



WARRNAMBOOL
CITY COUNCIL

Promotional Roundabout Banner Policy

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PROMOTIONAL ROUNDABOUT BANNER POLICY

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PROMOTIONAL ROUNDABOUT BANNER POLICY

1. INTRODUCTION

1.1. Purpose

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

1.2. Scope

This policy applies to activities and events overseen or delivered by the Events and Promotion branch within the City Futures directorate and apply to external groups and other Council areas wishing to utilise promotion through the use of roundabout banners.

1.3. Definitions

Term	Definition
Council	Refers to Warrnambool City Council.
WCC	Warrnambool City Council.

2. POLICY

2.1 General Information

1. There are 7 roundabouts and 4 banners per roundabout, therefore the maximum is 28.
2. A maximum of 12 banners can be reserved per booking from February to November.
3. A maximum of 4 banners can be reserved per booking during peak event season of December to January.
4. All banners are installed and removed Monday to Monday.
5. Maximum hanging time is 2 weeks, unless otherwise approved by Council's Events & Promotion Team.
6. Banners will not be changed mid-week.
7. Approval for banners shall be limited to applications from local, community based organisations and Warrnambool City Council directorates for the promotion of events. Banners are not to be utilised for promotion of entities only.

Note: in times where there are spaces available, Council 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

8. All promotions must be for a specific event (date) that is located within the Warrnambool district.
9. Confirmation is subject to availability.

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To ensure that banners fit the roundabout frames:

- Banners must be of a required size (900mm in width, 1850mm in depth with an 80mm 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 to ensure that banners fit the roundabout frames.
- Delivery must be at least 3 working days prior to display. Collection must take place within two weeks at end of display.
- The delivery and pick up of the banners is the sole responsibility of the individual, club or organisation making the booking.

2.2 Banner Design

Banner designs must adhere to the following policy:

- 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 event approved by Council's Events & Promotion Team. In instances where banner spaces are empty/available and not booked for use please refer to **No. 7 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).
- References to gambling is prohibited from banners. This includes the display of gambling operator names, logos, trademarks, betting agency branding, promotional messages, websites, QR codes, sponsorship acknowledgements or any other content that promotes or identifies gambling products or services. Banners containing such references will not be approved for display.

2.3 Bookings and Fees

Booking and fee information for roundabout banners can be found on Council's website www.warrnambool.vic.gov.au/apply-roundabout-banners

Banners that do not adhere to the regulations provided may not be displayed and will not be entitled to a refund. Dates of installation and removal are subject to change depending on weather.

Further information can be obtained from Council's Events Team on (03) 5559 4965 or events@warrnambool.vic.gov.au.

3. GOVERNANCE

3.1. Owner

Manager Economic Development & Events.

3.2. Review

Manager Economic Development & Events will review the policy for any necessary amendments no later than 3 years after its formulation or after the last review.