

FLAG AND BANNER INFORMATION PACK

CONTENTS

INTRODUCTION	3
Program objectives	3
Program schedule	3
PROCEDURE	4
Making a booking	4
Key dates	4
Flag and Banner design guidelines	4
Approvals	5
Production advice	5
Preferred Supplier	5
Spare banners	6
Installation and removal	6
Flag and banner re-use	6
FLAG/BANNER LOCATIONS, SIZE AND INSTALLATION INFORMATION	7
CBD Zone location details	8
CBD Zone details and location map	9
Gateway details	10
Gateway location maps	11
FLAG/BANNER PRODUCTION AND FINISHING INFORMATION	13
CBD Zone 1 specifications and production details	14
CBD Zone 2 specifications and production details	15
CBD Zone 3 specifications and production details	16
CBD Zone 4 specifications and production details	17
CBD Zone 5 specifications and production details	18
CBD Zone 6 specifications and production details	19
Gateway 1-6 specifications and production details	20
Gateway 7 specifications and production details	21

INTRODUCTION

Council flag and banner sites are available for temporary use by both Council and external organisations, to publicise events and activities considered appropriate by Council. External organisations can apply to use the flags and banners poles when not in use by Council.

This document is for the information of external parties (herein referred to as the 'Hirer') who wish to engage in Liverpool City Council's ('Council') Flag and Banner Program ('theProgram').

PROGRAM OBJECTIVES

The program is designed to:

- a) Promote significant events, including arts, cultural, business and sport, throughout the LGA;
- b) Visually enhance Liverpool LGA's streetscape;
- c) Create a sense of community and a sense of place for visitors and residents;
- d) Stimulate local economic activity.

PROGRAM SCHEDULE

Council is responsible for the Program schedule. Unless otherwise agreed upon, each flag and banner campaign generally runs for 5-6 weeks.

Unless otherwise agreed upon, a single flag and banner campaign will apply to all zones across the Liverpool LGA, as outlined in this document.

Council reserves the right to accept or reject any booking received.

Council reserves the right to override a particular booking should this be necessary. All reasonable steps will be taken by Council to find alternative dates or sites for any Hirer whose booking is cancelled.

Flag and banner allocations are not booked on a first come first served basis, so while it is a good idea to send applications in early, this will not necessarily guarantee all timeframes requested.

PROCEDURE

MAKING A BOOKING

Prior to submitting a booking form, Hirers should contact Council to check available dates. All enquiries can be made to LCC_Tourism@liverpool.nsw.gov.au

Once available dates are confirmed, a booking form needs to be submitted to Council 4 months prior to the proposed campaign date.

KEY DATES

The Hirer must adhere to the following key dates:

4 months prior to proposed campaign date	Submit booking form to Council
7 weeks prior to confirmed installation date	Submit flag and banner design to Council for approval
5 weeks prior to confirmed installation date	Send final design to fabricators
2 weeks prior to confirmed installation date	Arrange delivery of flags and banners, and a design brief, to Council's approved contractors for installation

FLAG AND BANNER DESIGN GUIDELINES

- Use simple, bold graphics.
- Keep text as concise as possible: an event name or short statement only.
- Font size should be large enough to read against a bright sky and be legible from a distance.
- Pale backgrounds tend to soil easily and can be difficult to read against the streetscape.
- Avoid black, grey and other extremely dark backgrounds as they blend into the general cityscape and can fade quickly.
- Ideally no more than 3 logos are to appear in the design.
- Flags and banners are not intended to be used as advertising for products, services or individuals.

APPROVALS

- Approval of flag and banner designs is dependent upon compliance with the design guidelines outlined here.
- Approval is required for all designs, even if they have been used previously.
- Re-use of existing flags and banners will only be approved if they are clean, and free of fading, rips or tears.
- Council reserves the right to reject any flags and banners that do not comply with design guidelines, and/or if the physical conditions do not meet quality standards.
- Should flags and banners be produced without Council's prior approval, the Hirer will be responsible for all costs associated with redesigning and reproducing these to meet Council's standards.
- Should flags and banner be installed with unapproved designs, these will be immediately removed at additional cost to the Hirer.

PRODUCTION ADVICE

- Flags and banners must be manufactured from durable Trilobal material. They need to be hemmed with appropriate finishing on the edges.
- Council does not endorse specific manufacturers and highly recommends the Hirer source a range of quotes.
- Please be aware that your selected supplier will take approximately 3 weeks to produce the flags and banners from receipt to finished artwork.
- The production cost of banners varies depending upon the complexity of the design, number of colours used and quantity.
- All costs relating to the production of flags and banners are to be met by the Hirer.
- The Hirer must ensure that the correct number of flags and banners are produced for all of the zones outlined here.

Flags and banners remain the property of the Hirer and can be reused at a later stage, providing the artwork is re-approved and they are deemed to be in good condition by Council. Council does not take responsibility for lost, stolen or damaged banners.

PREFERRED SUPPLIER

Council can provide details of our Preferred Supplier for the production and installation of banners. Council will not be involved in the negotiations, production, installation and de-installation of banners for external organisations. Council will not be liable for any issues arising between the contractor and external organisations.

SPARE BANNERS

- Spare flags and banners are required in case of damage or loss. The number of recommended spare banners is indicated in the Zone and Gateway detail sections of this document.
- Flags and banners may only be reused for future bookings provided they are a suitable standard of presentation.
- The Hirer will be required to pay for any additional manufacturing costs to replace lost or damaged flags and banners.
- Council will not compensate a Hirer if they are unable to supply the required number of banners.
- Council will not be liable for the cost of replacing or repairing banners.

INSTALLATION AND REMOVAL

- Council's approved contractor will be responsible for installing and dismantling the flags and banners.
- Flags and banners must be delivered to the approved contractor, along with a visual brief (template provided by Council), 2 weeks prior to installation.
- Banner installation may be delayed by traffic, weather conditions, the number of banners being installed as well as other external factors. Hirers should allow up to five days' variation on the installation date.
- Council reserves the right to have any installed flags/banners that are damaged dismantled before the scheduled dismantling date.
- Hirers are responsible for collecting their banners from the contractor as soon as possible once they have been removed. Council and its contractor will not be held responsible for uncollected banners. Banners not collected within one month after their dismantling date will be discarded.

