



***FLAGS AND BANNERS POLICY***

**Approved:                   By Council (13 May 2014)**

**Owner:                      Associate Director – Customer (x8203 7156)**

**Trim:                         ACC2014/47727**

## 1. Introduction

- 1.1 This policy regulates the flying of flags and banners on flag and banner sites under the control and care of the City of Adelaide.
- 1.2 The policy responds to and recognises the City of Adelaide's governance responsibilities with respect to national flags, the state flag of South Australia, and the flag bearing of the Coat of Arms.
- 1.3 The policy also reflects a commitment to fly flags and banners to add vibrancy to the public realm.
- 1.4 The policy allows for the flying of banners to promote Council-specific celebrations, major cultural and community festivals and events, charity drives or appeals, City of Adelaide precincts, and the City of Adelaide's governance and capital city role.

## 2. Strategic Context

- 2.1 This Policy is administered by the Customer Program.
- 2.2 The Customer Program's value proposition is:
  - "We exist to enable brilliant customer experiences"
- 2.3 The Policy helps to achieve the 'Creative' theme of the City of Adelaide Strategic Plan 2016-2020

## 3. Policy Objectives

- 3.1 This policy identifies the basis upon which the City of Adelaide enables the flying of flags and banners in public locations in the City. It provides guidance on:
  - 3.1.1 Flags and banners flown as part of governance responsibilities;
  - 3.1.2 Requests from external organisations and groups to hire flag and banner sites;
  - 3.1.3 The flying of flags from Adelaide Town Hall;
  - 3.1.4 The design and production of flags and banners;
  - 3.1.5 The flying of banners to promote City of Adelaide driven celebrations, events, major activities, charity drives and precincts;
  - 3.1.6 The flying of flags as a part of City of Adelaide's Capital City role.
  - 3.1.7 Key tasks and responsibilities related to the administration of the flags and banners program.

## 4. Policy Principles

- 4.1 As a custodian of central places of symbolic importance for the South Australian community, the City of Adelaide assumes responsibility for the flying of flags and banners in the city to promote:
  - 4.1.1 Major cultural and community festivals and events:
    - 4.1.1.1 Increase community awareness of forthcoming cultural and community festivals and events (e.g. Adelaide Fringe, SALA Festival)
    - 4.1.1.2 Increase community awareness of City of Adelaide's forthcoming major events and activities (e.g. New Year's Eve;)
    - 4.1.1.3 Enhance the cultural, aesthetic, social and environmental aspects of the city;
    - 4.1.1.4 Support events that activate the Park Lands and other priority locations across the city;
    - 4.1.1.5 Increase visitation to the City;
    - 4.1.1.6 Allow for high visibility to reinforce the nature and timing of an event;
    - 4.1.1.7 Increase awareness of forthcoming commercial events in the City that are open for the general public to attend (e.g. public conferences, exhibitions, civic programs, shows, sporting events and concerts).
  - 4.1.2 Charity Drives or Appeals:
    - 4.1.2.1 Increase community awareness of local or national charity events of significance (e.g. Australia's Biggest Morning Tea, Daffodil Day)

- 4.1.2.2 Increase community awareness of key charity appeals or drives (e.g. Vinnie's Winter Appeal, Movember)
- 4.1.2.2 Increase community awareness of major charity events held within Council boundaries (e.g. Mother's Day Classic).
- 4.1.3 Role of Precincts:
  - 4.1.3.1 Allow precincts to be identified and promoted independently and via association with precinct driven events or activities (e.g. East End Summer Fridays).
  - 4.1.3.2 Add to the vibrancy and vitality of the City's precinct streetscapes.
- 4.1.4 Governance role:
  - 4.1.4.1 Increase awareness of Local Government initiatives (e.g. Council elections);
  - 4.1.4.2 Respond to state and Federal governance responsibilities and protocols (i.e. Australian Flag Protocols).
- 4.1.5 Capital City role:
  - 4.1.5.1 Promote events of national significance (i.e. NAIDOC Week, Australia Day and Anzac Day);
  - 4.1.5.2 Reinforce the City's image as South Australia's major event and festival hub;
  - 4.1.5.3 Promote events of state, national, or international significance that are held outside of Council boundaries which can demonstrate substantial economic benefit to the City and/or increase the profile of Adelaide significantly as a destination in line with the City of Adelaide's formal assessment tool (e.g. Royal Adelaide Show, Elite international sporting event);
  - 4.1.5.4 Fly flags from Adelaide Town Hall that symbolise cultural and/or social messages of significance or acceptance (e.g. Rainbow flag during Feast Festival), or that mark an event or occasion of significance (e.g. Aboriginal flag on National Sorry Day and NAIDOC week), and that align with the City of Adelaide's strategic outcomes.
- 4.2 Flag and banner sites are available for temporary hire by external organisations to publicise events and activities considered appropriate in line with these Policy Principles.

