



Flags and Banners Guidelines

Purpose

Baw Baw Shire Council ("Council") has a number of opportunities available for event organisers to showcase their event or activity to both a local and visitor audience. Council's flags and banners program provides a strong visual impact, showcasing events and ensuring they are recognisable, creates vibrancy and enhances community pride in Baw Baw Shire. Council also offers a community billboard ("Warragul Billboard") for hire.

These Guidelines aim to provide organisations wishing to hire Council's flag and banner poles and the Warragul Billboard to promote upcoming community events, a tourism destination or experience or a local business group or chamber of commerce initiative with detailed information on each form of promotion available and the requirements of production and hiring.

Refer to the Flags and Banners Policy for overarching principles.

Flags and Banners Program

Council's flag and banner poles are available for hire by organisations wishing to promote upcoming community events or activities, a tourism destination or experience that is in line with the strategies under Council's Economic Development Strategy or a local business group's initiative, when they are not being used by Council and subject to other availability.

Commercial use must meet the following criteria:

- Flags/banners 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.
- Flags/banners promote a Baw Baw Shire tourism destination or experience.
- Any proposals to use the flag/banner poles must be approved by Council Officers under delegation in accordance with the Flags and Banners Policy.
- Business groups/commercial entities are subject to the same guidelines to which community groups must abide.

Requests to fly other flags

Requests by community organisations to fly flags other than those listed above will be considered by the Chief Executive Officer in consultation with the Mayor.

Such requests will not be approved where the flying of the flag would be inconsistent with Council's values and commitment to inclusiveness.

Such requests should be directed in the first instance to the Arts, Culture and Events Team (see Bookings below) who will then refer the request to the Governance team who will refer the request seeking the approval of the Chief Executive Officer and Mayor.

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

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 Council's Arts, Culture and Events Team on 1300 BAW BAW (1300 229 229) or email events@bawbawshire.vic.gov.au.

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 Council recommends the following:

- 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 in the design;
- Material deemed inconsistent with Council's values and commitment to inclusiveness will not be permitted. Council reserves the right to refuse design application at its discretion;
- Flag designs must carry Baw Baw Shire flag branding and conform to Council's Style Guide where appropriate.

Design Approval Process

Flag designs must be approved by Council Officers under delegation **before** production commences. Approval is dependent upon compliance with the standards set in these guidelines and Council's Style Guide, and is provided at Council's discretion.

The printed document is an uncontrolled document. To ensure you have the latest policy visit Council's website at www.bawbawshire.vic.gov.au or contact the Governance team on 03 5624 2411.

Designs must be submitted to events@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 Council to that point and flags will not be installed or will be immediately removed.

Flags can either be collected by prior appointment from Council's Infrastructure Maintenance Team at the Warragul Depot or may be stored at the Depot for future use at the completion of the hire period.

Production

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

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.

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 Council. If there are any queries regarding installation or removal, please contact Council's Infrastructure Maintenance Team.

The flags need to be delivered to Council's Warragul Depot at least 5 working days before the scheduled installation date.

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 and banners be used over multiple years, extra flags and banners should be produced to allow for 'wear and tear'.

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

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

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Costs

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

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

The installation cost is approximately \$50 per pole, depending on location of the hired poles, and is subject to change. A quote will be provided to you by Council's Infrastructure Maintenance Team prior to installation.

The cost includes the installation and dismantling of flags and banners, staff, travel and equipment cost.

Sponsorship opportunities via Council's Grants and Sponsorship Program are available. Please enquire at the time of booking.

Flag and Banner Locations and Specifications

Refer to **APPENDIX 1: FLAG AND BANNER LOCATIONS AND SPECIFICATIONS**

Warragul Billboard

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).

Bookings

Bookings can be made by contacting Council's Arts, Culture and Events Team on 1300 BAW BAW (1300 229 229) or email events@bawbawshire.vic.gov.au.

The billboard can be booked in two-week blocks, commencing on a Monday. The billboard may not be available to hire at certain times due to pre-existing hire agreements.

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. Council reserves the right to refuse design applications solely at its discretion.

Design Approval Process

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

Designs must be submitted via email at events@bawbawshire.vic.gov.au a minimum of four weeks prior to the proposed installation date.

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 Council to that point and will not be installed or will be immediately removed.

Installation Costs

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

Council can recommend signwriters, all of whom provide value for money and meet the Council's requirements for quality materials. An indicative cost is approximately \$450 plus GST.

For further information contact Council's Arts, Culture and Events Team on 1300 BAW BAW (1300 229 229) or email events@bawbawshire.vic.gov.au.

