

CITY OF HOBART CIVIC BANNER GUIDELINES



City of HOBART

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WELCOME TO THE CITY OF HOBART'S CIVIC BANNER PROGRAM

INTRODUCTION

Displaying banners in the City of Hobart is a highly effective way to publicise an upcoming event, activity or community campaign to reach a wide audience.

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

Banner fees are charged on a cost-recovery basis, for installation and removal.

This handbook provides guidelines on how to maximise opportunities within the Civic Banner Program to promote a range of events and activities.

PROGRAM ELIGIBILITY

Banner bookings are accepted for a range of events and activities that promote Hobart. To be eligible, events and activities must be sporting, cultural, recreational, community or tourism related.

Events and activities that achieve one or more of the following objectives will be considered:

- held within Hobart municipal area
- increase visitation to Hobart
- provide direct economic benefits to the City
- national or international event of significant civic value.

To find out if your event or activity is eligible for the Civic Banner Program, contact the City on 03 6238 2890 or signage@hobartcity.com.au



Figure 1: Civic Banner Program

LOCATION OF CIVIC BANNER PROGRAMS

INFORMATION AND BOOKINGS

For further information regarding the Civic Banner Program and to check availability, please email:

signage@hobartcity.com.au

Alternatively, please call 03 6238 2890.

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 subscriber. The City of Hobart reserves the right to cancel any booking after this period, should attempts at making contact be unsuccessful.

PLEASE NOTE: Subscribers should ensure they have written confirmation of their booking and design approval, prior to proceeding with banner production.

STEPS TAKEN TO BOOK YOUR CIVIC BANNER PROGRAM

1

CONTACT

City of Hobart to check the availability of the Civic Banner Program/s.

2

BOOK

- Supply Certificate of Currency.
- Complete and return Booking form and pay 30% deposit to confirm booking.

3

APPROVAL

The design/s of new banners must be approved by the City prior to manufacture.

4

DELIVERY

- Banners must be delivered at least one week prior to install date.
- Banners installed and subscriber invoiced for balance of fees.

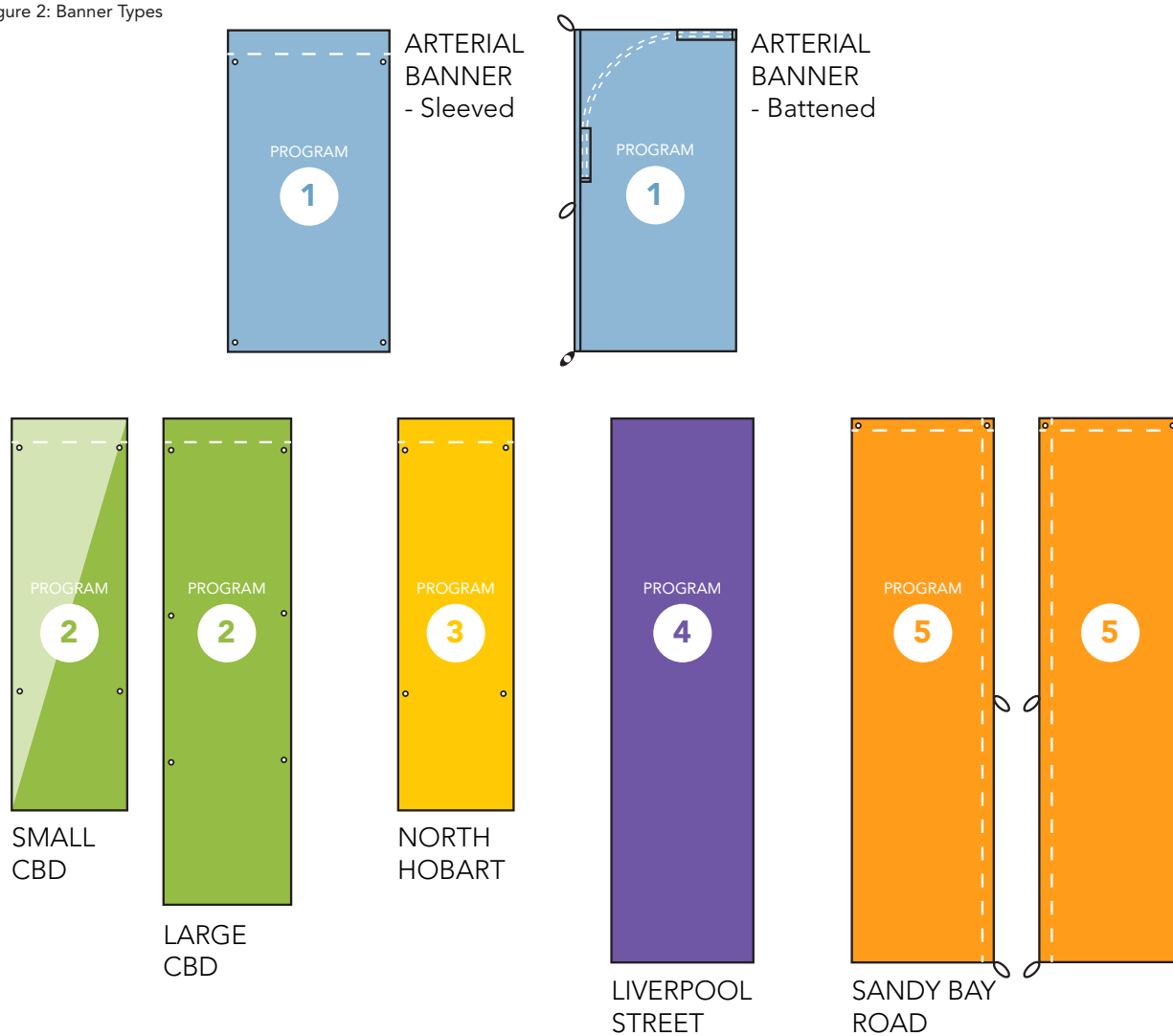
BANNER SIZES AND QUANTITIES

The Civic Banner Program is composed of four different banner types.

Banner	Program	Dimensions (mm)	Appendix
Arterial Sleeved	1	900 x 1800	1.1
Arterial Battened	1	900 x 1800	1.2
Small CBD	2	650 x 2200	1.3
Large CBD	2	720 x 2700	1.4
North Hobart	3	650 x 2200	1.5
Liverpool Street	4	800 x 3000	1.6 + 1.7
Sandy Bay	5	800 x 3000	1.8

