

COMMUNICATIONS

Community Consultation Report

Street Banners Policy review

03 February 2023

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1. Executive Summary

Randwick City Council conducted a community engagement program from 5 December 2022 to 23 January 2023 with the objective of obtaining feedback on a revised draft Street Banner Policy.

Council has had a Street Banner Policy since 2012 which provides the policy objectives for Council's Street Banner program as well as the framework for deciding content and hiring space to external organisations.

In 2022, Council reviewed the policy and made various revisions including updating the banner sizes and location maps as well as introducing a new provision enabling community, artistic and not-for profit groups to seek grants to use street banners.

High level consultation findings:

- General overall satisfaction with the program with 64% of respondents saying the program is either good or great;
- Most respondents feel the program is meeting its objectives with the two most effective objectives being enhancing our strong sense of community and place, and supporting local businesses through beautifying town centres;
- The most memorable street banner campaigns were for Anzac Day, Christmas and Mardi Gras. These banners flew across the whole City for at least four weeks and featured bright, bold colours.
- 70% of respondents are at least somewhat supportive of a change to the policy to enable local community, cultural and arts groups to apply for grants to use street banner space;
- 58% of respondents were not supportive of permitting external organisations to hire street banners, while 40% were at least somewhat supportive.
- People thought that more street banners poles could be installed along Anzac Parade in Kensington, Kingsford and Maroubra; at Randwick Town Centre and The Spot Town Centre. Although it should be noted some people thought we have enough banner poles already.

Community, artistic and cultural groups grants for street banner hire

This is a new inclusion in the policy which provides the ability for applicants seeking to use street banners to promote local artistic, cultural or community activities to be able to apply for a grant under Council's Community Investment program to cover street banner costs including hiring, production and installation.

The intention is that the banner space could become a gallery space for locally relevant artistic exhibitions and community messages.

Based on the general community support for this initiative, it is recommended to continue with the policy change.

External hiring

There was some concern from respondents about Council hiring out street banners to external organisations and the commercialisation this may have on our public spaces.

Some people may not have been aware of the strict rules around hiring external banners or the fact that this is not a policy change, but a continuation of a practice that has been in place for over a decade.

Under the policy, banners can only be hired by external organisations for events and activities where there is a public interest and link with Randwick City.

This may include festivals, concerts, sporting events, premieres, public safety and community messages.

Applicants need to demonstrate their event or activity is located in Randwick City or primarily affects Randwick City, furthers our sense of community, increases visitation, provides local economic benefit and complies with the objectives of the street banner policy.

Banners can't be used to promote products or services or for personal messages.

Council also reserves the right to not accept an application for hire at our discretion.

In addition, Council will always prioritise Council activities and events and community initiatives over external applications.

In practice, very few external applications for hire have been received by Council. The only two in recent years include a NSW Health Hepatitis C campaign and for The Everest at Royal Randwick Racecourse.

The community concern about commercialism of public space is noted, however it is considered that there are enough safeguards contained within the current policy to mitigate this concern.

2. Community engagement strategy

2.1. Background

Randwick City Council flies more than 100 street banners across our City at Coogee, Clovelly, Randwick, Kensington, Maroubra, Little Bay and Matraville.

The purpose of the banner program is to visually enhance our town centres, promote events and activities, enhance our sense of community and place, support local business and our local community including cultural and artistic groups.

The banners are mostly used to promote Council events and festivals, to commemorate seasons and to mark community celebrations.

The banners change regularly and are mostly designed inhouse by Council staff and printed and installed by Council contractors.

The program is governed by the Street Banner Policy.

The Street Banner Policy was last reviewed in 2012.

On 22 November 2022, Council resolved to publicly exhibit a revised and updated version of the policy for community feedback.

2.2. Objectives

The objectives of the community consultation program were to:

- seek overall feedback on Council's street banner policy;
- determine community support for a proposed change to the policy to permit community, cultural and artistic groups to apply for grants to use the street banners;
- seek feedback on the effectiveness of Council's banners in meeting the objectives of the policy; and to
- understand community attitudes towards external organisations and businesses hiring Council's street banners

2.3. Consultation period

The project was assessed as having a lower level City-wide impact.

Council's adopted Community Engagement Strategy (CES) requires lower level matters to be exhibited for a minimum of 28 days.

The Street Banners Policy was exhibited for a total of 50 calendar days from 5 December 2022 to 23 January 2023. In accordance with the CES, the period from 20 December to 10 January (22 days) cannot be included in the calculation of an exhibition period.

Removing the Christmas holiday exclusion period from the calculation, the policy was exhibited for the required 28 calendar days.

