

Title: TOWNSHIP ENTRANCE and COMMUNITY EVENT FRAMES GUIDELINES

Type: Council

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Revision History:

Date	Action	Who
26 October 2011	Adopted	Council
24 July 2013	Adopted	Council

1. Purpose

To assist Council or its nominated community group to manage event promotion on town entry signage and service/club signage.

2. Rationale

This policy allows for the positive promotion of events and activities across the shire.

3. Scope

It is Council policy that the promotion of local events be facilitated through the availability and usage of temporary banner signs and corflute runners at Alexandra, Eildon, Kinglake, Marysville, and Yea. In accordance with the procedure below, Council will permit appropriate signage to be erected free of charge for a reasonable time before an event.

4. Policy

Murrindindi Shire Council has township signage that enables banners to be attached to promote community events and activities. Associated with this signage are 14 dedicated service/clubs/events frame in the shire's five service centres of Alexandra, Eildon, Kinglake, Marysville and Yea.

These frames have been designed to accommodate a single banner as well as a bracket to support a slide in corflute (or similar) sign. The frames have been erected to eliminate signage clutter that arises on the road reserve at township entrances, particularly during peak event periods. The township entry sign frames have been designed to hold a single banner, while the community service club frames have been designed to host a banner and slide-in sign. That enables Alexandra, Eildon, Marysville, Kinglake and Yea to effectively promote three single events at one time.

4.1 Eligibility

1. Events signage will be managed by respective traders, tourism or progress associations in Alexandra, Eildon, Marysville, Kinglake and Yea.
2. Space is only available for the promotion of tourism and community events. Priority should be given to tourism events. A tourism event is defined as a short-lived, organised activity designed to attract visitors from outside the region so they may participate, watch, view, learn from and enjoy. Tourism events are organised activities that enhance an existing site, city or attraction and aim to entertain existing tourists, stimulate new visitation and encourage repeat visitation and extend length of stay. This could also be major events carried out on a regular or annual basis attracting large crowds which are conducted over one day or a number of days e.g. race meetings, expos.

3. Banners promoting local not-for-profit, non-commercial educational, cultural, religious, social community or recreational events or services within the shire may be displayed when tourism event banners are not being displayed.
4. Businesses are eligible to apply to advertise tourism events only; however preference will be given to events run by community groups and significant large “short lived” events.
5. In the event of disputes in Alexandra, Eildon, Kinglake, Marysville and Yea, they will be referred to a panel comprising of Council's Manager Economic Development and General Manager Sustainability.
6. Disputes emanating from smaller townships will be based on time of lodging events through Council's event enquiry checklist
7. Community organisations appointed by Council to control event signage requests will have permission to remove any signage if it does not meet the content of these guidelines.
8. While Council recognises the costs associated with some signage, refusal and removal of signs will take place if they are not of a “professional” nature. Hand drawn signs on cardboard will not be accepted.
9. Signs that contain offensive language or pictures will be removed.

4.2 Costs

1. There will be no fee to attach banners to the respective signs.
2. Cost associated with the production of signs will be borne by events committees and organisers.
3. It is the responsibility of the organising committee to install and remove their event signs at no cost to Council or community organisations who have been delegated responsibility.

4.3 Timing

1. Signs may be installed up to 14 days prior to an event, depending on availability, and must be removed within 24 hours of the events completion. Failure to do so may result in the event being ineligible for signage display in subsequent years.
2. Events running longer than three days, e.g. exhibitions, may be eligible to utilise the event board for longer than the prescribed period of 14 consecutive days. These events will only be eligible at the discretion of the delegated organisation.

4.4 Regular events

1. Organisers of regular/monthly events may apply for a space on the event frames for each of their events. However monthly events will only be granted space if a community group/not for profit event or large “short lived” event has not applied for space at the time of the event.
2. Monthly events may only install their sign seven days before the event date.

4.5 Booking system

1. Event organisers are asked to contact respective associations in Alexandra, Eildon, Kinglake, Marysville and Yea to book signage space at least one month before their event. An Event Enquiry Checklist should also be provided to Council.
2. Space will be allocated at the discretion of the delegated association. As outlined above, community groups/not for profit events, tourism events or major events will have priority.
3. In the service centres, the designated events signage board must be the priority to place banners/signs in the first instance.