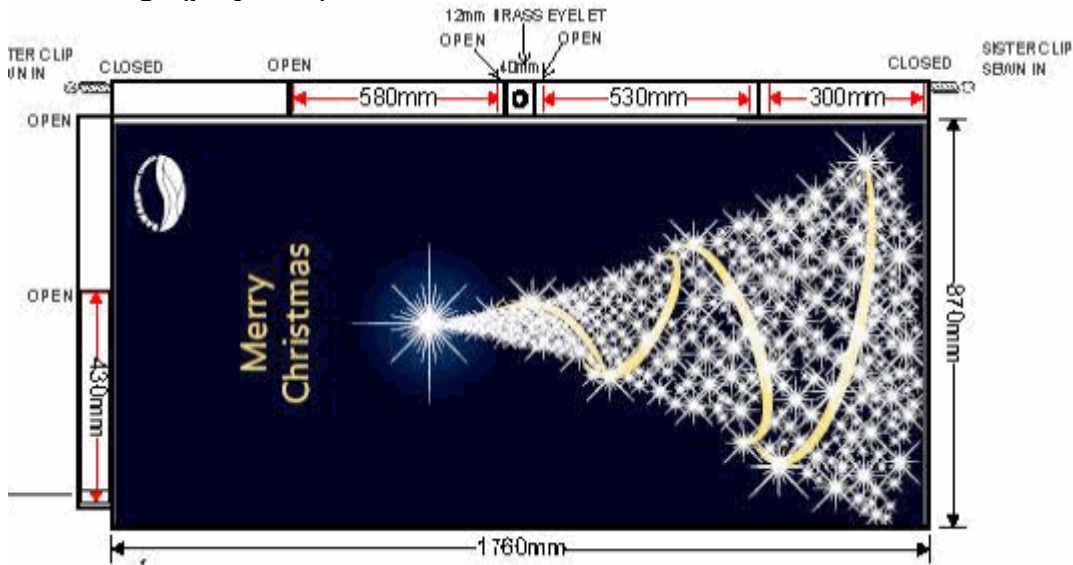
Billboard Location and Dimensions

Location: Princes Way, Warragul, adjacent to Rotary Park.

Dimensions: 3,600mm wide by 2,200mm high.

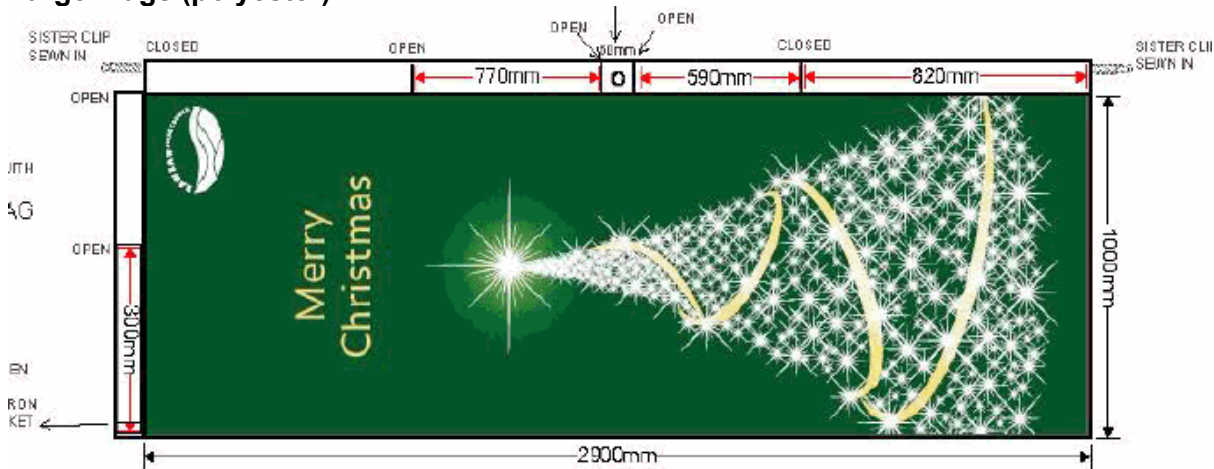
APPENDIX 1: FLAG AND BANNER LOCATIONS AND SPECIFICATIONS

Small Flags (polyester)



- Require a flag extender (fibreglass rod) to allow for full display
- Must come complete with sister clips but do not have to have brass eyelet down spine
- Size: 1760 x 870mm
- Locations and quantities:
 1. Trafalgar Princes Highway west-bound – qty 3
 2. Trafalgar Princes Highway east-bound – qty 3
 3. Yarragon Waterloo Park opposite Hotel – qty 3
 4. Warragul Queen Street Park – qty 3
 5. Warragul Palmerston St roundabout – qty 2
 6. Warragul north of railway bridge – qty 3
 7. Drouin Hope St roundabout – qty 3
 8. Drouin Civic Centre Young St – qty 3
 9. Neerim South Post Office – qty 3
 10. Neerim South Skate Park car park garden – qty 3
 11. Longwarry north of railway – qty 3
 12. Longwarry Cenotaph area – qty 3
 13. Warragul West Gippsland Arts Centre car park – qty 3

Large Flags (polyester)



- Require a flag extender (fibreglass rod) to allow for full display
- Must come complete with sister clips but do not have to have Brass eyelet down spine
- Size: 2900 x 1000mm
- Locations and quantities:
 1. Warragul Victoria St – qty 6
 2. Warragul West Gippsland Arts Centre – qty 4
 3. Warragul Howitt St – qty 5
 4. Warragul Landsborough Rd roundabout – qty 5
 5. Drouin Princes Way (main street) roundabout – qty 2

Gateway Flags (polyester)

- The poles are only available for use by Visit Baw Baw and Baw Baw Shire Council.
- Same type and style as large flags
- Require flag extender (fibreglass rods) to suit
- Must come complete with sister clips but do not have to have Brass eyelet down spine
- Size: 3500 x 1200mm
- Locations and quantities:
 1. Longwarry at Bunyip River on freeway, east-bound – qty 4
 2. Trafalgar East on freeway, west-bound – qty 4

Vinyl Banners



- Must have breeze cuts to allow for wind flow
- Must be double stitched and glued at sleeves
- Size: 1800 x 900mm
- Locations and quantities:
 1. Thorpdale Pioneer Park – qty 6
 2. Trafalgar Princes Highway centre strip * to be relocated 2021/22 – qty 6
 3. Trafalgar rear car park * to be relocated 2021/22 – qty 6
 4. Darnum along Princes Freeway west-bound – qty 6
 5. Drouin Civic Park Two Towns Trail start – qty 6
 6. Drouin Princes Way (main street) near Memorial Park west-bound – qty 6

Flag Manufacturing

Council can provide a list of recommended flag manufacturers. If flags are supplied by a company other than one recommended by Council, please supply extender poles (fibreglass rods) to ensure perfect fit.