FLAG AND BANNER RE-USE

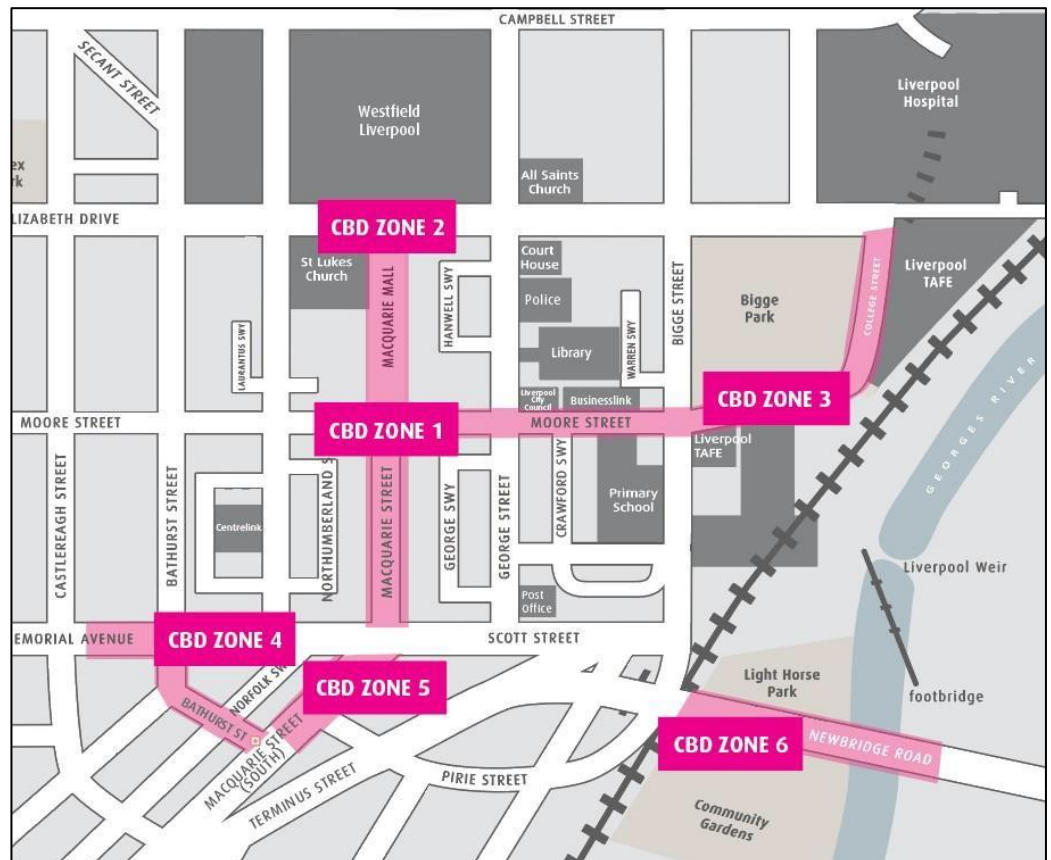
- Flags and banners remain the property of the Hirer and may be re-used providing they are washed, packaged and labelled correctly, at the Hirer's expense.
- Due to Work Health & Safety, Council will not re-install flag and banners that have not been washed and individually packaged and labelled.
- Council reserves the right to decline installation if the banners for re-use are not in a good condition (i.e. too faded or torn). If the Hirer is unsure whether the flags and banners are in a condition suitable for re-use, a sample banner may be sent for confirmation that the banners are acceptable for installation.
- Due to deterioration through weather conditions, it is recommended that banners be used no more than 2 times and for no more than 6 weeks at a time.

FLAG AND BANNER LOCATIONS SIZE INSTALL INFORMATION

CBD ZONE DETAILS

ZONE	LOCATION	SIZE (MM) W x H	NO. NEEDED	RECOMMENDED NO OF EXTRAS	INSTALLATION REQUIREMENTS
1	Macquarie Street	670 x 2000	38	4*	Scissor lift
2	Macquarie Mall	1000 x 3000	40	2*	Knuckle Boom
3	Moore and College Streets	1000 x 3000	16	2*	Scissor lift
4	Bathurst Street & Memorial Ave	670 x 4000	8	2*	Scissor lift/ cherry picker
5	Macquarie Street (South)	1000 x 3000	8	2*	Scissor lift/ cherry picker
6	Newbridge Road Bridge	1000 x 3000	10	4*	Scissor lift/ cherry picker

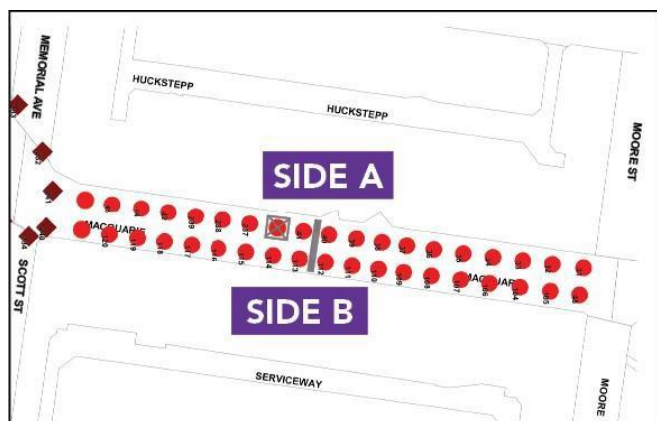
* Extra banners are recommended when printing campaigns that are likely to be used more than once. We recommend doing this as it is more cost effective to produce the banners in large numbers. Reproduction of small amount (up to 5) can triple your cost of production.