Table 1: Civic Banners

Figure 2: Banner Types



PROGRAM 1

ARTERIAL BANNERS

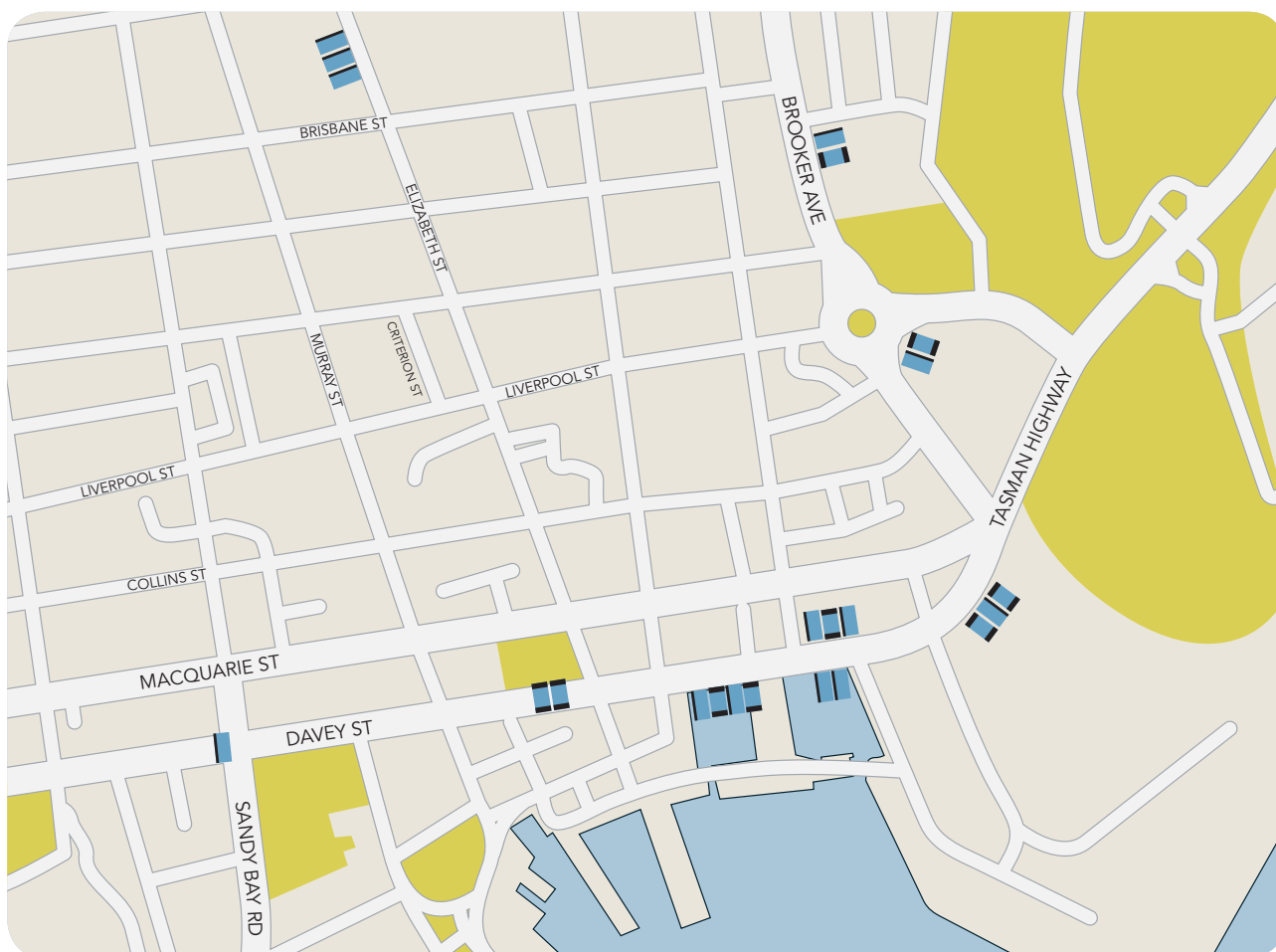




Figure 3.  Sleeved banners 900 x 1800 mm NB: Poles for sleeved banners fit TWO banners  Batted banners 900 x 1800 mm NB: Poles for batted banners fit ONE banners only

The Arterial Program is made up of Davey Street, Elizabeth Street (between Brisbane and Patrick Streets), and the Railway Roundabout (Liverpool Street and Brooker Avenue). These streets are the main thoroughfare for vehicular traffic entering and exiting Hobart.

The Arterial Banner Program consists of a **Full Set** or a **Half Set**. This program includes both sleeved (refer Appendix 1.1) and batted (refer Appendix 1.2) banners. Banner size is 1800 x 900 mm.

FULL SET ARTERIAL BANNERS INCLUDE:

Sleeved banners (2 per pole)	18 banners
Batted banner (1 per pole)	13 banners
Sleeved banners (spare)	2 banners
Batted banners (spare)	2 banners
TOTAL	35 banners

HALF SET ARTERIAL BANNERS INCLUDE:

Sleeved banners (2 per pole)	10 banners
Batted banner (1 per pole)	7 banners
Sleeved banners (spare)	2 banners
Batted banners (spare)	1 banner
TOTAL	20 banners

PROGRAM 2

CBD BANNERS

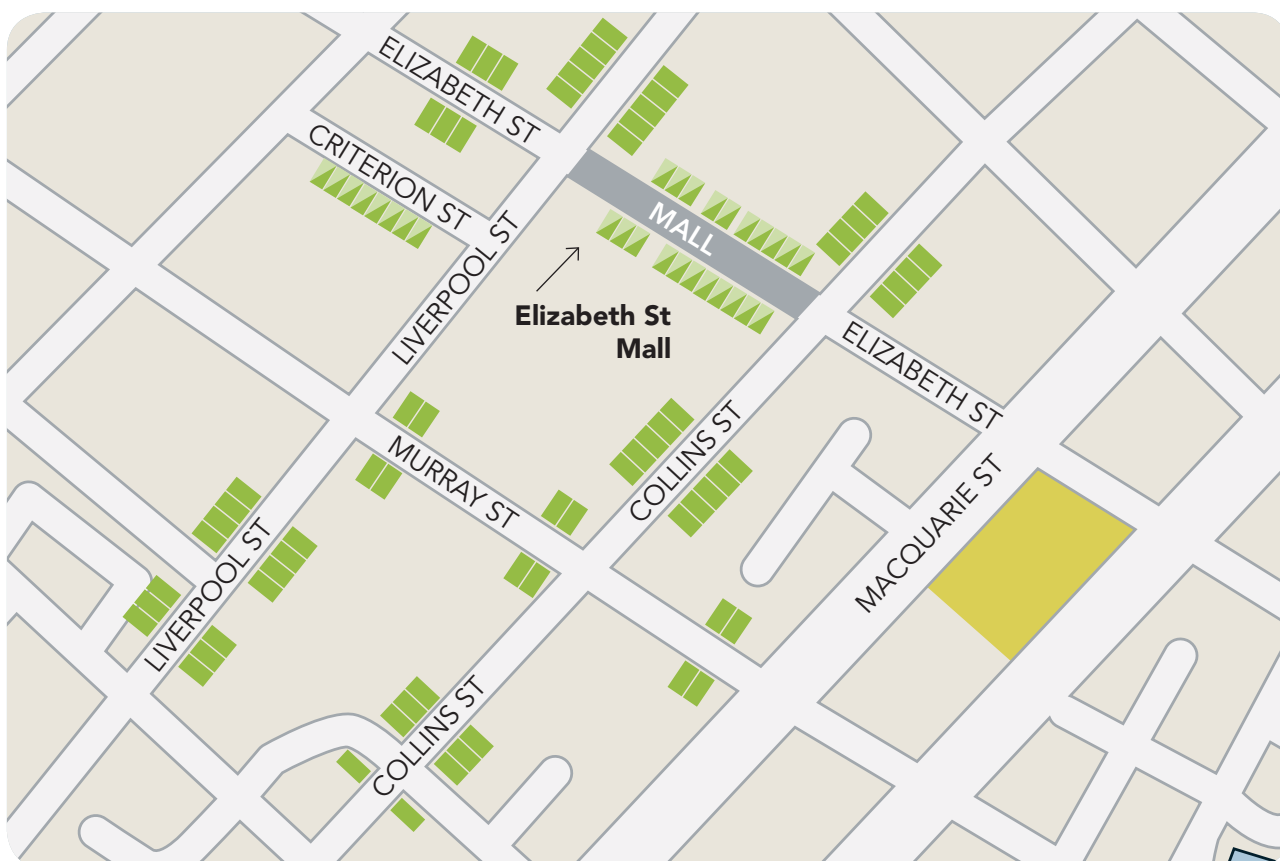
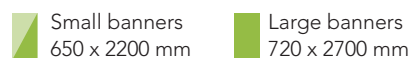


Figure 4: CBD Full Set banner locations.



The CBD Program is made up of Elizabeth Street, Murray Street, Liverpool Street, Collins Street and Criterion Street in the city centre. This area is a popular shopping and eating area with heavy pedestrian traffic.

