



# FLAG AND BANNER POLICY

Adopted: March 2023

TRIM 048945.2023



## 1. LEGISLATIVE REQUIREMENTS

*Local Government Act 1993*  
*Liverpool Local Environmental Plan (LEP) 2008*

## 2. DEFINITIONS

**Council** means Liverpool City Council

**LGA** means Liverpool Local Government Area

**Policy** means Flag and Banner Policy

**Banner** means a large, stitched cloth bearing information, strung between two brackets either in landscape or portrait orientation.

**Flag** means a piece of cloth attached by one edge to a rope or pole, bearing a distinctive design.

**Hirer** means any internal staff or external person or company seeking use of Council-owned flag and/or banner poles.

**Act** refers to the *Local Government Act 1993*. Campaigns are subject to Council approval, which will be guided by the Liverpool Local Environmental Plan 2008, State Environmental Planning Policy (Sydney Region Growth Centres) 2006, State Environmental Planning Policy (State Significant Precincts) 2005 and any other relevant environmental planning instrument, as well as any development control plan applying to the land on which the flag or banner is located.

## 3. PURPOSE/OBJECTIVES

3.1. The purpose of this Policy is to provide guidelines to determine what events and activities can be promoted on flags and banners throughout the Liverpool LGA.

3.2. The program is designed to:

- a) Promote significant events, including arts, cultural, business, tourism and sporting events of public significance, throughout the LGA;
- b) Visually enhance Liverpool LGA's streetscape;
- c) Create a sense of community and a sense of place for visitors and residents;
- d) Stimulate local economic activity.

## 4. SCOPE

4.1. Council flag and banner sites are available for temporary use by both Council and external organisations to publicise events and activities considered appropriate by Council. External organisations can apply to use the flag and banner poles when not in use by Council.

## **5. PROVISIONS**

- 5.1. This Policy controls the administration of the Flag and Banner program.
- 5.2. All flags and banners must conform to the specifications outlined in the Flag and Banner Information Pack (Appendix A).
- 5.3. Unless otherwise agreed upon, a single flag and banner campaign will apply to all locations across the Liverpool LGA, as outlined in Section 6 of this Policy.

## **6. FLAG & BANNER LOCATIONS**

The Policy refers to the below detailed locations (including but not limited to):

### **6.1. Flag locations:**

- a) Gateway 1: corner Hume Highway and Hoxton Park Road, Liverpool
- b) Gateway 2: corner Hume Highway and Orange Grove Road, Liverpool
- c) Gateway 3: corner Heathcote Road and Pleasure Point Road, Pleasure Point
- d) Gateway 4: corner Hume Highway and Governor Macquarie Drive, Warwick Farm (opp. Peter Warren)
- e) Gateway 5: corner Camden Valley Way and Beech Road, Prestons
- f) Gateway 6: Voyager Point Community Centre
- g) Gateway 7: Liverpool Regional Museum

### **6.2. Banner locations:**

- a) CBD Zone 1: Macquarie Street
- b) CBD Zone 2: Macquarie Mall
- c) CBD Zone 3: Moore Street and College Street
- d) CBD Zone 4: Bathurst Street
- e) CBD Zone 5: Macquarie Street (south)
- f) CBD Zone 6: Newbridge Road bridge

### **6.3. Seasonal or event zone exclusions:**

- a) CBD Zone 2: Macquarie Mall – during summer months or during major events in Macquarie Mall, banner campaigns may exclude Zone 2 for the duration or part of the campaign period due to access and visibility issues caused by trees and activations around the banners.

## **7. ELIGIBILITY**

- 7.1. This Policy applies to members of Council staff, public and community organisations and other Hirers who have a presence in the Liverpool LGA.
- 7.2. Use of the flags and banners for promotion of Council events/publicity will take priority over all other Hirers.
- 7.3. Flags and banners may be used to promote arts and cultural activities including, events, festivals, tourism or civic programs, community messaging, education as well as major economic development and sporting events of public interest. They may

also be used by government, public institutions, commercial (can be both private and publicly owned businesses), community institutions or organisations (see point 15).

7.4. Hirers events and activities must achieve one or more of the following objectives:

- 7.4.1. be held within the LGA
- 7.4.2. increase visitation to the LGA
- 7.4.3. provide direct economic benefits to the LGA
- 7.4.4. provide community messaging of general public interest
- 7.4.5. be a national or international event of significant civic value.

7.5. The banner network cannot be used as an advertising medium for commercial products or services and design must be approved by Council and meet council design standards.

## **8. ROLES AND RESPONSIBILITIES RELATING TO EXTERNAL HIRES**

8.1. Council will be responsible for:

- a) Maintaining the schedule of flag and banner campaigns, including the scheduling of external campaigns by Hirers
- b) Issuing Hirers with invoices for the hire of flag and banner poles
- c) Approving all flag and banner campaign designs before production
- d) The cost and coordination of flag and banner installation and deinstallation
- e) The cost and coordination of flag and banner disposal

8.2. Hirers will be responsible for:

- a) The design of flags and banners
- b) Providing Council a minimum of seven weeks to approve designs prior to installation, and to make any reasonably requested amendments
- c) The payment of Council's hire fee before the agreed installation date
- d) The cost and coordination of flag and banner production to the specifications outlined in the Flag and Banner Information Pack
- e) The cost and coordination to wash and pack flags and banners for future re-use
- f) Details regarding the program timeline are in appendix A.

