



Promotional Roundabout Banner Policy

This policy is framed to allow Warrnambool City Council (WCC) directorates, community groups and organisations located in the Warrnambool Municipality and to promote their events through the display of appropriate advertising at specific roundabout locations, WCC is the single permitting authority.

GENERAL INFORMATION

1. There are 8 roundabouts and 4 banners per pole
2. Therefore the maximum is 32
3. All banners are installed Monday to Monday
4. Maximum hanging time is 2 weeks, unless otherwise approved by WCC Events & Promotion Team
5. Banners will not be changed mid-week.
6. Approvals for banners shall be limited to applications from local, community based organisations and WCC directorates for the promotion of events. Banners are not to be utilised for promotion of entities only.
 - a. Note: in times where there are spaces available WCC will install banners which promote Warrnambool and will endeavour to keep all banner spaces utilised. This may include promoting 'I am Warrnambool' or 'What's on in Warrnambool' as examples to direct visitors and locals to sites where all events are listed. More generic promotional material for the city may also be utilised. These banners will be the first removed when an event is to be promoted and may be kept in place for longer than the maximum 2 weeks outlined above to ensure banner spaces are fully utilised
7. All promotions **must** be for a specific event (date) that is located within the Warrnambool district.
8. Confirmation is subject to availability.

To ensure that banners fit the roundabout frames:

- Banners **must** be of a required size (**900mm in width, 1850mm in depth with an 80 mm turnover top and bottom**).
- All banners are to be dropped off and picked up from the Visitor Information Centre desk at Flagstaff Hill, 89 Merri Street, Warrnambool.
- Delivery must be at least 3 working days prior to display. Collection must take place within two weeks at end of display, after this time they will be destroyed
- The delivery and pick up of banners is the **sole** responsibility of the individual, club or organisation making the booking.

BANNER DESIGNS MUST ADHERE TO THE FOLLOWING GUIDELINES:

- Advertising of tobacco products, alcohol or drugs will not be permitted.
- Commercial advertising, sponsors logos, names or any material **not** relating to the event being promoted should not exceed 20% of the total visible banner surface area.
- Banner advertising is to be prioritised to the promotion of events approved by the WCC Events & Promotion Team. In instances where banner spaces are empty/available and not booked for use please refer to **No. 6 in General Information** for WCC allowable use.
- Banners shall be professional in appearance, aesthetically pleasing and kept in a simple form carrying the event name, venue, date and name/logo of organisation (if forming part of the event title).

Warrnambool City Council has the right to refuse permission to erect banners where design does not meet the guidelines or is inappropriate for public display. No refund will be applicable.

Further information can be obtained from the Warrnambool City Council Events Team on 03 5559 4965 or events@warrnambool.vic.gov.au.