CBD ZONE LOCATION MAPS

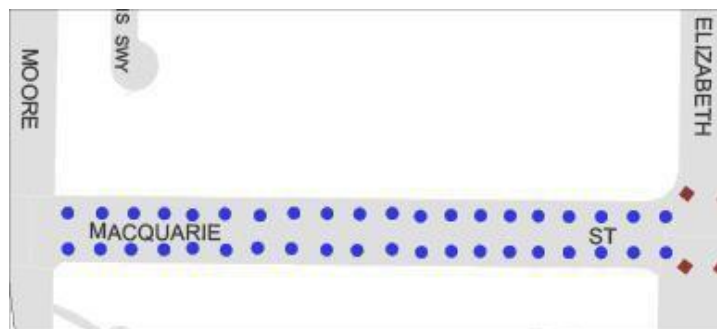
ZONE 1 (38 banners)

Macquarie Street



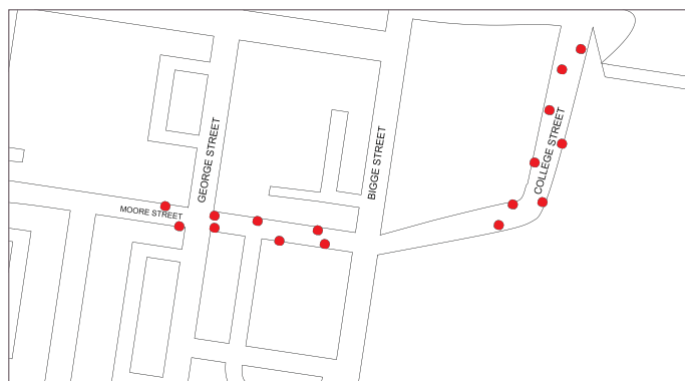
ZONE 2 (40 banners)

Macquarie Mall



ZONE 3 (16 banners)

Moore and College Streets



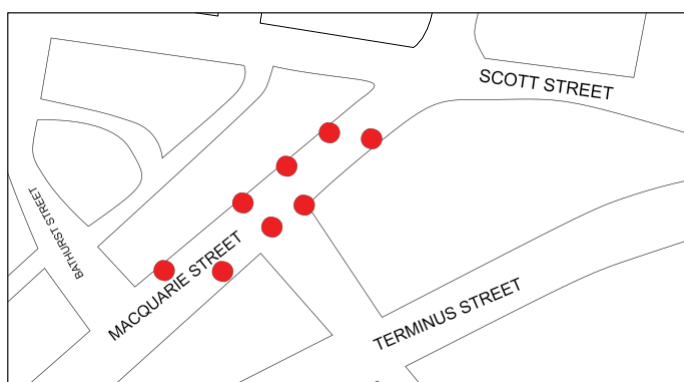
ZONE 4 (8 banners)

Bathurst Street and Memorial Ave



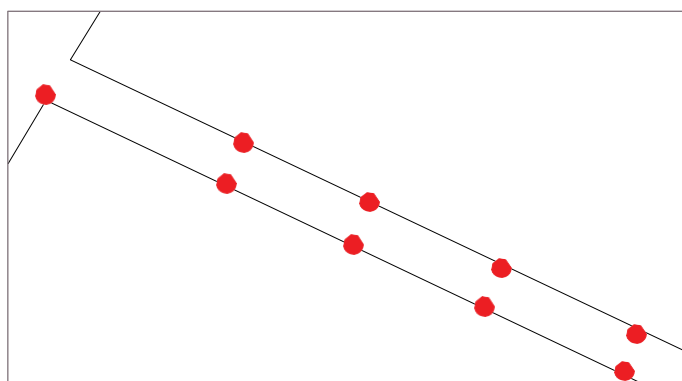
ZONE 5 (8 banners)

Macquarie Street South



ZONE 6 (10 flags)

Newbridge Road Bridge



GATEWAY DETAILS

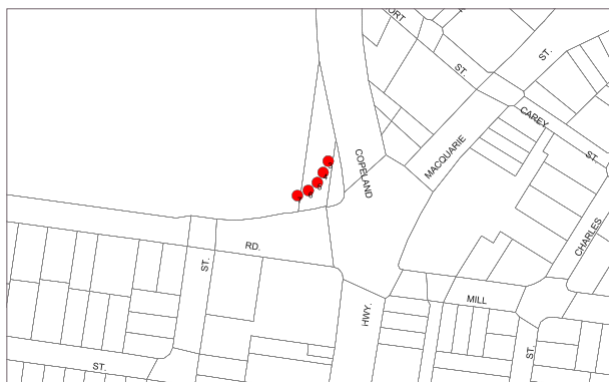
GATEWAY	LOCATION	SIZE (MM) W x H	NO. NEEDED	RECOMMENDED NO OF EXTRAS	INSTALLATION REQUIREMENTS
1	Corner Hume Highway and Hoxton Park Road in Woodward Park, Liverpool	1500 x 3300	5	1*	Rope and pulley Requires key
2	Corner Hume Highway and Orange Grove Road (east and west sides), Liverpool	1500 x 3300	18	3*	Rope and pulley Requires key
3	Corner of Heathcote Road and Pleasure Point Road, Pleasure Point	1500 x 3300	5	1*	Rope and pulley Requires key
4	Corner Hume Highway and Governor Macquarie Drive, Warwick Farm (opp. Peter Warren)	1500 x 3300	3	1*	Rope and pulley Requires key
5	Corner Camden Valley Way and Beech Road, Casula	1500 x 3300	11	2*	Rope and pulley Requires key
6	Voyager Point Community Centre, 50 Orlando Crescent, Voyager Point	1000 x 3000	4	2*	Rope and pulley Requires key
7	Liverpool Regional Museum	3300 x 1500	3	1*	Rope and pulley Requires key

* Extra banners are recommended when printing campaigns that are likely to be used more than once. We recommend doing this as it is more cost effective to produce the banners in large numbers. Reproduction of small amount (up to 5) can triple your cost of production.

