

Background & Issues

The Shire of Northampton is committed to the promotion of events and community groups located within the Shire. Promotion may occur through the Shire's webpage and social media, electronic notice boards located at the Shire's administration offices located in both Northampton and Kalbarri.

In addition, two fixed banner poles are located on the corner of Grey Street and Porter Street in the Kalbarri Townsite.

Objectives

The purpose of this policy is to outline the requirements and processes associated with use of the fixed banner poles to assist in the promotion of local events and local community groups. This is a free service provided to the local community by the Shire of Northampton.

Application of Policy

The provisions of this policy apply to the fixed banner poles located at the intersection of Grey Street and Porter Street, Kalbarri and any other fixed banner poles that may be established by the Shire in the future.

Policy Measures

Applications to display any banners on the fixed banner poles is to be consistent with the following requirements:

Application Process and Conditions

- All bookings for the use of Shire banner frames shall be made in writing using the application form attached to this policy;
- All applications must be accompanied by a photo image of the banner;
- The permit holder must install and remove the banner as specified in the letter of approval. Shire Officers will not undertake this task unless the banner relates to a Shire of Northampton event;
- The banner must be securely fastened to the banner poles;
- Banners are to be erected for a maximum of 2 weeks prior to the event and must be removed by 5pm on the final day of approval, or the day immediately following the event;
- Where approval is sought for a banner relating to a specific event, the erection of the banner may take precedence over more general community group advertising.

Where a more general sign has been granted approval first, the Shire reserves the right to modify the approval to allow erection of a specific event banner, allowing the more general banner to be erected at another time.

No banner shall be erected without the prior written approval of the Shire.

Acceptable Banners

- Banners must exclusively relate to the promotion of local festivals or events, or the general promotion of community groups in the townsite in which the banner poles are located;
- Banners shall not relate to commercial advertising. Where recognition of sponsors is to be shown on a banner relating to an event the surface area of the commercial contact shall be less than 30% of the banner surface area;
- The banners shall be not greater than 3m in length and 1m in height; and
- Banners must be made of durable material and be capable of being fixed to the banner poles in a suitable manner.

Unacceptable Banners

- Promotion of events that have not received approval from the Shire of Northampton;
- Banners to promote business, make political statements or in relation to an election;
- Promotion of events located outside of the townsite in which the banner poles are located unless otherwise approved by resolution of Council;
- Banners are not permitted to display text or images that may be considered offensive or divisive;

The Shire reserves the right to remove a banner that does not comply with the requirements of this policy, or where the banner is considered reflective, poor visual quality of lacking durability.

Delegation

Applications that comply with the policy requirements may be approved by the Shire's Community Development Officers. Non-Compliant applications, or applications to erect a banner in a location other than the fixed banner poles shall be referred to Council for determination.

**Adopted 17 April 2025
Next Due for Review April 2029**