



WARRNAMBOOL
CITY COUNCIL

Promotional Roundabout Banner Policy

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REVIEW DATE: APRIL 2028

DOCUMENT CONTROL

Document Title:	Promotional Roundabout Banner Policy
Policy Type:	Council
Responsible Branch:	Events & Promotions Branch
Responsible Officer:	Manager Economic Development & Events
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Approved Date:	April 2025
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1. INTRODUCTION

1.1. Purpose

These policy allow Warrnambool City Council (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

These policy apply to activities and events overseen or delivered by the Events and Promotion branch within the City Growth 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/PROCEDURE STATEMENT

GENERAL INFORMATION

1. There are 7 roundabouts and 4 banners per roundabout
2. Therefore the maximum is 28
3. A maximum of 12 banners can be reserved per booking from February to November
4. A maximum of 4 banners can be reserved per booking during peak event season of December – January
5. All banners are installed and removed Monday to Monday
6. Maximum hanging time is 2 weeks, unless otherwise approved by WCC Events & Promotion Team
7. Banners will not be changed mid-week.
8. 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, 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
9. All promotions must be for a specific event (date) that is located within the Warrnambool District.
10. 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 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 banners is the sole responsibility of the individual, club or organisation making the booking.

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 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).

FEES

A fee of \$90 ex GST is payable for each booking (an invoice will be forwarded).

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 the Warrnambool City Council Events Team on 03 5559 4965 or events@warrnambool.vic.gov.au.

3. GOVERNANCE

3.1. Owner

Manager Economic Development & Events.

3.2. Review

The 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.