GATEWAY LOCATION MAPS

GATEWAY 1 (5 flags)

Corner Hume Highway and Hoxton Park Road in Woodward Park, Liverpool



GATEWAY 2 (18 flags)

Corner Hume Highway and Orange Grove Road (east and west sides), Liverpool



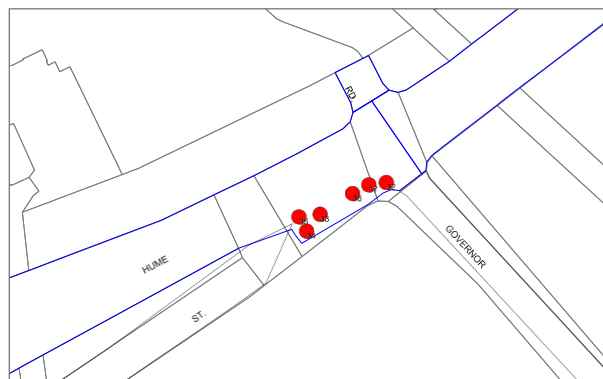
GATEWAY 3 (5 flags)

Corner of Heathcote Road and Pleasure Point Road, Pleasure Point



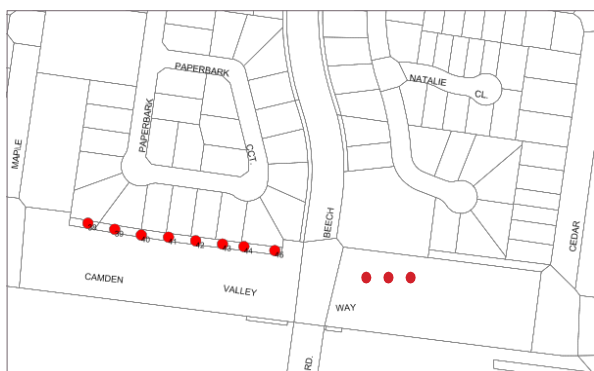
GATEWAY 4 (3 flags)

Corner Hume Highway and Governor Macquarie Drive, Warwick Farm (opposite Peter Warren)



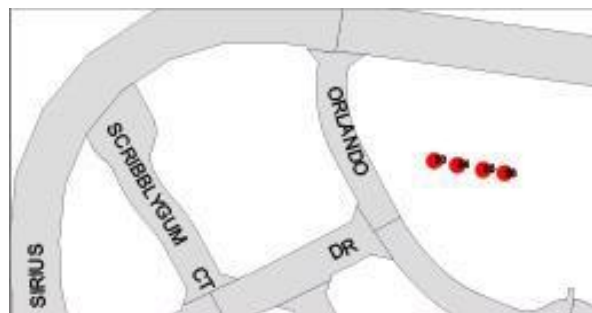
GATEWAY 5 (11 flags)

Corner Camden Valley Way and Beech Road, Prestons



GATEWAY 6 (4 flags)

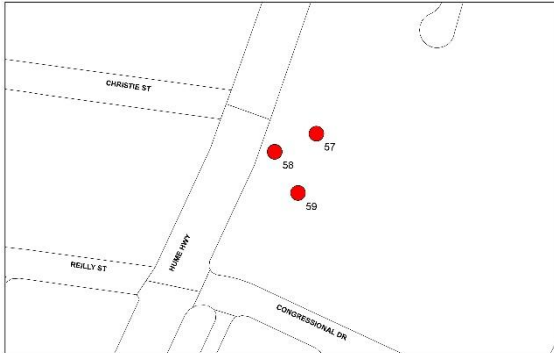
Voyager Point Community Centre, 50 Orlando Cres, Voyager Point



GATEWAY LOCATION MAPS

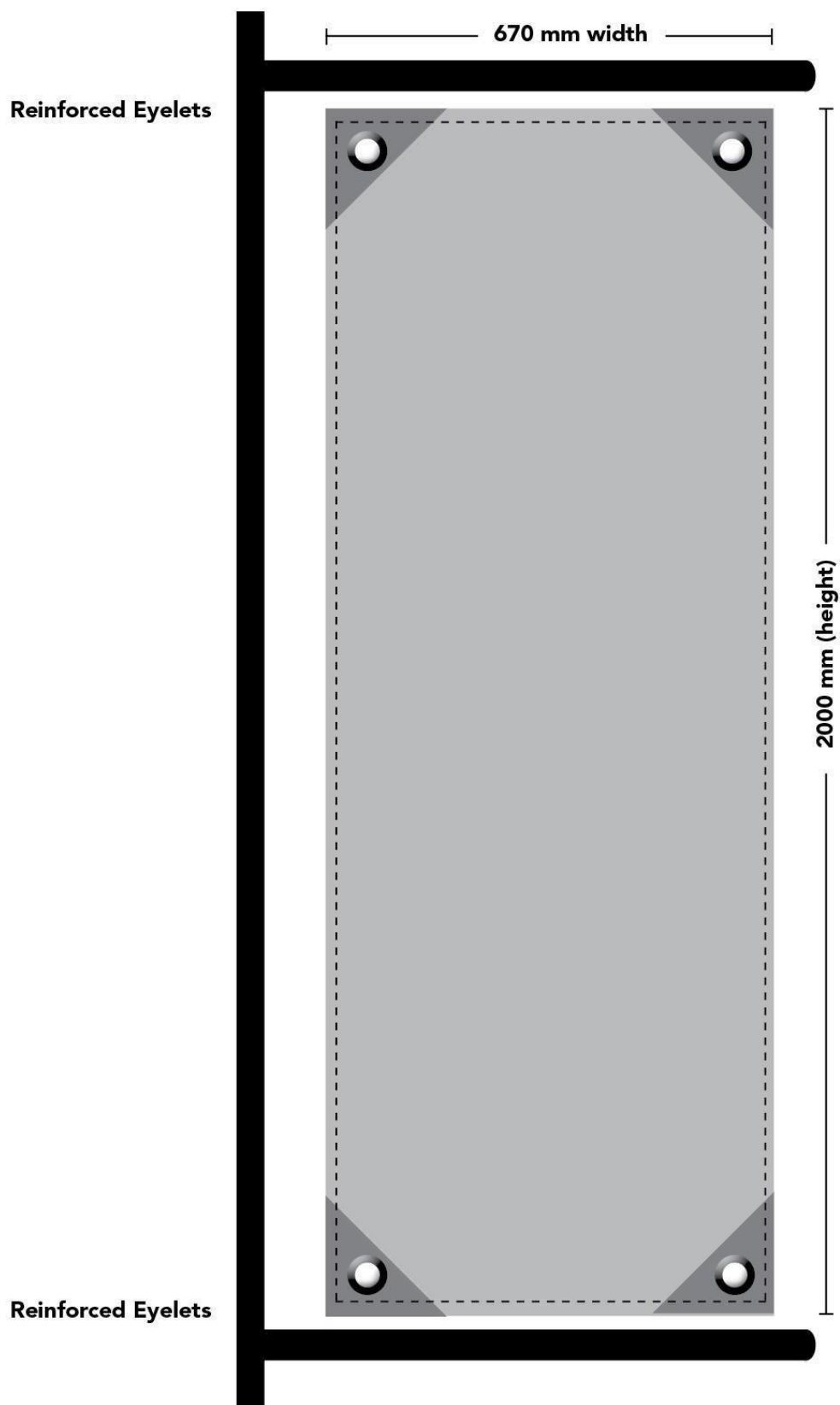
GATEWAY 7 (3 flags)

