

---

# Cessnock City Council BANNER POLE HIRE GUIDELINES

Revision Date: November 2019

---

## 1. GUIDELINE OBJECTIVES

- 1.1. To set guidelines for booking Council's banner poles situated throughout the Local Government Area (LGA); and to ensure recommended banner design, construction and message content is followed.

## 2. GUIDELINE SCOPE

- 2.1. Guidelines stipulating all procedures for hiring a banner pole.

## 3. GUIDELINE STATEMENT

- 3.1. These Guidelines define banner pole hire standards. The guideline deals with the management of banners, design specifications, artwork, content, sponsorship guidelines, message guidelines and banner pole hire bookings. It also prescribes associated fees and charges for pole hire. These guidelines should be used in conjunction with the fees and charges listed within the Cessnock City Council Operational Plan and Budget.

## 4. BANNERS

- 4.1. Banners will add colour and vibrancy to the streetscape and also enhance the attractiveness of the CBD areas. This concept aligns with the Community's vision that Cessnock will be attractive, thriving and welcoming.

## 5. BANNER HIRE PROCESS

- 5.1. Bookings for Banner Pole Hire must be submitted on the Cessnock City Council Banner Pole Hire application form. Forms are available for download from Council's website at [www.cessnock.nsw.gov.au](http://www.cessnock.nsw.gov.au); or alternatively by contacting Cessnock City Council Customer Service on telephone 02 4993 4100.
- 5.2. A copy of current Public Liability Certificate of Currency, minimum \$10,000,000 must accompany all applications. Applications without the insurance will not be processed.
- 5.3. The maximum length of hire will be 8 weeks. Extensions will be considered upon merit and in consideration of any other potential hirer.
- 5.4. All effort will be made to ensure banners are installed as per approved application. This may be subject to weather conditions and resources.

- 5.5. Approval of different designs requesting to be hung simultaneously will be at the discretion of Council and will be dependent on the designs and messages being complimentary.
- 5.6. Banners must be delivered to Council's Works Depot located at 2082 Old Maitland Road Cessnock at least 5 working days prior to the first day of the approved booking and they must be collected within 5 working days of the last day of the approved booking, otherwise they will be disposed of by Council at the hirer's cost.
- 5.7. Council does not accept any responsibility for banners that are damaged once they have been erected on the poles. Damaged banners will be removed by Council as soon as possible and the applicant will be notified.

## 6. ALLOCATION GUIDELINES

- 6.1. Whist all effort will be made to ensure applicants receive banner poles requested, Council reserves the right to make the final decision on acceptance of a banner booking, location of a banner and the banner pole period of hire.
- 6.2. In periods of high use, preference will be given to banner pole bookings related to Council managed events, e.g. Australia Day, Carols in the Park etc.
- 6.3. Every endeavour will be made by Council to erect banners within 3 working days of the approved banner pole booking and removal within 3 days at the conclusion of the booking. This may be subject to weather conditions and resources.

## 7. FEES AND CHARGES

- 7.1. The fee includes hire of the pole and raising/lowering banners. Fees will be reviewed annually by Council and are contained within the Cessnock City Council Operational Plan and Budget.
- 7.2. Banner Pole Application Fee is payable upon lodgement of application and is non-refundable.
- 7.3. Payment for hire costs are due within 7 working days of Council's written approval of banner pole hire booking.
- 7.4. Applicants requesting a reduction or waiver of banner pole hire fee are to read and complete Guidelines and Application for Community Sponsorship & Fee Waiver form [Community Sponsorship & Fee Waiver Guidelines & Application Form](#) and lodge with Banner Pole Hire application form.
- 7.5. Where an application has been approved and Council is unable to service the hire period, consideration will be given on partial refund of hire fee.

