

1.01 Hire of Multipoles and Banners Policy

Policy Owner	Executive Director Community Services
Responsible Officer	Events Coordinator
Date of Approval	5/2/2025
Amended/Revised	5/2/2025

Objective

The Hire of Multipoles and Banners Policy outlines the conditions and standards of community use for the City of Albany banner masts and street multipoles to:

- enhance the city's visual appearance and sense of vitality; and
- promote sporting, cultural, community, recreation and tourism events occurring in Albany.

Scope

This Policy applies to all banner masts and street banner multipoles that are under the ownership and management of the City of Albany.

Policy Statements

City of Albany banner masts and street banner multipole sites are available for hire by organisations to publicise events.

Priority will be given to events that promote Albany and are related to major sporting, cultural, recreational, community or tourist activities.

The City reserves the discretion to refuse hire of multipole sites for banners which advertise events that conflict with City-run events or City bookings of the multipoles.

Bookings will be accepted for organisations which are promoting an event that:

- increases visitation to Albany;
- provides direct economic benefits to Albany;
- is of significance to Albany;
- is a national or international event which brings prestige to Albany; and
- reflects Albany's culture and lifestyle.

The City will refuse the hiring of multipole sites and banners that in the City's interpretation are considered to;

- be objectionable, dangerous and/or offensive;
- have a political or commercial focus; and
- which may cause complaint from properties in the vicinity.

Permission to hire multipoles for banners with a religious, marginal or other conversation nature will be at the absolute discretion of the City and applications should be discussed at an early stage.

Application/ Bookings

Banner masts and street banner multipole sites may be booked for a minimum of two (2) weeks and a maximum of four (4) weeks per booking, with the hire period being from Monday to Monday.

Booking enquires can be submitted via the City's online booking service 'Bookable' [Discover Venues and More in City of Albany | Bookable Search](#). The City will review and confirm bookings through this system.

Bookings can be made up to one (1) year in advance. Organisations are limited to making two bookings per year, unless otherwise approved by the Chief Executive Officer or their delegate.

The applicant must accept and acknowledge full responsibility for public risk and fully indemnify the City from and against all claims, judgements and the like arising from the erection or display of the banners.

Hire Fees

'Bookable' will issue an invoice for payment two (2) weeks prior to installation

Notice of a booking cancellation is required one (1) month in advance.

Fees and charges reflect the actual cost to the City and seek to recover the costs of installing and uninstalling the banners only. No fees are charged for use of the infrastructure.

Hire Fees Schedule

Council sets the hire fees annually as part of its annual budget. Refer to the City's current fees and charges schedule or contact the City of Albany Events team for a quote.

Multipole Locations

All banner masts and/or multipoles within a designated location, as detailed in the Hire Fees Schedule, are to be used by the applicant over the booking period with banners made and installed in accordance with specifications provided by the City of Albany.

Due to the City's scheduled installation of banners and decorations, all multipoles will not be available for hire at the following times:

- April (Anzac Day);
- July (Maritime Festival); and
- between Mid-November and the first week of January (Christmas decorations).

Banner Design

Applications for multipole hire must be supported by details of the proposed banner text and design including a sketch of each separate banner image prior to the proposed installation date.

Banner designs must adhere to the City's Banner Design Specifications available from the City's Communications and Events Team. The City is unable to erect banners which have not been made in accordance with these specifications.

The banner design must clearly reflect the organisation's identity and ownership by including official branding elements. This includes incorporating the organisation's logo, colours, and typography to ensure consistency with its overall visual identity.

Banners for events that are sponsored by the City of Albany must also include the City logo, which can be obtained from the Communications Team.

The City has the right to refuse bookings if any artwork does not meet these requirements and the standards as set out in the City of Albany Hire of Multipoles and Banners Policy.

Banners may be reused for future bookings provided they are well maintained, are not dated, and are of a high standard of presentation.

Banners must be professionally manufactured at the cost of the hirer and conform to the required size specifications. The material used must be of sufficient durability to withstand environmental conditions.

The City of Albany does not accept any responsibility for lost, stolen or damaged banners.

Hirers are required to send their banners and make payment to the City of Albany no less than seven (7) working days prior to the approved installation date. Installation and dismantle of the banners will be carried out by the City of Albany.

Banners must be maintained to a good standard throughout the course of installation. Any banner that is damaged during the hire period will be dismantled prior to the scheduled dismantling date. The banner owner will be responsible for any additional costs incurred from having to remove a damaged or unsafe banner earlier than scheduled, and for replacement.

Hirers are responsible for the collection of their banners from the City following being dismantled.

Review Position and Date

This policy is to be reviewed by the document owner on a two-yearly basis.

Associated Documents

Banner Pole Hire Application Form.