

Street Flags Guidelines



These guidelines refer to physical flags affixed to infrastructure in the townships of Angaston, Tanunda, Nuriootpa, Lyndoch, Williamstown, and Mount Pleasant.

General principles

- The Barossa Council retains ownership of the infrastructure and street flag spaces in each township. Council reserves the right to prioritise the use of street flags for Council-related activity.
- The intent of street flags is to activate townships for community benefit. The primary focus should be a cultural, community, recreational or tourist event or activity.
- Council will have stock of “default” flags for each township (subject to funding), which will remain in situ when no other application has been made by a third party. These will comprise:
 - hero township imagery / name of town
 - Christmas imagery / name of town
- Street flag sites will be available for hire by third parties (community groups and for-profits) when not required for use by council. Refer general conditions.

Conditions

Lead time for applications

Applications must be lodged as soon as reasonably practicable, ideally, 3 months prior to the proposed installation date. Please note when preparing an application that there may be significant lead times required for the design and production of the flags by the supplier.

Volume

A minimum of 6 flags (of a possible 12 per township) is required for an application to be assessed.

Duration

Flags may be displayed for a period not exceeding 26 days, excluding Council and Christmas flags.

Design and supply

The applicant is responsible for all costs associated with the design, manufacture and maintenance of the flags, in line with specifications provided by Council.

Installation

Council will be responsible for installation of flags.

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Removal

Flags will be removed by Council as soon as practicable, no later than five days following the conclusion of the event.

Fees (Not for Profit)

No fee will be applied to applications by incorporated community groups or organisations for the installation of flags.

Fees (For Profit)

Hire/installation fees will be applied per township (regardless of duration) where the applicant receives a financial return from the event/activity. Any request for a fee waiver must be referred to Council for consideration, detailing the financial / in-kind request being made. In-kind support must be quantified in financial terms.

Third party advertising

A degree of sponsorship is typically negotiated to assist in the staging or running of an event. The corporate or organisation logo of any such sponsor is allowed to occupy a maximum of 10% of its total area. Advertising content is allowed to occupy a maximum of 50% of the total area.

Where Council is providing financial or in-kind support of the event or activity, Council may request co-branding on the flags.

Specifications

Flags must meet minimum requirements related to banner depth and breadth, material, eyelets, wind pockets, artwork bleed and the like. Specifications will be provided to the applicant. Street flag infrastructure installed requires a specific type of flag fitted. Council's preferred supplier for the design and production of the flags is provided in the "Town street flags application form".

Flags must enhance the local amenity, be of good quality, well designed and in good condition. Re-use of existing flags is subject to condition of the flags.

Content

The primary focus of a flag should be a cultural, community, recreational or tourist event or activity within The Barossa Council, giving reference to Council's events classification (Low Impact, Medium Impact, High Impact, Significant) and associated event management framework.

At a minimum, content should meet one or more of the following criteria:

- provide a sense of arrival for visitors to the region
- drive economic activity through event promotion
- generate a sense of community pride
- be of cultural significance
- increase visibility of regional brand and community attributes.

Preference will be given to promotions and events that create a significant benefit to the Barossa. Events/activities delivered or sponsored by Council will take precedence.

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Applications received to promote for events of a political, religious, marginal or controversial nature as their focus are not aligned with the intent outlined above and will not be considered.

The focus of any flag will always be subject to the consideration and approval of Council Officers. In certain circumstances a proposal may be referred to Council for decision. Council reserves the right to accept or reject applications.

Approval process

Applications will be submitted via Council's website Barossa.sa.gov.au and referred to the Events team for assessment. Artwork for flags must be approved by Council Officers prior to production. Approval will not be effective until it is provided in writing to the applicant.

Council reserves the right to remove any flags not meeting these standards.

Council reserves the right to prioritise applications according to classification, timing and/or community impact.

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