2.4. Consultation activities

Community engagement activities undertaken:

- Dedicated Your Say Randwick web page with a survey/submission and Q&A
- Physical exhibition of the draft policy at Council's Customer Service Centre and libraries
- Email to all Your Say Randwick subscribers (9,000+ subscribers)
- Inclusion in Council's Randwick eNews sent weekly to approximately 50,000 subscribers
- Promotion on Council's Facebook, Twitter and Instagram channels
- Notification to Council's Precincts

3. Consultation outcomes

3.1. Your Say Randwick website and survey

A dedicated Your Say Randwick website (yoursay.randwick.nsw.gov.au/streetbanners) was created to exhibit the draft policy and to collect feedback.

The website was launched on 5 December 2022 and closed on 23 January 2023 – meeting the minimum 28 day exhibition period required under Council's Community Engagement Policy.

During this time, the site experienced the following:

- 713 visits to the Your Say Randwick webpage
- 119 submissions / survey responses
- 130 downloads of the draft Street Banner Policy PDF
- 38 views of the project FAQs

3.2. Survey results

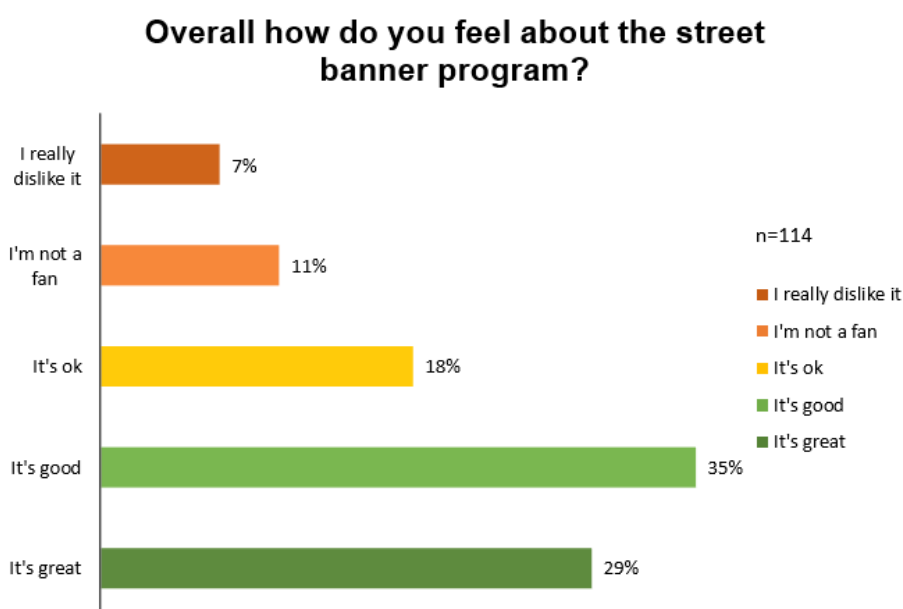
3.2.1. Demographics

The survey attracted a good level of response with 119 respondents.

Of the respondents, 59% lived in Randwick City, 26% were ratepayers and 10% worked in Randwick City. Respondents tended to be older with 83% of respondents aged 43 or older. Over half were aged 53 or older.

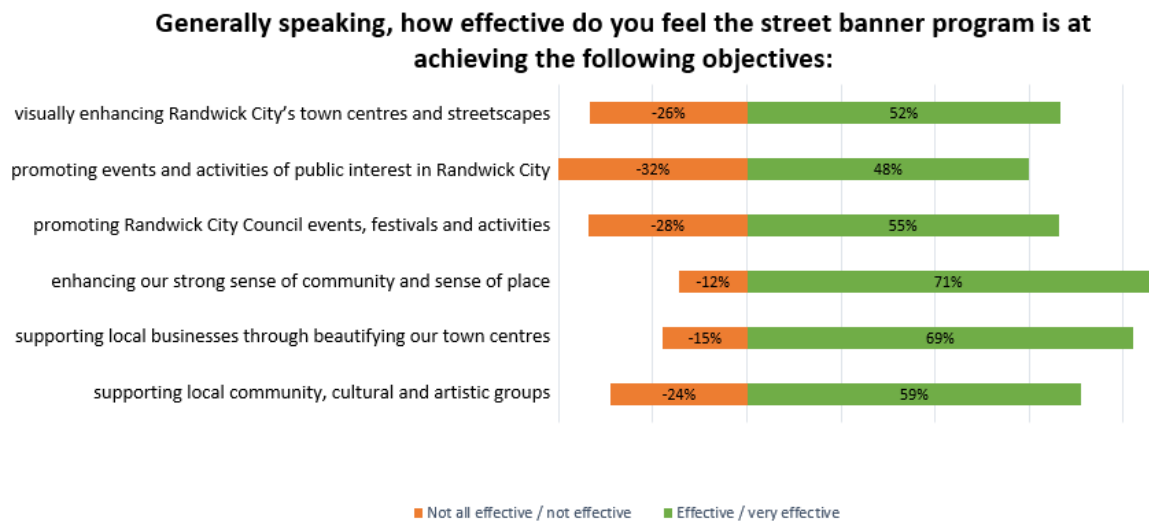
There was a broad response from most suburbs of Randwick City with 27 responses from Coogee or South Coogee, 20 from Maroubra, 12 from Randwick, 7 from Little Bay, 6 from Matraville, 4 from Kingsford and 3 from Kensington. Twenty-nine respondents did not indicate a suburb.

