



9.1 COMMUNITY FLAGPOLE AND BANNER SCHEME

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1. PURPOSE

- 1.1 Following a Council resolution, this report outlines a Community Flagpole and Banner Scheme for endorsement. It consists of a set of guidelines to govern management of these resources for community use; proposed locations and costings for installation.

2. EXECUTIVE SUMMARY

- 2.1 Recently there have been a number of requests to install banners and flags at town hall locations in order to celebrate significant events and days for the Port Phillip community.
- 2.2 To create a fair and transparent process, Council at its meeting held 1 November 2017, unanimously resolved to:
- 2.2.1 Install a community flagpole in a prominent location within the vicinity of each of the South Melbourne Town Hall, Port Melbourne Town Hall and St Kilda Town Hall.
- 2.2.2 Develop a simple and accessible policy to govern the flying of flags on community flagpoles at Council's Town Halls with a mechanism for Council or a delegate to consider approval of requests for flying of flags.
- 2.3 Following the Council Resolution Council officers from across the organisation have completed the following pieces of work as part of an overall program/scheme:
- 2.3.1 Policy – a set of guidelines have been developed for appropriate allocation for bookings of the community flagpoles and banners (see Attachment 1). These guidelines will be made available on Council's Town Hall Hire webpage.
- 2.3.2 Locations – Attachment 2 provides the proposed community flagpole locations at each of the town hall sites for Council approval. Costings for installation have been included also.
- 2.3.3 Operations – the community flagpoles will be booked through Meeting and Events team. Bookings will be available to community organisations via Council's website.
- 2.4 This Scheme (guidelines, locations and costings) is presented for Council consideration for endorsement.



3. RECOMMENDATION

That Council:

- 3.1 Endorse the Community Flagpole and Banner Scheme including; guidelines, locations and installation costs.

4. KEY POINTS/ISSUES

- 4.1 The Community Flagpole and Banner Scheme guidelines, proposed locations, costings for installation and ongoing management of this resource have been determined by Council officers and presented in this report for consideration for endorsement.
- 4.2 The guidelines set the policy for appropriate use of the community flagpoles and installation of banners as a means of risk management and governance.
- 4.3 The guidelines clearly outline to both Council and community the:
 - 4.3.1 Available spaces to book
 - 4.3.2 Eligibility criteria
 - 4.3.3 Criteria for assessment
 - 4.3.4 Access and equity principles
 - 4.3.5 Conditions and exclusions of the scheme
 - 4.3.6 Application process
- 4.4 If endorsed by Council, three community flagpoles will be made available to community organisations to book for state, national and internally recognised special days, anniversaries and other such community celebratory and commemorative events in accordance with guidelines.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Applications for community flagpoles and associated guidelines will be advertised and booked through the standard process for town hall hire bookings with information and bookings available on Council's website.
- 5.2 Guidelines and any associated documentation will be linked on the website for appropriate allocation with a review after 12 months.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 The following risks have been addressed through the guidelines regarding Council's rights for removal, any damage responsibility and decision-making authority:



6.1.1 Council reserves the right to remove the flag if the guidelines are deemed to have been violated or another priority flag is identified.

6.1.2 Decision on successful applications will be made by Council officers in alignment with these guidelines. Applications which are identified to have sensitivities for Council, State or Federal Government will be reviewed by the CEO or delegate for possible refusal or acceptance.

6.2 The following exclusions have also been applied to the scheme for clarity:

6.2.1 Private, commercial, corporate or political party flags or banners will not be considered.

6.2.2 Any flag or banner that may expose Council to adverse criticism.

6.2.3 Council will not fly flags by former regimes or countries that are not recognised by the Federal Government.

7. FINANCIAL IMPACT

7.1 The quoted cost of installation at all town hall sites will come to a total of approximately \$4,000+GST.

7.2 The ongoing operational management, including bookings and fees and charges, will be delivered through business as usual in the Meetings and Events team. This includes utilising existing staff resources, with the cost of the flag and banner raising to be subsidised by the organisation.

8. COMMUNITY IMPACT

8.1 The Community Flagpole and Banner Scheme provides an opportunity for significant and important community events and activities to be celebrated.

8.2 The flags and banners will also highlight important community events and celebrate significant days that shape our society.

9. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

9.1 The scheme delivers on one of Council's key strategic directions to embrace diversity and to create a sense of belonging for all people in the Port Phillip community through recognising state, national and internally recognised special days, anniversaries and other such community celebratory and commemorative events in accordance with guidelines.

10. IMPLEMENTATION STRATEGY

10.1 TIMELINE

10.1.1 Following endorsement, a booking form for applications will be developed.

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10.1.2 Once the booking form is completed it will be uploaded onto Council's website alongside the guidelines to enable community use. It is anticipated this work, along with installation will be completed by 30 September 2018.

10.1.3 Communications and engagement to community will occur post this as outlined below (section 10.2 of this report).

10.2 COMMUNICATION

10.2.1 Once the booking form and guidelines are live on council's website, the community will be informed via community newsletter, Divercity article and social media platforms.

11. OFFICER DIRECT OR INDIRECT INTEREST

11.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS

1. Community Flagpole and Banner Scheme Guidelines
2. Community Flagpole Proposed Locations