The CBD Banner Program consists of four zones. Subscribers may choose different options (see Figure 6), subject to availability. There are two different banner sizes (small and large) in the different zones:

- Small CBD banners are installed in Zones 1 and 2
- Large CBD banners are installed in Zones 3 and 4.

The Small CBD banners (Zones 1 and 2 - refer Appendix 1.3) are 650 x 2200 mm and are installed in Elizabeth Mall and Criterion Street.

The Large CBD banners (Zones 3 and 4 - refer Appendix 1.4) are 720 x 2700 mm and are installed on the remainder of poles in the CBD area.

Subscribers can book either of the Small CBD options (Zone 1 or Zone 2), and/or they can book either of the Large CBD options (Zone 3 or Zone 4).

A large zone may be combined with a small zone.

The number of banners required will depend on the options that are selected (see Figure 6).

CHOOSE EITHER ZONE 1 or ZONE 2

ZONE ①
SMALL CBD
 Elizabeth Mall only

Elizabeth Mall	21
Spares	3
TOTAL	24

ZONE ②
SMALL CBD

Elizabeth Mall	21
Criterion St	8
Spares	3
TOTAL	32



CHOOSE EITHER ZONE 3 or ZONE 4

ZONE ③
LARGE CBD
 Core Block

Liverpool St	10
Murray St	8
Spares	2
TOTAL	20

ZONE ④
LARGE CBD
 Full Set

Liverpool St	24
Elizabeth St	9
Murray St	12
Collins St	26
Spares	4
TOTAL	75

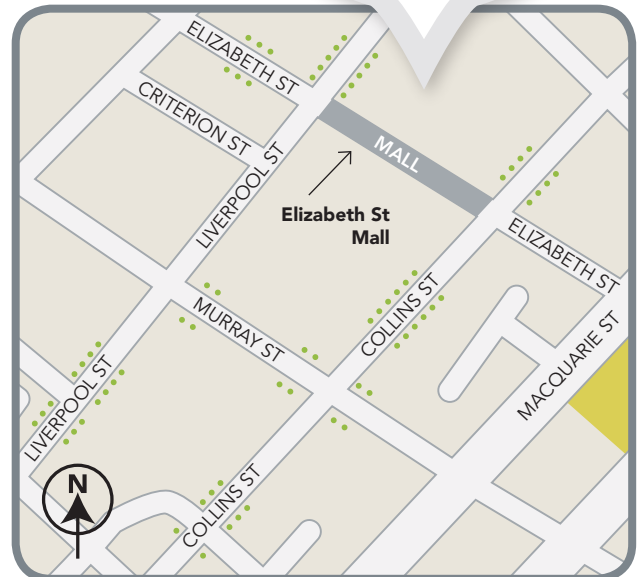
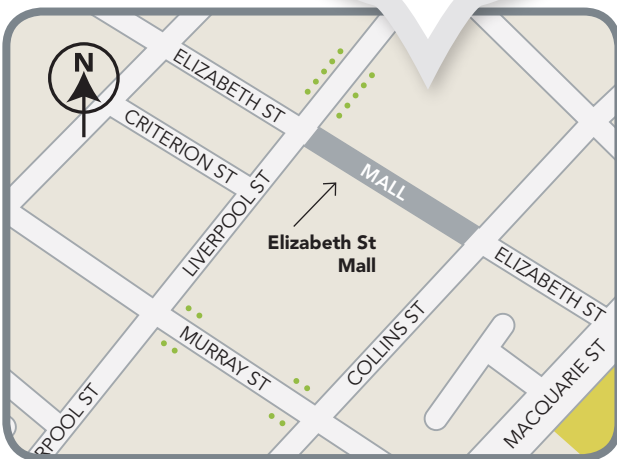


Figure 5: CBD banner locations Zones 1-4

PROGRAM 3

NORTH HOBART BANNERS




This area of Elizabeth Street is situated in North Hobart, and is approximately 2.5 kms from the city centre. It is a popular dining area with heavy pedestrian traffic.

The size of the banners in North Hobart is 650 x 2200 mm (refer Appendix 1.5) and are installed in Elizabeth Street, North Hobart.

NORTH HOBART BANNERS

- Full Set 16 banners
- Spares 4 banners
- **TOTAL 20 banners**

(Please note: North Hobart banners dimensions are compatible with Small CBD banners as in Program 2).

Figure 6: North Hobart Full Set banner locations.  North Hobart banners 650 x 2200 mm

PROGRAM 4

LIVERPOOL STREET BANNERS

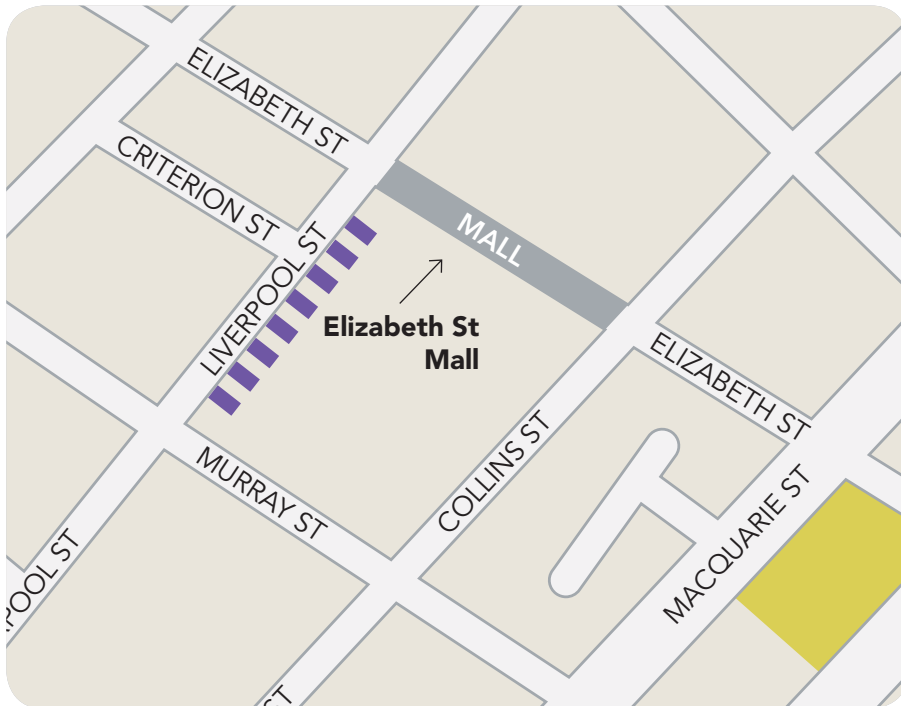



Figure 7: Liverpool Street banner locations.

 Liverpool Street banners
800 x 3000 mm

Liverpool Street is situated in the city centre and is home to Myer (Hobart) and other quality retailers and eateries.

The Liverpool Street banner program consists of eight (8) banners between Elizabeth Street and Murray Street.

The dimension of the banners is 800 x 3000 mm (refer to Appendices 1.6 + 1.7)

LIVERPOOL STREET BANNERS


- Full Set 8 banners
- Spares 2 banners
- **TOTAL** **10 banners**

PROGRAM 5

SANDY BAY ROAD BANNERS



Figure 8: Sandy Bay Road banner locations.

 Sandy Bay Road banners
800 x 3000 mm

Sandy Bay Road is a popular retail precinct and a main arterial road in Hobart.

The Sandy Bay Road banner program consists of twelve (12) banners between Russell Crescent and Osborne Street.

The dimension of the banners is 800 x 3000 mm (refer to Appendix 1.8)

SANDY BAY ROAD BANNERS

- Full Set 12 banners
- Spares 2 banners
- **TOTAL 14 banners**

PRODUCTION OF BANNERS

The subscriber is responsible for the production and associated costs of the banners. Production must meet the requirements set out in these guidelines. Subscribers are responsible for sourcing their own quote directly from the banner manufacturer.