Liverpool Regional Museum, Hume Hwy and Cnr Congressional Dr, Liverpool

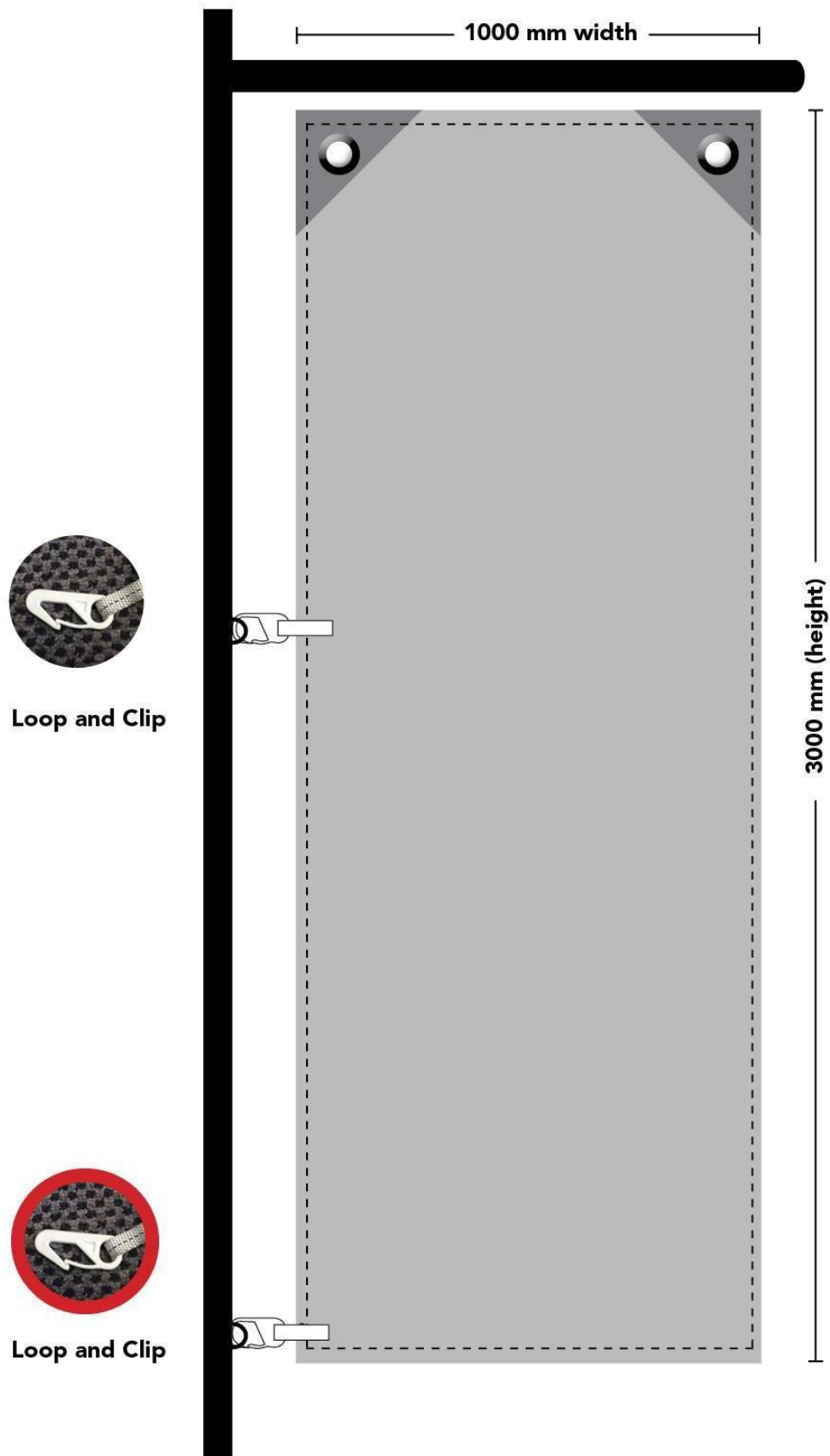


FLAG AND BANNER PRODUCTION AND FINISHING INFORMATION

