



Council / Administration Operating Guideline

FLAGS AND BANNERS OPERATING GUIDELINES

Approved by Council on: 30 August 2010

Next Review Date: August 2013

Responsible Officer: Program Manager City Vibrancy
Phone: 8203 7277

1. INTRODUCTION

This operating guideline provides the detailed information needed to administer the hire and use of Council's flag and banner sites. The Guideline also reflects protocols on the flying and lowering of governance flags.

2. LEGISLATIVE REQUIREMENTS

2.1 Relevant legislation includes:

Federal: *Flags Act 1953*

State: *Proclamation of the State Badge (1904)*

Local: *Local Government Act 1999*

2.2 Relevant Corporate documents include:

Reconciliation Vision Statement

Reconciliation Action Plan

2.3 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*

3. STRATEGIC CONTEXT

3.1 These operating guidelines enact Council's *Flags and Banners Policy* (ACC2010/130147).

3.2 Council's *Creating Our Future Strategic Plan 2008-12* contains as an Outcome 'Culturally Vibrant City'.

3.3 Council's Vibrant City Program value proposition is to create a place of excitement. The Vibrant City Program will 'position the City as the hub of South Australia for sporting and other events, cultural, creative and artistic activities'.

4. OBJECTIVES

This operating guideline gives effect to the Flags and Banners Policy and aims to:

- provide guidance with respect to flags flown as an expression of Council's governance responsibilities
- provide guidance in response to requests from external organisations and groups for the hiring of Council's flags and banner sites
- guide the flying of generic Council banners
- establish advice for the design and production of flags and banners
- establish process around tasks and responsibilities for the administration of the Flags and Banners Operating Guidelines.

5. DEFINITIONS

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

Across Street Banner - A large, stitched cloth bearing a design, logo or slogan, strung across the street between two reinforced lighting columns.

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

Bracket - a steel pressure fitting with collars, to allow the attachment of two steel outriggers to a lighting column, for the mounting of banners.

Engel fitting - A standard fitting used to attach flag to halyard.

Eyelet - A small hole through which a rope or cord is passed, a metal ring provided to strengthen this hole.

Halyard - A rope or tackle for raising or lowering a sail, yard or flag.

6. OPERATING GUIDELINES

6.1 Four locations are used by Council for the permanent flying of flags for governance purposes:

6.1.1 Grote Street Median Strip (east to west)

Australian Flag

South Australian State Flag

Aboriginal Flag

Torres Strait Islander Flag

Adelaide Coat of Arms

Australian Flag

The flying of the flags in this order responds to both State and Australian Government flag flying protocols.

6.1.2 Victoria Square / Tarndanyangga

Australian Flag

Aboriginal Flag

In May 2002, Council resolved that, along with the Australian Flag, the Aboriginal flag fly permanently in Victoria Square / Tarndanyangga in recognition that the Aboriginal flag's first raising was in Victoria Square / Tarndanyangga in July 1971.

6.1.3 Town Hall Balcony

The Adelaide Coat of Arms will be flown permanently from the flag pole on the Town Hall Balcony.

6.1.4 North Adelaide

The Adelaide Coat of Arms will be flown permanently from the flag pole in the garden on the southern corner of King William Road and Brougham Place.

6.2 Lowering of flags to half-mast

6.2.1 Requests to Council to fly flags at half-mast are managed through the Vibrant City Program.

6.2.2 Requests from the State or Federal Government to fly the State, Australian or other national flags at half-mast are required to meet the following principles, as set out in the Australian Federal Government's flag protocol:

- flags may be flown at half-mast as sign of mourning

- the half-mast position shall be when the top of the flag is a third of the distance down from the top of the flagpole
- when lowering a flag from a half-mast position, it will be briefly raised to the peak and then lowered ceremoniously
- flags will not be flown at half-mast at night even if they are illuminated
- when flying the Australian National Flag at half-mast with other flags, all flags in the set will be flown at half-mast. The Australian National Flag will be raised first and lowered last.

6.2.3 There may be times when direction will be given by the Australian Government for all flags to be flown at half-mast.

6.2.4 Council will only lower flags at the request of the State or Australian Governments, inclusive of the Aboriginal and Torres Strait Islander flags flown by Council.