3.2.2. Level of support



Overall there was general satisfaction with Council's street banner program with 64% of respondents rating it as good or great. Eighteen per cent of respondents don't like the program.

3.2.3. Effectiveness of achieving policy objectives



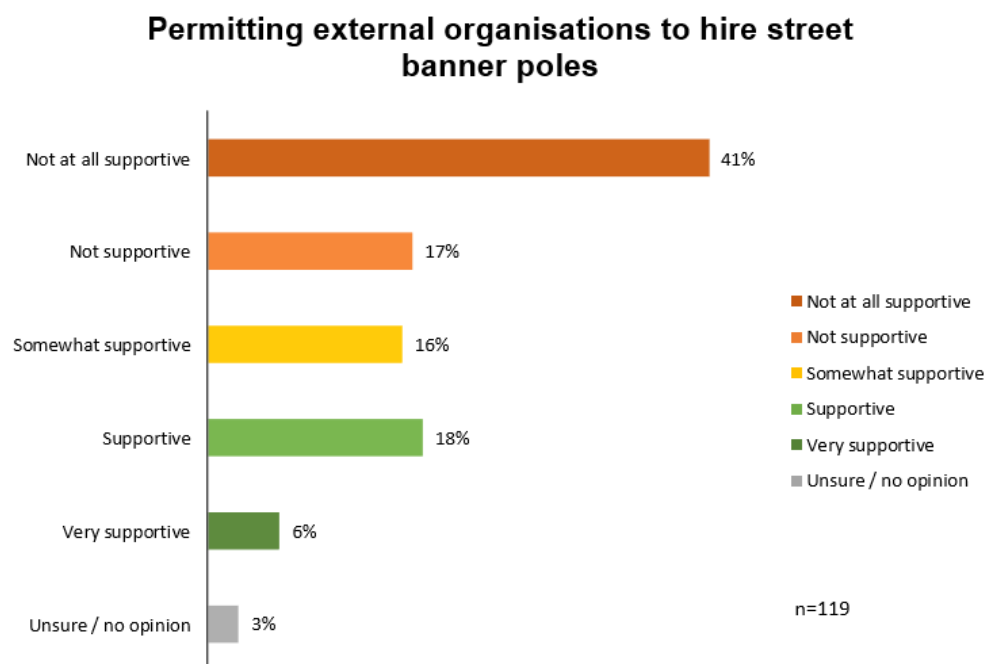
Respondents were asked how effective they thought the street banner program was at achieving the policy's objectives.

Overall, the policy objectives were generally thought to be at least somewhat effective.

The areas where people thought street banners were most effective was in enhancing Randwick City's sense of community and sense of place (74%), supporting business and beautifying town centres (69%), and supporting community, cultural and artistic groups (59%).

The areas where people felt the street banner program was slightly less effective, was in promoting events and activities of public interest in Randwick City (32% said it was not effective). This is not surprising given that Council does typically fly street banners about events of general public interest unless they are paid by the organiser or Council is a sponsor.