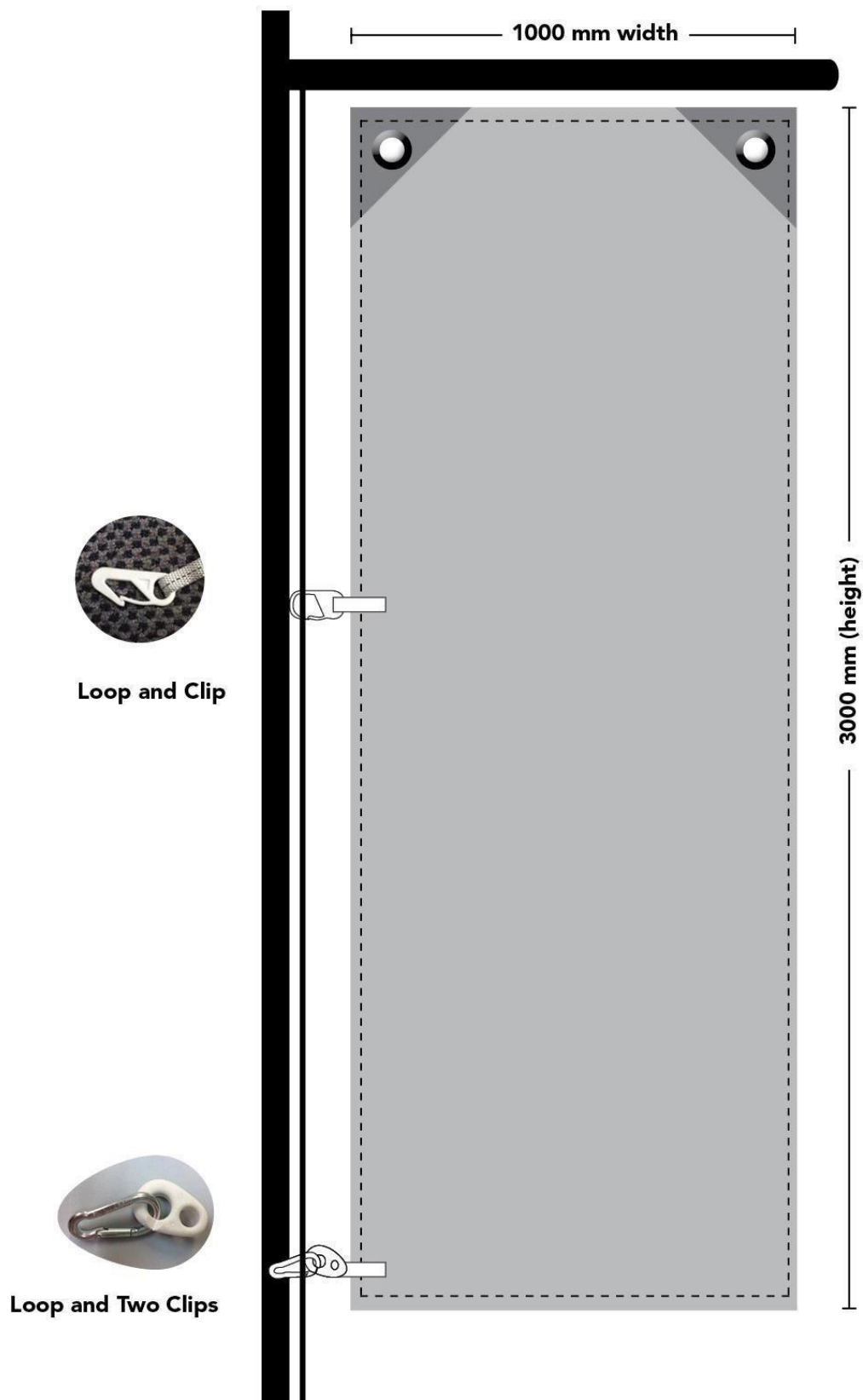
ZONE 1: MACQUARIE STREET SPECIFICATIONS



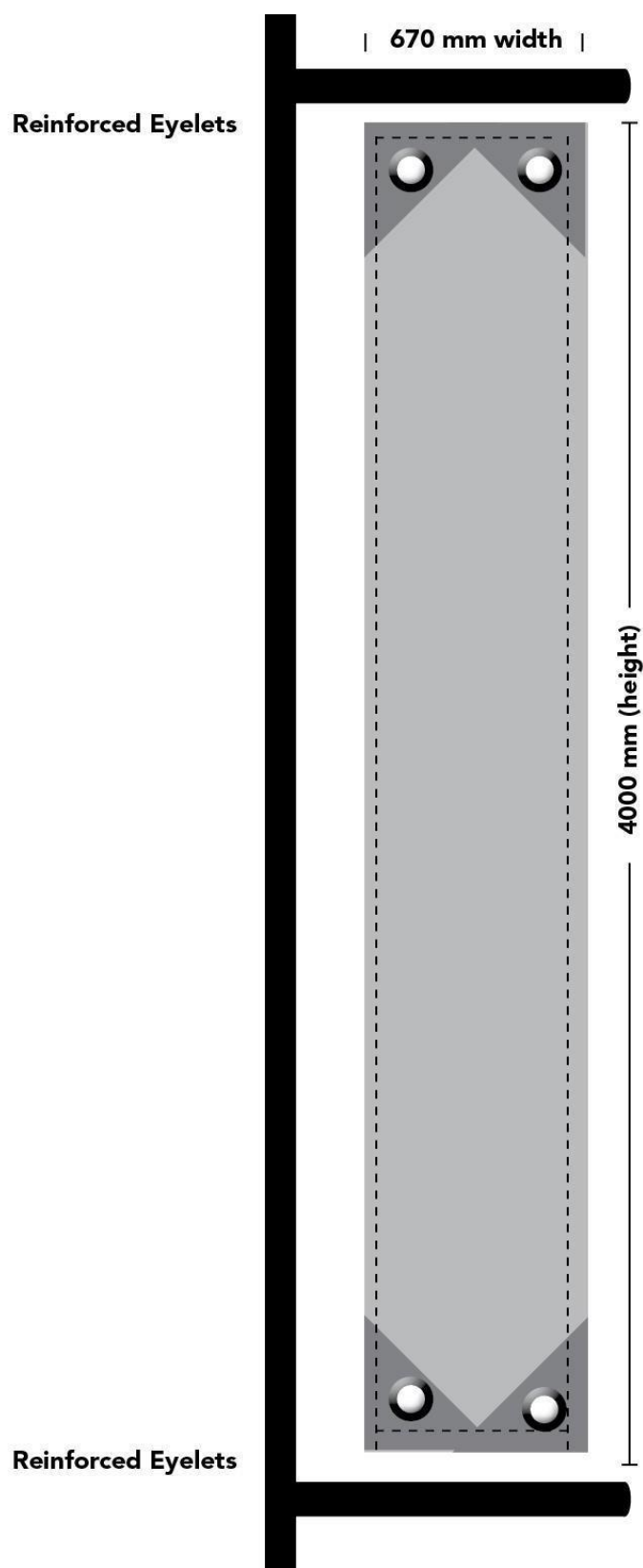
ZONE 2: MACQUARIE MALL SPECIFICATIONS



