

# DOCUMENT ON EXHIBITION

## Street Banner Usage Policy

**Exhibition period: 28 days  
19 July 2024 – 16 August  
2024**

**Please address any queries to:  
Manager Economic Development**

**Email:**  
[council@midwestern.nsw.gov.au](mailto:council@midwestern.nsw.gov.au)

**Post:**  
Mid-Western Regional Council  
PO Box 156  
Mudgee NSW 2850

ADOPTED		VERSION NO	VERSION 3.1
COUNCIL MEETING MIN	94/24	REVIEW DATE	JUNE 2028
DATE:	15 MAY 2024	FILE NUMBER	ECO800001

## Objective

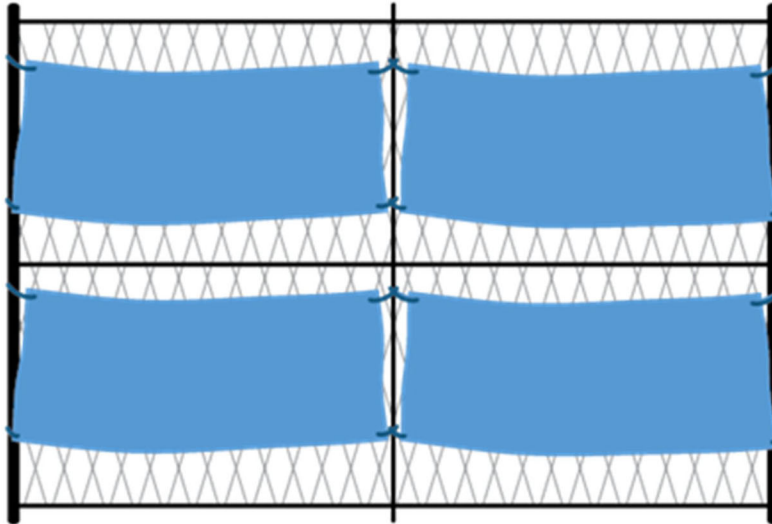
Mid-Western Regional Council's banner program is designed to:

- Promote significant events in the Mid-Western Region
- Visually enhance the Mudgee and Gulgong Streetscape, whilst being consistent and on brand with the Mid-Western Region
- Promote major events identified on the MWRC major events calendar
- Stimulate local economic activity and promote the region as a great place to live, work, invest and visit

## Policy

- Street banner poles/locations within the Mid-Western LGA:
  - Mudgee: Horatio Street x 10
  - Mudgee: Tennis Courts (Cnr Horatio and Church Streets) x 1 booking
  - Gulgong: Castlereagh Hwy (near the intersection of Caledonia Street) x 5
  - Gulgong: Castlereagh Hwy (near the intersection of Guntawang Street) x 5
- Dimensions:
  - Horatio Street: 1400mm x 1000mm
  - Gulgong (Caledonia Street): 1800mm x 1000mm
  - Gulgong: (Guntawang Street): 1800mm x 1000mm
- Tennis Court Banner:
  - Preferred size is 3000(w) x 900 (h)mm with eyelets in each corner and must be secured to the banner poles on site
  - Not project more than 100mm from the fence, and
  - Not be higher than 5m above ground level (existing), and
  - Not be permanently fixed to the fence, and
  - Not be illuminated, and

- Not be displayed earlier than 14 days before the event, and
- Be removed within 2 days after the event
- No more than 4 x banners to be booked/installed at any one time and not intrude into other positions. Please refer to image for positions.



- Use of the banner locations is restricted to Council, Federal and State Government Departments, recognised “not for profit” or community organisations and organisers of community and major events (recognised on the MWRC major events calendar) within the Mid-Western LGA. Commercial promotions are not permitted.
- Council usage of street banner poles shall take priority over all other bookings.
- External organisations may make applications to book street banner locations when not in use for Council events and activities.
- Street banners can be booked using the following process:
  - Contact MWRC Customer Service on 6378 2850
  - Complete the street banner booking form, available online or through Customer Service
  - The booking period is to be negotiated with Council and will be dependent on other bookings and use of banner poles for council promotions. The maximum booking period is six weeks.
  - Council reserves the right to decline any booking request that is not consistent with the purposes of this policy.
- All banner costs, design and production is the responsibility of the hirer and must be of professional standards.
- All artwork requires approval by Council prior to printing.
- Installation of banners is the sole responsibility of the hirer. Hirers are required to remove any existing Council banners at the time of installing banners and replace them at the conclusion of the hire period. Council accepts no responsibility for the installation of banners.

- Banners must be removed no later than 48 hours following the event which is being promoted. Failure to do so will result in Council removing the banners with all costs passed on to the hirer. Banners installed without an approved booking will also be removed and associated cost passed onto the owning organisation.
- Logo recognition on banners must be limited to a maximum of 10 per cent of the size of the banner. The preferred logo placement is along the bottom of the banner. No more than three sponsor logos are allowed per banner.
- It is recommended that banner design remains generic in order for hirers to re-use banners in future years and reduce costs of banner production.
- Should any damage occur to a banner for circumstances such as extreme weather conditions, vandalism, or any other circumstances which makes a banner unsafe or unsightly the hirer is to remove banner at the earliest opportunity.
- Council is not liable for any damage to, or loss of, any banner during the period that the banners are on display or being erected or removed.