



Flags and Banners Operating Guideline

Approved: By Council on 13 May 2014

Owner: Associate Director Customer

Trim: ACC2014/57016

1. Introduction

- 1.1 This guideline provides detailed information required to administer the hire and use of flag and banner sites under the control and care of the City of Adelaide.
- 1.2 It reflects City of Adelaide's commitment to fly flags and banners to add vibrancy to the public realm and to promote events and activities in the City of Adelaide.
- 1.3 This guideline also reflects protocols on the flying and lowering of governance flags.

2. Strategic Context

- 2.1 This guideline 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 guideline helps to achieve the 'Creative' theme of the City of Adelaide's Strategic Plan 2016-2020

3. Objectives

- 3.1 The guideline gives effect to the flags and banners policy and aims to provide guidance on:
 - 3.1.1 Flags and banners flown as an expression of the City of Adelaide's 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 Town Hall;
 - 3.1.4 The design and production of flags and banners;
 - 3.1.5 The flying of banners to promote Council-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. Operating Guideline

4.1 Governance Flags

Governance flags flown are the Australian National Flag, State Flag of South Australia, Aboriginal and Torres Strait Islander flags and the flag bearing the City of Adelaide Coat of Arms.

Four locations are used for the flying of flags for governance purposes:

4.1.1 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 flags in this order responds to both State and Australian Government flag flying protocols.

4.1.2 Victoria Square/Tarntanyangga

Australian flag
Aboriginal flag

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

4.1.3 Adelaide Town Hall Balcony

The Adelaide Coat of Arms will be flown from the flag pole on 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 cultural diversity or social inclusion, messages of significance or acceptance or mark an event or occasion of significance to the South Australian community, and that aligns with City of Adelaide's strategic outcomes will be accepted. (e.g. Rainbow Flag during the Feast Festival).

4.1.4 North Adelaide

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

4.1.5 Lowering of flags to half-mast

4.1.5.1 Requests to fly flags at half-mast are managed through the Customer Program.

4.1.5.2 The Public Realm Program is responsible for physically lowering flags to half-mast.

4.1.5.3 City of Adelaide will only lower flags at the request of the State or Australian Governments, inclusive of the Aboriginal and Torres Strait Islander flags

4.1.5.4 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:

4.1.5.5 Flags may be flown at half-mast as sign of mourning;

4.1.5.6 The half-mast position shall be where the top of the flag is a third of the distance down from the top of the flagpole;

4.1.5.7 When lowering a flag from a half-mast position, it will be briefly raised to the peak and then lowered ceremoniously;

4.1.5.8 Flags will not be flown at half-mast at night even if they are illuminated;

4.1.5.9 When flying the Australian National Flag with other flags, all flags in the set should be flown at half-mast. The Australian National Flag should be raised first and lowered last.

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

4.2 Flag and Banner Applications

- 4.2.1 All applications for Flag and Banner Permits on public roads must be completed and submitted to the Customer Program.
- 4.2.2 Applications must indicate the number of sites required, the preferred location of the sites and the duration required. The sites available for hire are listed in the Flags and Banners Application Form.
- 4.2.3 There is a minimum requirement for the number of sites that can be hired in each location. The minimum number of sites that can be hired per location is listed in the Flags and Banners Application Form.
- 4.2.4 Due to the installation of Christmas decorations and banners, street banner sites are not available for hire between the last week of October and the first week of January each year.

4.3 Priority Bookings

In order of priority, bookings will be taken for:

- 4.3.1 City of Adelaide owned events;
- 4.3.2 City of Adelaide's sponsored/partnered events;
- 4.3.3 Events of state/national or international status or profile that can demonstrate substantial economic benefit to the city and/or increase the profile of Adelaide as a destination;
- 4.3.4 Events or conferences that are held within the council boundaries that the general public can attend;
- 4.3.5 Local and national charity events of significance, charity drives or appeals and key charity activities that take place within the City boundaries.
- 4.3.6 Generic precinct driven messages e.g. "Welcome to Grote Street"

4.4 Minimum and Maximum Hire Time

- 4.4.1 The minimum hire period for flag and banner sites is one week, with the hire period being from Sunday to Sunday.
- 4.4.2 Maximum hire periods for flag and banners sites may be applied during peak periods subject to demand.

4.5 Artwork approval

The applicant must submit a full colour design of the proposed banners or flags for approval by Administration before they are manufactured. Details can be found in the Flags and Banners Application Form.

4.6 Insurance

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

4.7 Section 222 Permits

Once all requirements are met, a Section 222 permit will be issued as required under the Local Government Act 1999. The permit is not transferrable.

4.8 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

the Flags and Banners Policy and Operating Guidelines, and does not allow commercial advertising or advertising by third parties (Attachment A).

4.9 City of Adelaide Banners

As an issuing body, the City of Adelaide 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 City of Adelaide from having to gain Development Approval for generic City of Adelaide signage.

Administrative Requirements

1. 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 Vision Statement

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

2. 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.

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

3. Roles and Responsibilities

3.1 The Customer Program is responsible for:

- 3.1.1 Managing all enquiries and application for the hire of flag and banner sites;
- 3.1.2 Ensuring adherence to the Flags and Banners Policy and Operating Guideline;
- 3.1.3 Reserving the right to accept and provide a 222 permit or reject applications;

- 3.1.4 Arranging for the installation and removal of banners at times as arranged with Public Realm;
- 3.1.5 Reviewing and maintaining the Flags and Banners section on City of Adelaide's website;
- 3.1.6 Proactively targeting events to hire flag and banner sites.
- 3.1.7 Communicating flag broadcasts to relevant personnel for action.

3.2 The Public Realm Program is responsible for:

- 3.2.1 Providing bracket fixings that are certified by a structural engineer and approved by the stakeholders so that banners are safely installed on the poles.
- 3.2.2 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;
- 3.2.3 Maintaining an up-to-date database of flag and banner poles, which can be accessed at all times;
- 3.2.4 Arranging for the installation and removal of flags and banners on dates as agreed with the Customer Program
- 3.2.5 Providing a replacement service for any banners and brackets adversely affected by weather or other conditions;
- 3.2.6 Undertaking ongoing monitoring of banners during their display period to ensure they are maintained in good condition.

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

- 3.3.1 Managing all requests to fly flags other than the Adelaide Coat of Arms from the Adelaide Town Hall Balcony.
- 3.3.2 Organising the installation/dismantle of flags other than the Adelaide Coat of Arms from the Adelaide Town Hall Balcony.

4. Restrictions and Limitations

- 4.1 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.
- 4.2 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.
- 4.3 Applications by charitable organisations will not be granted a permit if they do not:
 - 4.3.1 Promote local or national charity events of significance (e.g. Australia's Biggest Morning Tea, Daffodil Day);
 - 4.3.2 Promote key charity appeals or drives (e.g. Vinnie's Winter Appeal, Movember)
 - 4.3.3 Promote major charity events held within council boundaries (e.g. Mother's Day Classic).
- 4.4 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.
- 4.5 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...".
- 4.6 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

- 4.7 Any matters not able to be dealt with by this Operating Guideline will be referred to the Associate Director, Customer.

5. Key Performance Indicators

- 5.1 That the City of Adelaide appropriately flies all governance flags at all times, in accordance with this policy and associated operating guidelines.
- 5.2 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.
- 5.3 That the installation and removal of flags and banners be undertaken in a timely and efficient manner.
- 5.4 That banners be designed with simple clear messages and graphics suitable to the banner medium.

6. Monitoring and Implementation

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

7. Review

A review of the Operating Guidelines will take place annually.

8. Revision History

Record the revision history of the operating guideline.

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