

# FLAGS AND BANNERS POLICY

27 February 2024

legislative

## PURPOSE

This policy regulates the flying of flags and banners on flag and banner sites under the control and care of the City of Adelaide.

The policy responds to and recognises the City of Adelaide's governance and strategic responsibilities as a Capital City Council, with respect to the Australian National Flag, the State Flag of South Australia, the Australian Aboriginal Flag, the Torres Strait Islander Flag and the City of Adelaide Armorial flag. This policy seeks to ensure that Governance flags under the care and control of the City of Adelaide are consistent with Flag Flying Protocols as set by the Australian Government and/or the South Australian Department of Premier and Cabinet.

The policy allows for the flying of promotional flags and banners to promote City of Adelaide specific or sponsored celebrations, major cultural and community festivals and events, charity drives or appeals and City of Adelaide precincts, in line with Council's strategic objectives. This policy supports the City of Adelaide 2024-2028 Strategic Plan "Our Community" aspiration.

## STATEMENT

### 1. Governance Flags

Governance Flags under the care and Control of the City of Adelaide will adhere to the Flag Flying Protocols provided by the [Australian Government](#) and/or [the South Australian Department of Premier and Cabinet](#), including but not limited to provisions determining the order of precedence, raising, lowering and ceremonial use of designated Governance Flags.

Governance Flags under the care and control of the City of Adelaide and their locations include:

- Grote Street median Strip (east to west):
  - The National Australian Flag
  - The South Australian Flag
  - The Australian Aboriginal Flag
  - The Torres Strait Islander Flag
  - The City of Adelaide Armorial Flag.
- Victoria Square/ Tarntanyangga
  - The National Australian Flag
  - The Australian Aboriginal Flag

- Adelaide Town Hall Balcony
  - The National Australian Flag
  - The Australian Aboriginal Flag
  - The City of Adelaide Armorial Flag
- North Adelaide, corner of King William Road and Brougham Place
  - The City of Adelaide Armorial Flag.

### Requests

Requests to fly a flag other than the Armorial Flag from the Adelaide Town Hall Balcony may be accepted where the request symbolises cultural diversity or social inclusion, messages of significance or acceptance or mark an event or occasion of significance to the City of Adelaide or wider South Australian community and is in alignment with the City of Adelaide Strategic Plan. Requests will be considered by the Chief Executive Officer (CEO) in consultation with the Lord Mayor.

Requests to lower Governance Flags as a sign of mourning in the event of the death of a local citizen or person of significance to the City of Adelaide will be subject to the protocols as set out by the [Australian Government](#) and/or the [South Australian Department of Premier and Cabinet](#). All requests will be considered by the CEO in consultation with the Lord Mayor.

### Decisions

Council can resolve that a specific flag other than the City of Adelaide Armorial Flag is flown from the Town Hall Balcony. These decisions will be noted in this Policy.

Flag	Location	Installation Dates	Decision
Pride Progress Flag	Adelaide Town Hall	Annually, for the month of November	Council - 9 November 2021

Any matters falling outside of this Policy in relation to Governance Flags will be referred to the CEO for consideration.

## 2. Promotional Flags and Banners

The City of Adelaide recognises the impact of flying promotional flags and banners in the public realm, adding vibrancy and to promoting city-based events. They can be hired to promote the following:

- public conferences
- exhibitions
- civic programs
- shows
- sporting events
- concerts

- sponsor association with city based events
- role of city precincts
- key charity drives or appeals
- major events held by charities
- events of state, national or international significance.

