

DOCUMENT TYPE	Policy
TITLE	HIRE OF BANNER POLES
NUMBER:	POL-3005

PURPOSE

The purpose of this policy is to provide clear guidance for the management of the Shire banner poles located in Messmate Drive, Kununurra and Great Northern Highway, Wyndham.

DEFINITIONS

Nil

POLICY STATEMENTS

The Shire of Wyndham East Kimberley provides banner poles for organisations to promote approved events, activities or campaigns.

Eligibility for banner pole use:

- Events run by a not-for-profit organisation;
- Events run by a government organisation that is of interest to the general public; or
- Major events that attract significant local, interstate, or international visitors to the East Kimberley.

(1) BOOKINGS AND APPLICATIONS

The minimum hire period for banner poles is one week per booking, with the maximum booking period being four weeks, unless otherwise approved. Bookings can be made up to one year in advance, or can be approved for consecutive years.

The Shire reserves the Kununurra and Wyndham banner poles from 1 March to 31 May each year for the Ord Valley Muster, and both the Kununurra and Wyndham poles from 1 December to 10 January for the Shire's Christmas banners. These dates may be adjusted as needed, either to accommodate other applications or due to changes in scheduling.

An application form must be completed including details of the banner design, and submitted to the Shire a **minimum of 4 weeks prior** to the proposed period of use. Public Liability Insurance to a value not less than \$10 Million must be included.

The installation and removal of the banners must be organised by the applicant, in accordance with any Traffic Management requirements, and is at the expense of the applicant. The Shire will not reimburse the applicant for any damage or theft incurred to their banner whilst being displayed, or for the cost of production of the banners.

Any application for the hire of the Wyndham banner poles will also require the approval of Main Road Western Australia. The Shire will provide written approval which may include conditions that must be adhered to by the applicant.

(2) LOCATION OF BANNER POLES

There are eight banner poles located on Messmate Drive Kununurra, and six banner poles located on Great Northern Highway Wyndham. Each banner pole has been allocated a number, as noted on the Hire of Banner Poles Application Form, for easy identification.

(3) DESIGN GUIDELINES

All banners must meet the following standards:

- High quality presentation, visually pleasing, and easy to read text suitable for both motorists and pedestrians;
- All sponsorship advertisement is limited to 20% of the total banner area;
- No advertising or promotion of alcohol or tobacco products;
- Compliance with the design specifications as outlined in the Hire of Banner Poles Application Form; and
- Banners may be reused for future bookings provided they remain in excellent condition and relevant.

All designs are to be approved by the Shire prior to installation.

EXPLANATORY NOTES

Nil

RISK

Risk: Inability to deliver levels of service expected by the community.

Control: Clear guidance for management of the banner poles to determine expected level of service.

DOCUMENT AND VERSION CONTROL

Responsible Directorate	Community Development		
Responsible Officer	Community Grants and Events Officer		
Statutory References	<i>LL-3004 Property Local Law 2003</i>		
Related Documents	POL-2006 Fees and Charges Pricing		
Amendment History (Adoption and last 3 amendments)			
Version	Date Issued - Resolution Number	Item #	Description of Change
1.0	31/01/2017 - 11591	12.3.2	Council Adoption
1.1	15/11/2023 – CEO047	--	Reference Updates as per POL-1014 Policy Management (Previously CP-COM-3585)
2.0	TBA	TBA	Council Review Adopted
Date of Next Review	February 2028		