



# FLAGS AND BANNERS

OVERVIEW



**ACT**  
Government

# ACT FLAGS AND BANNERS

## Bring your event to life with ACT Flags and Banners

City banners are a highly effective advertising medium to promote festivals, sporting, retail, arts, charity, business and cultural events.

- Reach **approx 150,000** workers, residents and visitors to the city **every day!**
- **75+ premium locations** throughout the city
- Well-recognised outdoor advertising by Canberra visitors

### OUR BANNERS



#### DOUBLE BANNERS

A visual and cost effective way to showcase your event in the city. Enhance the city's streetscape with your eye-catching creative.



#### STREET BANNERS

Banners are a highly effective advertising medium to promote festivals, sporting, retail, arts and cultural events.



#### FLAGS

Reach your target market and increase awareness about your event with our city flags and banners across Canberra's main routes and inner city streets.

### SOME OF OUR 75+ LOCATIONS INCLUDE

- Canberra CBD
- Canberra North, Belconnen
- Federal Highway
- Lake Burley Griffin
- Canberra South, Woden
- Parliamentary Triangle
- Barton Highway

### APPLICATION PROCESS

An individual or organisation wishing to hire flag or banner sites managed by the ACT Government (see Section 3 above) must complete the Application Form provided at Attachment A. Applications are to be submitted for assessment to:

ACT Property Group – Property Projects and Services Section  
Territory and Municipal Services Directorate  
PO Box 777, Fyshwick  
ACT 2609  
Fax: (02) 6213 0734  
ACTPGFlagsandBanners@act.gov.au

ACT Property Group should receive applications no later than eight (8) weeks prior to the commencement date of the required hire period. Applications will be accepted up to one year in advance and will be processed in order of receipt.

Until payment has been received in full the booking cannot be confirmed and other paid bookings will take precedence.

## Flags and Banners Operational Guidelines

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# ACT FLAGS AND BANNERS

## 1. INTRODUCTION

The purpose of this document is to provide overall guidance with respect to the use of ACT Government managed flag or banner sites.

The ACT Government supports the safe and responsible use of flags/banners at sites managed by the ACT Government as a way of:

- Enhancing Canberra's visual attractiveness by adding colour and vibrancy to the city;
- Promoting Canberra and the ACT region as a destination for visitation;
- Conveying information to the community at large about upcoming significant events of wide community interest, particularly in the cultural, charitable, sporting or recreational spheres occurring within Canberra or the ACT region; and
- Recognising Canberra's role as the nation's capital.

This document supports the ACT Flag and Banners Policy, which has been developed to outline the agreed policy on the use of ACT Government managed flag and banner sites.

## 2. ADMINISTRATIVE GUIDELINES

Flag and banner sites managed by the ACT Government are available for hire by individuals/organisations wishing to publicise forthcoming events, activities or campaigns considered appropriate by the ACT Government.

The ACT Government does not lease flag or banner sites for advertising purposes or to promote industry days.

The ACT Government flag and banner sites are available for hire on a cost recovery basis. Prices for hiring sites are included in the Application Form (Attachment A).

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## 3. SITES FOR HIRE

A list of the flags and banners locations is included in the application form found at **Attachment A**.

If an applicant wishes to install a flag or banner on a site managed by the ACT Government where there is no existing infrastructure, an agreement may be reached between the ACT Government and the applicant, where the applicant will cover the installation costs for the necessary infrastructure. This is subject to appropriate land owner and ACT Planning and Land Authority (ACTPLA) approvals (if necessary) and the consideration by the ACT Government of the safety and general visual amenity of the site and any other planned or future uses for the proposed site.

## 4. APPLICATION PROCESS

**4.1** An individual or organisation wishing to hire flag or banner sites managed by the ACT Government (see **Section 3** above) must complete the Application Form provided at **Attachment A**.

**4.2** Applications are to be submitted for assessment via email to

[ACTPGFlagsandBanners@act.gov.au](mailto:ACTPGFlagsandBanners@act.gov.au)

or via mail to:

ACT Property Group – Flags Officer

Chief Minister, Treasury and Economic Development Directorate

PO Box 777

Fyshwick ACT 2609

Or via Fax: (02) 6213 0734

**4.3** ACT Property Group should receive applications no later than eight (8) weeks prior to the commencement date of the required hire period.