4.6 Signage

1. Signage banners are interchangeable at major towns. That is if a banner is developed 900mm, it can fit both the “welcome to” and “service organisation” signage.
2. Corflute signage needs to be 400mm in height and up to 2700mm in width.

3. Small Town "Welcome To" signs can accommodate a 1200mm x 900mm banner.
4. No commercial advertising is permitted.
5. Sponsor logos, not for profit groups and Council logos will be permitted on banners.
6. Dates of the events should be listed on the signs unless the sign shows, for example "First Sunday of each Month" or "Next Sunday" etc. In the event that the words, for example "Next Sunday" are used then only six days advertising is allowed. This means six days prior to the day the event is on. This will be at the discretion of Council/ delegated committees.
7. Banners must be securely fixed in place and maintained in good order during the display period.
8. The frames cannot be used for political purposes.
9. Committees/ community groups delegated to look after signage will have the ability to place "tourism" type displays on frames when not being used to promote events.

4.7 Delegated Signage contacts

- Alexandra: Alexandra Visitor Information Centre.
- Eildon: Eildon Action.
- Kinglake: Kinglake Ranges Business Network
- Marysville: Mystic Mountains Tourism
- Yea: Yea Business and Tourism Association

4.8 Risk associated with using the corflute runner

WORKSAFE VICTORIA COMPLIANCE CODES: GUIDELINES FOR PREVENTION OF FALLS, WORKING AT HEIGHTS NOT EXCEEDING TWO METRES

Hazard: Performing a task from a stepladder

68. Most ladder-related injuries occur as a result of falls from low heights.

Sideways tipping is the cause of most stepladder injuries, and this risk increases as the worker ascends the ladder. In this case, the worker is working above the second tread from the top of the ladder and is at extreme risk of falling.

The worker is often working alone and does not have anyone to hold the stepladder to stabilise it.

Solution: Use a step platform

69. A commercially available step platform provides a safer alternative to a stepladder, especially where the task involves working at height for extended periods or restricted vision (such as welding or other hot work). The step platform is extremely stable and provides a much larger work surface than the step ladder. Some models are collapsible.

Portable ladders

Except where additional and appropriate fall protection equipment is used in conjunction with the ladder, any person using a ladder should not:

- face away from the ladder when going up or down, or when working from it
- stand on a rung closer than 900mm to the top of a single or extension ladder
- stand higher than the second tread below the top plate of any stepladder.

People using ladders should not:

- handle or use ladders where it is possible for the person or the ladder to make contact with powerlines
- use a stepladder near the edge of an open floor, penetration or on scaffolding to gain extra height
- over reach (the worker's belt buckle needs to remain within the ladder stiles throughout the work)

- use any power (air, hydraulic, electric or battery) equipment or tool specifically designed to be operated with two hands and which may require the operator to brace themselves against the high level of torque exerted by the tool
- carry out work such as arc welding or oxy cutting, unless step platforms or other temporary work platforms are not feasible and the task is of short duration and a safe work procedure is followed
- use tools requiring the use of both hands and dynamic movement, such as axes and crowbars
- use tools that require a high degree of leverage type force (such as “Stillsons” or pinch bars) which, if released may cause the user to overbalance or fall from the ladder
- work over other people
- allow anyone else to be on the ladder at the same time.

A ladder must be set up on a surface that is solid, stable and secure. It must also be set up to prevent it from slipping.

PLEASE NOTE:

If a step platform is not available for use when placing corflute signs in the structures at Alexandra, Eildon, Kinglake, Marysville and Yea, then two people should attend, one to climb the ladder and the other to hold the ladder, while placing the event signage.

5. Supporting Documents

Council Plan 2013-2017:

Our Economy: We will increase the economic, social and cultural benefits to the Shire of a growing tourism sector.

Our Community: We will encourage inclusive, creative and resilient communities

Our Community: We will actively engage with our communities to increase participation and community input

6. Related Policies

Risk and Safety Policy
Tourism Policy

7. Governance

This policy will be monitored by the Manager Communications and Customer Services.

8. Portfolio and/or Riding Councillor Input

Not applicable

9. Responsible Officer

Manager Communications and Customer Services

10. Human Rights Charter

This policy has been developed with consideration of the requirements under the Charter of Human Rights and Responsibilities.