

Advertising on Council Urban Screens Policy

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1. POLICY OBJECTIVE (OR PURPOSE)

Council now owns and operates two Urban Screens, the first in Harmony Square Dandenong, the second, in the Springvale Community Hub

Whilst advertising on the screen is not seen as the principal form of content, there remains scope for it to form part of an overall content package and assist in driving positive community outcomes (for both commercial and non-commercial purposes).

This Policy ensures that Council has a framework to govern the nature of advertising content accepted for use on the Council's various public screens

2. BACKGROUND

Harmony Square's Urban Screen airs content on a 24 hour basis, providing a sense of movement and activity as well as light during the night hours adding to the security of the civic precinct. However, due to proximity to residential areas and the need to meet the wider precincts GreenStar requirements, the Springvale Urban Screen has a reduced program (7:30am – 8pm)

The main forms of content that are broadcast on the screens are:

- Free to air TV (news, sporting events, weather)
- Council developed content to communicate to residents key messages
- Arts content
- Community advocacy material
- Coverage of events happening in the square
- Live links with partner sites

In addition to this list of content, there remains scope for advertising to occur on the urban screens provided it meets the objectives of Council. Revenue from advertising can further be used to develop Council's own video content library.

Advertising may come in the form of commercial uses where business located within the City of Greater Dandenong wish to promote their business. Advertising may also be advanced by corporate interests outside the municipality.

Advertising may further be proposed by organisations who are delivering a community service (non-commercial entities, not for profits, community associations and social service providers) Once approved; there is no charge for such content, however City of Greater Dandenong reserves the right to determine what it considers to be an *organisation who is delivering a community service*.

However, advertising to date has almost completely been in the form of live event sponsorship.

Council has received planning permission for the Harmony Square Screen on 13/02/2015 (City of Greater Dandenong planning permit PLN15/0019). The use of advertising content on the screen is bound to the conditions therein.

Council has determined that planning permission is not required for the Springvale Urban Screen (City of Greater Dandenong planning permit PLN21/0404)

3. SCOPE

This policy applies to all content that is provided from external sources that can be said to constitute 'advertising', that is, that the content in some way, explicit or implicit, endorses a service, product or event.

4. DEFINITIONS

CGD Advertising Media Submittal Form: A form submitted with a party's content outlining technical requirements and conferring legal responsibility around copyright etc to the supplier.

Proof of play: A document provided to a client by the advertiser outlining the exact dates and times their content played/aired.

Commercial: A body wishing to advertise that operates under a commercial/profit driven model.

Non-Commercial: A body wishing to advertise that operates under either a not for profit model, or who primarily provides a social service to the community.

Government authority: A government body at the local, state or federal level

5. POLICY

Council's Policy position in respect of advertising content is as follows:

- Content must not be derogatory, discriminatory, or in any way considered offensive.
- Content must be appropriate for general public exhibition. *As per Classification (Publications, Films and Computer Games) (Enforcement) Act 1995 amend May 2005.*
- Advertising content that is aligned to Council's strategic objectives as outlined in the Council Plan is preferred;
- Council cannot provide exact timings for play out of approved advertising media, but rather it will be placed in our 'General playlist' where it will loop and be shown at least the number of times daily agreed upon
- Council cannot provide, 'proof of plays' 'as runs' or any other document that provides documentation around play out.
- Council encourages advertisers to create their content in such a way that it is functional *without* an audio component. This is to maximise effectiveness on screens without audio.

- Content is subject to all conditions of and must meet all requirements outlined in the 'CGD Advertising Media Submittal Form'. A completed form must also be provided with the content.
- Council cannot guarantee play out of advertising during 'blanket' bookings of the screen and square. I.e when there may be an event bumped in for the duration of the day etc. In these instances, play outs will be 'caught up' at the next possible opportunity.
- Two models of commercial advertising with Council are offered;
 - i. Low rotation: Shown between 4 – 6 times per day**
 - ii. High Rotation: Shown between 6 – 8 times per day**
 - iii. Education sector special rate: Shown between 4 – 6 times per day. Does not include private education providers.**

Advertising by organisations who are delivering a community service, once accepted, is free of charge.

- The advertiser must provide ABN and business name for invoicing purposes. Invoices must be paid within 14 days. Advertising must be paid in advance of the screening of content.
- Media production services cannot be provided, but referral to one of council's preferred contractors can be arranged.
- At no time will advertising content constitute more than 5% (24 mins) of total content shown on the screen during business hours.
- Council reserves a discretionary capacity to determine what it believes to be an '*organisation who is delivering a community service*'.

6. RESPONSE TO THE OVERARCHING GOVERNANCE PRINCIPLES OF THE LOCAL GOVERNMENT ACT 2020

The policy responds to Section 9 (2) of the overarching Governance Principles found in the Local Government Act 2020, being that it attempts to achieve the best outcomes for the 'municipal community' by providing a mechanism for local business to both advertise their services and support local community initiatives (by way of event sponsorship). It also attempts to provide best value for the ratepayers of the municipal community through the raising of a modest amount of capital to offset the costs involved in operating such assets and providing a screen and public event programme that have proven to be of great service to the community.

7. CHARTER OF HUMAN RIGHTS AND RESPONSIBILITIES ACT 2006 – COMPATIBILITY STATEMENT

The Charter of Human Rights and Responsibilities Act 2006 has been considered in the preparation of this policy but is not relevant to its contents. The policy detail herein has no ability to impact on an individual's human rights, that isn't already covered in Council's Media Submittal Form

8. RESPONSE TO THE GENDER EQUALITY ACT 2020

Council's Diversity, Access and Equity Policy and the Gender Equality Act 2020 have been considered in the preparation of this policy but are not relevant to its contents.

The policy is purely administrative in its nature and does not have the potential to influence broader social norms and gender roles.

9. CONSIDERATION OF CLIMATE CHANGE AND SUSTAINABILITY

Council's Declaration on a Climate and Ecological Emergency, Council's Climate Change Emergency Strategy 2020-2030 and the requirements of the Local Government Act 2020 in relation to the overarching governance principle on climate change and sustainability have been considered in the preparation of this policy but are not relevant to its contents. Greenstar requirements that govern how buildings are ranked for their environmental performance has already been considered when designing the daily operating schedule of the Springvale Urban Screen.

10. RESPONSIBILITIES

The Team Leader - Media Production, and Team Leader – Festival and Events, will be responsible for the execution of this policy.

11. REPORTING, MONITORING AND REVIEW

This costs to external parties (documented in Council's Fees and Charges Schedule) should be reviewed at each policy review cycle to ensure they are appropriate. Also, under the event sponsorship model, the amount of successful contracts entered into should also be reviewed to ensure they are priced competitively.

12. REFERENCES AND RELATED DOCUMENTS

Legislation

- Classification Act (Publications, Films and Computer Games) (Enforcement) Act 1995 amend May 2005.

Related Council and Other Policies, Procedures, Strategies, Protocols, Guidelines

- Greater Dandenong City Council Advertising Media Submittal Form
- Greater Dandenong City Council Harmony Square Activation Policy