

Latrobe Council Highway Signs - Advertising Policy/Guidelines

AIM:

The purpose of the Latrobe Council Highways Signs Advertising Policy/ Guidelines is to explain and regulate the use of the advertising space on the highway signs at the Municipal boundaries.

Latrobe Council via a positive relationship with the Department of Infrastructure Energy and Resources (DIER) will make 'Advertising space' available to local businesses, sporting clubs, not for profit organisations, Latrobe Council and community groups to promote their business (special occasion) or event at minimal expense, with a view to providing information to residents and visitors and promoting tourism and commercial ventures within and surrounding the Municipality.

NB: Due to regulations and policy regarding advertising on Federal and State Highways and as this is a pilot project, there will more than likely be 'teething issues' around businesses advertising and Latrobe Council will work in consultation with DIER on addressing those concerns.

POLICY:

1. Advertising signage placed on the Latrobe Council Highway Signs will be legible, inoffensive and in good order. The advertiser will make their own arrangements for the production and payment of good quality signs through a sign-maker of their choice, or self-made, to a high standard.
2. The sign is not to be erected more than 21 days prior to and removed immediately after the event.
3. White corflute signs are to be used, and will measure 1200mm X 500mm.
4. Logos are permissible.
5. It is the responsibility of the advertiser to deliver signage to Latrobe Council by noon on Thursday (for installation the following week).
6. Council staff will install and remove signage each Monday morning or on the next available working day in the case of long weekends.
7. The advertising space is not available for candidates nominating for local, state or federal government elections. It may, however be used by Council to remind people of Council election dates. .
8. Signage remains property of the advertiser. Signage should be collected from Latrobe Council as soon as practicable at the cessation of advertising. Council may dispose of any sign not collected by the sign owner after 28 days.
9. Applicants are encouraged to submit proposed sign designs prior to manufacture to ensure the proposed message/logo is appropriate.
10. Council will have the final decision on permitted signboards, with the aim to ensure there is no inequity between community organisations, groups or businesses.
11. Weeks will be determined from Monday to Sundays.

12. Signage can be installed for up to three weeks (maximum) however signs can then be re-booked for another three weeks etc if the space is available. The re-booking can occur on the last Friday of the current booking period.
13. Community events and NFP organisations will receive preference over Business and profit making concerns.
14. Whilst, events and activities will usually advertise for a three week period Businesses will be allowed a maximum of 12 weeks (1 sign) in any financial year from July 1 to June 30. The 12 weeks can run concurrently only if there is space available on the boards. The booking can be coordinated with Council Staff upon the initial application noting that the 12 weeks may need separating in the event of high demand.
15. Only one space per east sign and once space per west sign is allowed per event / activity (maximum of two signs in total).
16. A fee structure for the signage is attached to this Policy.
17. Fees will be paid at least one week in advance of signage being inserted.
18. Bookings can be made up to twelve months in advance.
19. Council's has the right to remove unauthorized temporary or permanent signs erected in the reservation of the Bass Highway within 1km of the approaches to the Welcome signs.
20. Latrobe Council will not be held liable for lost, stolen or damaged signs.