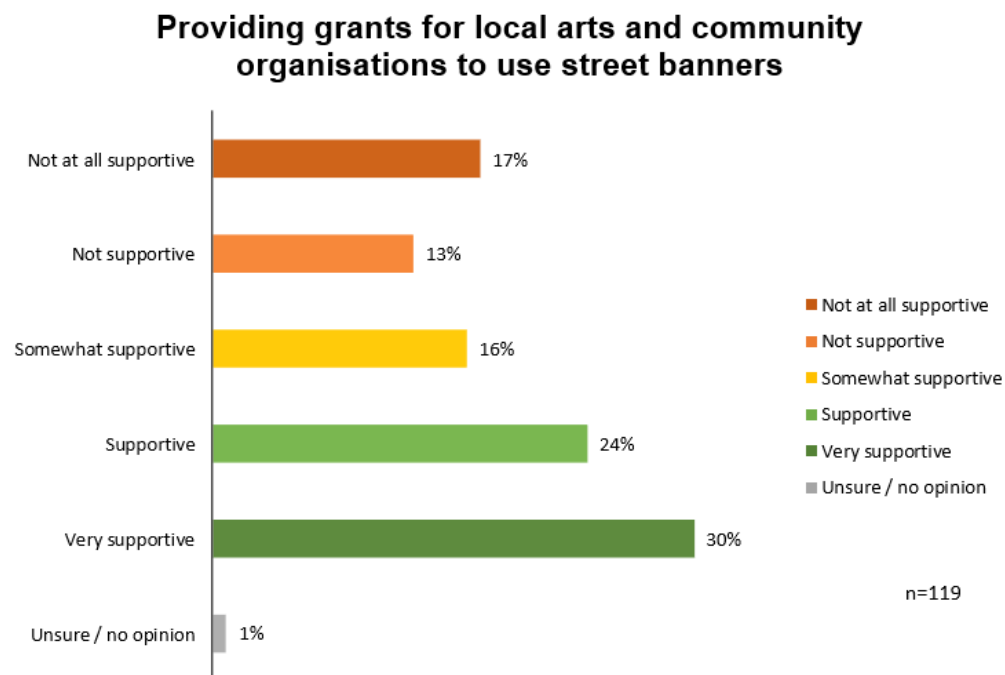
3.2.4. Attitudes towards external hiring



Council's policy enables external organisations to hire street banner poles for a fee, provided the purpose is consistent with the objectives of the policy.

Respondents were asked their view and there was a fairly strong view against hiring street banner poles to external organisations with 58% of respondents not supportive or not at all supportive. In contrast, only 24% of respondents were supportive.

3.2.5. Attitudes towards community hire

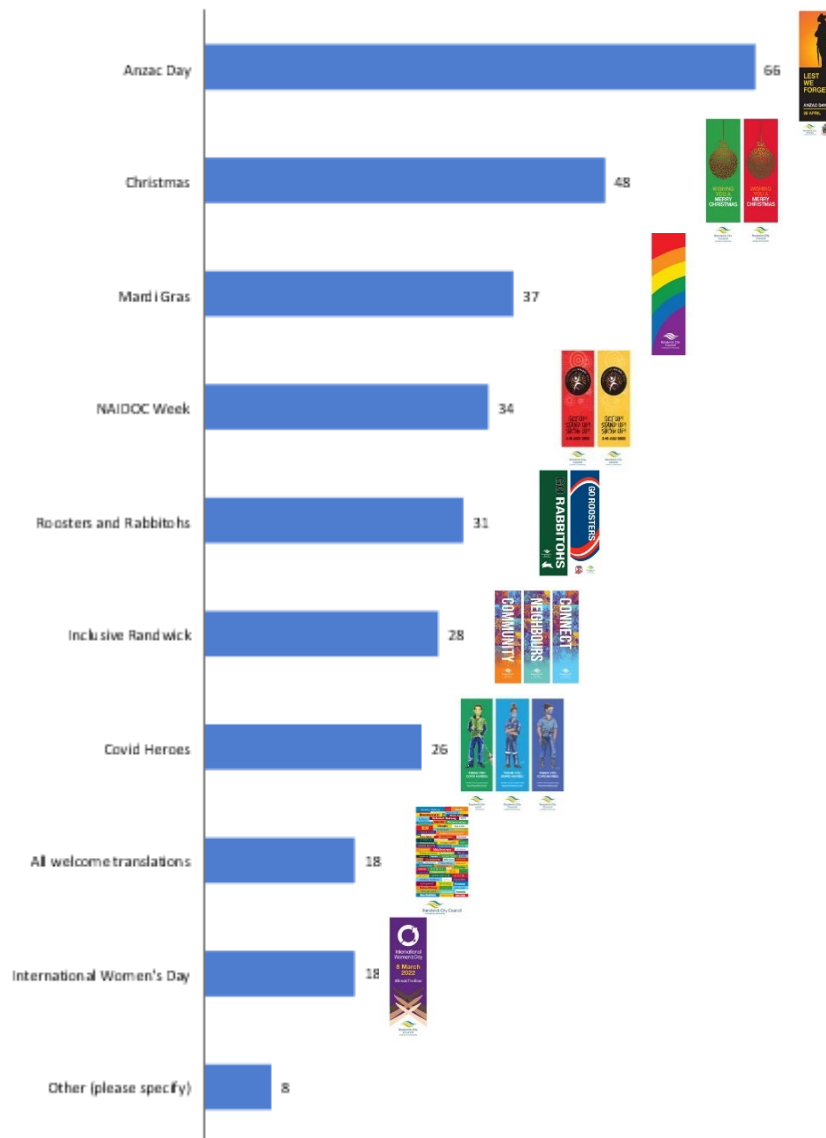


Respondents were asked their view on a new proposed inclusion in the policy to permit local community, cultural and arts groups to apply for grants under Council's Community Investment Program to hire street banner poles. There was general support for the initiative with 70% of respondents at least somewhat supportive.

