affordable way with responsible governance. <u>Vibrant Places</u> - Our city is recognised as a centre for sport, events and for bringing people together <u>Connecting and Belonging</u> - We create opportunities for communities to collaborate, engage and connect
Responsible Officer(s):	General Manager Engaged Community
First Issued/Approved:	March 2012
Minutes Reference:	CoS 7/10/2025, Item 4.4
Last Reviewed:	October 2025
Next Review Due:	October 2027
Applicable Legislation:	Nil
Related Policies:	Nil
Related Procedures:	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 Vision. We are also dedicated to supporting and promote an active, vibrant and connected community.

The City of Charles Sturt's website and community banners are a frequently used communication tool for Council, our community and the 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 provide in a timely and accessible manner. Council also recognises that the website is an important communication channel. This Policy provides guidelines surrounding event and campaign related content 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 by:

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

The banner sites are available for promotional use and hire by organisations and events based or 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 community banners is to:

- Enhance the City's visual attractiveness by decorating and enlivening the City;
- Convey an image of vibrancy, activity and excitement within the Council area;
- Reinforce the visual identify associated with events, activities, services or campaigns that 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 establishes guidelines for the inclusion on Council's website, with the objectives to:

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

3.1 Direction

Banners

- 3.1.1 All banners must comply with the requirements outlined in the “Banner Procedures and Operating Guidelines”
- 3.1.2 Banners must not contain commercial advertising content, except for minor incidental recognition of sponsors of community events. Any sponsor logos must remain a minor feature within the design.
- 3.1.3 Banners will not be permitted that have advertising or content that the City of Charles Sturt deems reasonably objectionable or inconsistent with Council’s vision values and strategic direction. Examples of prohibited content include political, sexual, racial or religious material, or the promotion of tobacco, smoking, gambling or illegal activities.
- 3.1.4 Banner content must not compromise or undermine the integrity of Council. The erection of a banner does not imply that the City of Charles Sturt endorses the message or event being advertised.
- 3.1.5 Banners must comply with government requirements relating to arterial roads or when placed in the vicinity of traffic lights.

Website - Event Calendar

The City of Charles Sturt strongly supports local events, festivals and exhibitions. To showcase the events on offer within our community, an Event Calendar is available online.

To be included in the Event Calendar, submissions must meet the following criteria:

That the:

- Event is held within Council boundaries;
- Event is open to the public;
- Event has a tourism or community participation focus;
- Event offers a clear 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.

Groups submitting events for inclusion should note that the City of Charles Sturt does not accept responsibility for any inaccuracies, changes, errors, omissions or any misconceptions that may occur in the Event Calendar 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 Event Calendar and related publications.

Website – Home Page

The primary purpose of the Council website home page is to promote and communicate Council information including Council managed and run activities, services and programs.

3.2 Banner Site Booking Procedures

- 3.2.1 All banners must comply with the “Banner Procedures and Operating Guidelines”.
- 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.
- 3.2.4 Priority will be given to community groups and organisations, and to the promotion of Council specific programs and initiatives over Council generic messages.
- 3.2.5 The Executive Assistant to the General Manager Engaged Community manages all banner site bookings. Installation is coordinated by the City Maintenance Portfolio. Bookings may be made up to 12 months in advance and banners may be displayed for no more than three (3) months consecutively.
- 3.2.6 Approval of banner artwork, whether from the general community or for 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, Engaged Community.

3.3 Website Procedures

- 3.3.1 The primary use of the website and home page is to promote and communicate Council run and supported events, activities, services and programs. Exceptions may be made for an event that has significant economic and tourism value and that 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 that meet the conditions as set out in 3.1 of this document.

3.4 Banner Roles and Responsibilities

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

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

City Maintenance, specifically the Council Sign Shop is responsible for the installation and rotation of banners, as set by the Executive Assistant to the General Manager Engaged Community. For safety reasons community members are not permitted to install, modify or adjust banners.

3.5 Website Roles and Responsibilities

The Community Engagement and Experience Portfolio is responsible for approving all event submissions for inclusion on the City of Charles Sturt website event calendar.

4. Definitions

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."
Event Calendar	A list of scheduled events in an electronic format.