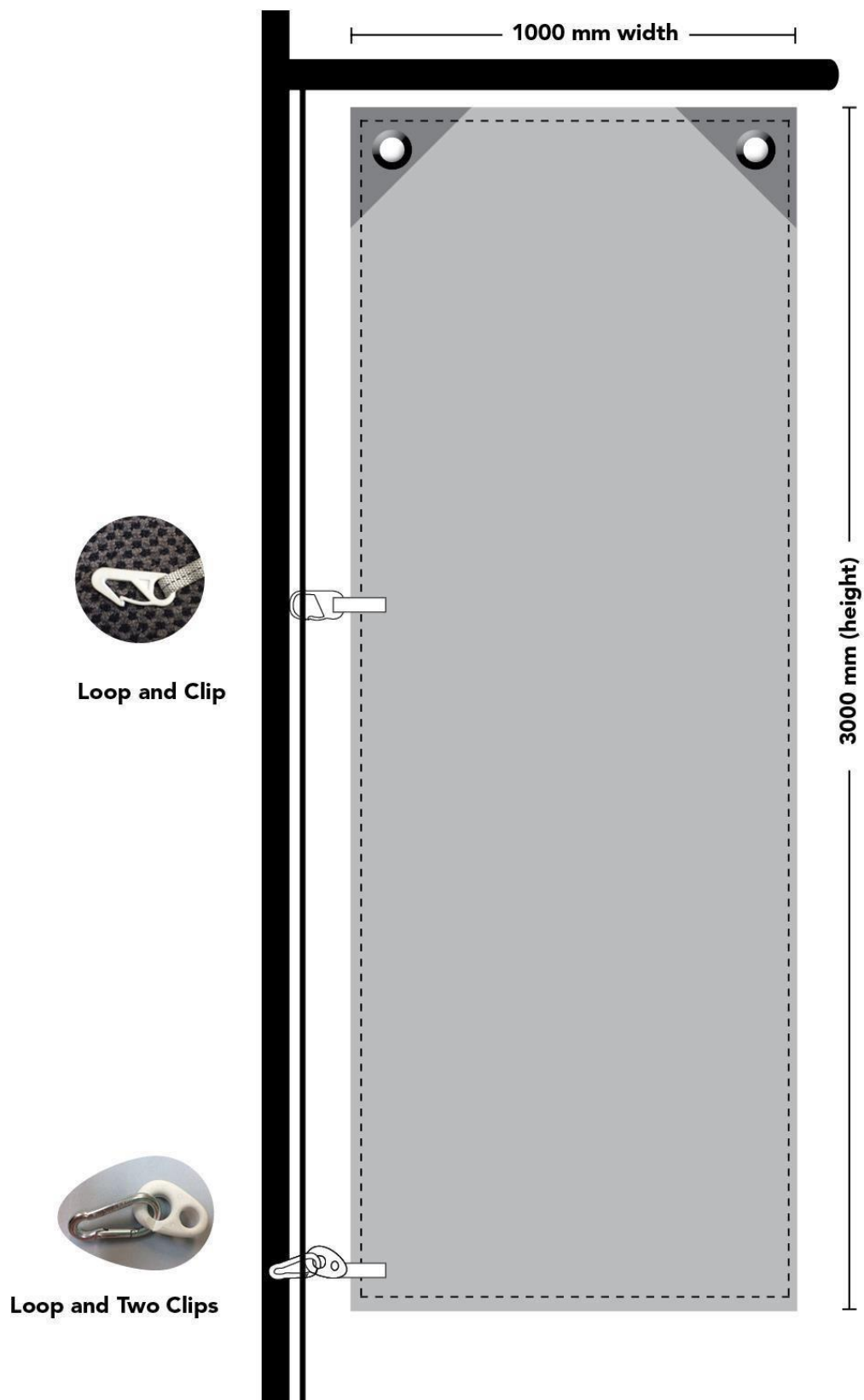
ZONE 3: MOORE AND COLLEGE STREETS SPECIFICATIONS



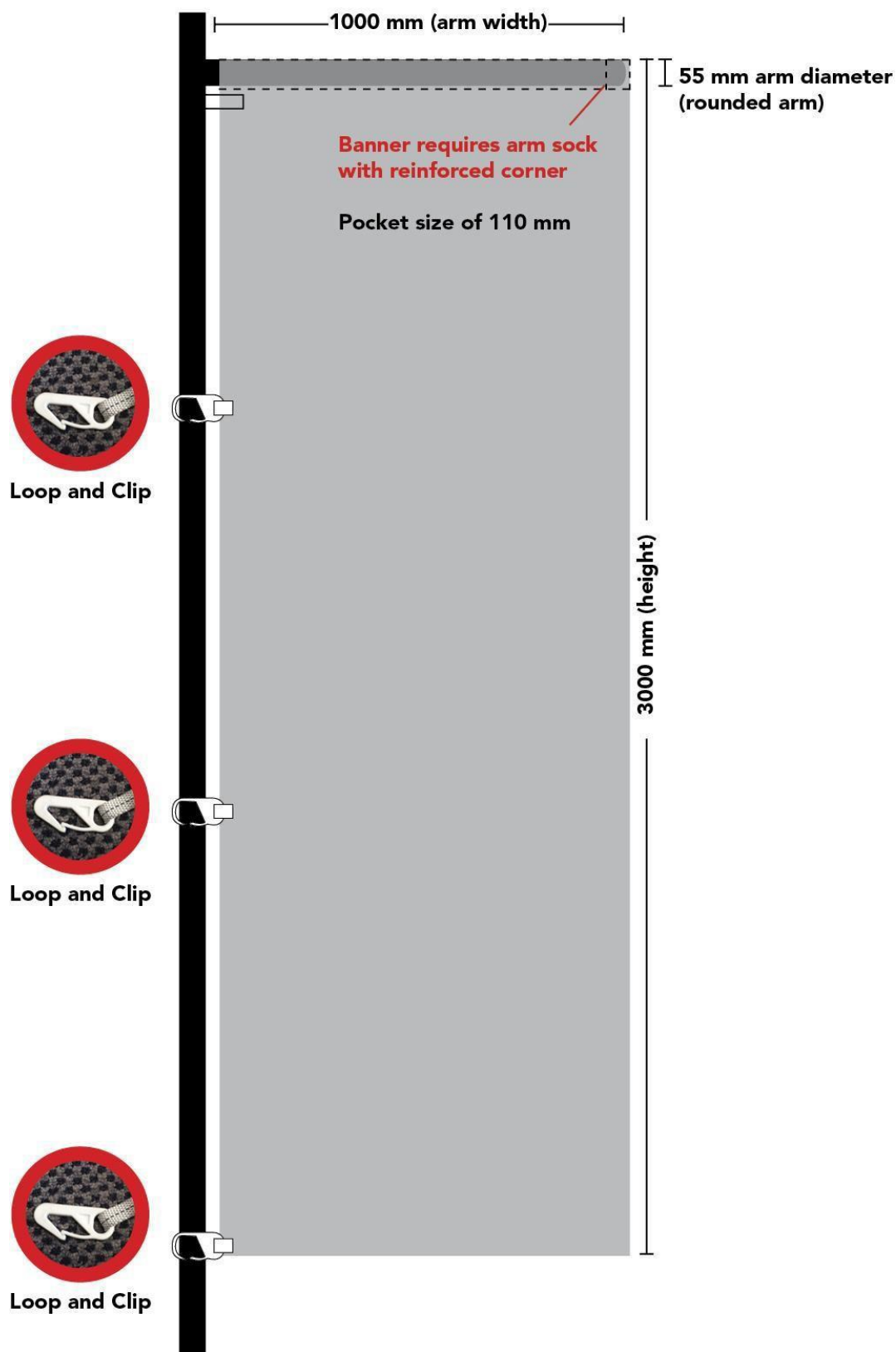
ZONE 4: BATHURST STREET AND MEMORIAL AVENUE



