

POLICY



Date adopted: 30/05/2017
File no: 869003-1
Minute number: 148/2017

Policy title: **ADVERTISING ON WHEELIE BINS**
Directorate: STRATEGY & SUSTAINABILITY
Branch: HEALTH, ENVIRONMENT & WASTE
Policy objective: To control advertising on Council-owned wheelie bins.

Policy scope:
To assist in determining the types of advertising that may be placed on wheelie bins issued by Council.

Definitions:
Not applicable.

Policy statement:
The following procedure is to be undertaken for this policy:

1. Applications
All applications for permission to affix advertising to wheelie bins shall be:
 - (a) Submitted in writing.
 - (b) Considered by officers identified in the delegation of authority titled 'Advertising on Wheelie Bins'.
 - (c) Considered and decided under the auspices of delegation of authority titled 'Advertising on Wheelie Bins'.
2. Consideration of applications
 - (a) No applications for the advertising of commercial activities on Council wheelie bins will be approved.
 - (b) The only applications that will be approved shall be those received from Neighbourhood Watch, Crime Stoppers, the State Emergency Service and the Rural Fire Service for the purpose of promoting crime prevention, community safety or emergency service issues.
 - (c) In considering the application, regard should be had for any data that the Community Services branch can provide that may validate the need for the community service message.
3. Conditions of approval
Any approval issued under the policy may be subject, as a minimum, to the following conditions:
 - (a) The applicant must obtain the written approval of all residents on whose wheelie bins it is intended to affix advertising.
 - (b) Affixing and maintaining advertising on bins will be and will remain the responsibility of the applicant.
 - (c) The size of advertising and the number of bins to which it may be affixed may be specified.

- (d) The applicant must acknowledge that Council's bin maintenance contractor is entitled to remove damaged bins with advertising material affixed and replace them with bins that do not have advertising affixed.
- (e) Approvals may be for limited time periods, after which all material must be completely removed without causing damage to the bins.
- (f) Any resident in an area where approval to affix advertising to wheelie bins has been granted has the option to request that no material be affixed to the particular bins on their property. In such cases, and upon notification from Council, the applicant shall ensure that no material is affixed to the bins in question, or if already affixed, completely removed without causing damage to the bins.
- (g) Council can require the applicant to replace any advertising material which has deteriorated or been removed.

Related policies/legislation/other documents:

DOC ID	DOCUMENT TYPE	DOCUMENT NAME
7357810	Contract	Waste Collection Contract LWS/666/2009
8431788	Delegation of Authority	Advertising on Wheelie Bins