



**Baw Baw Shire  
Flags, Banners and Signage Policy 2013 DRAFT**  
Guidelines for promoting your major or community event  
in Baw Baw Shire



## **Introduction**

Baw Baw Shire Council has a number of opportunities available for event organisers to showcase their event or activity to both a local and visitor audience.

The Council offers a flags and banners program, which provides a strong visual impact, showcasing your event and ensuring it is recognisable, as well as creating vibrancy and enhancing community pride in Baw Baw Shire.

The Council also offers a community billboard for hire, and roadside signage opportunities.

This document provides detailed information on each form of promotion available and the requirements of production and hiring.

## **Flags and Banners Program**

Baw Baw Shire flag and banner poles are available for hire by organisations wishing to promote upcoming community events or activities, when they are not being used by the Council.

Some commercial use is permitted, if use meets the following criteria:

- Flags/banners must promote a local business group or chamber of commerce initiative as opposed to a sole business/businesses.
- Flags/banners must not be flown outside the township of the hiring business group/chamber of commerce so as not to adversely affect businesses in other areas of the shire.
- Any proposals to use the flag/banner poles must be approved by the Council in accordance with this policy.
- Business groups/commercial entities are subject to the same guidelines in which community groups must abide.

All applications will be approved at the discretion of the Council and only those campaigns considered to meet the above criteria will be approved.

### **Design Guidelines**

Flags and banners are a great supporting strategy to any marketing campaign. Due to the limited space available on the flag, they should not be used as the sole promotional tool.

Flag and banner designs must always enhance the Shire's visual attractiveness and carry the Shire's branding where appropriate.

To help make your design more effective it is recommended that:

- Graphics be simple and bold.
- Text only be used where it forms part of the established image of the event or logo.

- Text be large enough to be read from a distance and be kept to no more than a few words.
- Dates and venues are best avoided, as they are difficult to read.
- Montages, slogans and extended text should be avoided.
- White backgrounds should be avoided as they soil easily and are difficult to see against the greyness of the winter weather, often inhibiting legibility.
- Each flag can only have a naming rights sponsor appear in the design.
- Material deemed to be inappropriate or offensive to the community at large, or to any sector of the community, will not be permitted. The Council reserves the right to refuse design applications at its discretion.
- Flag designs must carry Baw Baw Shire flag branding and conform to the Shire's Style Guide where appropriate.

#### **Production**

Hirers are responsible for engaging suppliers in the design and manufacturing of flags and banners. The Council can recommend suppliers, all of whom provide value for money and meet the Council's requirements for quality materials.

Please note: It is recommended that banners are made of vinyl with vents to allow for air flow, and large and small flags are made of polyester with double stitching on the sleeves at the top and bottom of the flag.

#### **Bookings**

Flags and banners cannot be displayed for a consecutive period of more than four weeks unless negotiated at the time of booking with Council and are subject to availability.

Applications should be made a minimum of three months prior to the proposed installation date, in order to check availability in the schedule and to avoid disappointment. Community and Council events will be given priority for use of the poles over commercial hire.

Bookings can be made by contacting Baw Baw Shire Council's Events Officer on 5624 2411 or email [events@bawbawshire.vic.gov.au](mailto:events@bawbawshire.vic.gov.au)

#### **Design Approval Process**

Flag designs must be approved by the Council's Communications unit **before** production commences. Approval is dependent upon compliance with the standards set in these guidelines and the Council's style guide, and is provided at the Council's discretion.

Designs must be submitted to [communications@bawbawshire.vic.gov.au](mailto:communications@bawbawshire.vic.gov.au) a minimum of six weeks prior to the proposed installation date.

Any previously used flags must be clean, free of fading and not be ripped or torn.

Should flags be produced with rejected or unapproved designs or if the flags' physical condition does not meet quality standards, the hirer will be responsible for any costs incurred by the Council to that point and will not be installed or will be immediately removed.

Your flags will be returned to you at the completion of the hire period.

#### **Installation**

Once artwork is approved, it takes approximately four weeks to produce flags.

In all instances the installation and removal of the flags is coordinated by the Council. If there are any queries regarding installation or removal, please contact the Urban Operations unit at the Council.

The flags need to be delivered to the Council at least 10 working days before the scheduled installation date.

Please contact Council's Urban Maintenance Coordinator on 5624 2411.

Hirers should allow up to four days variance in the duration of their hiring, as the installation of flags is impacted by traffic management, weather conditions and the number of flags installed.

If the hirer is intending the flags be used over multiple years, 45 banners, 15 large flags and 12 small flags should be the minimum produced to allow for 'wear and tear'.

By using the Council's Flag Program the hirer agrees to indemnify the Baw Baw Shire in respect of any action, claim proceeding, demand, cost expense, loss, damage or bodily injury, including death which the Council may sustain or incur arising out of the erection, presence and removal of flags.

The Council does not take any responsibility for lost, stolen or damaged flags.

#### **Flag and Banner Locations and Specifications**

Baw Baw Shire has a total of 20 banner poles that fly 38 banners, 10 large flag poles and eight small flag poles across the municipality, at the following locations.

