



Policy Owner: Director Open Space & Environment

Category: Operational

Direction: 2. Our Built Infrastructure

1. STATEMENT OF INTENT

- 1.1 North Sydney Council's Banner Hire Policy is designed to add vitality to the North Sydney CBD and surrounding village precincts by:
- a) visually enhancing the North Sydney local government area (LGA) streetscape;
 - b) creating a sense of community and a sense of place within the North Sydney CBD and its key village precincts;
 - c) promoting major arts, cultural activities and sporting events of public interest; and
 - d) promoting local economic activity through corporate sponsorship of special community related events.
- 1.2 Banners are to be used to promote arts and cultural activities including events, festivals, tourism or civic programs, as well as major sporting events of public interest.
- 1.3 Banners cannot be used as an advertising medium for commercial products and services however commercial sponsorship logos will be permitted.

2. ELIGIBILITY

- 2.1 This Policy applies to Council Staff, Not for Profit Organisations and Commercial Hirers in the North Sydney LGA.
- 2.2 Council owned event publicity will take priority over all other hirers.

3. DEFINITIONS

- 3.1 Council Banner Poles - Council Poles with banner arms used to display public interest information.
- 3.2 Pole Banner - refers to Banners that are attached to Council's multi-purpose poles, light poles, flag poles or other types of poles that are the property of Council. Banners to be manufactured from a uniform material and designed to

meet Council Specifications as per the Council's Banner Hire Terms and Conditions.

- 3.3 Display Banner - refers to banners that are attached to Council's property such as buildings, fences, trees and other infrastructure that is the property of Council.
- 3.4 Banner Hire Terms and Conditions - this document sets out Council's requirements for the graphic design content and fees associated with the of the banner hire program. Refer to *Banner Hire Application Form*.
- 3.5 Hire Costs - the fees charged to hirers for the purpose of banner hire including banner installation and removal.

4. PROVISIONS

This Policy controls the following activities:

- 4.1 Installation and hire of banners located in the North Sydney LGA.
- 4.2 Application process - Council will use this Policy and the terms and conditions of hire to assess all applications for banner hire. Before applying applicants must read the Banner Hire Terms and Conditions.
- 4.3 All fees for the purpose of the use of the Banner Hire Program are to be paid in advance of the hire term - refer to the Banner Hire Terms and Conditions.
- 4.4 All banners must conform to the specifications outlined in the Banner Hire Terms and Conditions. Banner design must be approved by Council.
- 4.5 Council reserves the right to refuse permission to display a banner on any grounds but particularly banners which promote or are associated with alcohol, cigarettes, election related material (electioneering) religious, racist or offensive material.

5. RESPONSIBILITY/ACCOUNTABILITY

- 5.1 Council's Open Space & Infrastructure Division is responsible for the provision and management of the Banner Hire Program.
- 5.2 Council's Open Space & Infrastructure Division is responsible for the management of other banner locations throughout the North Sydney LGA.
- 5.3 The Hirer is responsible for the production of all banners to the specifications outlined in the Banner Hire Terms and Conditions.

- 5.4 All costs for the production, installation and removal of banners will be borne by the Hirer.

6. RELATED POLICIES/DOCUMENTS/LEGISLATION

The Policy should be read in conjunction with the following Council policies and documents:

- Asset Management Policy
- Corporate Sponsorship Policy
- Exempt Development Schedule - within the Local Environmental Plan
- Public Domain Style Manual and Design Codes
- Sustainable Public Events Policy

The Policy should be read in conjunction with the following documents/legislation:

- NSW Government Exempt and Compiling Development Codes

Version	Date Approved	Approved by	Resolution No.	Review Due
1	3 June 2013	Council	337	2016/17
2	25 June 2018	Council	214	2020/21
3	12 September 2022	Council	273	2024/25