## **Administrative Requirements**

### **5. Legislative Requirements**

Relevant legislation includes:

Federal: Flags Act of 1953

State: Proclamation of the State Badge (1904)

Local: Local Government Act 1999

Relevant corporate documents include:

Reconciliation Action Plan

Relevant protocols include:

Australian Government, Department of the Prime Minister and Cabinet: Australian Flags Protocols

South Australian Government, Department of the Premier and Cabinet: Policies and Guidelines for Flying Flags

### **6. Definitions**

Banner – a large, stitched cloth bearing information, strung between two brackets either landscape or portrait styles.

Flag – a piece of cloth attached by one edge to a rope or pole, bearing a distinctive design.

Charity – A charitable organisation is one that is recognised by the Australian Taxation Office (ATO) as having Charity Tax Concession status.

## **7. Roles and Responsibilities**

7.1 The Customer Program is responsible for:

- 7.1.1 Managing all enquiries and application for the hire of the City of Adelaide's flag and banner sites;
- 7.1.2 Ensuring adherence to the Flags and Banners Policy and Operating Guideline;
- 7.1.3 Reserving the right to accept and provide a 222 permit or reject applications;
- 7.1.4 Arranging for the installation and removal of banners at times as arranged with Public Realm;
- 7.1.5 Reviewing and maintaining the Flags and Banners section on City of Adelaide's website;
- 7.1.6 Proactively targeting events to hire flag and banner sites; and
- 7.1.7 Communicating flag broadcasts to relevant personnel for action.

7.2 The Public Realm Program is responsible for:

- 7.2.1 Providing bracket fixings that are certified by a structural engineer and approved by the stakeholders so that banners are safely installed on the poles.
- 7.2.2 Managing flag and banner poles for use under the control of the City of Adelaide, including the purchase, installation and replacement of all brackets and fittings;
- 7.2.3 Maintaining an up-to-date database of flag and banner poles, which can be accessed at all times;
- 7.2.4 Arranging for the installation and removal of flags and banners on dates as agreed with the Customer Program
- 7.2.5 Providing a replacement service for any banners and brackets adversely affected by weather or other conditions;
- 7.2.6 Undertaking ongoing monitoring of banners during their display period to ensure they are maintained in good condition.

7.3 The Civic Sub Committee of the People & Governance Program is responsible for:

- 7.3.1 Managing all requests to fly flags other than the Adelaide Coat of Arms from the Adelaide Town Hall Balcony.

Requests to fly flags other than the Adelaide Coat of Arms from the Adelaide Town Hall balcony will be accepted where the request symbolises a cultural or social message of significance or acceptance or mark an event or occasion of significance to the South Australian community, and that align with City of Adelaide's strategic outcomes. (e.g. Rainbow Flag during the Feast Festival).

## **8. Policy Restrictions / Limitations**

- 8.1 Flags and banners that are flown to reflect an anniversary, annual or regularly recurring event, such as Anzac Day, are not required to specify a year or date as part of the flag or banner design.
- 8.2 Applications for events not held in the City or which do not create a significant benefit to the City in line with evaluation, will not be granted a permit.
- 8.3 Applications by charitable organisations will not be granted a permit if they do not:
  - promote local or national charity events of significance (e.g. Australia's Biggest Morning Tea, Daffodil Day);
  - Promote key charity appeals or drives (e.g. Vinnie's Winter Appeal, Movember)

- promote major charity events held within Council boundaries (e.g. Mother's Day Classic).

- 8.4 Sponsorship recognition is permitted on flags and banners. The maximum space available to recognise a single sponsor on a flag or banner is 10% of the total size of the banner. The maximum space available to recognise multiple sponsors on a flag or banner is 20% of the total size of the banner.
- 8.5 Commercial sponsors that hire flag and banner sites are permitted 20% of the total flag and banner space to communicate a key message promoting their association with the event; e.g. "Proudly supported by..."
- 8.6 The primary and most prominent message on all banners must be the event name and associated date(s), with the exception of flags described in clause 8.1.

## 9. Key Performance Indicators

- 9.1 That the City of Adelaide appropriately flies all governance flags at all times, in accordance with this policy and associated operating guidelines.
- 9.2 That the City of Adelaide maintains a Flag and Banner 12 month programmed calendar ensuring that all Flags and Banners Policy and Operating Guidelines provisions are met and that applicable promotional opportunities are actively explored.
- 9.3 That the installation and removal of flags and banners be undertaken in a timely and efficient manner.
- 9.4 That banners be designed with simple clear messages and graphics suitable to the banner medium.

## 10. Monitoring and Implementation

Overseeing the monitoring and implementation of the Flag and Banner Operating Guidelines is the responsibility of the Associate Director Customer.

## 11. Review

A review of the Operating Guidelines will take place annually.

## 12. Revision History

Revision Summary	Approval Date	ELG Council or Committee	Decision #	TRIM Reference	Related policy documents
1	14/5/13	Council	12985	2013/00907	Endorsement to make changes and update Flags and Banners Policy and Operating Guidelines
2	8/2/19	NA	NA	NA	Minor updates to reflect changes to position and department titles