## 8. BANNER SPECIFICATIONS

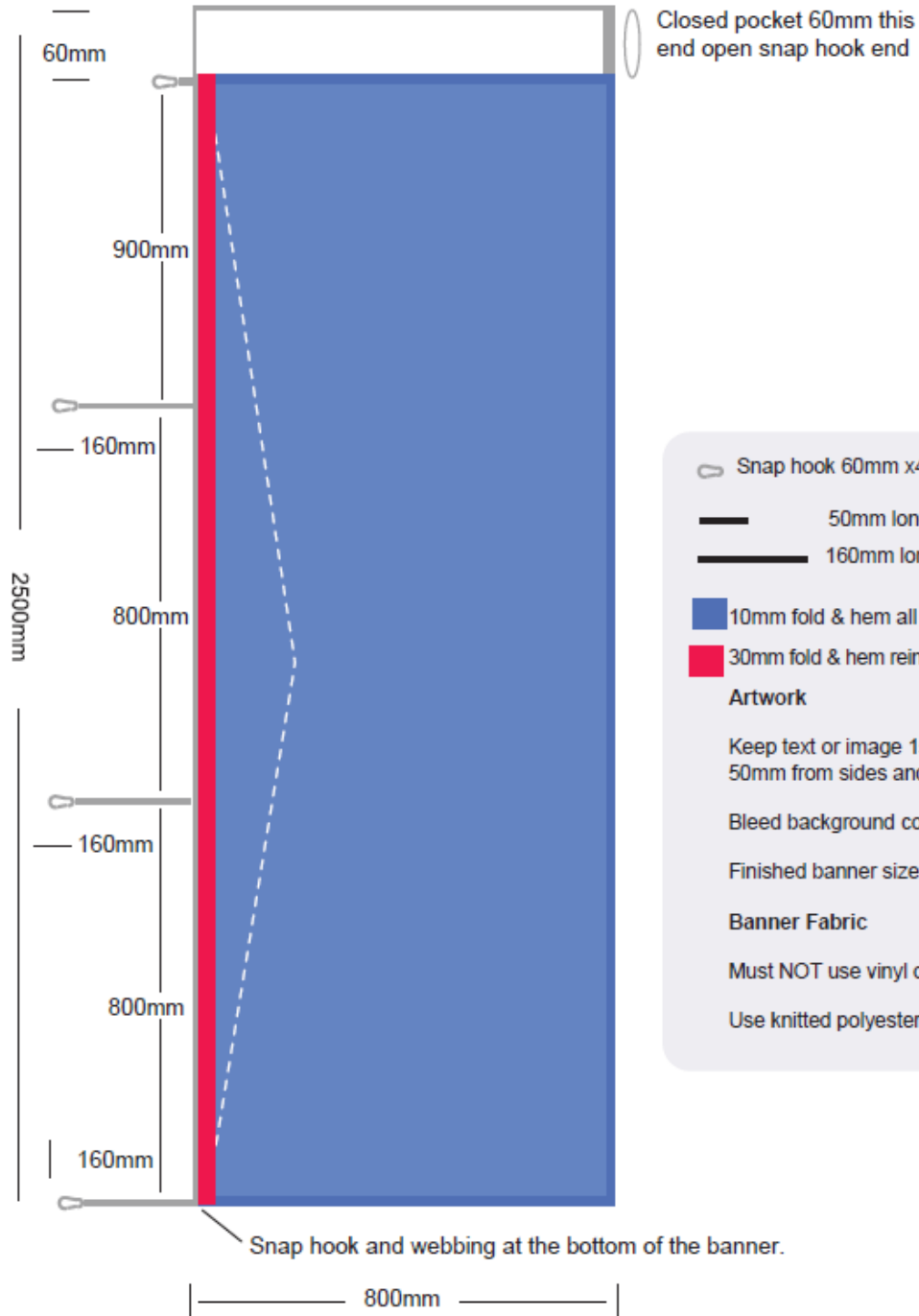
8.1. Construction of banners is subject to the following guidelines:




- a) Overall banner dimensions are as per specification diagrams (pages 4-6). The banner will require a 10mm fold and hem all round double stitch and a closed pocket 60mm at the top of the banner to attach to the pole arm.
- b) Banner fabric must NOT be vinyl, or canvas. Use only knitted polyester or similar.
- c) Webbing reinforcement as per banner specification diagrams (pages 4-6).
- d) Double sewn hems, leading edge reinforcement and heavy duty snap hooks are all designed to achieve the longest possible banner life.
- e) The hems will be stitched with polyester thread.
- f) Previously used banners must be clean and free of fading, rips or tears. Banners, more than three years old will not be hung until inspected and approval given by Council's designated staff member.
- g) Banners that do not comply with the specifications will not be installed.



