



POLICY NO. AP 3.1.16

POLICY STATEMENT USE OF CITY COMMUNITY INFORMATION BANNER SITES

PURPOSE To provide the parameters for community use of the City of Gosnells banner sites.

POLICY

1. SCOPE

1.1 The City of Gosnells banner sites are available for use by community groups and not for profit organisations wanting to publicise events, activities or campaigns, subject to availability. There are five banner locations available and applicants may request to use one or multiple sites, as follows:

1. 2120 Albany Highway, Gosnells (front of City of Gosnells Civic Centre)
2. Cnr Albany Highway and The Crescent, Maddington (Longies Park)
3. Cnr Spencer Road and Burslem Drive, Thornlie
4. Warton Road, Southern River (front of Amherst Village Library)
5. Cnr Garden Street and Nicholson Road, Canning Vale

1.2 Priority will be given to events, activities or campaigns which:

- increase visits to the City;
- promote the City of Gosnells;
- promote programs, events or services that benefit the local community;
- are related to local tourism; or
- have a public art value.

2. USE REQUIREMENTS

2.1 Details of the design must be submitted to the City at least two weeks prior to the period of use together with details about the location/s required and length of time banners will be displayed. A high standard of design presentation is required to ensure that banners are complementary to the City's streetscape and its public amenity. Banners will not be permitted to advertise material of a political or offensive nature.

2.2 As a maximum, banners are to be on display three weeks before the event/activity/campaign and be removed within two days of conclusion. The applicant is responsible for installing and removing each banner and for any adjustments required during use. Advice will be provided by the City.

2.3 Applicants are required to make arrangements for the manufacture, repair and/or replacement of their own banners as required and retain full responsibility for their banner/s.

2.4 Bookings can be made up to six months in advance.

2.5 Applicants are limited to a maximum of two bookings per year for the same group, unless otherwise approved by the Director Community Engagement.



- 2.6 Advertising (sponsorship details) on banners should be limited to no more than 25% of the total banner area.
- 2.7 Messages must be concise, visually pleasing and readable by pedestrians and motorists.
- 2.8 Banners must be made of environmentally friendly non-rip flexible material such as reusable cloth, in line with the State Government’s ban on single-use plastic promotional film, with sufficient tie points to attach the banner to the approved location/s. The banner dimensions must be 3m long x 1m wide.

GOVERNANCE REFERENCES

Statutory Compliance	Nil.
Industry Compliance	Nil.
Organisational Compliance	Nil.
Process Links	City of Gosnells Banner Sites Application Form

POLICY ADMINISTRATION

Directorate		Officer Title		Contact:	
Community Engagement		Manager Marketing and Community Events		9397 3110	
Risk Rating	Low	Review Cycle	Triennial	Next Due:	2027
Version	Decision Reference	Synopsis			
1.	Executive Team Meeting 17/10/2016	New Admin Policy to provide guidance for staff to determine public use of the City’s banner poles.			
2.	Exec Team Meeting	Significant amendments to scope including the addition of another site.			
3.	Exec Team Meeting 09/08/2021	Reviewed with minor amendments.			
4.	Exec Team Meeting 15/07/2024	Reviewed with amendments to banner specifications (clause 2.8).			