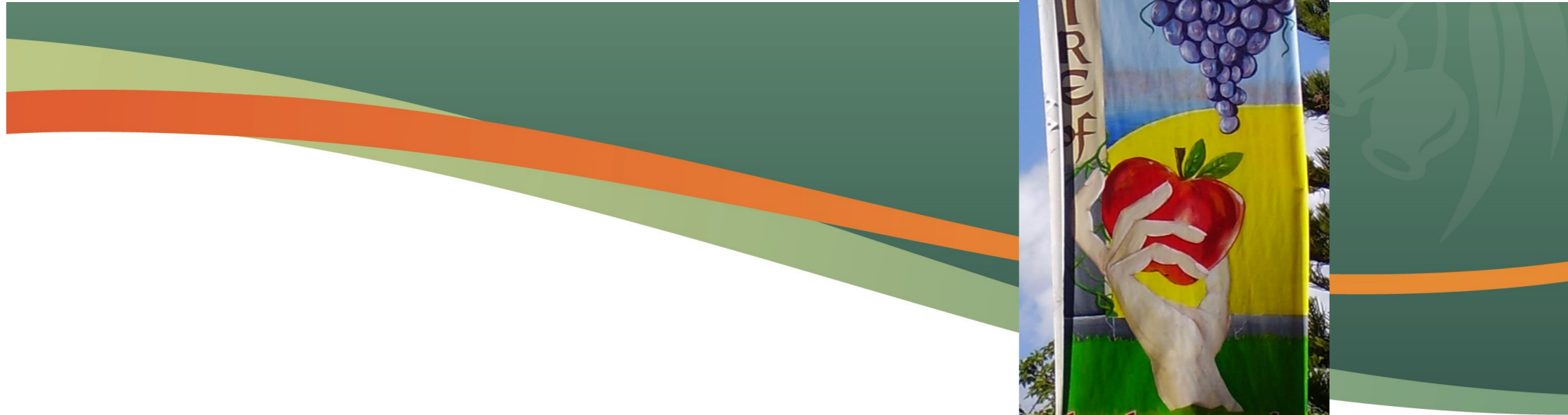


COMMUNITY BANNER FRAMES

Application and Information Guide



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1. CITY OF KALAMUNDA

The City of Kalamunda is located approximately 24 kilometres east of Perth, along the Darling Scarp.

Geographically, the City of Kalamunda has 3 distinct areas:

The Foothills/Plains: Forrestfield, High Wycombe, Maida Vale and Wattle Grove.

The Escarpment: Lesmurdie, Kalamunda and Gooseberry Hill.

The Eastern Rural Districts: Walliston, Bickley, Carmel, Pickering Brook, Piesse Brook, Pauls Valley, Hacketts Gulley and Canning Mills.

The City comprises an area of 349 square kilometres, made up of 247 square kilometres of State Forest, National Parks, Regional Open Space and water catchments area. The balance of 102 square kilometres is available for rural and urban purposes.

Local industries include orchards, vineyards, intensive horticulture activities, grazing, animal agistment, minor sawmills, poultry, Government Works Depot and the C.B.H state grain terminal. The City also encompasses rapidly growing urban areas in the foothills, such as Forrestfield, High Wycombe, Maida Vale, Wattle Grove and an expanding industrial and transport hub adjacent to Perth airport.

The City of Kalamunda also has a growing tourism sector and a number of significant attractions. These include Lesmurdie Falls, the Northern Terminus of the Bibbulmun Track, Munda Biddi Trail, the Perth Observatory, the Kalamunda History Village, Kanyana Wildlife and Rehabilitation Centre, Bickley Reservoir, the Zig Zag, Mundaring Weir and Federation Gardens.

The City has an estimated population of 59,000.

(City of Kalamunda Strategic Plan 2009 - 2014)

2. INTRODUCTION

This document outlines the terms and conditions associated with the hire of community banner frame locations within the City of Kalamunda. It also provides information to guide you with manufacture and design of your banners.

There are seven banner frame locations within the City of Kalamunda. These locations are situated in Kalamunda, Lesmurdie, Wattle Grove, Forrestfield and High Wycombe.

Why use Banner frame advertising:

- Provides a professional, uniform and attractive outdoor advertising medium
- To promote and highlight Community Events* within the City of Kalamunda
- Provides the opportunity to increase visitation to events

Acceptance of the terms and conditions of hire must be indicated on the attached application to hire to confirm you understand and accept the information contained within this document.