**4.4** Applications will be accepted up to one year in advance and will be processed in order of receipt.

**4.5** Until payment has been received in full the booking cannot be confirmed and other paid bookings will take precedence.

**4.6** Unsuccessful applicants will be notified of any clashes of site dates and offered alternative sites, if available.

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- 4.7 A separate application form is to be submitted for each period that an applicant wishes to hire a flag or banner site.
- 4.8 The Territory may also require additional information from the applicant in order to process and assess the application.
- 4.9 Applications will be assessed against the criteria detailed in **Section 5**.

## 5. CRITERIA FOR APPROVAL

### Supporting Documentation

- 5.1 For the booking to be approved the applicant must submit the following documentation at least eight weeks before the flags/banners are to be erected:
  - A colour scale drawing of the proposed flag or banner if it for the first use.

### Subject Matter

- 5.2 The primary focus of a flag or banner should be recreational, sporting or a tourist event, a community based play, activity or festival. Registered charities may use flags/banners to promote a major fund raising activity.
- 5.3 The event or activity should have significant interest to the broader Canberra community.
- 5.4 Flags and banners used to advertise public or private companies, goods or services will not be permitted.
- 5.5 Flags and banners promoting a political cause or party will not be permitted.
- 5.6 If an applicant is unsure if their proposed flags or banners meet the Flags and Banners Policy and these Guidelines, they should discuss their proposed application with the ACT Property Group at an early stage. Telephone (02) 6213 0700.
- 5.7 Where ACT Property Group considers the content of the flag or banner may be contentious or cause division among the community, the application will be referred to The Office of The Chief Minister. A decision made by The Office of The Chief Minister to approve or reject an application will be final.

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## Sponsorship

- 5.8** The ACT Government acknowledges that community events and activities are sometimes sponsored. Accordingly, an advertising slogan or the corporate or organisational logo of a sponsor may be included in the design of a flag or banner, subject to the following limits:
- In the case of single sponsors, no more than 10% of the total area of the flag or banner may be devoted to the sponsor; and
  - In the case of multiple sponsors, no more than 20% of the total area of the flag or banner may be devoted to the sponsors.
- 5.9** This ratio applies to each individual flag or banner and cannot be achieved by the alternate spacing of separate sponsor and event flags/banners.

## Graphic Content

- 5.10** It is recommended that the graphic composition of colour and text used on any flag or banner should be bold and uncomplicated, so that the flag or banner may be read at a distance of up to 50 metres from a moving vehicle.
- 5.11** The excessive use of darker colours, or fine text, should be avoided.

## Text

- 5.12** It is recommended that any text used in flag or banner designs should be in a font that is legible from a distance. It should be easily distinguishable from any background colour(s) used in the design.
- 5.13** Text should be as succinct as possible.

## 6. NOTIFICATION OF APPROVAL

- 6.1** ACT Property Group will notify Applicants on the outcome of their application in writing (preferably email). Where possible, applicants will receive notification within four (4) weeks of the receipt of their application.
- 6.2** It is strongly recommended that applicants do not proceed to manufacture flags and/or banners until they have received final notification on the outcome of their application from ACT Property Group.
- 6.3** The ACT Government will not be liable for any production costs of flags or banners that unsuccessful applicants have incurred.

## 7. PRODUCTION AND SPECIFICATION REQUIREMENTS

- 7.1 Flags or banners to be installed at ACT Government managed sites must meet the following specifications:

### Flags

- 7.1.1 Flags typically comprise lighter fabrics such as trilobal through which ink passes completely. This light fabric does not require wind holes due to the lightness and spacing of the individual fibres. The ends of flags should be triple stitched.
- 7.1.2 **Vinyl fabrics are not to be used, and the Territory will not accept flags made from such fabrics.**
- 7.1.3 Flags are to include flexible plastic toggles/sister clips top as defined in the specifications set out in **Attachment C**.

### Banners

- 7.1.4 Banners typically comprise lighter fabrics such as trilobal through which ink passes completely.
- 7.1.5 Vinyl fabrics are not to be used, and the Territory will not accept banners made from such fabrics.
- 7.1.6 Banners should be hemmed and double stitched at their sides, and hemmed and double stitched at their top and bottom ends. When sleeves are attached at the top, the stitching should be properly reinforced.
- 7.1.7 The diameter of the sleeves should be 90mm to allow easy attachment to the brackets.
- 7.1.8 The minimum diameter of the eyelets to be incorporated into each corner of the banner are 16mm, which will strengthen stitching when it is subjected to severe wind loads. A section of vinyl is also recommended to be sewn in prior to attaching the eyelet for extra stability.
- 7.1.9 See **Attachment D** for details.
- 7.2 Flags and banners must be able to withstand the effects of rain, sun and wind without colours running or fading or the fabrics tearing due to wind loads.
- 7.3 Materials used in flags and banners are not to be highly reflective.