3.2.6. Banners recalled

People were asked to pick up to three recent street banners that they recalled seeing. The most recalled street banner campaigns were for Anzac Day, Christmas and Mardi Gras.

The following are examples of recent street banner campaigns you may have seen. Which do you like the most? (pick up to 3)



Those who selected 'other' either opposed banners in general or couldn't recall any banners and one respondent said they liked the No Matraville Incinerator banners.

People were then asked a free text question about what they liked about the banners they could recall.

What people liked about the banners they recalled seeing:

Sense of occasion and community. Built up to an event.

Colours, community focused. Simple and not too busy looking (not distracting if driving)

I like the ones where you get behind a local community campaign, the Rabbits, Save Yarra Bay, Stop the Incinerator, all great

They are community based

They have a clear, short message or symbolism that is easily recognisable; nice colours that will enhance the environment in which they are placed

I chose none. Even if the cause is a noble one, a banner is empty virtue-signalling, nothing more. Use our rates to buy bedding for a

Not commercial. Inclusive. Support minorities and encourage diversity and inclusion.

They represent Australian values

Community and purpose.

They represented community events, attitudes and were colourful and effective.

They are specific for an upcoming events and not permanent.

A sense of local community

They are inclusive of everyone in the Community.

Hate them all. An eyesore!

Builds a sense of community by promoting things that we can all get behind

The colours and events promoted.

That they are not advertisements

Clear link to the occasion + the messaging, visually good

women's refuge, rather than fly flags for supporting women!

It can enhance the experience of the season or event

If we have to have banners, then Anzac day is the most worthy of that promotion

I like all of them, lots of colour and distinctive and important messages.

They are apolitical. Woke banners are becoming platitudinous.

Bright colours, good design and issues I support

Anzac Day must always be remembered, Covid Heroes come next, and I support Women's Day

Signify important events and raise awareness

The majority of people can relate to them

they convey messages of respect, inclusion and sense of community

They are simple. Easy to see, so get the message across.

Bright, colourful. Highlighting important events coming up.

Promote diversity

3.2.7. New suggested locations

Survey respondents were given the opportunity to suggest new areas where street banners could be installed. Anzac Parade (Kingsford/Kensington) was mentioned 11 times, followed by Randwick Town Centre (6 mentions), Maroubra Junction (4 mentions), The Spot (4 mentions) and Matraville (2 mentions).

Some people were unsupportive of street banners in general while others thought there were enough already.

In regards to the new locations suggested, Council is working to install more banners in Kingsford as part of the Meeks Street upgrade and also in The Spot as part of a planned town centre upgrade. Maroubra Junction and Matraville already have street banners, but consideration will be given to whether these areas can be extended.

3.2.8. Free text comments

Survey participants were given the opportunity to provide free text feedback on Council's Street Banner Policy. The responses are provided verbatim below.

A Council comment is provided where additional information from Council is considered useful in providing more context to the original comment. Where a person is expressing their opinion, this is noted without recording an individual comment below.

Free text survey comment	Council comment
More Roosters banners	Council currently flies Roosters banners in the two banner zones north of Alison Road which is their NRL declared territory.
Done well, done lightly they are a get communication and uplifting thing: not done well they simply marginalise and annoy community members.	
If you refuse a banner campaign to an activist group please expect a media backlash. For example if you refuse a banner promoting castrating paedophiles social media will call you child abuser apologists and the mainstream media will report on what is said on social media. Please don't be naïve about this as they will set traps for you - if it can happen at Buckingham Palace it can happen to you.	
I would be mindful of which paid banners we would have. need to be community based and supportive, just just paid banners for the sake of it to earn revenue	
Yet another (of many such cases) waste of ratepayers' money. Many elderly pensioners struggle with council rates which are skyrocketing. If you want to beautify and promote the council area, fix all the potholes and broken footpaths. To support local community groups, spend money on more/better facilities for them instead of cosmetic promotions	
More about supporting the arts rather than business please.	
I think this is a great program, and should remain, not sure about selling off poles and changing responsibilities.	Council has provided the ability for third parties to hire street banner poles for at least 13 years. This may include festivals, concerts, sporting events, premieres, public safety and community messages.
Please be very wary of allowing commercial advertising on them. Any rentals for businesses should be to locally owned non-franchise organisations. I like the idea of them also being used for local art.	
They are distracting when you are driving. I expect a banner to mean something is happening under it.	