- Twelve banners on Princes Way, Drouin (1,900mm high by 900mm wide)
- Twelve banners on Princes Highway, Trafalgar (1,900mm high by 900mm wide)
- Six banners on Princes Highway, Darnum (1,900mm high by 900mm wide)
- Six banners on Pioneer Park, Thorpdale (1,900mm high by 900mm wide)
- Two banners in Rotary Park, Warragul (1,900mm high by 900mm wide)
- Eight large flags in Civic Place, Warragul (3,100mm high by 1,000mm wide)
- Two large flags in Princes Way, Drouin (3,100mm high by 1,000mm wide)
- Eight small flags in Civic Place, Warragul. (1,870mm high by 900mm wide).

Poles can be hired across the shire or in specific areas.

#### **Costs**

All costs relating to the artwork, production, installation and removal of flags are to be met by the hirer.

Baw Baw Shire's Flags and Banners Program operates on a non-profit basis and aims to recover operating costs only.

The maximum cost to hire the poles, and have banners and flags installed and dismantled is approximately \$3,700. This price is a *maximum* and can be negotiated with Council at the time of booking.

The cost includes the installation and dismantling of 38 banners, 10 large flags and eight small flags, staff, travel and equipment cost.

Sponsorship opportunities via the Council are available. Please enquire at the time of booking.

If hirers require the use of only a proportion of the abovementioned poles, a price can be negotiated.

#### **Signage**

##### **Community Billboard Signage**

A community billboard is located on Princes Way, at one of the main entrances into Warragul.

The billboard is available free of charge to not-for-profit community groups wanting to advertise a community event. It is not available for commercial organisations or schools wanting to advertise enrolments (however, school activities such as drama productions are permitted).

The billboard can be booked in two week blocks, commencing on a Monday.

The billboard may not be available to hire throughout February and March due to existing hire agreements.

##### **Installation Costs**

All costs relating to the artwork, production and installation of the billboard are to be met by the hirer. An indicative cost is approximately \$450 plus GST.

For further information and booking availabilities, contact the Council's Events Officer on 5624 2411.

#### Design Guidelines

To help make your design more effective it is recommended that:

- Graphics be simple and bold.
- Text only be used where it forms part of the established image of the event or logo.
- Text be large enough to be read from a distance and keep to no more than a few words.
- Dates and venues are best avoided, as they are difficult to read.
- Montages, slogans and extended text should be avoided.
- Each billboard can only have a maximum of 10 per cent of the total area allocated for sponsor's logos.
- Material deemed to be inappropriate or offensive to the community at large, or to any sector of the community, will not be permitted. The Council reserves the right to refuse design applications solely at its discretion.

#### Billboard Location and Specifications

The billboard is located on Princes Way, Warragul, adjacent to Rotary Park.

The billboard is 3,600mm wide by 2,200mm high.

#### Design Approval Process

Billboard designs must be approved by the Events Officer **before** production commences. Approval is dependent upon compliance with the standards set in these guidelines and the Council's style guide, and is provided at the Council's discretion.

Designs must be submitted to the Events Officer via email at [events@bawbawshire.vic.gov.au](mailto:events@bawbawshire.vic.gov.au) a minimum of four weeks prior to the proposed installation date.

Billboard hirers are responsible for engaging a contractor to install and dismantle their sign.

Any previously used billboards must be clean, free of fading and not damaged.

Should billboards be produced with rejected or unapproved designs or the billboard's physical condition does not meet quality standards, the hirer will be responsible for any costs incurred by the Council to that point and will not be installed or will be immediately removed.

#### Roadside Signage

Temporary roadside signage may be erected with the Council's and/or VicRoads' permission to further promote your event.

Roads within Baw Baw Shire are mainly managed either by Council or VicRoads (main or arterial roads, highways and freeways), and a minority of roads are managed by the Department of Sustainability and Environment (eg forest roads).

To find out which entity manages the road you wish to erect temporary road signage on, contact the Council's Events Officer on 5624 2411 or via email at [events@bawbawshire.vic.gov.au](mailto:events@bawbawshire.vic.gov.au).

To seek permission to erect temporary roadside signage for the promotion of your event you must seek permission from either Council or VicRoads at least six weeks prior the date of the event. Applications must include:

- Name of the organisation or group wishing to erect the temporary signage;
- Details of the event to be promoted;
- Detailed information on the proposed location(s), preferably accompanied by a map;
- Duration the temporary sign will be erected;
- Text to be displayed;
- Proposed size of the sign;
- Proposed material of the sign;
- Copy of current Certificate of Currency (Public Liability Insurance).

Technical specifications for roadside signage on Council-managed roads are available on request by phoning the number below. A planning permit may also be required.

Council managed road:                      Events Officer  
5624 2411  
[events@bawbawshire.vic.gov.au](mailto:events@bawbawshire.vic.gov.au)

VicRoads has its own requirements for signage size, type and configuration. Please consult with VicRoads before erecting signage on its road network.

VicRoads managed road:                      VicRoads Eastern Region  
5172 2611  
[vicroads.ermoa@roads.vic.gov.au](mailto:vicroads.ermoa@roads.vic.gov.au)

Sections 14.3.1 and 14.8.1 of the Victorian Traffic Engineering Manual Volume Two sets out VicRoads requirements for signage.

#### Tourism Signage

Installation of tourism signage, usually found on the VicRoads road network does not fall within Baw Baw Shire Council's jurisdiction, however Council is available to advocate to VicRoads on behalf of the community.

The Victorian Tourist Signage Guidelines set out VicRoads requirements for tourist signage.