



CITY OF HOBART CITY LIGHTING GUIDELINES



City of **HOBART**

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THE CITY OF HOBART'S CITY LIGHTING PROGRAM

INTRODUCTION

You can shine a light on your event or campaign by booking the City of Hobart's colour-capable city lighting.

The City of Hobart has a range of civic lighting infrastructure that can illuminate various locations around the city and be colour coordinated to raise public awareness for events and campaigns.

A variety of colours and colour combinations are possible, and when activated can increase recognition, support and public pride.

Ideally suited for cause marketing campaigns, the City of Hobart can enhance public awareness through communications such as the City's social media. Not-for-profit and charity organisations are offered a 75 per cent reduction in the fee for this service.

PROGRAM ELIGIBILITY

City lighting bookings are accepted for a variety of events and awareness campaigns.

Bookings must:

- be either cause-related or of public interest or importance
- be of benefit to the community in the Hobart municipality.

The event or campaign may be of a sporting, cultural, community or tourism-related nature.

If you are unsure about whether an event or awareness campaign is eligible for the City Lighting Program, please contact the Activation Programs Unit on **03 6238 2890**.

LOCATION OF CITY LIGHTING



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ROSE GARDEN BRIDGE

The Rose Garden Bridge is a popular all-abilities pedestrian and cycle bridge that spans Brooker Avenue from Bathurst Street to the Rose Garden on the Queen's Domain.

The lighting system has the ability to be programmed to any colour combination or spectrum colour.

● denoted on map



RAILWAY ROUNDABOUT FOUNTAIN

The Railway Roundabout Fountain is a famous landmark situated on a busy roundabout at a major arterial gateway to Hobart. The fountain is fully colour capable and can provide alternating colours.

● denoted on map

LOCATION OF CITY LIGHTING



ELIZABETH MALL

Elizabeth Mall is in the heart of the city centre and shopping district. The lighting is fully colour capable, attractively projecting onto the established trees and has good distant sight lines along Elizabeth Street to the north and south.

● denoted on map



FRANKLIN SQUARE FOUNTAIN

Franklin Square fountain can be lit at night in a full colour combination. Situated in Franklin Square, the historic fountain is located in between two major arterial roads and can be accessed by the public at all hours.

● denoted on map

LOCATION OF CITY LIGHTING



CARDINAL LIGHTS

The Cardinal Lights are located in the heart of Hobart's waterfront along Morrison Street. The set of 5 lights are highly visible from Davey Street and the surrounding eateries at the waterfront. These lights are fully colour capable and have the ability to be programmed with multi colours.

● denoted on map

CONDITIONS OF USE

THE FOLLOWING CONDITIONS APPLY TO ALL LIGHTING REQUESTS.

- Tentative bookings will be held for a period of two weeks. After this period, the City of Hobart will endeavour to make contact if no notification has been received from the applicant. The City of Hobart reserves the right to cancel any tentative booking after this period.
- The City of Hobart books out lighting for certain events annually, including Christmas and Lunar New Year.
- The City reserves the right to cancel any lighting booking at its discretion. This includes the need to potentially override a booking, should there be a necessary civic purpose. All reasonable steps will be taken by the City to accommodate alternative dates for any applicant whose lighting request was interrupted for civic purposes, and any changeover costs will be met by the City.
- Dates and times may be blocked out due to maintenance.
- Applications can be made up to twelve months in advance.
- Applications are processed in the order they are received.
- The lighting will be lit from dusk to dawn, therefore the time the lighting comes on will vary depending on the time of the year.
- Extensions may be granted on a case-by-case basis.
- Bookings must start and finish on a working day and are for a minimum period of 3 days and a maximum period of one week.

STEPS TO BOOK THE CITY LIGHTING PROGRAM

1

CONTACT

Email the
Activation Programs Unit at
citylighting@hobartcity.com.au
or call **03 6238 2890**
to determine the availability
of the lighting program.

2

BOOK

Complete and return
the booking form.

3

APPROVAL

The eligibility of the
booking will be determined.
An invoice will be issued once
the booking is confirmed.

4

DELIVERY

- Lighting of chosen landmarks.

COST OF LIGHTING

CITY LIGHTING PROGRAMS:

PROGRAM 1 - ROSE GARDEN BRIDGE, ELIZABETH MALL, RAILWAY ROUNDABOUT FOUNTAIN AND FRANKLIN SQUARE FOUNTAIN

This option includes the key areas of lighting within the city.

The cost for this program is **\$300 including GST**.

A fee reduction is offered to not-for-profit organisations of 75%.

It is recommended that this program be incorporated with Program 2 (Cardinal Lights) to provide greater coverage in the city.

PROGRAM 2 - CARDINAL LIGHTS ONLY

The Cardinal Lights can be booked individually.

The cost for this program is **\$100 including GST**. A fee reduction is offered to not-for-profit organisations of 75%.

ADDITIONAL COST

Colours outside of the pre-programmed colours attract a fee of **\$100 per program**. This fee will be charged if you wish to have a colour in addition to blue, red, white, yellow, orange, purple, pink, green and rainbow, or if you wish to combine any of the colours.

Costs are effective from 1 July 2020 to 30 June 2021.

CANCELLATIONS

All cancellations must be made in writing to:
citylighting@hobartcity.com.au

or via post addressed to:
Activation Programs Unit
City of Hobart
GPO Box 503
Hobart, Tasmania 7001

PAYMENT OF FEES AND CHARGES

An invoice will be issued once the booking is confirmed.

The subscriber must, after the provision of a valid tax invoice pay to the City, on or before the due date showing on the tax invoice. If payment of the fees is not made by this date then daily interest may be charged on the overdue amount at the same rate as the rate that is determined by the Council, from time to time, for the purpose of section 128(2) of the *Local Government Act 1993*.

OTHER MARKETING OPPORTUNITIES

The City of Hobart offers a number of other opportunities for organisations to promote their event or awareness campaigns.

CIVIC BANNER PROGRAM

The City of Hobart's civic banner poles are available for hire to publicise eligible events and activities.

Please see the Civic Banner Guidelines for further information and pricing, available at www.hobartcity.com.au/City-services/Venues-banners-and-signage/Banners-and-signage

To enquire about availability, please contact Activation Programs Unit via email: signage@hobartcity.com.au or on 03 6238 2890.

EVENT SIGNBOARDS

The City of Hobart has special event signboards located on two of the main entrance roads to the city, on the Tasman Highway (just below the Cenotaph) and the Brooker Highway (near Rugby Park). For only \$300 for both sites, your event can be advertised for up to four weeks (subject to availability).

Further information is available at www.hobartcity.com.au/City-services/Venues-banners-and-signage/Banners-and-signage

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