8.2. Banner specification diagrams (refer to pages 4-6)

## Vincent St Cessnock, Miller Park East Branxton, Maybury Peace Park Weston Banner Specifications

2500mm x 800mm



-  Snap hook 60mm x4
-  50mm long x 12mm webbing x1
-  160mm long x 12mm webbing x3

-  10mm fold & hem all round double stitch
-  30mm fold & hem reinforced double stitching

### Artwork

Keep text or image 150mm from top and 50mm from sides and bottom for finishing.

Bleed background colours to all edges.

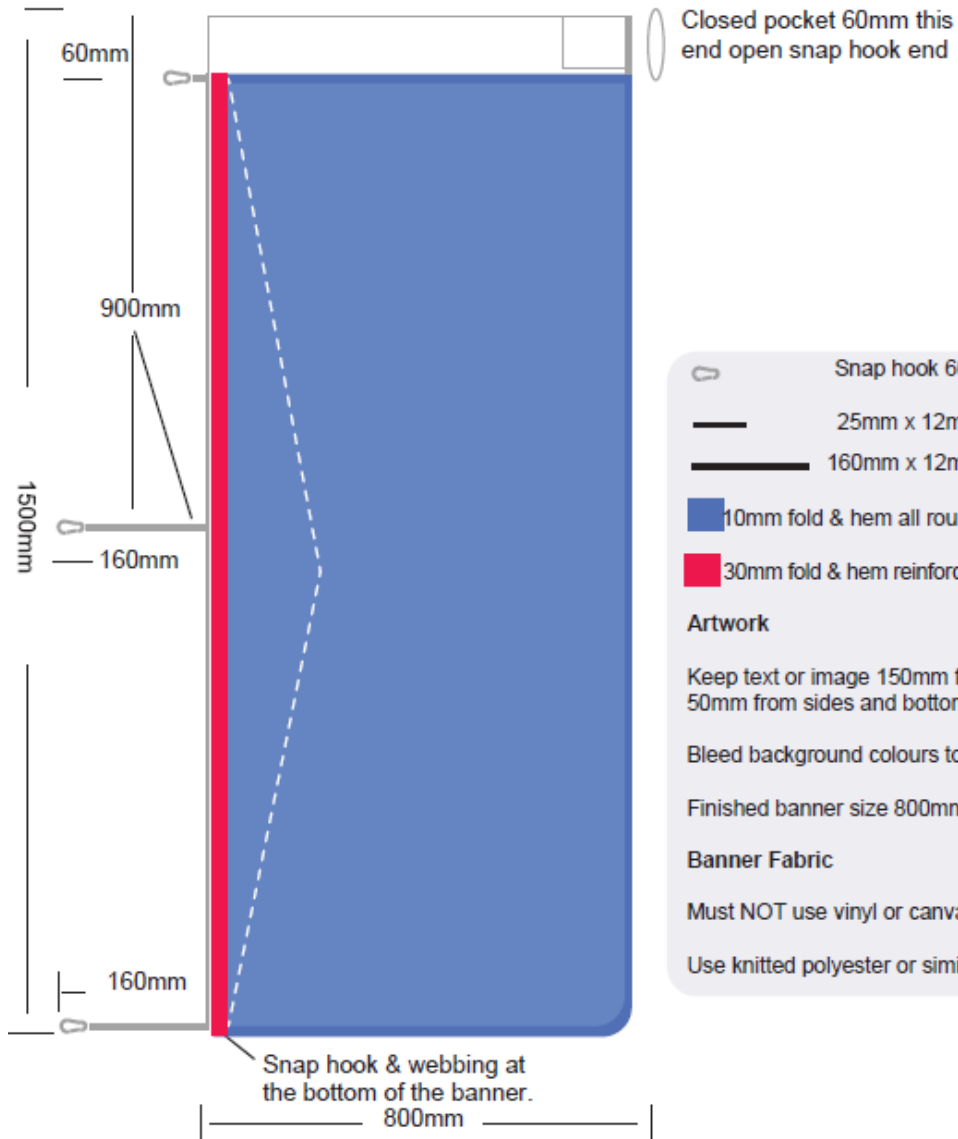
Finished banner size 800mm x 2500mm






### Banner Fabric

Must NOT use vinyl or canvas.

Use knitted polyester or similar.