* Community Events - Movable/transitory events: events such as parades, rallies, fun-runs, marches and street theatres—Public events: events that are open to the public and free of any entry charge; for example public markets, community events, festival and performances—Fundraising for registered charities: events that are held for only publicly recognised and registered charities

3. HIRE RATES AND HOW TO BOOK

HIRE RATES

DESCRIPTION	RATE
Community Banner Frame Hire	Nil

Rates are correct at time of publication. Please contact the City of Kalamunda to obtain the latest pricing prior to making a booking.

HOW TO BOOK

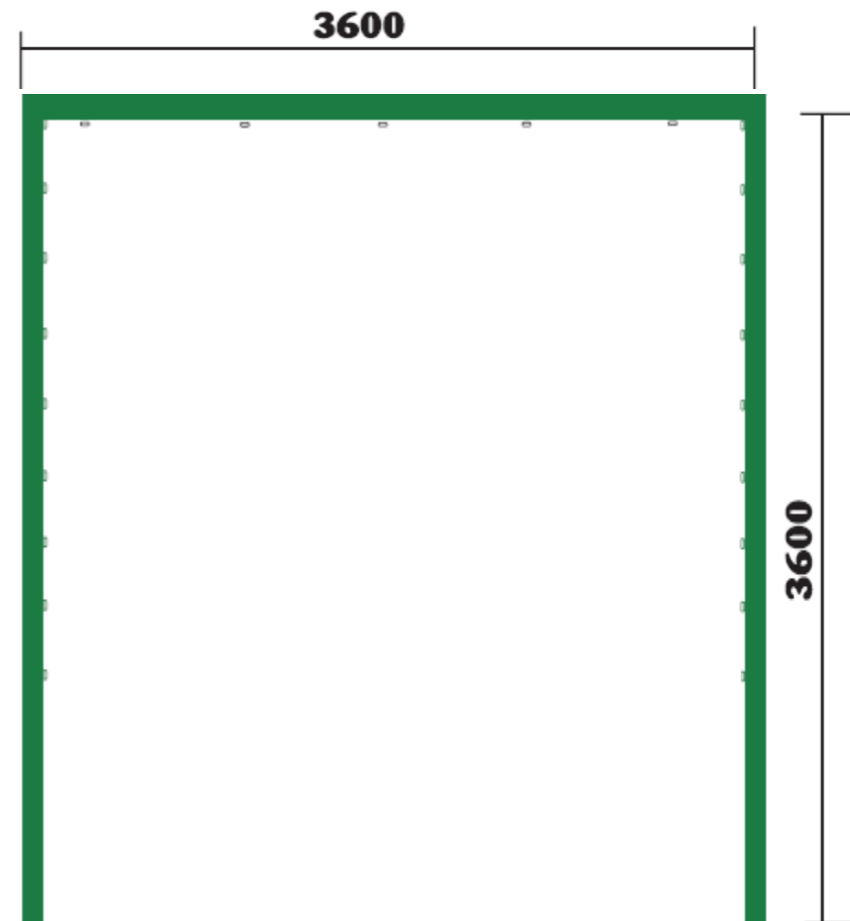
Banner frames are available for hire for a minimum of one week and a maximum of fifteen days. If you are interested in booking banner frames to promote your event, please complete the attached application to erect a banner and forward to

Marilyn Keys
Event Coordinator
City of Kalamunda
PO Box 42
Kalamunda WA 6926
Phone: (08) 9257 9953
Fax: (08) 9293 2715
Email: events@kalamunda.wa.gov.au

4. FRAME SPECIFICTAIONS

Frame Specifications

- 3600 mm (high) x 3600 mm (wide)
- Banner Tie Points



5. BANNER SPECIFICATIONS AND DESIGN GUIDELINES

Banner Size

- 3000 mm (long) 1000 mm (high)

Manufacture

- Double stitched hems on all sides
- All banners must be finished with ropes and eyelets
- Sufficient tie points to attach banner to the nominated location

