

Display of City Flags and Banners Policy

1. POLICY STATEMENT

Council is committed to providing assistance to organisations for the promotion of city events through the use of city flags and banners.

2. PRINCIPLES

Council assistance will be provided for the promotion of events that raise the profile of the city by:

- allowing for high visibility to reinforce the nature and timing of an event;
- increasing awareness of upcoming events;
- reinforcing the identity of the City of Townsville;
- enhancing the vibrancy of the city through a strong visual presence.

Events must promote Townsville and be a major sporting, cultural, recreational, community or tourist related activity.

3. SCOPE

This policy applies to all council workers and external groups who commission flag pole sites for the purposes of advertising and/or promotion of a program or event and covers the flying of city flags or banners at sites under the control of council.

4. RESPONSIBILITY

Managers and Supervisors are responsible for ensuring this policy is understood and adhered to by all workers.

The Integrated Marketing and Communications Team is directly responsible for ensuring the policy is adhered to by external organisations hiring flag pole sites.

5. DEFINITIONS

Across street banner – large, stitched cloth bearing design, logo or slogan, strung between two purpose built poles and supporting brackets, that stretches the width of the street.

Advertising – promoting to the public an idea, goods or services by using a medium commonly used for promoting ideas, goods or services and for which a fee is paid.

Banner – large, stitched cloth bearing design, logo or slogan, strung between two brackets or attached to an object such as a fence or wall.

Event – occurrences of a specific theme that occur either as a "one off" activity or regularly. These occurrences can be commemorative, competitive, celebratory or cultural but must be considered

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significant, inclusive, managed and have a defined purpose. These occurrences can be both targeted or open to the public.

External event – an event held in Townsville that is run by a business or organisation outside of Council; for example, private enterprise, State or Federal Government. The event may or may not be subsidised by council through the Grants and Partnerships Program.

Flag – piece of cloth attached by one edge to a workers, rope or pole which bears a distinctive design.

Manager – includes persons appointed to positions with the title, Head, Team Manager, General Manager, Principal, Director and Chief.

Promotion – an activity or form of communication other than advertising that increases awareness of the item being promoted.

Responsible Department – means the department hosting the event being promoted and/or the Public Affairs Team (responsible for the placement and erection of the flags).

Workers – includes employees, contractors, volunteers and all others who perform work on behalf of council.

6. POLICY

The use of city flags and banners to advertise events are restricted to those that are run by Council, promote Townsville as a tourist destination or residence of choice or create a significant benefit to the city.

If multiple events and/or promotions occur at the same time, priority will be given to events in the following order:

- events organised by Council;
- events sponsored by Council;
- events being held in Townsville that will provide direct economic benefits to the city or those that are of significance to Townsville. Costs will be incurred for any event that bears no sponsorship or subsidy from council.

Requests for sponsorship to cover partial or full costs of flag installations must be directed to the Head of Marketing.. All external organisations (including those with an approved sponsorship agreement) are responsible for all design and printing costs incurred.

City flags and banners may not be used for advertising of a political nature or to advertise alcohol or tobacco products.

Council reserves the right to permit or refuse the flying of any banner based on content or design. Organisations hiring flag pole sites must submit artwork to the council for approval.

The use of city flags or banners in promoting Council events must be approved primarily by the Head of Marketing as all costs for the design, printing and erection of the flags will be borne by the relevant department. The Head of Marketing will have final approval of the use of flags and banners.

The approving officer must ensure that:

- The expenditure is in accordance with this policy;
- The cost associated with the method of promotion is appropriate for the number of people it is intended to inform and provides a commensurate benefit to the Council or to the public; and
- The cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

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7. LEGAL PARAMETERS

Nil

8. ASSOCIATED DOCUMENTS

Display of City Flags and Banners Procedure

Use of Open Space Policy

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