6.3 **Flags and Banners Applications**

6.3.1 Application for a Flag or Banner Permit on a Public Road (**Attachment A**) needs to be completed, printed and signed, then sent to Vibrant City Program.

6.3.2 **Flag and Banner Sites**

Applications must indicate the number of sites required, the preferred location and duration required. The sites available for hire are listed in **Attachment A**.

Due to the City's installation of Christmas decorations and banners, street banner sites and Rundle Mall banner sites are not available between the last week of October and the first week of January each year.

6.3.3 **Minimum number of Flags or Banners**

Each site has a minimum requirement for the number of flags or banners that can be flown (**Attachment A**).

6.3.4 **Minimum and Maximum Hire Time**

Flag and banner sites cannot be hired for more than 28 days. The minimum hire period for flags or banners sites is one week, with the hire period being from Sunday to Sunday.

6.3.5 **Art Work**

The applicant must submit a full colour design of the proposed banners or flags before they are manufactured (**details and requirements Attachment C**).

6.3.6 **Insurance**

The applicant must hold a Certificate of Currency (with at least \$10 million cover). The policy must note the Adelaide City Council as an interested party.

6.3.7 **Section 222 Permits**

Once all requirements are met, Council will issue a Section 222 permit as required under the *Local Government Act 1999*. The permit is not transferable.

6.3.8 **Development Approval**

On 18 May 2009, Council was granted Development Approval for the ongoing use of all flag and banner sites. This approval requires that all flag and banners comply with Council's Flags and Banners Policy and Operating Guidelines and does not allow commercial advertising or advertising by third parties (**Attachment B**).

6.3.9 **Adelaide City Council Banners**

As an issuing body, Adelaide City Council is not required to seek Section 222 approval for the placement of its own banners on any of the existing flag or banner sites. The *Development Act 1993* and the Development Act Regulations (2008) also exempt the Adelaide City Council from having to gain Development Approval for generic Adelaide City Council signage.

7. ROLES AND RESPONSIBILITIES

7.1 Asset Management & Trade Services is responsible for:

- providing bracket fixings that are certified by a structural engineer and approved by the stakeholders so that banners are safely installed on the poles
- managing flag and banner poles for use under the control of Adelaide City Council, including the purchase, installation and replacement of all brackets and fittings
- maintaining an up-to-date database of flag and banner poles, which can be accessed at all times
- arranging for the installation and removal of flags and banners on dates as agreed with the Vibrant City Program
- providing a replacement service for any banners and brackets adversely affected by weather or other conditions
- undertaking ongoing monitoring of banners during their display period to ensure they are maintained in good condition.

7.2 Vibrant City Program is responsible for:

- managing all enquiries and applications for the hire of Council's flag and banner sites
- ensuring adherence to the Flags and Banners Policy and Operating Guidelines
- reserving the right to accept and provide a 222 permit or reject applications
- arranging for the installation and removal of banners at times as arranged with City Assets and Infrastructure
- reviewing and maintaining the Flags and Banners section on Council's website
- proactively targeting events to use the flags and banners sites.

8. RESTRICTIONS AND 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 Any matters not able to be dealt with by this policy will be referred to the Vibrant City Committee.
- 8.3 Applications for events not held in the City or which do not create a significant benefit to the City will not be granted a permit.
- 8.4 Flags and banners can only be installed a maximum of 6 weeks before the start date of the event.

9. KEY PERFORMANCE INDICATORS

- a) That Council appropriately flies all governance flags at all times, in accordance with this policy and associated operating guidelines.
- b) That Council 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.
- c) That the installation and removal of flags and banners be undertaken in a timely and efficient manner.
- d) 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 Program Manager Vibrant City.

11. REVIEW

The Operating Guideline will be review in August 2013.

12. REVIEW HISTORY

The revision history ensures accurate reflection of amendments to an operating guideline.

<i>Revision #</i>	<i>Approval Date</i>	<i>Council or Committee</i>	<i>Decision #</i>	<i>TRIM Reference</i>	<i>Related policy documents</i>

ATTACHMENTS

- Attachment A – Application for a Flag/Banner Permit on a Public Road
- Attachment B – Flow Chart for granting a Flag and Banner Permit on a Public Road
- Attachment C – Flags and Banners Conditions of Hire