## New England Highway (High Street) Greta and Station St Weston Banner Specifications



-  Snap hook 60mm x3
-  25mm x 12mm webbing x1
-  160mm x 12mm webbing x2
-  10mm fold & hem all round double stitch
-  30mm fold & hem reinforced double stitch

### Artwork

Keep text or image 150mm from top and 50mm from sides and bottom for finishing.

Bleed background colours to all edges.

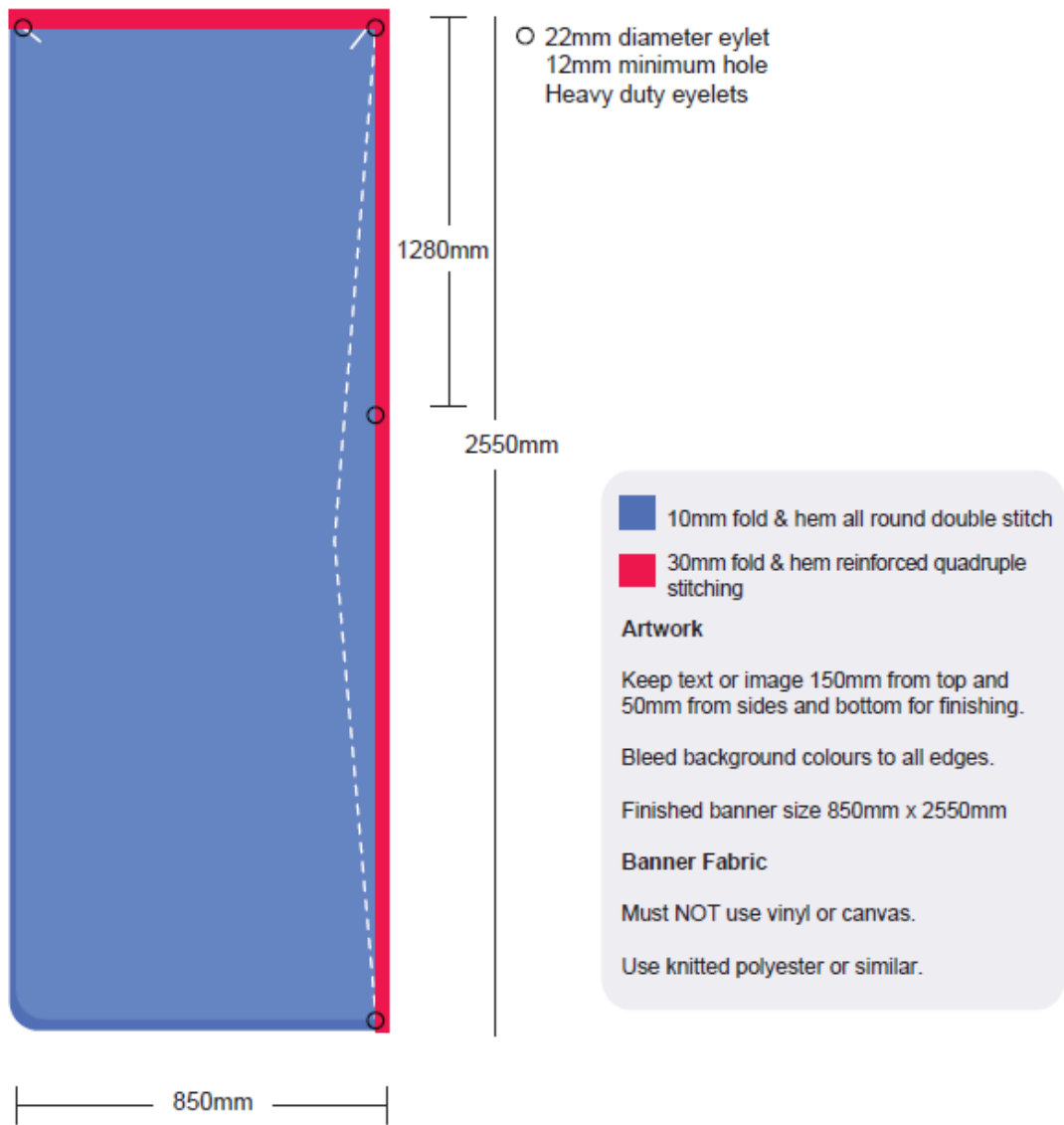
Finished banner size 800mm x 1500mm

### Banner Fabric

Must NOT use vinyl or canvas.