It is recommended that you allow at least 6 weeks for banner production.

Subscribers must ensure that sleeved banners are supplied to the installer with the appropriate sized battens if required. Banner manufacturers should refer to the specifications given for the correct position of the sleeve to be sewn. Subscribers should also request that the banner manufacturer include a cost for the appropriate sized battens to ensure banners are not supplied without them. For safety reasons, **ALL** battens must be made of fiberglass. Any banners supplied with battens not made of fiberglass will not be installed.

The City of Hobart will take no responsibility for the manufacture of the banners. The City of Hobart will not install banners that are not manufactured to the banner specifications detailed in this handbook. If an installation cannot occur due to incorrectly manufactured banners, the subscriber may still be invoiced for the cost of installation.

BANNER MANUFACTURE

As Hobart can experience frequent strong wind gusts, the manufacturing of all banners **MUST** be able to withstand winds of at least 110 km/h. Banners that do not meet this requirement will not be installed.

The subscriber is responsible for ensuring the banner manufacturer has the correct banner specifications, which are at the end of this document.

BANNER ARTWORK/DESIGN

All artwork/designs must be submitted to the City of Hobart for approval prior to manufacture.

Subscribers must ensure adequate time is given to the design and manufacture of their banners to meet the scheduled installation date.

The City of Hobart allows sponsors of an event or activity to be recognised on banners at its discretion. Tobacco, alcohol, gambling, religious and political sponsorship are not permitted on banners.

Any swearing or other language that may be construed as discriminatory or offensive is not permitted on banners.

To maximise the visual effectiveness of a banner, ensuring high readability and effective communication, consider the following suggestions:

- graphics work best as large, bold, colourful and simple icons. Use a minimal amount of text to allow for a larger point size and greater legibility
- sponsor logos should be printed at an adequate size to ensure they can be recognised from a distance
- designs with strong contrast, using dark and bright colours will be more visible
- avoid using dates on banners if they are to be reused in following years.

BANNER DELIVERY FOR INSTALLATION

Banners must be delivered, at least one week prior to installation.

Please call Hire-Up on 0410 744 706 to organise delivery.

The subscriber must also inform the City of the expected delivery date of the banners. This advice can be provided via email to signage@hobartcity.com.au or via telephone: **03 6238 2890.**

SPARE BANNERS

Spare banners are required to be produced in the case of damage or loss. The number of spare banners for each program is a recommended minimum number only. Banners may only be reused for future bookings, provided they are a suitable standard of presentation.

The subscriber will be required to pay any additional manufacturing costs to replace lost or damaged banners. If there is an insufficient number of banners, the City of Hobart may arrange for alternative banners to be flown.

The City of Hobart will not compensate a subscriber if they are not able to supply the required number of banners. The City of Hobart will not be liable for the cost of replacing or repairing banners.

INSTALLATION COSTS*

Banner Program (see Figure 1)	Installed Banners (Excludes spare banners)	Spare Banners (Minimum required)	Installation cost*
Program 1 - Arterial			
Half Set (900 x 1800 mm)	10 sleeved / 7 battened	2 sleeved, 1 battened	\$1190
Full Set (900 x 1800 mm)	18 sleeved / 13 battened	2 sleeved, 2 battened	\$1500
Program 2 - Small CBD**			
Zone 1 Elizabeth Mall (650 x 2200 mm)	21 sleeved	3 sleeved	\$890
Zone 2 Elizabeth Mall & Criterion St (650 x 2200 mm)	29 sleeved	3 sleeved	\$1000
Program 2 - Large CBD**			
Zone 3 Core Block only (720 x 2700 mm)	18 sleeved	2 sleeved	\$1100
Zone 4 Full Set	71 sleeved	4 sleeved	\$2000
Program 3 - North Hobart			
Full set (650 x 2200 mm)	16 sleeved	4 sleeved	\$700
Program 4 - Liverpool Street			
Full Set (800 x 3000 mm)	8 banners	2 banners	\$500
Program 5 - Sandy Bay Road			
Full Set (800 x 3000 mm)	12 banners	2 banners	\$350

Table 2: Civic Banners installation and removal

Costs are effective from 1 July 2109 to 30 June 2020.

* Installation costs are inclusive of GST

** A Small CBD Zone may be combined with a Large CBD Zone and the cost for each will be added together.

PAYMENT OF FEES AND CHARGES

A 30% deposit of the installation cost is required. Your booking will not be confirmed until this payment has been received. An invoice for the deposit will be sent to the subscriber.

Once the banners have been installed, an invoice for the balance of the costs will be sent to the subscriber.

CANCELLATIONS

All cancellations must be made in writing to signage@hobartcity.com.au or via post addressed to City Activations Unit, City of Hobart, GPO Box 503, Hobart, Tasmania 7001.

PAYMENT TERMS

The subscriber must, after the provision of a valid Tax Invoice pay to the Council, 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*.

IMPORTANT INFORMATION

BANNER MANUFACTURE

As Hobart can experience frequent strong wind gusts, the manufacturing of all banners MUST be able to withstand winds of at least 110 km/h. Banners that do not meet this requirement will not be installed.

INSTALLATION AND REMOVAL SCHEDULE

Installations and removals occur on or as close to the scheduled booking date as possible. The confirmed date of installation is subject to weather conditions and availability of installation equipment.

DELIVERY AND COLLECTION OF BANNERS

Subscribers are responsible for the timely delivery and collection of banners. No responsibility will be taken by the City of Hobart regarding storing, maintenance or cleaning of banners.

CITY OF HOBART'S ABILITY TO OVERRIDE A BOOKING

The City of Hobart offers a Civic Banner Quick Response Grant of up to \$1000 for the manufacturing of banners. The grant is designed to assist not-for-profit community organisations and commercial entities, which are delivering projects with a community benefit.

NOVEMBER AND DECEMBER BOOKINGS

Bookings are not available from mid-November until early January each year, due to the installation of Christmas banners.

HOBART INTERNATIONAL AIRPORT

There are banner sites available for hire at the Hobart International Airport.

For further information, please call
Claude Neon Pty Ltd
03 6234 8488 or 0418 555 565,
or email sean.defreitas@claudeneon.com.au

SUMMARY

- For further information regarding the Civic Banner Program and to check availability, please email signage@hobartcity.com.au Alternatively, please call **03 6238 2890**.
- If you wish to book an available program, a completed booking form is required.
- Payment of a 30% deposit is required prior to installation, and will progress the status of your booking from tentative to confirmed.
- A Certificate of Currency is required.
- New banner designs must be approved by the City prior to manufacture.
- Banners must be delivered, at least one week prior to installation. **Please call Hire-Up on 0410 744 706 to organise delivery.**
- The subscriber must also inform the City of the expected delivery date of the banners. This advice can be provided via email to signage@hobartcity.com.au
- The subscriber is responsible for collecting the banners from Hire-Up once the banners have been taken down.