Substrate

- Durable canvas or vinyl

Design Guidelines

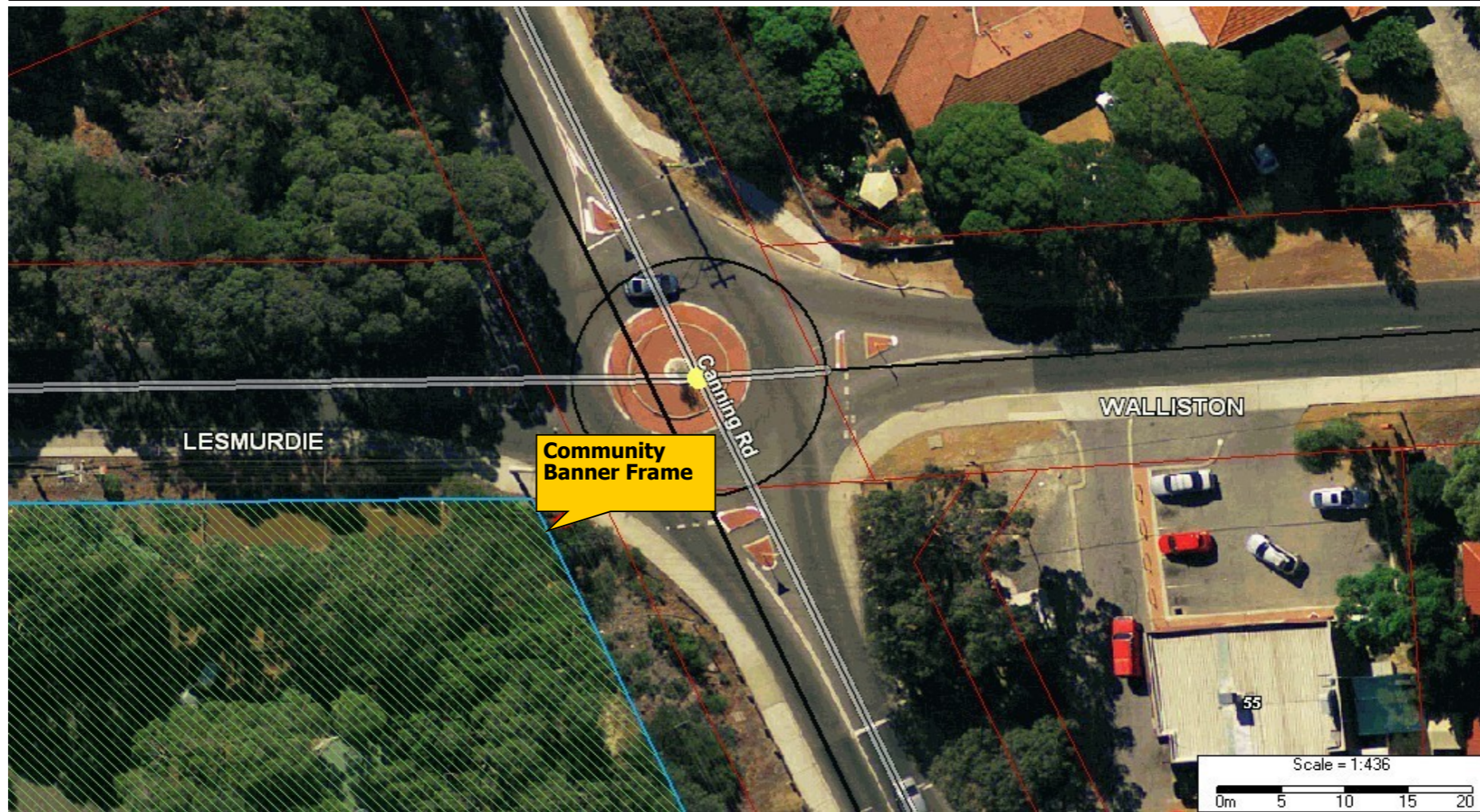
- Banner signage is primarily used to convey event messaging
- Banners must enhance the City's appearance, be of good quality, well designed and in good condition
- The graphic composition of colour and text needs to be bold and uncomplicated and able to be read at a distance of 50 meters from a moving vehicle. The minimum letter and number sizes shall be 200mm with a preference to 300mm and above
- Excessive use of dark colors or fine text should be avoided
- All advertising and sponsorship on banners must be limited to 20% of the total banner area
- Banner messaging should be as simple as possible and not include tactical messaging
- Banners must be able to withstand the effects of rain, sun and wind without colours running or fading or the fabrics tearing due to wind loads