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- 7.4 When manufacturing is complete, the flags/banner should be delivered to the following address no later than five (5) working days prior to the installation date:

ACT Property Group – Response Centre  
255 Canberra Avenue  
Fyshwick ACT 2609

- 7.5 The ACT Government reserves the right to reject at its discretion, any flag or banner that has been produced for installation that does not comply with the criteria set out in **Section 5**, the Specifications and Requirements outlined above, or if the physical condition of the flag or banner is not to quality standards as referred to in the guidelines. This includes any flag or banner that the Territory has accepted in past years, which is no longer compliant with the ACT Government Flags and Banners Policy and these Operational Guidelines.
- 7.6 Should this occur, the hirer will be responsible for all costs relating to manufacture and transport, and will be required to submit new designs and produce new flags or banners before flags and banners are accepted by the Territory.

## 8. PREVIOUSLY INSTALLED FLAGS AND BANNERS

- 8.1 Where an applicant wishes to install flags/banners that have previously been approved and installed, their application should be accompanied with the flag or banner design. (See 7.5)
- 8.2 Any previously used flags or banners must be clean and free of fading, rips or tears.
- 8.3 The Territory will not accept previously used flags or banners made from vinyl or vinyl-like materials.

## 9. INSTALLATION AND REMOVAL

- 9.1 Flags and banners are normally installed during normal business days between 7am and 5pm, however this is dependent upon weather and traffic conditions and the number of flags and banners being installed. Hirers should therefore factor in a margin of up to five days for flag or banner installation. Out of hours installation will incur penalty rates.
- 9.2 Flags or banners may be removed/relocated for a number of reasons, for example:
- the use of the assigned flagpole may be required to recognise visiting dignitaries or as part of a significant national or community moment such as a state funeral;
  - the flags or banners are causing contention in the community; or

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- a flag or banner is damaged or is causing a safety risk to passers-by.

*Please note that this is not an exhaustive list of reasons why flags or banners may be removed or relocated.*

- 9.3** Flags and banners are normally removed within 48 hours after the event being promoted, or the end of a hire period.

## 10. FEES AND CHARGES

- 10.1** All costs relating to the design and production of flags and banners are to be met by the hirer.
- 10.2** The hire costs, as set out in the Application Form in **Attachment A**, may be adjusted at any time to reflect increased administrative and mechanical costs incurred by the ACT Government in processing applications, as well as installing and removing flags and banners. The hire costs will not increase for an individual hire once payment in full is sought and received.
- 10.3** Multiple designs will not incur extra installation costs as long as all flags and/or banners are installed at the same time.
- 10.4** For an application to be confirmed the full amount of the booking must be paid.
- 10.5** Upon approval of the flag design ACT Property Group will provide applicants with an estimate for the installation/removal and weekly hire fees where applicable. The Territory will not fly an applicant's flags or banners unless the applicant has paid the full amount no less than ten (10) days prior to installation. Payments are received at the following address:

ACT Property Group – Response Centre  
255 Canberra Avenue, Fyshwick ACT 2609

Or by bank transfer to BSB: 032-777 – Acct No: 000-049. Please include details of your name and the words <flags banners>

- 10.6** To be eligible for a refund, any cancellation must be made in writing a minimum of four (4) weeks before the hire date requested.

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## 11. MISCELLANEOUS

- 11.1** Flags and banners will be monitored during the period in which they are on display. Should any damage occur which renders a flag or banner unsafe for display, such as through wind or other natural force, or vandalism, the applicant will be notified as soon as practicable. Damaged flags and/or banners will only be removed early if the applicant agrees to pay for the costs associated with the removal. Likewise, new flags and/or banners will only be installed if the applicant agrees to pay the costs.
- 11.2** The ACT Government does not take responsibility for lost, stolen or damaged flags or banners. Please note that the flag poles in Nangari Street and Allara Street Foot Bridge are not lockable.