FLAG AND BANNER INFORMATION PACK
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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 (‘the Program’).

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 Susana Freitas, Tourism Development Officer, on freitass@liverpool.nsw.gov.au or 8711 7844

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:

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 months prior to proposed campaign date</td>
<td>Submit booking form to Council</td>
</tr>
<tr>
<td>7 weeks prior to confirmed installation date</td>
<td>Submit flag and banner design to Council for approval</td>
</tr>
<tr>
<td>5 weeks prior to confirmed installation date</td>
<td>Send final design to fabricators</td>
</tr>
<tr>
<td>2 weeks prior to confirmed installation date</td>
<td>Arrange delivery of flags and banners, and a design brief, to Council’s approved contractors for installation</td>
</tr>
</tbody>
</table>

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 provided 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**

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

* 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.
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

<table>
<thead>
<tr>
<th>GATEWAY</th>
<th>LOCATION</th>
<th>SIZE (MM) W x H</th>
<th>NO. NEEDED</th>
<th>RECOMMENDED NO OF EXTRAS</th>
<th>INSTALLATION REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Corner Hume Highway and Hoxton Park Road in Woodward Park, Liverpool</td>
<td>1500 x 3300</td>
<td>5</td>
<td>1*</td>
<td>Rope and pulley Requires key</td>
</tr>
<tr>
<td>2</td>
<td>Corner Hume Highway and Orange Grove Road (east and west sides), Liverpool</td>
<td>1500 x 3300</td>
<td>18</td>
<td>3*</td>
<td>Rope and pulley Requires key</td>
</tr>
<tr>
<td>3</td>
<td>Corner of Heathcote Road and Pleasure Point Road, Pleasure Point</td>
<td>1500 x 3300</td>
<td>5</td>
<td>1*</td>
<td>Rope and pulley Requires key</td>
</tr>
<tr>
<td>4</td>
<td>Corner Hume Highway and Governor Macquarie Drive, Warwick Farm (opp. Peter Warren)</td>
<td>1500 x 3300</td>
<td>3</td>
<td>1*</td>
<td>Rope and pulley Requires key</td>
</tr>
<tr>
<td>5</td>
<td>Corner Camden Valley Way and Beech Road, Casula</td>
<td>1500 x 3300</td>
<td>11</td>
<td>2*</td>
<td>Rope and pulley Requires key</td>
</tr>
<tr>
<td>6</td>
<td>Elizabeth Drive at the Intersection of Elizabeth Drive and Northern Road</td>
<td>1500 x 3300</td>
<td>7</td>
<td>2*</td>
<td>Rope and pulley Requires key</td>
</tr>
<tr>
<td>7</td>
<td>Voyager Point Community Centre, 50 Orlando Crescent, Voyager Point</td>
<td>800 x 2500</td>
<td>4</td>
<td>1*</td>
<td>Scissor lift/ cherry picker</td>
</tr>
</tbody>
</table>

* 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 (7 flags)
Left side of Elizabeth Drive at the Intersection of Elizabeth Drive and Northern Road
GATEWAY 7 (4 flags)
Voyager Point Community Centre, 50 Orlando Cres, Voyager Point
FLAG AND BANNER PRODUCTION AND FINISHING INFORMATION
ZONE 1: MACQUARIE STREET SPECIFICATIONS
ZONE 2: MACQUARIE MALL SPECIFICATIONS

1000 mm width

3000 mm (height)

Loop and Clip

Loop and Clip
ZONE 3: MOORE AND COLLEGE STREETS SPECIFICATIONS

Loop and Clip

Loop and Two Clips

1000 mm width

3000 mm (height)
ZONE 4: BATHURST STREET AND MEMORIAL AVENUE

| 670 mm width |

Reinforced Eyelets

4000 mm (height)

Reinforced Eyelets
ZONE 5: MACQUARIE STREET (SOUTH)
ZONE 6: NEWBRIDGE ROAD BRIDGE

1000 mm (arm width)

55 mm arm diameter (rounded arm)

Banner requires arm sock with reinforced corner
Pocket size of 110 mm

Loop and Clip

Loop and Clip

Loop and Clip
GATEWAY 7: VOYAGER POINT COMMUNITY CENTRE

Reinforced Eyelets

800 mm (width)

Reinforced Eyelets

2500 mm (height)

Reinforcement on left hand side