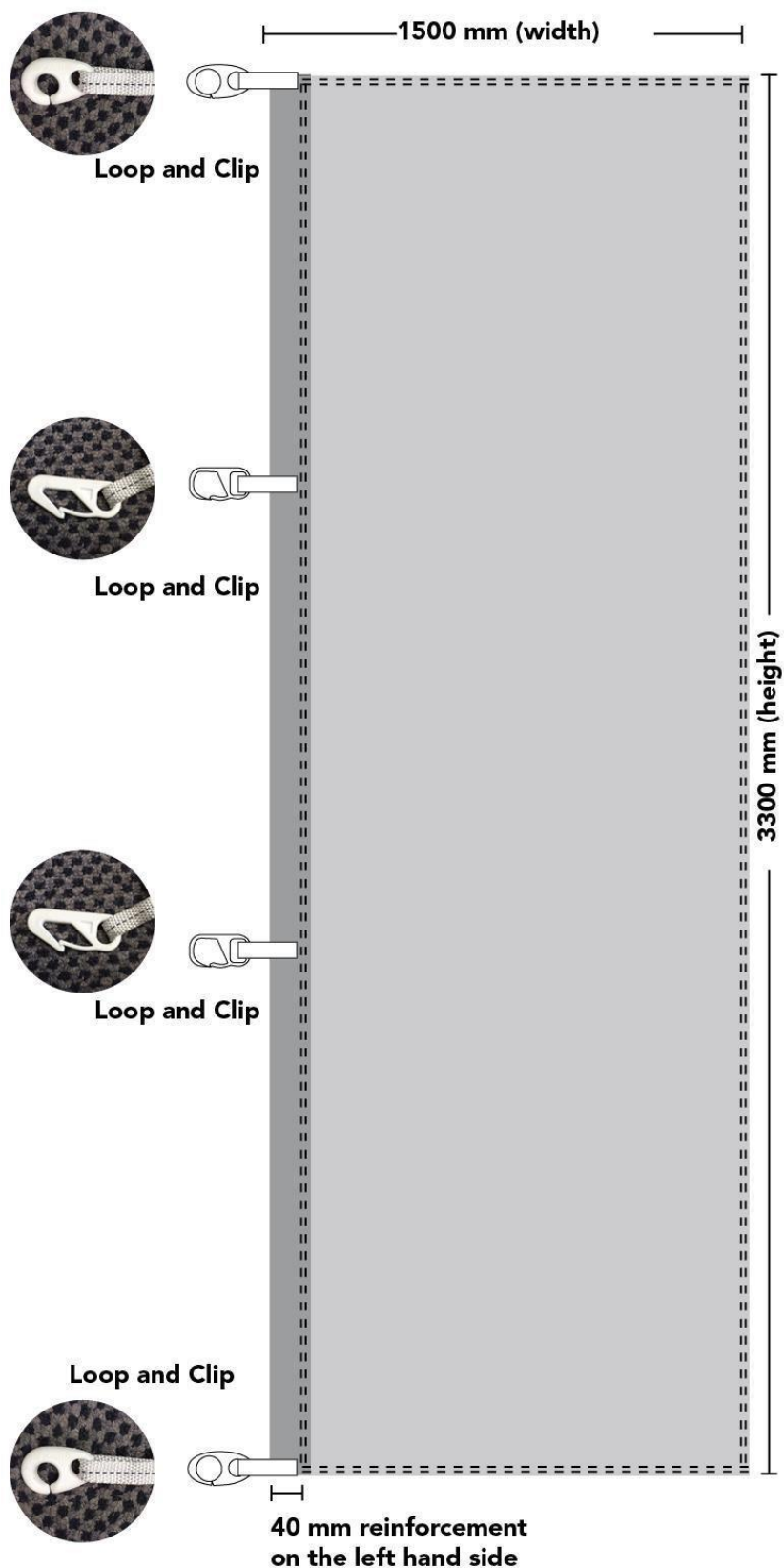
ZONE 5: MACQUARIE STREET (SOUTH)



ZONE 6: NEWBRIDGE ROAD BRIDGE



GATEWAYS 1, 2, 3, 4, 5, 7



GATEWAY 6: VOYAGER POINT COMMUNITY CENTRE

