

Title: Guidelines for Township Entry sign and Community Service Club/Event sign

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 committees, community groups and organisations to manage event promotion and other activities on Murrindindi Shire Town Entry signs and Community Service Club/Event signs.

2. Rationale

To provide clarity around processes involved in promotion of community groups, events and activities across the Shire through use of signage.

3. Scope

This policy sets out the procedure which will enable the promotion of local events, including use of temporary banner signs and corflute runners on town entrance signs in Alexandra, Eildon, Kinglake, Marysville, and Yea. This policy also sets out arrangements for signage used on entrances to the Shire by community groups. Appropriate signage may be erected free of charge for a reasonable time before an event.

4. Policy

Murrindindi Shire Council has township sign frames that enable attachment of promotional banners for community events and activities. There are 14 dedicated Township Entry signs and five Community Service Club/Event signs in the townships of Alexandra, Eildon, Kinglake, Marysville and Yea.

The Community Service Club/Event frames have been designed to accommodate a single banner, a bracket to support a slide in corflute (or similar) sign and have space for smaller insignia signs for community service clubs at the top of the frames.

The Township Entry signs have been designed to hold a single banner which enable Alexandra, Eildon, Marysville, Kinglake and Yea to promote three single events at a time.

The frames have been erected to eliminate signage clutter that arises on the road reserve at township entrances, particularly during peak event periods.

4.1 Eligibility for signage

1. Event signage will be managed by the delegated committees/community groups/organisations in Alexandra, Eildon, Marysville, Kinglake and Yea.
2. Space on the sign is only available for the promotion of tourism and community events. In the event of competing demands, priority will 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 and enjoy. Tourism events are organised activities that enhance an existing site, town or attraction and aim to entertain existing tourists, stimulate new visitation, encourage repeat visitation and extend the length of visitor stays. This also includes major events carried out on a regular or annual basis which attract large crowds and might be 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 tourism and community events as set out in 4.1.2 and 4.1.3 above.
5. Any disputes regarding signage in Alexandra, Eildon, Kinglake, Marysville and Yea will be referred to a panel comprised of a representative each from Council's Economic Development, Communications and Local Laws Departments.
6. Resolution of disputes which might occur regarding signage use in smaller townships (Buxton, Flowerdale, Glenburn, Highlands, Kinglake Central, Kinglake West, Molesworth, Narbethong, Pheasant Creek, Taggerty, Thornton, Toolangi, Strath Creek and Yarck) will be based on time of lodging events through the Event Enquiry Checklist via Council's Event Coordinator.
7. Signs that contain offensive language or images will be removed.
8. Refusal and removal of signs will take place if they are not of a "professional" nature, e.g. hand drawn signs on cardboard will not be accepted.
9. Committees/community groups/organisations appointed by Council to manage event signage requests will have permission to remove any signage if it does not meet the requirements of these guidelines.

4.2 Costs

1. There will be no fee to attach banners to the respective signs.
2. Costs associated with the production of signs will be borne by events committees and organisers.
3. It is the responsibility of the event 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 2 business days after completion of the event. Failure to do so may result in the event being ineligible for signage display in subsequent years.
2. Events running longer than 3 days, e.g. exhibitions, may be eligible to use the signage frames for longer than the prescribed period of 14 consecutive days. This option will only be available at the discretion of the delegated committee/community group/organisation.

4.4 Regular events

1. Organisers of regular/monthly events may apply for space on the Township Entry signs 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. Those holding monthly events may only install their sign seven days before the event date and must remove them within 7 days after the event. This timeline may need to be adjusted if another event has requested use of the space.

4.5 Booking system

1. Event organisers are asked to contact the delegated committees/community groups/organisations 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's Event Coordinator a reasonable time prior to the event. Refer to Council's website www.murrindindi.vic.gov.au for the Event fact sheet.
2. Space will be allocated at the discretion of the delegated committees/community groups/organisations. As outlined above, community groups/not-for-profit events, tourism events or major events will have priority.
3. The designated Community Service Club/Event signs in each town must be the priority to place banners/signs in the first instance.

4.6 Signage

1. Signage banners are interchangeable at all major towns. A banner made to specifications can fit both the Township Entry signs and Community Service Club/Event signs. Refer to specifications attached.
2. No commercial advertising is permitted.
3. Sponsor logos, not-for-profit groups and Council logos are permitted on banners.
4. 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. For example, if the words "Next Sunday" are used, then only 6 days advertising is allowed. This means 6 days prior to the day of the event. This will be at the discretion of Council and/or the delegated committees/community groups/organisations.
5. Banners must be securely fixed in place and maintained in good order during the display period.
6. The signs cannot be used for political purposes.
7. Committees/community groups/organisations delegated to look after signage will have the ability to place other promotional signage 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: Marysville Triangle Business and Tourism Association
- Yea: Yea Business and Tourism Association

Refer to Council's website for contact details.

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

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.