Free text survey comment	Council comment
<p>If you can generate some money by hiring them, go for it. But please invite the expertise of other established media agencies or government media outlets on setting strict standards around the advertising message's appropriateness. It will be on the street and seen by children; ads need to be censored prior. Eg. The scary movie imagery on buses is beyond belief - I'm an adult, I don't care, but what about the children... So please be mindful of that. Thank you. :)</p>	<p>Council's Street Banner Policy requires external hirers to demonstrate their event or activity:</p> <p><i>a) primarily relates to an activity taking place in Randwick City or affecting Randwick City;</i> <i>b) furthers Randwick City's sense of community;</i> <i>c) increases visitation to Randwick City;</i> <i>d) provides a direct economic benefit to the local economy; and</i> <i>e) complies with the overall intention and objectives of this Street Banner Policy</i></p>
I am very supportive of using them to advertise community events, but not for their use by commercial organisations to advertise products or businesses	
I am more into trees than commercials.	
Concerns re noise especially at night during windy times, of flapping material and clanging of fittings, for nearby residences, such as Marine Parade, Maroubra	Council tries to minimise banner noise as much as possible. For example the banners do not have clips or eyelets to reduce noise that can occur from the banner flapping against the pole.
I believe funds could be better spent elsewhere in council programs	
If someone is willing to pay ratepayers to use the polls, by all means! Other wise I don't think they are worth the effort.	
Keep going.	
Sometimes you cannot read them, for the wind.	
Try and avoid too much repeating of the same banner as one year goes and another comes the following year.	
The banners seem often to be serving a political objective rather than serving the community... might as well put up banners saying Vote Green or Vote Labor.	Council does not install banners of a political nature or from a political party.
It should not add to visual pollution	
I think it is much better to spend money on actual programs than banners. And more things like indigenous education in parks and beach promenade etc and celebrating women and aboriginal people - we have enough about male life savers and Anzacs-- please[lease do something for women and other cultures. The TV' on Coogee Beach park is a disgrace! Never ever seen anyone using it!!	
Only for events and special occasions and not permanent	

Free text survey comment	Council comment
I would love to see more used to promote charity groups - for example Sydney Children's Hospitals Foundation.	
More funding for community groups	This is proposed as part of this new policy.
Banners don't enhance our landscape - we already have beautiful landscapes and they clutter it. Banners are for marketing purposes only. They are environmentally bad no matter how much RCC spends on trying to recycle and reuse them. Which acts counter to RCC's main principles of sustainability. Going without are now the kinds of deeds we now have to consider to truly care for the environment. That could be our new policy - to go without such unnecessary things. It would help to buy them from recycled polyester if possible and if we have to have them. Would help to reduce banner sites and availability - make them for Council activities only - not even associated activities.	
There's already too much advertising on streets. Need less not more of it.	
Allow premium banners. We need to make randwick look nicer to help improve local business and property values and this is a way to do it. On top of that, it is an effective communication channel	
Please do not outsource this to companies. The banners are visual pollution if not used appropriately and seeing corporate companies logos would be visual pollution for me. Imagine having sports bet companies advertising or something equivalent. Keep it for the appropriate social and cultural events only. There are plenty of other spaces for companies to advertise.	
I do not favour external organisations hiring banners especially where they are seeking to promote their products. I believe the banners ought be totally in the public interest and of genuine cultural, social and community value. I don't want to see them used as advertising for business, commercial or political interests.	<p>Council's Street Banner Policy requires external hirers to demonstrate their event or activity:</p> <ul style="list-style-type: none"> <i>a) primarily relates to an activity taking place in Randwick City or affecting Randwick City;</i> <i>b) furthers Randwick City's sense of community;</i> <i>c) increases visitation to Randwick City;</i> <i>d) provides a direct economic benefit to the local economy; and</i> <i>e) complies with the overall intention and objectives of this Street Banner Policy</i>
Advertise local community groups. I have a bag made from old street banners and given away to residents. Great use of recycling.	
Creatively sometimes they are boring and too copy heavy. Be brave and have fun.	