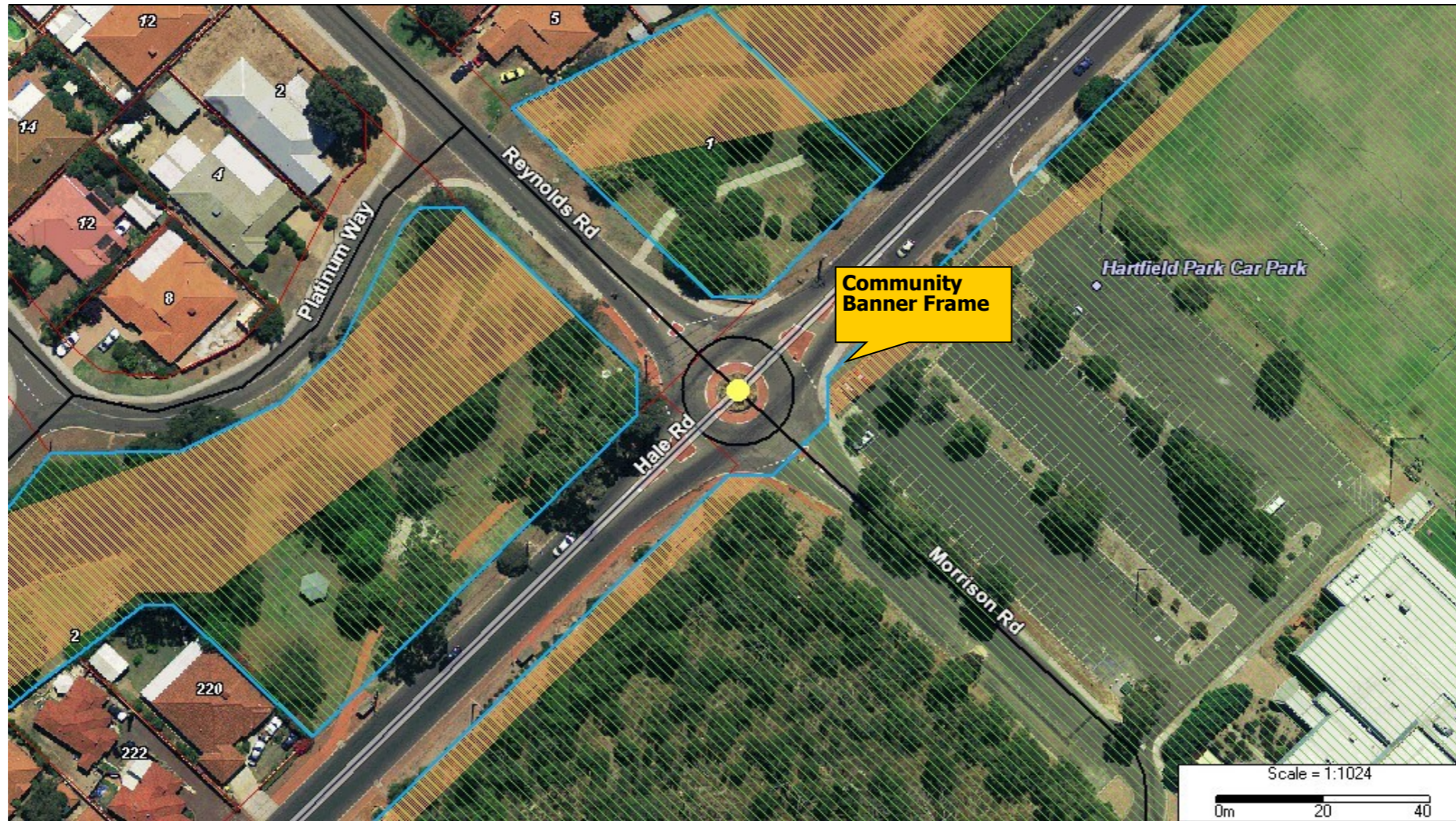
6. SITE PLAN - Cnr Canning & Kalamunda Road, Kalamunda



