



COUNCIL POLICY

FLAGS AND BANNERS POLICY

Approved by Council on: 30 August 2010

Next Review Date: August 2013

Responsible Officer: Program Manager Vibrant City
Phone: 8203 7277

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 Adelaide City Council.
- 1.2 The policy responds to Council's governance responsibilities with respect to recognised national flags, the state flag of South Australia, and the flag bearing the City of Adelaide Coat of Arms.
- 1.3 The policy also reflects a commitment to fly flags and banners to add vibrancy to the public realm and to promote events and activities in the City of Adelaide.
- 1.4 The policy allows for the flying of Adelaide City Council generic banners to promote Council-specific celebrations, events, major activities or precincts.

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 *Creating our Future, the City of Adelaide Strategic Plan 2008-2012*

Outcome 4 - Culturally Vibrant City

- The State's hub for creativity, recreation, cultural and artistic activity and exciting events.
- People of all ages, cultures and means form strong communities in a safe City.
- A Council that effectively engages with its communities and stakeholders.

Vibrant City Program - Value proposition

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

- 4.1 This policy identifies the basis upon which Council enables the flying of flags and banners in public locations in the City. It provides guidance on:
 - flags and banners flown as part of Council's governance responsibilities

- flags and banners flown in response to requests to hire flagpole and banner sites in the public realm
- flags and banners flown by Council to promote Council specific celebrations, major activities, events or precincts
- flags and banners flown by proactively targeting key events or precincts to use Council's flagpoles or banner sites.
- requests by non-commercial clubs, groups and organisations to hire flagpoles or banner sites
- requests by commercial clubs, groups and organisations to hire flagpoles or banner sites

5. PRINCIPLES

5.1 As a custodian of central places of symbolic importance for the South Australian community, the Adelaide City Council assumes responsibility for the flying of flags and banners in the City in the following categories:

Major Cultural and Community Festivals and Events

- increase community awareness of forthcoming major events and festivals (i.e. Festival of Arts, Adelaide Fringe Festival and Clipsal 500)
- increase community awareness of Council's forthcoming major events and activities (i.e. New Years Eve and Christmas)
- enhance the cultural, aesthetic, social and environmental aspects of the city
- support events that activate the Park Lands
- promote the City of Adelaide as a destination for visitors
- allow for high visibility to reinforce the nature and timing of an event

Role of Precincts

- allow precincts to be identified and promoted (i.e. West End Music Festival and Clipsal 500 Hutt Street party)
- add to the vibrancy and vitality of the City's precinct streetscapes

Role of Capital City

- Promote events or activities of state and national significance (i.e. NAIDOC Week, Australia Day and Anzac Day)
- reinforce the City's image as South Australia's major event and festival hub

Governance Role

- Increase awareness of Local Government initiatives (i.e. Council elections)
- Respond to State and Federal governance responsibilities and protocols (i.e. Australian Flags Protocols)

5.3 Adelaide City Council flag and banner sites are available for temporary hire by external organisations to publicise events and activities considered appropriate by Council in line with Policy Principles.

5.4 Council also recognises the significance of certain flags connected to its governance responsibilities.

- 5.5 Governance flags flown permanently, pursuant to this policy, are the Australian National Flag, State Flag of South Australia, Aboriginal and Torres Strait Islander flags and the flag bearing the Adelaide City Council Coat of Arms.

6. DEFINITIONS

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

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

7. ROLES AND RESPONSIBILITIES

- 7.1 Council's roles in relation to flags and banners in the City are summarised in the following table:

Role	Description
Leader	Development of strategies, policies, programs and services which respond to relevant trends and influences. e.g. Maintaining and reviewing the Flags and Banners Policy and Operating Guidelines
Owner/custodian	Management of assets that are under the care and control of Council. e.g. Management of flag and banner infrastructure / sites in the City and the flags and banners
Regulator	Undertaking of responsibilities pursuant to relevant legislation. e.g. ensuring compliance with relevant legislation including the Adelaide (City) Development Plan

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.

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 policy will be reviewed in August 2013.

12. REVIEW HISTORY

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