APPENDIX 1.1

ARTERIAL BANNER – SLEEVED

PROGRAM 1

SLEEVED ARTERIAL BANNER 1800 X 900 MM

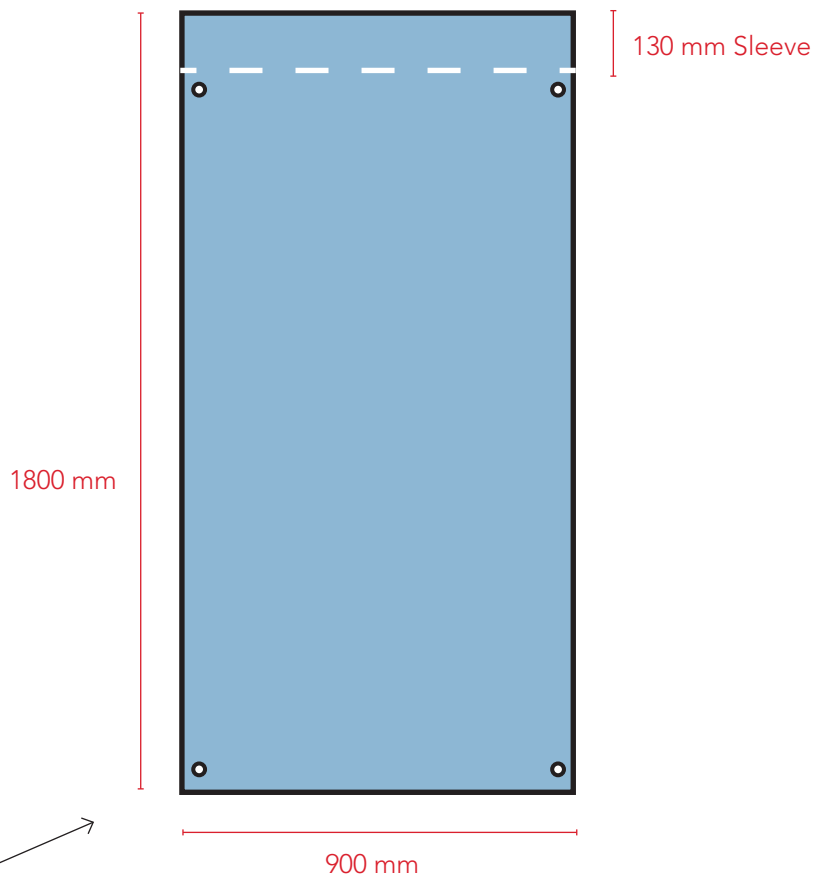
NB: Poles for Sleeved Banners
fit **TWO** banners.

SPECIFICATIONS

- 4 eyelets
- All eyelets reinforced
- Knitted polyester

PRODUCTION PRICE (GUIDE ONLY)

Arterial (full set)
\$1700 to \$2100



PLEASE NOTE:

Size specifications only.
Contact the banner
manufacturer for
artwork specifications.

APPENDIX 1.2

ARTERIAL BANNER – BATTENED

PROGRAM 1

BATTENED ARTERIAL BANNER 1800 X 900 MM

NB: Poles for Battered Banners fit **ONE** banner only.

ARTERIAL BANNER BATTENED

Finished size showing dimensions and fixing points.

Refer to manufacturer for their artwork specifications.

SPECIFICATIONS

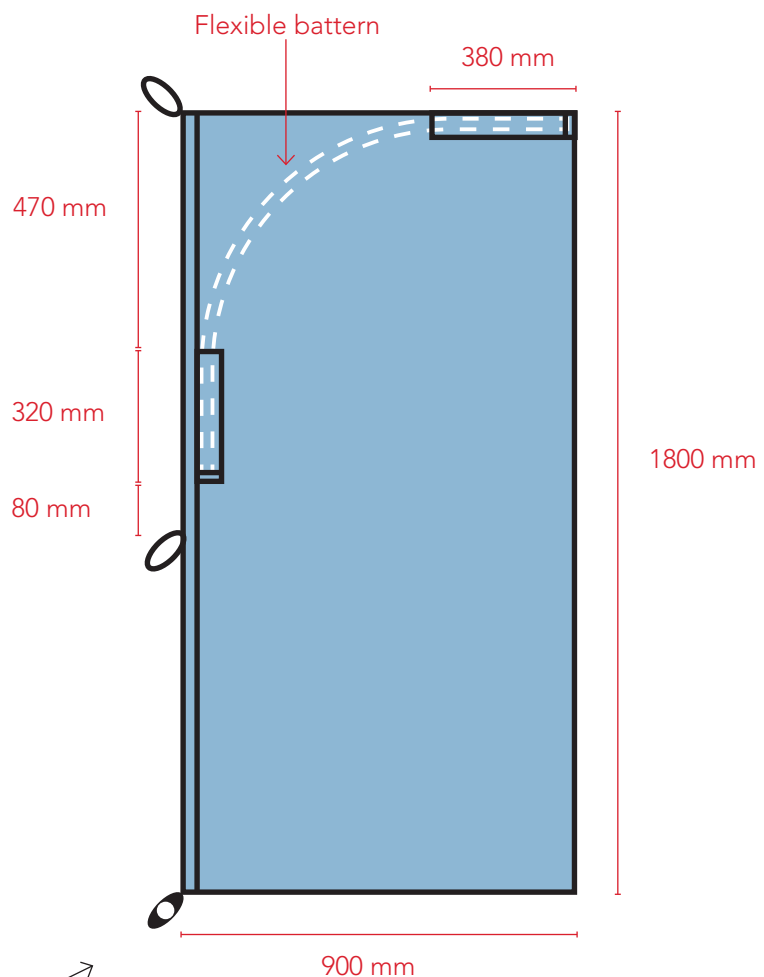
- Cable tie attached to pole side of batten (ie drill hole through batten and attach small cable tie to assist with installation)
- Sister clip at top, middle and bottom
- Vinyl binding (left hand side)
- Sleeve along binding on side and top
- Reinforced top outer corner
- Battens must be supplied for these banners. See page 13 Production of Banners.

PRODUCTION PRICE (GUIDE ONLY)

Arterial (full set)
\$1700 to \$2100

PLEASE NOTE:

Size specifications only.
Contact the banner manufacturer for artwork specifications.



APPENDIX 1.3 SMALL CBD

PROGRAM 2

SMALL CBD BANNERS 650 X 2200 MM

SMALL CBD

Finished size showing dimensions and fixing points.

Refer to manufacturer for their artwork specifications.

SPECIFICATIONS

- 4 eyelets
- All eyelets reinforced
- Knitted polyester

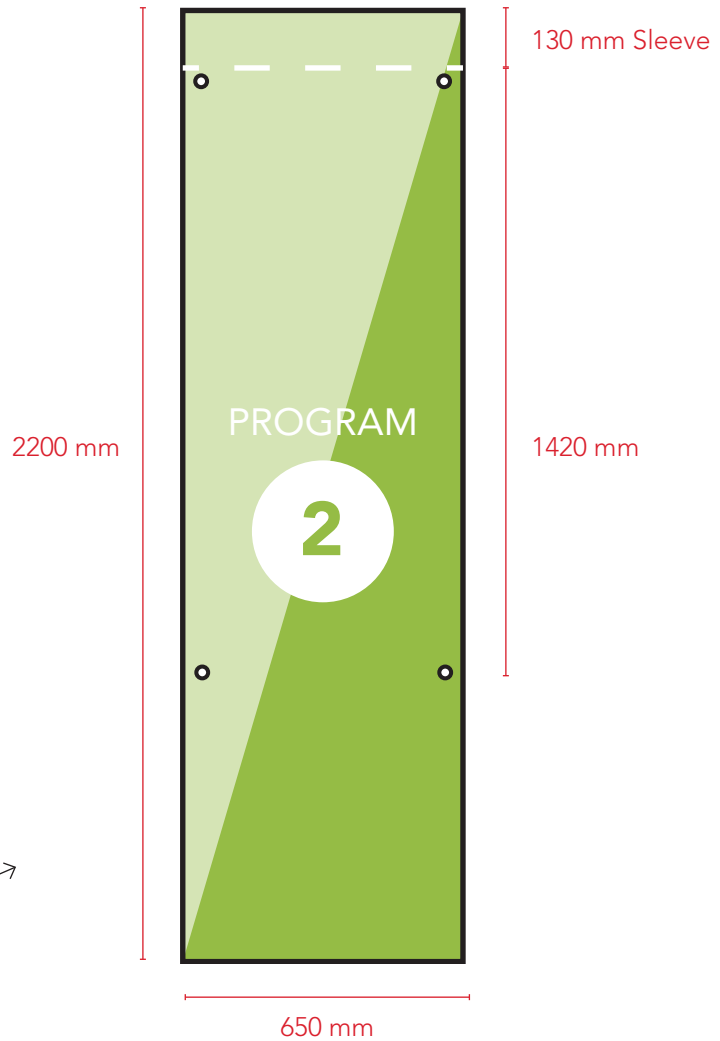
NB: The 650 x 2200 mm banner is compatible for installation in the Small CBD (Zones 1 and 2) in Program 2, as well as North Hobart in Program 3.

