

Nowra CBD Banner Policy

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Reaffirmed:	09/05/2017, 10/10/2022
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Directorate:	City Futures
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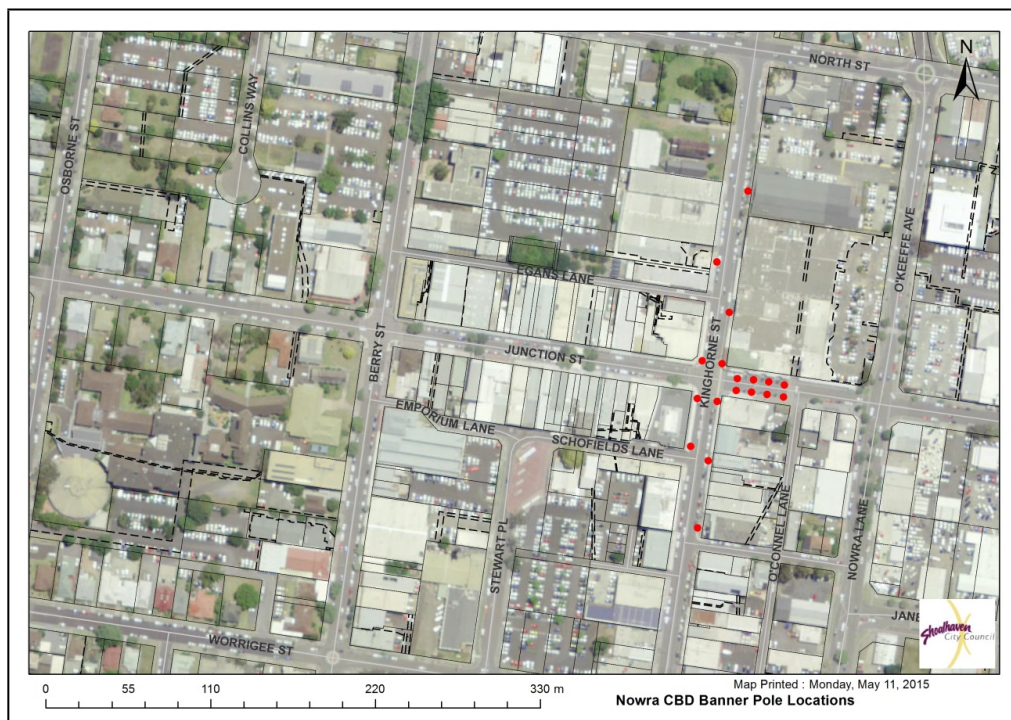
1. Objectives

The objectives of the Nowra Central Business District (CBD) Banner Policy are to:

- Promote major community, arts, cultural, recreation and tourism events taking place in the Nowra CBD and Shoalhaven generally.
- Enhance the visual appearance and sense of vitality within the Nowra CBD.
- Create a sense of community and a sense of place within the Nowra CBD.
- Stimulate local economic activity.
- Encourage local organisations and groups to participate in promoting the region through the development of banners.

2. Background

Council provides banner poles in a number of strategic locations within the Nowra CBD. The location of the banner poles are shown in the map below and will be updated periodically at Council's discretion.



The banner poles are used to promote significant Council events and activities. The banner poles are also available for use by commercial and not-for-profit groups to promote major community, arts, cultural, recreation and tourism events consistent with Council's Nowra CBD Banner Policy.

3. Policy Measures

Any application under this policy is to be consistent with the following policy outcomes:

- Banner poles are to be used primarily for the promotion and marketing of the Nowra CBD, its events and activities.
- Banner poles will be available for use by commercial and not-for-profit groups at times when they are not being used by Council. Council sponsored events will take precedence.
- Banners should contribute towards the entry statement for the Nowra CBD.

- Banners may be used to celebrate significant public holidays e.g.: Christmas, Australia Day and Easter and may extend to use of the poles for bunting, decoration, lights or festive décor.
- Requests to have a single promotion for a special event or occasion may be considered by Council. The organiser of such will be responsible for all expenses incurred with the production, installing and removing of banners to Council policies.
- Council reserves the right to exclude any events or activities that are not legally, socially or politically in keeping with community values.

4. Corporate Sponsorship

- A commercial/community sponsor supporting the promotion of CBD events and activities may advertise their name only, on no more than 20% of the total area of the banner.
- 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.
- The period of sponsorship will be reviewed if it exceeds one continual year of commercial advertising.
- Should a business or organisation cease to exist, the banner will be removed from display and another business or organisation will be given the opportunity to purchase the banner space.
- Advertising of tobacco products, alcohol and 'political materials' will not be permitted.
- Banner 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).
- All banner designs, including sponsorship are to be approved by Council.
- Council reserves the right to removal banners if these are unsightly or deteriorate for their original condition.

5. Implementation

For any enquiries in relation to booking the Nowra CBD Banner Poles, or corporate sponsorship, please contact Council's Economic Development Section on (02) 4429 3388.