Free text survey comment	Council comment
It should absolutely never be used for commercial benefit, it should only ever be used to promote community activities	
all good	
I find the initiatives taken on by Randwick council disappointing. You have increased rates YOY and continue to ask for more whilst misspending money. The rainbow, digital boards that don't work, electronic garbage cans - all terrible use of our money. It's not why we pay rates, or shouldn't be. Really think there needs to be an inquiry into council spending as the roads are terrible, vegetation out of control and parts of Randwick are completely ignored.	
I have gay friends, but don't support having Mardi Gras flags. I would like to see some Nativity scenes in banners	
It's great for the local community, I have concerns about opening it up to external business for hire. An extreme example, but look at the backlash when a horse race was advertised on the Opera House.	
<p>I am definitely not in support of using the banners to advertise businesses and products. There is enough of that on bus stops. Nor do I want private groups, like weddings, for example, or social clubs, to advertise or "celebrate".</p> <p>The banners are fine if they are kept community centered. I don't particularly like the sports team ones, but, I'm likely in the minority.</p>	<p>Council's Street Banner Policy requires external hirers to demonstrate their event or activity:</p> <p><i>a) primarily relates to an activity taking place in Randwick City or affecting Randwick City;</i> <i>b) furthers Randwick City's sense of community;</i> <i>c) increases visitation to Randwick City;</i> <i>d) provides a direct economic benefit to the local economy; and</i> <i>e) complies with the overall intention and objectives of this Street Banner Policy</i></p>
Should definitely NOT be used to promote commercial enterprises, local or not. Community only!	
I do not like banners that lecture to others how they should think.	
I strongly oppose any additional banners. The most beautiful cities in the world, for example, Amsterdam, Nice, Vienna and Paris have all scaled back banners to use only in conference centres, not along the streets. Street banners were very prevalent in overseas cities in the 80s and 90s, but are now, rightly, considered as tacky visual pollution.	
Hiring could lead to banners becoming just another billboard and more visual clutter	
Also useful for judging wind speed and direction..... :)	

Free text survey comment	Council comment
Please do not use street banners and Council money to promote Political ideologies and group movements	Council would not support banners being used for political purposes.
Concerned that businesses are able to use them for profit - needs to focus on community events and building unity	
It would be dreadful if any type of commercial advertising was allowed on the banners.	
Maroubra more wind resistant if possible... They tear	
A standard logo frame would help unify everything and give Council ongoing recognition/attribution	
Maroubra Rd near Bunnerong Rd. Generally near road entry to Randwick City e.g. Bunnerong Rd near/facing Wentworth Ave etc. Malabar near the beach	
What happens to the used banners?	Banners are reused as many times as possible. When they can't be reused, we give them away and sometimes turn them into banner bags. We are also currently exploring a partnership with textile recycling firm.
Concerned about commercialisation, particularly use promoting gambling and possibly alcohol. Links with sporting organisations (racing, league etc) to be scrutinised as often "sportswashing"	
What dreadful visual pollution of Randwick PLEASE plant more native flowering trees such as Brachychiton sp. instead of planting ugly poles. That would create a selfie opportunity for tourists and cover up the ugly concrete.	
I feel NRL banners promote gambling and put too much focus on a sport that receives hundreds of millions of taxpayer dollars in handouts from the state government when hospitals , schools and TAFE deserve the money more.	
Stop wasting the local rates on something so unnecessary. Money I pay every quarter could be spent on much better things	
Please use the money for other projects instead. For example the McKeon St Plaza is a great community initiative, let's do things like this rather than mess with the beauty of our natural landscapes by adding these banners (esp along the beaches).	
They should be used to promote things that bring the whole of the community together	

Free text survey comment	Council comment
I think Randwick Council does a great job with the street banners and I would like to see their continued use for non-commercial, community messaging. I would like to see more indigenous promotion, as we approach the referendum for an indigenous voice to parliament.	
I think they are great	
If they can be designed so that they can be recycled or composted that would be good.	
I do have one comment. The International women's day hashtag is #BreakTheBias. But on the banner that I saw, this was not very clear with the banner flapping in the wind. The terminal "s" was clear enough, but the letters between the B and the S were not. So, as we saw it, it looked like #BreakTheB?!?s. We stared at it for a while but could not make it out. My buddy me asked whether it looked like it was #BreakTheBalls, and I agreed that it did. I had to later visit the website to see that the hashtag is actually the much more male-friendly #BreakTheBias. So, the lesson is to take care how text or images will be perceived when the banner is flapping in the wind	
Use to showcase less 'obvious' things (like Christmas) but instead more unique or special parts of our area (like place names, history, people past and present)	
My granddaughter loves to see the flags and comments when they have changed.	
I would like the banners/flags to be kept for community and local events, no commercial uses. Celebrate special occasions, be vibrant, change often.	
Make sure they are all in good working order, and promptly removed the day after the event.	
Don't expand it or allow corporate advertising	
Excellent idea adds color to the centers, promoting versus events..	
I wish I could own previous ones. It would be good if we could go into a ballot to win them.	Council regularly gives away old street banners. Just let us know which ones you'd like.
Don't use money to promote NRL football teams. Wasteful	
Considerations to be given to "electronic" scrolling banners instead of banners made of physical materials, some of which do not appear to be environmentally friendly e.g. polyester. Electronic banners may be designed in 3-D format making them look like real "flying" banners; and where appropriate may emit a sound/music to draw attention.	
Love it.	