PRODUCTION PRICE (GUIDE ONLY)

Small CBD (Mall and Criterion St)
\$1300 to \$1700

PLEASE NOTE:

Size specifications only.
Contact the banner manufacturer for artwork specifications.



APPENDIX 1.4 LARGE CBD BANNER

PROGRAM 2

LARGE CBD BANNERS 720 X 2700 MM

LARGE CBD BANNERS

Finished size showing dimensions and fixing points.

Refer to manufacturer for their artwork specifications.

SPECIFICATIONS

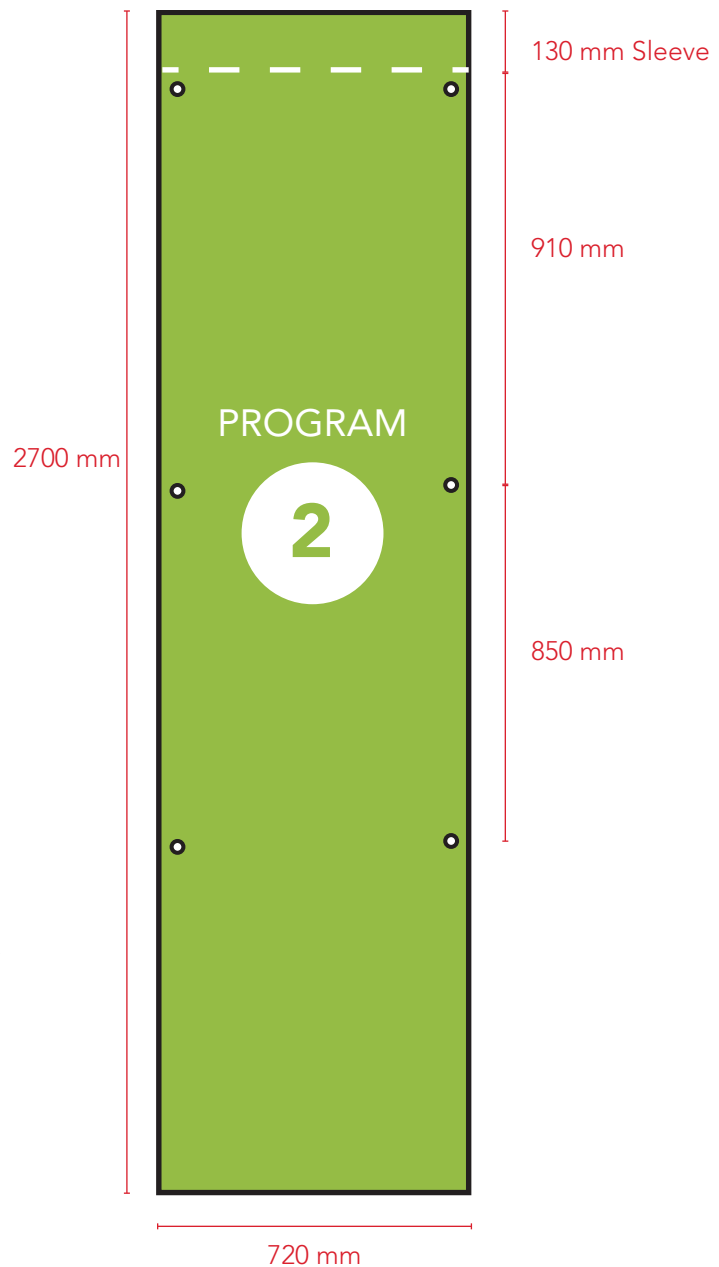
- 4 eyelets
- All eyelets reinforced
- Knitted polyester

PRODUCTION PRICE (GUIDE ONLY)

Large CBD (full set)
\$3900 to \$4300

PLEASE NOTE:

Size specifications only.
Contact the banner manufacturer for artwork specifications.



APPENDIX 1.5

NORTH HOBART BANNER

PROGRAM 3

NORTH HOBART
SMALL CBD BANNERS
650 X 2200 MM

NORTH HOBART BANNER

Finished size showing dimensions and fixing points.

Refer to manufacturer for their artwork specifications.

SPECIFICATIONS

- 4 eyelets
- All eyelets reinforced
- Knitted polyester

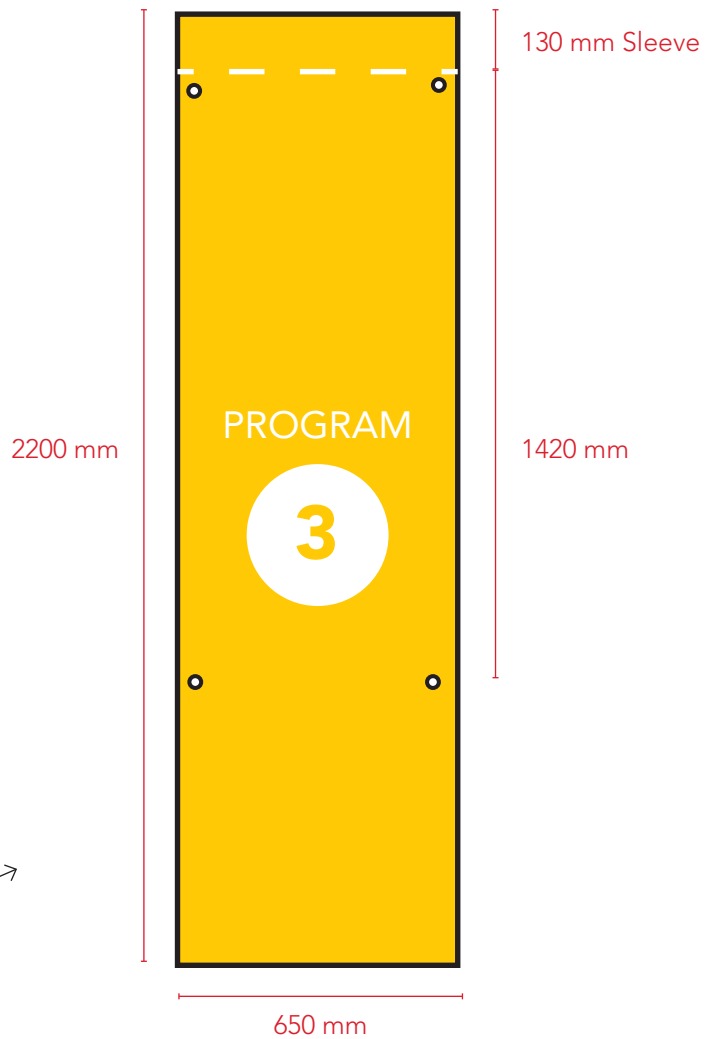
NB: The 650 x 2200 mm banner is compatible for installation in the Small CBD (Zones 1 and 2) in Program 2, as well as North Hobart in Program 3.

PRODUCTION PRICE (GUIDE ONLY)

North Hobart
\$1400 to \$1800

PLEASE NOTE:

Size specifications only.
Contact the banner manufacturer for artwork specifications.



APPENDIX 1.6

LIVERPOOL STREET BANNERS

PROGRAM 4

LIVERPOOL STREET BANNERS
800 X 3000 MM

LIVERPOOL STREET BANNERS

Finished size showing dimensions and fixing points.

Refer to manufacturer for their artwork specifications.