SITE PLAN - Cnr Grove & Canning Roads, Lesmurdie



SITE PLAN - Cnr Hale & Morrison Roads, Forrestfield



SITE PLAN - Cnr Hale & Hartfield Roads, Forrestfield



SITE PLAN - Newburn Road, High Wycombe



SITE PLAN - Newburn Road, High Wycombe Recreation Centre



7. TERMS AND CONDITIONS OF HIRE

1. Booking Applications	2. Fees and Charges - If you are subject to a fee	3.4 Banners will not be installed if they fail to comply with the design guidelines or design specifications.
1.1 All booking applications must be made through the Events Team section of the City of Kalamunda	2.1 Full payment must be made two weeks prior to the installation of the banners. Failure to pay the full amount two weeks prior to booking date will cancel the booking.	3.5 Banners may be reused for future bookings provided they are well maintained and of a high standard of presentation
1.2 The minimum hire period for banner frames is one week with a maximum of 15 days per booking.	2.2 Written requests for the partial or full waiver of hire fees will be considered if the applicant is a not-for-profit organisation. This arrangement will be viewed as a sponsorship request and the City must be acknowledged on the banner.	4. Banner Attachment
1.3 The City will not hire out banner frames for promoting events which conflict with community oriented events being held within the City, or where the event is considered to be inappropriate.	2.3 These hire fees will not apply to the City of Kalamunda departments using the banner frames. However, the departments are responsible for the production, installation and removal of the banners.	4.1 Banners will be installed by Council contractors/ staff.
1.4 The City reserves the right to accept or reject any application for hire of any banner site.	2.4 The City maintains frames suitable for frame banners and the use of these frames are included within the fee.	5. Indemnity
1.5 All banner bookings must be made at least three months prior to the date required. Bookings can be made up to one year in advance on a first come first served basis.	2.5 Hirers who fail to comply with the terms and conditions of payment will lose their booking.	5.1 The hirer indemnifies the City against any losses, costs, expenses demands or liability, whether direct or indirect arising out of a claim for compensation by a third party against the City for:
1.6 Organisations or groups are limited to making two bookings per year for the same event or activity unless otherwise approved.	2.6 Payment terms are subject to change	<ul style="list-style-type: none"> • banners containing offensive, defamatory or insensitive material • banners infringing upon intellectual property rights including patents and trademarks
1.7 The City of Kalamunda will install the banners on behalf of the applicant.	3. Design Guidelines	
1.8 City of Kalamunda departments will always be given priority to use the banner frames. It is acknowledged that in some cases this will conflict an organisation or group that has a prior booking.	3.1 All advertising and sponsorship on banners is limited to 20% of the total banner area. Advertising is considered to be any information on the banner that is devoted to a sponsor or organisation that will benefit from having its logo or name displayed on the banner.	
1.9 The applicant will meet the production cost of the banner.	3.2 The banner is to contain no commercial or election advertising. There is to be no tobacco or alcohol advertising on the banner.	
1.10 The City will not be responsible for the repair of damaged or stolen banners after they have been installed.	3.3 All banners are to be of a high standard of presentation, containing strong colorful graphics, concise wording and easily read by motorists and pedestrians.	
1.11 <i>Banner(s) must be provided to the City of Kalamunda (Administration Building) at least two weeks prior to the installation date (which will be confirmed by the City of Kalamunda in writing). If the banner(s) is not received within one week of installation, your booking will be cancelled.</i>		

8. APPLICATION TO ERECT A BANNER

Please note: Banner(s) must be delivered to the City of Kalamunda's Administration at 2 Railway Road at least two weeks prior to the installation date.
If the banner(s) is not received within one week of installation, your booking will be cancelled.

Please detach and return this form to the address listed

CONTACT INFORMATION

Organisation _____

Contact _____

Title _____

Street address _____

Postal address _____

Phone: _____

Fax _____

Email _____

ABN/ACN _____

EVENT DETAILS

Event Name _____

Event Date _____

Number of banners _____

Your booking will be confirmed by email detailing approval, date to drop off your banner, date of installation and removal.

Contact Details

Marilyn Keys
 City of Kalamunda
 PO Box 42, Kalamunda WA 6926
 Email: events@kalamunda.wa.gov.au

 Phone: (08) 9257 9953

OFFICE USE:

Confirmation email sent:	Date:
Entered on booking schedule:	Date:
Drop off banner:	Date:
Install:	Date:
Remove:	Date:

Please identify your preferred location/s

LOCATION

	TICK
Stirk Park - Cnr Canning & Kalamunda Road	<input type="checkbox"/>
Lesmurdie - Cnr Grove & Canning Roads	<input type="checkbox"/>
Cnr Hale & Morrison Roads—Forrestfield	<input type="checkbox"/>
Cnr Hale & Hartfield Roads - Forrestfield	<input type="checkbox"/>
Newburn Road - Fleming Reserve, High Wycombe	<input type="checkbox"/>
Newburn Road - High Wycombe Recreation Centre	<input type="checkbox"/>

ARTWORK

Images of proposed artwork design/ for approval are attached

Artwork will be provided for approval on (Date) _____

TERMS AND CONDITIONS OF HIRE

I accept the City of Kalamunda's community banner frame terms and conditions of hire.

Signature _____

Name _____

Date _____

Please detach and return this form to the address listed