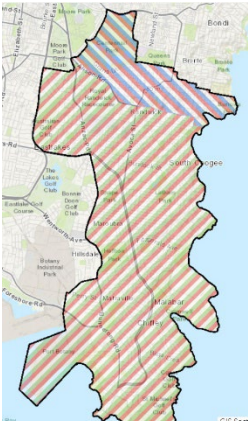
Free text survey comment	Council comment
Could there be a flag pole noise policy - Coogee surf club and Coogee Public have noisy flag pole chains that constantly bang in the wind, could these be replaced to remove the steel ball that causes the banging for local residents.	
this survey looks very much like Randwick Council preparing to sell off the street banners to any / all organisations to advertise themselves and their wares. we are a community, not a television station selling advertisements.	Council has permitted third parties to hire street banners for many years. There are strict conditions and purposes for which they can be hired.
It'd be nice to have an occasional set of banners that are designed by local artists around a particular theme. Nice to get the community involved in it perhaps.	We've recently worked with a Coogee artist on two campaigns – Covid Heroes and Randwick Pride.
What happens to the banners after they are taken down? Are they re-used? Re-purposed?	Banners are reused as many times as possible. When they can't be reused, we give them away and sometimes turn them into banner bags. We are also currently exploring a partnership with textile recycling firm.
Perhaps more poles for the banners could be installed in parks streets etc. And bunting erected across main cbds of local suburbs which could be secured up high from street light poles across the roads. Don't forget Matraville and the south ward area, as it often misses out on lots of funding continually.	
Keep doing them brighten up area	
If there is nothing special coming up, eg Mardi gras or Anzac Day, put in a basic suburb one. Never leave the poles empty	

4. Submissions

Council also received eight email submissions on the Street Banner Policy outside of the Your Say Randwick platform.

The submissions are listed below.

Submission	Council Response
IF YOU ARE GOING TO ERECT SOUTH SYDNEY RABBITOHS BANNERS THEN THERE SHOULD BE AN EQUAL AMOUNT OF SYDNEY ROOSTERS BANNERS!!!	Council flies both Rabbitohs and Roosters banners as part of our community support programs with both clubs. We use the official NRL boundaries to determine locations for flying the banners. As the majority of Randwick City is Rabbitohs territory, there are more banner poles in Rabbitohs territory and consequently more banners.

	 <p>This map shows the official NRL boundary between Rabbitohs and Roosters in Randwick City which generally follows Alison Road.</p>
I think the Merry. Christmas banners are great	Your feedback is noted.
Clean our street , fix our roads and than do all the rest ...The worst council that I came accross.....Dirty rubbish everywhere not safe at night ...I wonder where the money goesto friends subcontractors....	Your feedback is noted.
Needless at this time of ECONOMIC DEMANDS	Your feedback is noted.
Seems a good initiative	Your feedback is noted.
<p>I feel you need to prioritise the needs of your citizens better.</p> <p>A much better idea would be to maintain the grassy nature strips as you never mow these lawns and they , without the residents intervention, ie constantly maintaining them, look unkempt.</p> <p>Having resided at my current address for 48 years,I can count on 3 fingers how many times you have mowed the lawn at the front of my house, so I say NO to banners and YES to more regular maintenance.</p>	Council generally relies on homeowners to maintain the grass nature strip in front of their home. It would be very costly for Council to mow every nature strip in Randwick City. Many homeowners happily do this and take pride in maintaining their street frontage. Council offers programs to assist the aged and disabled who may require assistance with home maintenance and modifications.
Thank you for the opportunity to express my view regarding banners in Randwick. I wish to see the Australian National flag flown proudly at all council events as a sign of unity and our heritage.	Thank you for your feedback. Council permanently flies the National flag at Randwick Town Hall and Administration Building and other Council buildings.
On the banners, I find them ugly and pushing one theme over another. There are so many worthwhile things about the LGA, RCC and all its staff (yep I'm a fan 99% of the time). So it is hard to see how one item favours another. For NRL fans for example, it's always the bunnies and never the Roosters, why?	Your feedback is noted. (See NRL comment above)