## **9. BOOKING APPLICATION**

9.1. External parties are required to complete and submit a *Flag and Banner Application Form* (Appendix B) available on Council's website.

9.2. Applications should be submitted at least 4 months before the intended installation date to cater for production times and limited availability.

9.3. Council reserves the right to decline any application that is not consistent with this Policy and the *Flag and Banner Information Pack* specification.

## **10. BOOKING CONFIRMATION & CANCELLATION**

- 10.1. Upon receipt of the completed application form, Council will confirm availability of hire dates.
- 10.2. Council will issue the Hirer with an invoice for the full hire fee. The invoice will be paid by the Hirer within two (2) weeks of receipt. The booking is confirmed once payment of the hire fee is paid.
- 10.3. If the Hirer cancels their booking after confirmation, Council will retain thirty percent (30%) of the hire fee, and refund the remaining amount.

## **11. APPROVAL**

- 11.1. Flag and banner designs are subject to Council approval, which will be guided by the Liverpool LEP 2008.
- 11.2. Designs should be submitted to Council a minimum of seven (7) weeks prior to the proposed installation date.
- 11.3. Approval of designs takes approximately five (5) business days.
- 11.4. Council reserves the right to reject any flag and banner design that does not comply with this Policy, or is considered unsuitable. Council is the final arbiter of what constitutes unsuitable.
- 11.5. Council reserves the right to have any installed flags and banners that are damaged dismantled before the scheduled dismantling date.
- 11.6. Once the designs have been approved the Hirer can proceed with production.

## **12. FLAG AND BANNER PRODUCTION**

- 12.1. All flag and banner specifications, guidelines and advice are presented in the Flag and Banner Information Pack.
- 12.2. All costs relating to the production of flags and banners are to be met by the Hirer.
- 12.3. The Hirer must coordinate the production of the correct number of flags and banners as outlined in the *Flag and Banner Information Pack*.
- 12.4. Flags and banners remain the property of the Hirer and can be re-used at a later stage, providing the artwork is re-approved and the flags and banners are deemed to be in good condition by Council.
- 12.5. Council does not take responsibility for lost, stolen or damaged flags and banners.
- 12.6. The Hirer will be required to pay any additional manufacturing costs to replace lost or damaged banners.

### **13. INSTALLATION, DISMANTLING AND CLEANING**

- 13.1. Council's approved contractor will install and dismantle flags and banners. Installation typically occurs over three (3) nights.
- 13.2. Banner installation may be delayed by: traffic, weather conditions, the number of banners being installed, as well as other external factors. Hirers should allow up to five (5) days' variation on the installation date. Variations may increase during extreme weather events or other causes beyond Council's reasonable control.
- 13.3. Hirers are required to deliver their banners to the Council approved contractor fourteen (14) days prior to installation.
- 13.4. Hirers are responsible for collecting their banners from Council's contractor as soon as they have been removed. Council and its contractor will not be held responsible for uncollected banners. Banners not collected within one month after their dismantling date will be discarded.
- 13.5. Council will not be liable for the cost of replacing or repairing banners.

### **14. COST & DURATION**

- 14.1. Council will publish a fee for the hire of flag and banner poles for approved external organisations in its table of fees and charges.
- 14.2. Unless otherwise agreed upon, the hire of flag and banner poles for a single campaign will be for a 5-6 week period.
- 14.3. Council may consider a fee reduction or waiver for not-for-profit organisations serving the local community.

### **15. PRIORITY BOOKING SYSTEM**

- 15.1 In order of priority, bookings will be taken for:
- Council owned events
  - Council sponsored/partnered events
  - Major civic or calendar events
  - Events or conferences that are held within the LGA which the general public can attend
  - A specific event that promotes a fundraising activity, open to the general public to attend

**AUTHORISED BY**

Council

**EFFECTIVE FROM**

27 February 2019

**DEPARTMENT RESPONSIBLE**

City Economy

**REVIEW DATE**

The Policy will be reviewed two years after its adoption.

**VERSIONS**

<b>Version</b>	<b>Amended by</b>	<b>Changes made</b>	<b>Date</b>	<b>Trim number</b>
1	Adopted by Council	Applicable	26 May 2015	045181.2015
2	Authorised by CEO	To allow for external hirers	9 June 2017	278803.2018
3	Adopted by Council	Formatting and layout changes as part of standard 2-year review	27 February 2019	339522.2018
4	Authorised by CEO	<ul style="list-style-type: none"> <li>• Cancellation policy added</li> <li>• New Gateway banners added</li> </ul>	16 August 2019	1906559.2019
5.	Amendment by Tourism Development Officer	<ul style="list-style-type: none"> <li>• Removal of Luddenham location due to road works</li> <li>• Addition of Liverpool Regional Museum</li> </ul>	01 February 2021	029784.2021
6.	Amendments by Visitor Economy Officer	<ul style="list-style-type: none"> <li>• Seasonal and major event site exclusion added</li> <li>• Modification to eligibility to book</li> <li>• Modification to potential banner installation delays</li> <li>• Consultation with the Urban Design and Public Domain unit</li> </ul>	17 February 2023	048945.2023

**THIS POLICY HAS BEEN DEVELOPED IN CONSULTATION WITH**Corporate Services (Governance and Legal Services)  
Communications**ATTACHMENTS**

Appendix A – The Liverpool City Council Flag and Banner Information Pack.

Appendix B – Flag and Banner Application Form.