



POLICY DOCUMENT

2.63.6

| | |
|--------------------------|---|
| Policy Name | Community Advertising |
| Policy No | 2.63.6 |
| Reviewed By | Narelle Biddell Administration Team Leader |
| CEO Authorisation | Rob Donaldson CEO |
| Review Details | Date Adopted: 17 August 2015 Date Reviewed: 15 May 2015 Next Review Date: ELECTION 2018 |

1. PURPOSE

Council recognises the benefits and need to provide facilities for local community organisations to display banners, signs and/or flags promoting upcoming community events. The purpose of this policy is to provide clear advice on requirements relative to their display.

2. GENERAL INFORMATION

Banners erected for community promotional purposes on Council Infrastructure should have no more than 20% of the area of the banner dedicated to business sponsorship/advertising. Banners will be of good order and repair, will not contain material deemed to be offensive and must adhere to the conditions of display on Special Event Permit 2.9.T5 'Foreshore Banners and Entrance way Sign'.

3. LOCATIONS AVAILABLE FOR DISPLAY

There are two locations under the care and control of Council where banners are able to be displayed subject to permission being granted from an Authorised Officer of Council upon the submission of Permit Application 2.9.T5:

- **Port Lincoln Foreshore**
- **Lincoln Highway Entrance Sign**

Applicants must adhere to the general conditions of display outlined on the special event permit. Foreshore Banners are able to be displayed to advertise an upcoming local event for a maximum of one week. Lincoln Highway Entrance Signs are able to be displayed to advertise an upcoming local event for a maximum of four weeks.

Community Organisations wanting to display banners in locations which are leased to Community Groups will need to obtain permission from the Lessee. Fees and charges are at the discretion of the Lessee.

The control and management of the following ‘advertising’ locations have been delegated by Council as follows:

3.1. Information Bay

Council has granted control and management of the advertising space on signage at the Information Bay located on Lincoln Highway to the Port Lincoln Visitor Information Centre. Community Organisations wanting to display banners in this location will need to obtain permission from the Port Lincoln Visitor Information Centre.

3.2. Civic Guide

Civic Guides are displayed in the following locations within the City and are maintained by Civic Guides City Guide System Pty Ltd:

- Information Bay, Lincoln Highway
- Port Lincoln Tourist Park, Hindmarsh Street
- Woolworths Supermarket
- Town Jetty
- Port Lincoln Pool

Community organisations or local businesses wishing to advertise on the Civic Guide will need to contact Civic Guides City Guide System Pty Ltd.

3.3. Community Events

Council has a community events calendar for the community to advertise their events. Community events can be viewed on Council’s website www.portlincoln.sa.gov.au under Community Information.

Community organisations can complete a hardcopy form 2-38-T3 from Council Office or complete a submission online. The event is displayed online from the date Council receives the event details and finishes at the end date of the event.

4. FLAGS

Flags, in addition to the Australian Flag, may be flown at community events, an example being the Aboriginal Flag for events associated with Reconciliation Week.

All flags flown on Council buildings and Council reserves shall be flown in accordance with the Australian Flag Act 1953 and the protocols outlined in the Australian Governments’ Publication “Australian Flags”.

5. REVIEW

This policy shall be reviewed by the City of Port Lincoln within twelve months after the conclusion of each periodic election or on significant change to legislation or aspects included in this policy.

6. REFERENCES

2.9.T5 Special Event Permit Application – Foreshore Banners & Entrance Way Signs

2.9.T10 Special Event Permit Approval – Foreshore Banners & Entrance Way Signs

Australian Flags Act 1953

Australian Government Publication “Australian Flags”