SPECIFICATIONS

- 2 eyelets
- All eyelets reinforced
- 2 webbing loops
- 2 sister clips
- Webbing reinforcement
- Radiused corner

PRODUCTION PRICE (GUIDE ONLY)

Liverpool Street
\$1200 to \$1600

PLEASE NOTE:

Size specifications only.
Contact the banner manufacturer for artwork specifications.

3000 mm

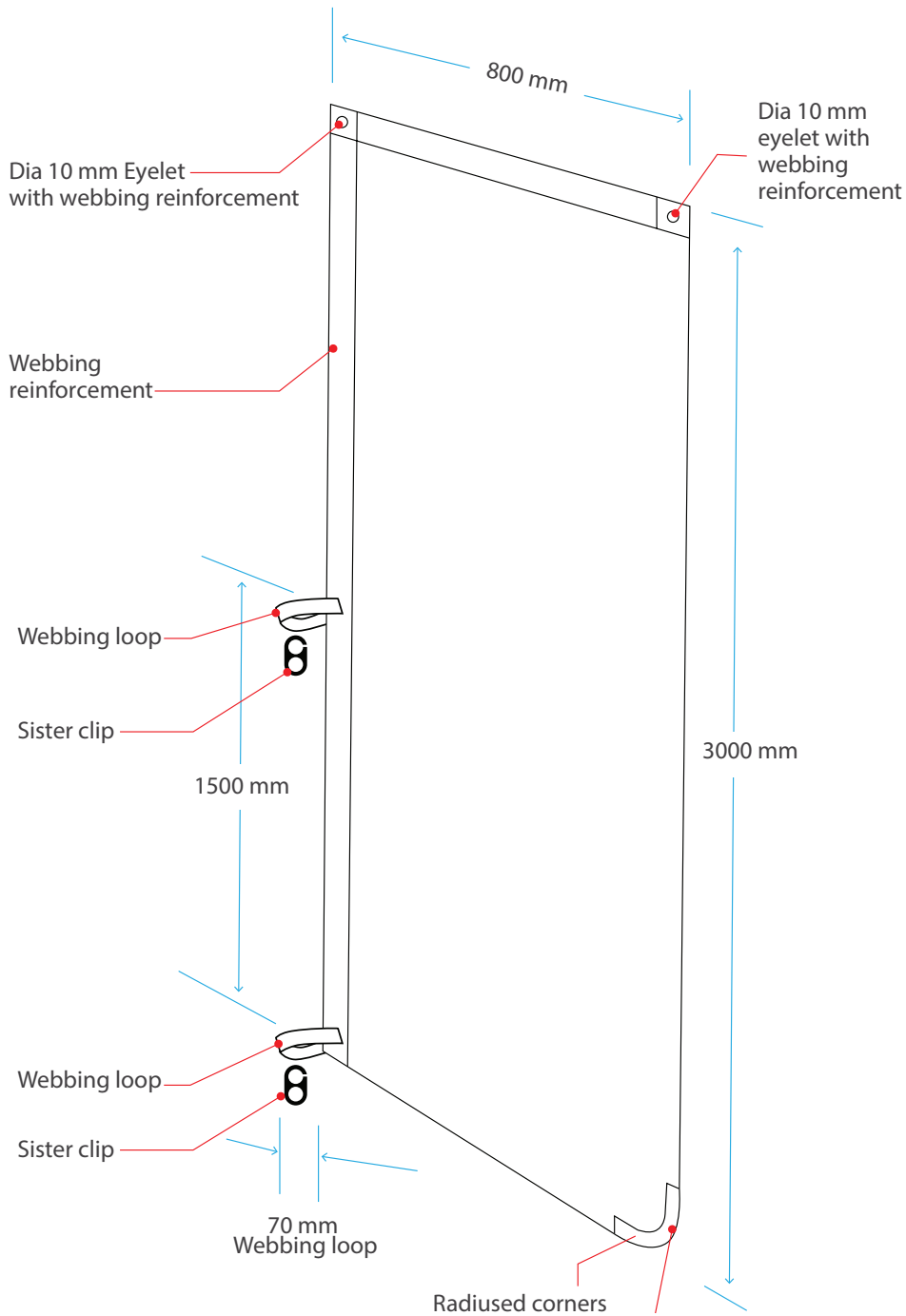
PROGRAM

4

800 mm

APPENDIX 1.7 LIVERPOOL STREET BANNER

MULTIPOLE DATA SHEET



APPENDIX 1.8 SANDY BAY ROAD BANNERS

PROGRAM 5

SANDY BAY ROAD
DOUBLE BANNER POLES
800 X 3000 MM

SANDY BAY BANNERS

Finished size showing
dimensions and fixing points.

Refer to manufacturer for their
artwork specifications.

SPECIFICATIONS

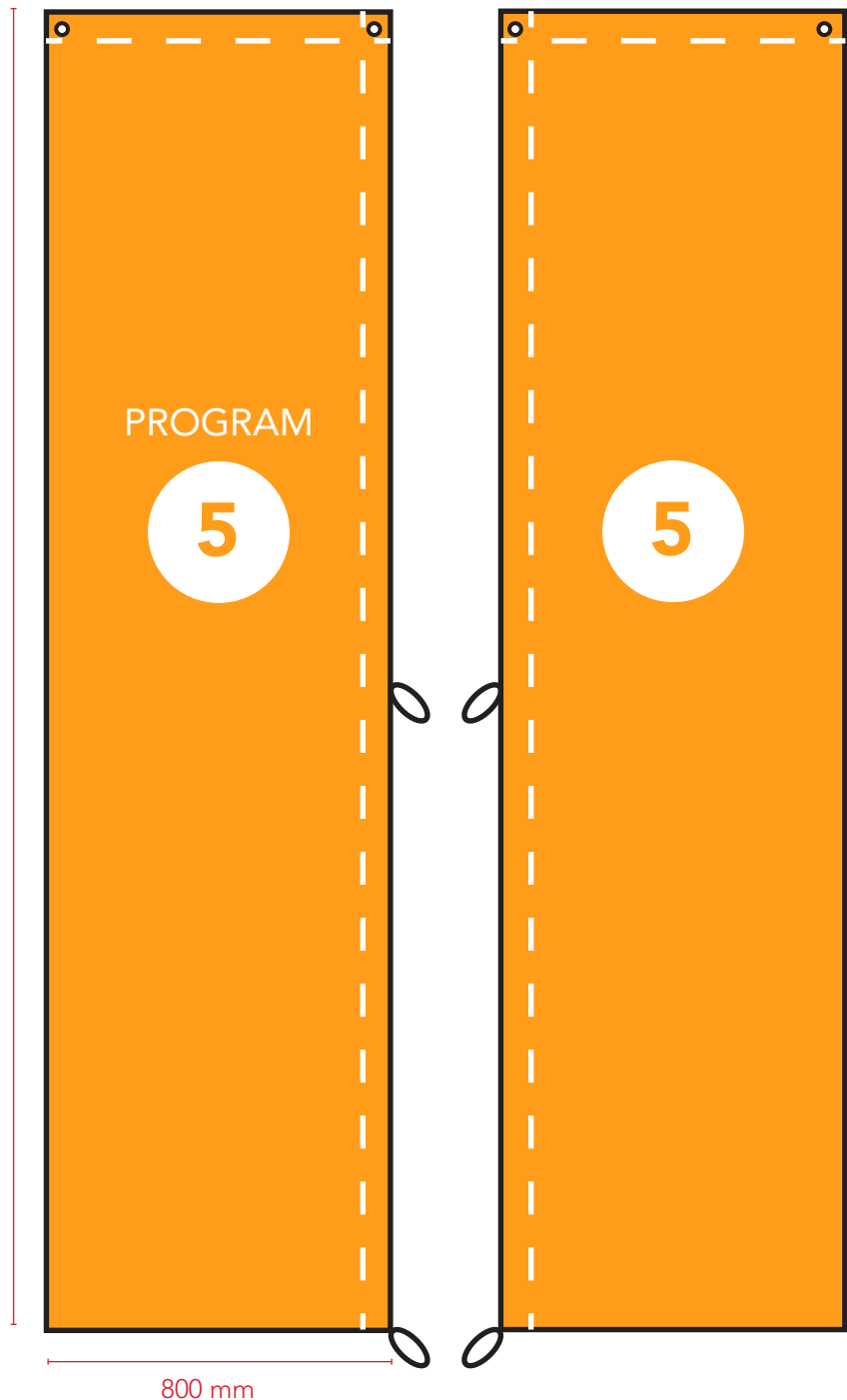
- 2 eyelets
- All eyelets reinforced
- 2 webbing loops
- 2 sister clips
- Webbing reinforcement
- Radiused corner

PRODUCTION PRICE (GUIDE ONLY)

Sandy Bay Road
\$1200 to \$1600

PLEASE NOTE:

Size specifications only.
Contact the banner
manufacturer for
artwork specifications.