### Promotional Flag and Banner Permit Application Process

- All applications for Flag and Banner Permits on public roads must be submitted via the City of Adelaide website at [Flags & banners | City of Adelaide](#)
- Flag and banner applications can be submitted up to one year prior to the installation date, except those to be displayed during January, February and March, which is regarded as the peak period.
- In order of priority, bookings will be taken for:
  - City of Adelaide owned events
  - City of Adelaide sponsored/partnered events
  - Events with a Multi-Year Event Licence.
- In July of each year, events sponsored by the City of Adelaide will be sent an expression of interest (EOI) form for bookings during the peak period of January, February and March. Multi-Year Event Licence recipients are encouraged to apply at this time for any remaining sites following the EOI process.
- Other applications for January, February and March displays are to be submitted in August of the year prior (they will not be considered before this time), with site allocations being finalised in September. Note: applications will still be accepted after the recommended submission dates, however availability during peak periods is unlikely due to high demand.
- All applications must be received at least 28 days prior to the installation date in order to be considered.
- Should the application meet all requirements and is approved, Council will issue a Section 222 permit as required under the *Local Government Act 1999*. The permit is not transferrable.

### Costs and Conditions

These details are available on the City of Adelaide website at [www.cityofadelaide.com.au](http://www.cityofadelaide.com.au)

- A permit fee is payable.
- Hire fees are listed in the [flags and banners rate card](#).
- The installation of promotional flags and banners is subject to approval and conditions outlined in the [flags and banners design guidelines](#).
- The minimum hire period for flag and banner sites is one week, with the hire period being from Sunday to Sunday.
- Maximum hire periods for flag and banners sites may be applied during peak periods subject to demand.
- To submit an application the following is required:
  - the proposed flag or banner design and its dimensions
  - a description of the display purpose

- a Certificate of Currency of Public Liability Insurance with a minimum cover of \$20 million and noting City of Adelaide as an interested party
- the proposed location(s).
- Limitations:
  - Flags and banners flown to reflect an anniversary, annual or regularly recurring event, such as Anzac Day, are not required to specify a year or date as part of the flag or banner design.
  - Applications for events not held in the City or which do not create a significant benefit to the City in line with Council's evaluation, will not be granted a permit.
  - Applications by charitable organisations will not be granted a permit if they do not:
    - Promote local or national charity events of significance
    - Promote key charity appeals or drives
    - Promote major charity events held within Council boundaries.
  - Sponsorship recognition is permitted on flags and banners. The maximum space available to recognise a single sponsor on a flag or banner is 10% of the total size of the banner. The maximum space available to recognise multiple sponsors on a flag or banner is 20% of the total size of the banner.
  - Commercial sponsors that hire flag and banner sites are permitted 20% of the total flag and banner space to communicate a key message promoting their association with the event; e.g. "Proudly supported by...".
  - Any matters regarding Promotional Flags and Banners falling outside of this Policy will be referred to the Associate Director, Regulatory Services for consideration and determination.

### City of Adelaide Flag and Banner Sites

On 18 May 2009, Council was granted Development Approval for the ongoing use of all flag and banner sites. This approval requires that all flag and banners comply with Council's Flags and Banners Policy and does not allow commercial advertising or advertising by third parties.

As an issuing body, City of Adelaide is not required to seek Section 222 approval under the *Local Government Act 1999* for the placement of its own banners on any of the existing flag or banner sites.

The *Planning, Development and Infrastructure Act 2016* and the *Planning, Development and Infrastructure (General) Regulations 2017* exempt the City of Adelaide from having to gain Development Approval for City of Adelaide signage that is displayed by reason of a statutory obligation or that is within the public realm and does not exceed 3m<sup>2</sup>, does not incorporate a moving display or message, does not flash, is not internally illuminated and is not within 100 metres of a signalised intersection or a pedestrian actuated crossing.