Use knitted polyester or similar.

## Victoria St Kurri Kurri Banner Specifications



## 9. BANNER ARTWORK

- 9.1. Banner artwork must accompany all applications for banner pole hire.
- 9.2. Banner artwork must be approved by Council's Communications & Media Team prior to banner construction. Pre-approved banners need not be resubmitted for approval provided no changes to the banner artwork have been made.
- 9.3. Banner artwork should adhere to the following criteria:
  - a) Banner artwork proof submitted to Council's Communications & Media Team for approval is to be provided in full colour and be a true representation of the proposed banner.
  - b) Artwork for approval can be submitted electronically in PDF format.
  - c) Banners must be presented with the message printed on both sides.
- 9.4. Submission of banner artwork proof does not imply immediate acceptance by Council of the proposed artwork. Booking applicants will be notified within 7 days of approval or non-approval.
- 9.5. Acceptance of banner artwork will be at the discretion of Council.
- 9.6. Artwork is the responsibility of the applicant to coordinate. Some banner manufacturers can coordinate artwork as well as the production of banners. Where this does not occur it is the responsibility of the applicant to engage an expert in this field.
- 9.7. The following list has been based on local and/or current banner suppliers and is to be used as a guide only to assist groups. Each applicant shall make their own choice regarding the supplier of their goods.
  - a) **Bannerconda**  
02 4341 5090  
dean@bannerconda.com  
www.bannerconda.com
  - b) **Screen Signs**  
02 4954 2142  
admin@screensigns.com.au  
www.screensigns.com.au

## 10. SPONSORSHIP CONTENT ON BANNERS

- 10.1. Banners portraying the names of event sponsors are permitted under these guidelines but must adhere to the following criteria:
  - a) The primary purpose of the banner is to promote the activity, event or festival for which the banner pole hire has been booked.
- 10.2. Where it is proposed to include sponsorship acknowledgement on the banner, the following will apply:

- a) Sponsorship acknowledgement will not dominate the activity, event or festival the banner is promoting.

**10.3.** Council reserves the right not to allow acknowledgement of a sponsor.

## **11. BANNER MESSAGE GUIDELINES**

- 11.1.** The message on the banners must relate to an event or activity that is artistic, awareness raising, celebratory, commemorative, community, cultural, economic development, educational, environmental, recreational, sustainability and tourism related relevant to the Cessnock LGA and the communities within.
- 11.2.** Banners must not display any potentially offensive message or image and must not be seen to be politically or religiously biased.
- 11.3.** Advertising messages must comply with Australian Advertising Standards.



## 12. DEFINITIONS

<b>Banner</b>	means a sign bearing a design, slogan or message
<b>Banner Pole</b>	means specifically erected poles or arms on poles by the Cessnock City Council for the purpose of displaying banners.
<b>Banner Pole Hire Guidelines</b>	means guidelines stipulating all procedures for hiring a banner pole
<b>Hire Fee</b>	means the fee Council charges for the use of the banner poles. This fee includes hire of the pole, erection and removal of banners. The hire fee is reviewed annually and included in Council's Operational Plan and Budget
<b>Working Days</b>	means Monday to Friday

## 13. GUIDELINE ADMINISTRATION

<b>Business Group</b>	Open Space and Community Facilities
<b>Responsible Officer</b>	Open Space and Community Facilities Manager
<b>Associated Procedure (if any)</b>	Banner Pole Hire Application and Approval Procedure (Internal)
<b>Guideline Review Date</b>	Three years from revision date
<b>File Number / Document Number</b>	DOC2019/069942
<b>Relevant Legislation (reference specific sections)</b>	Nil
<b>Relevant desired outcome or objectives</b>	Objective 1.1: to ensure recommended banner design, construction and message content is followed
<b>Related Policies / Protocols / Procedures</b>	<ul style="list-style-type: none"> <li>▪ <u>Records Management Policy</u></li> </ul>

## 14. GUIDELINE AUTHORISATIONS

No.	Authorised Function	Authorised Business Unit / Role(s)
1	Process and approve Banner Pole Hire Application Form	Vegetation and Civic Spaces Coordinator Communications & Media Officer

## 15. GUIDELINE HISTORY

Revision	Date Approved / Authority	Description Of Changes
1		Periodic review