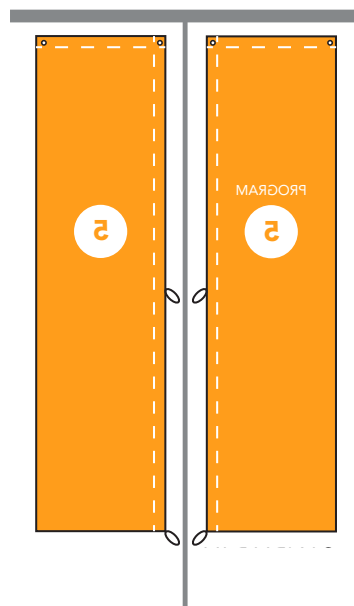
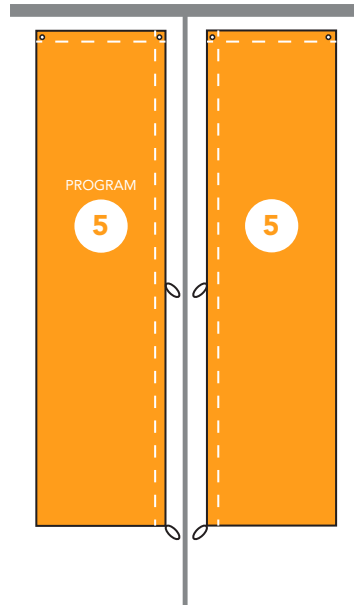


APPENDIX 1.8 SANDY BAY ROAD BANNERS CONTINUED

PROGRAM 5

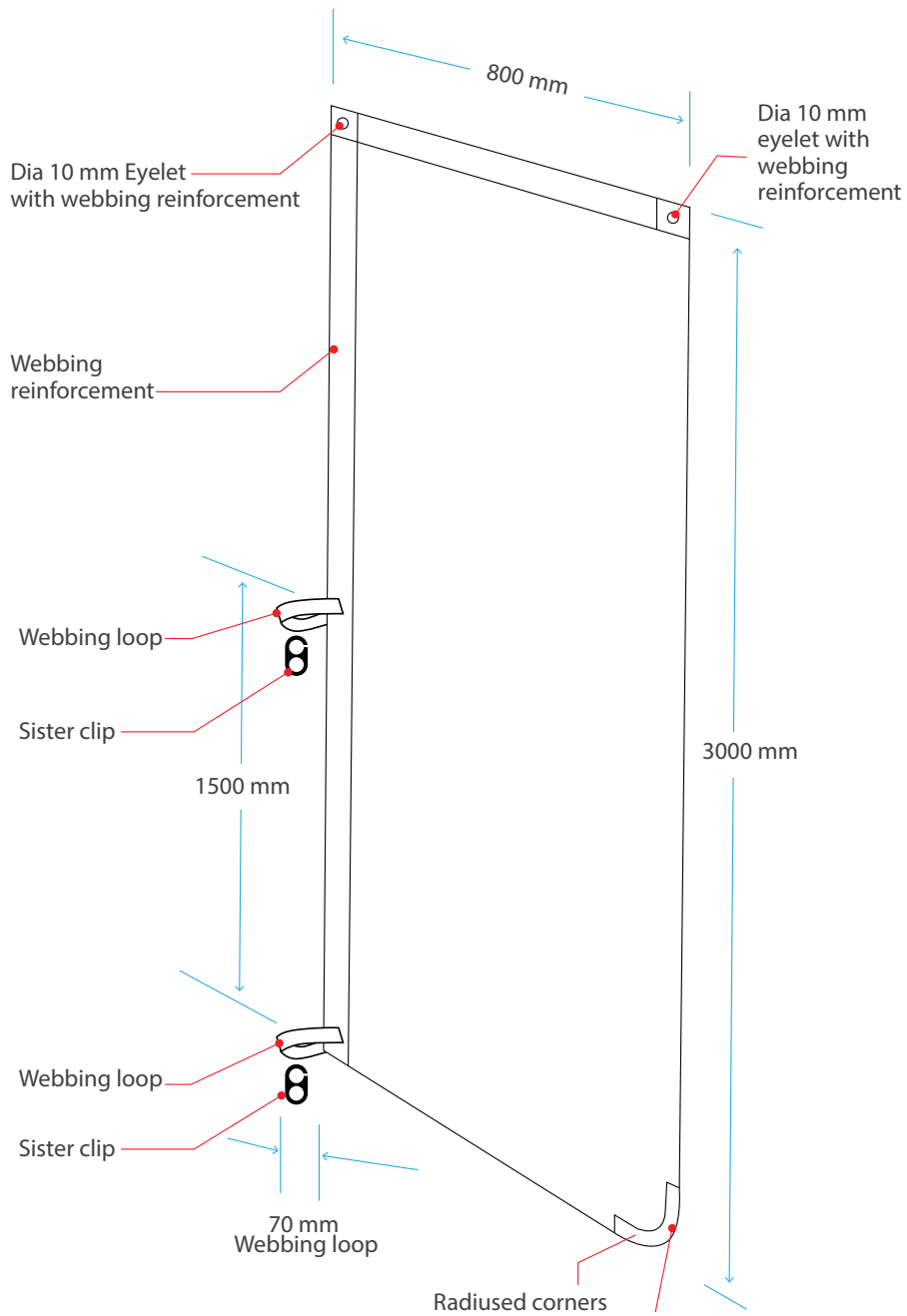
IMPORTANT DESIGN AND PRODUCTION INFORMATION

Banners work as a pair. This means half the banners need webbings on the left and the other half needs them on the right. So the banners can be viewed from both directions, half will be facing citybound traffic and half facing southbound traffic. Banner direction will be alternated every second pole.



APPENDIX 1.9 SANDY BAY ROAD BANNER

MULTIPOLE DATA SHEET



OTHER PROMOTIONAL OPPORTUNITIES

GATEWAY EVENT SIGNS

Are you organising an event or awareness campaign that you want to promote?

For just \$300 you may be eligible to advertise your event on the Hobart Events signboards on the Tasman Highway (near the Cenotaph) and Brooker Highway (near Rugby Park) for up to four weeks.

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

CIVIC BANNER QUICK RESPONSE GRANT

The City of Hobart offers a Civic Banner Quick Response Grant of up to \$1000 for the manufacturing of banners. The grant is designed to assist not-for-profit community organisations and commercial entities, which are delivering projects with a community benefit.

To be eligible, your marketing must be for events and activities that are sporting, cultural, recreational, community or tourism-related.

For more information and to apply, please see the Civic Banner Quick Response Grant Guidelines at www.hobartcity.com.au/Community/Grants-and-funding/Marketing-Grants



Hobart Town Hall,
Macquarie Street,
Hobart,
Tasmania 7000 Australia
T 03 6238 2711
F 03 6238 2186
E coh@hobartcity.com.au
W hobartcity.com.au