## Roles and Responsibilities

Regulatory Services	<ul style="list-style-type: none"> <li>Managing all enquiries and applications for the hire of Council's flag and banner sites.</li> <li>Ensuring adherence to the Flags and Banners Policy.</li> <li>Reserving the right to accept and provide a Section 222 permit or reject applications under the <i>Local Government Act 1999</i>.</li> <li>Arranging for the installation and removal of banners at times as arranged with City Operations.</li> <li>Reviewing the Flags and Banners section on the City of Adelaide website.</li> <li>Communicating flag broadcasts to relevant personnel for action.</li> </ul>
City Operations	<ul style="list-style-type: none"> <li>Providing bracket fixings that are certified by a structural engineer and approved by the stakeholders so that banners are safely installed on the poles.</li> <li>Managing flag and banner poles for use under the care and control of the City of Adelaide, including the purchase, installation and replacement of all brackets and fittings.</li> <li>Maintaining an up-to-date database of flag and banner poles, which can be accessed at all times.</li> <li>Arranging for the installation and removal of flags and banners on dates as agreed with Regulatory Services.</li> <li>Undertaking ongoing monitoring of banners during their display period to ensure they are maintained in good condition.</li> </ul>
Office of the CEO and Office of the Lord Mayor	<ul style="list-style-type: none"> <li>All flags flying, and banners displayed from the Adelaide Town Hall Balcony.</li> <li>Ensuring Governance Flags are flown in accordance with the Flag Flying Protocol set by the <a href="#">Australian Government</a> and/or <a href="#">the South Australian Department of Premier and Cabinet</a>.</li> <li>Process and respond to requests to fly flags other than the Armorial flag from the Adelaide Town Hall balcony.</li> <li>Arranging the Armorial flag to be replaced in the circumstance a flag request is approved.</li> </ul>

### OTHER USEFUL DOCUMENTS

#### Related documents

- [Australian Government Flag Protocols](#)
- [The South Australian Department of Premier and Cabinet Flag Flying Protocols](#)
- [Flags and banners rate card](#)
- [Flags and banners design guidelines](#)

**Relevant legislation**

- *Local Government Act 1999 (SA)*
- *Flags Act 1953 (Cth)*
- *City of Adelaide Act 1998 (SA)*
- *Planning, Development and Infrastructure Act 2016 (SA)*
- *Planning, Development and Infrastructure (General) Regulations 2017 (SA)*

**GLOSSARY**

Throughout this document, the below terms have been used and are defined as:

**Banner:** a large, stitched cloth bearing information, strung between two brackets either landscape or portrait styles.

**Across Street Banner:** a large, stitched cloth bearing a design, logo or slogan, strung across the street between two reinforced lighting columns.

**Flag:** a piece of cloth attached by one edge to a rope or pole, bearing a distinctive design.

**Governance Flags-** Flags under the care and control of the City of Adelaide

**Bracket:** a steel pressure fitting with collars, to allow the attachment of two steel outriggers to a lighting column, for the mounting of banners.

**Charity:** a charitable organisation is one that is recognised by the Australian Taxation Office (ATO) as having Charity Tax Concession status.

**Governance Flags:** are the flags flown in various locations across our City, such as the National Australian Flag, the South Australian Flag, the Australian Aboriginal Flag, The Torres Strait Flag, and the City of Adelaide Flag.

**ADMINISTRATIVE**

As part of Council’s commitment to deliver the City of Adelaide Strategic Plan, services to the community and the provision of transparent information, all policy documents are reviewed as per legislative requirements or when there is no such provision a risk assessment approach is taken to guide the review timeframe.

This Policy document will be reviewed every 4 years unless legislative or operational change occurs beforehand. The next review is required in January 2028.

**Review history:**

Trim Reference	Authorising Body	Date/ Decision ID	Description of Edits
ACC2019/23034	Council	13/05/2014	City of Adelaide Flags and Banners Policy adopted
ACC2024/	Council		Revoke City of Adelaide Flags and Banners Policy and adopt this new Policy

**Contact:**

For further information contact the Office of the Chief Executive Officer or Regulatory Services Program.

City of Adelaide  
25 Pirie St, Adelaide, SA  
GPO Box 2252 ADELAIDE SA 5001  
+61 8 8203 7203  
[city@cityofadelaide.com.au](mailto:city@cityofadelaide.com.au)