



## POLICY DOCUMENT

## 2.63.6

<b>Policy Name</b>	Community Advertising
<b>Policy No.</b>	2.63.6
<b>Version:</b>	2
<b>Strategic Reference:</b>	2.3 Support and collaborate in programs that benefit all diversity groups in our community
<b>Responsible Department:</b>	Corporate & Community
<b>Policy Adopted:</b>	15 May 2023
<b>Last revised date:</b>	20 May 2019
<b>Minute reference:</b>	CO 23/083
<b>Next review date:</b>	Council will review this policy 4 years after adopted date or following significant change to legislation or aspects included within this policy.
<b>Applicable Legislation:</b>	Australian Flags Act 1953
<b>Related Policies:</b>	
<b>Related Documents:</b>	2.9.T5 Special Event Application – Foreshore Banners & Entrance Way Signs 2.9.T10 Special Event Permit Approval – Foreshore Banners & Entrance Way Signs 16.6.T31 Community Event Permit Application 16.6.T32 Community Event Permit Approval Australian Government Publication “Australian Flags”

### 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. **DEFINITIONS**

*Local Community Events:* An event open to all members of the public that is facilitated by local not for profit groups.

*General Advertising:* Promotional information relating to a group or event.

*Fundraising:* Raising funds for a specific group or event.

### 3. **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’.

#### **4. 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 or 16.6.T31:

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

Advertising at the above locations is reserved for significant local community events and is not to be used for general advertising or fundraising purposes. Advertising of regular meetings of community groups and/or recurring monthly/weekly events will not generally be approved.

Major community events that are open to the whole community and can be reasonably assumed to have a positive impact or benefit to the Port Lincoln community are preferred.

Advertising for events held at community centres will be looked at more favourably than those booked at commercial locations.

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 and no more than 1 month prior to the event. Lincoln Highway Entrance signs are able to be displayed to advertise an upcoming local event for a maximum of four weeks and no more than 2 months prior to event.

The City of Port Lincoln reserves the right to approve or not approve any applications received.

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:

##### **4.1. *Information Bay***

The Port Lincoln Visitor Information Centre is responsible for the management and control of the advertising space on the signage at the Information Bay located on Lincoln Highway.

Community organisations wanting to display banners in this location will need to obtain permission from the Port Lincoln Visitor Information Centre.

##### **4.2. *Civic Guides***

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

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

- Port Lincoln Leisure Centre
- Coles Supermarket

Community organisations or local businesses wishing to advertise on the Civic Guide will need to contact Civic Outdoor Pty Ltd ([www.civicoutdoor.com.au](http://www.civicoutdoor.com.au)).

## **5. 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](http://www.portlincoln.sa.gov.au) under Community.

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

## **6. 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.

Requests to fly other flags on Council buildings in recognition of a national or world day etc, will only be considered if there is a planned local event being held to celebrate or promote the national or world day. Requests must be made in writing to the Chief Executive Officer at least 4 weeks before the event.

The City of Port Lincoln reserves the right to refuse any requests that does not meet the conditions of application or are not aligned to Council's principles and values.

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".

## **7. TASMAN TERRACE DECORATIVE UP-LIGHTING**

All applications for use of Tasman Terrace up-lighting must be submitted in writing, not less than 1 month before the requested date of lighting is to commence. The request for lighting must meet at least one of the following criteria;

- Relates to an issue pertaining to the wider community;
- Is a significant cultural or community event;
- In support of a national event where events are being held locally in recognition/conjunction with the national event; (e.g., Breast Cancer Awareness Week).

Any approved lighting will be used for a duration at the discretion of Council and not exceeding one month.

Council reserves the right to cancel the requested lighting at any time without notice.

Council reserves the right to decline any and all applications.

**8. RELEVANT DELEGATED POWER AND DUTIES**

Any actions or decisions made regarding this policy will be enacted upon as per Council's current Delegations Register.