

TOURISM EVENT SIGNAGE POLICY

1. Introduction

Strathbogie Shire Council has erected nine tourism event promotional signage frames which are located in 4 towns; Avenel, Euroa, Longwood and Nagambie. The purpose of these frames is to promote upcoming events to passing traffic. The signage frames have been designed to hold three corflute signs at any one time.

2. Locations

The event frames are located here:

1. **Avenel** Cnr Lambing Gully Rd & Seymour-Avenel Road
2. **Avenel** Cnr Avenel Road and Queen Street near Golf Club
3. **Euroa** South West entrance on Clifton Street
4. **Euroa** North East entrance on Tarcombe Street
5. **Euroa** North West entrance on Shepparton-Euroa Road
6. **Longwood** Sign 1 Cnr Avenel-Longwood Road & Down Street (Opp. White Hart Hotel)
7. **Longwood** Sign 2 Cnr Avenel-Longwood Road & Down Street (Opp. White Hart Hotel)
8. **Nagambie** North entrance on High Street
9. **Nagambie** South entrance on High Street

3. Conditions of Use

3.1 Signage Specifications

- Avenel, Euroa & Longwood corflute sign dimensions are 2400mm (l) x 600mm (h).
- Nagambie corflute sign dimensions are: 1800mm (l) x 600mm (h).
- The event date must be shown on the sign unless the event is held on a monthly basis eg. 'First Sunday of the Month'.
- You must attach to the application form, a sketch or photo of the sign you wish to install.
- The sign design must be approved by the Economic Growth Dept. prior to installation.

3.2 Eligibility

- Space is only available for tourism events. Tourism events are short-lived activities designed to attract visitors from outside the region. Tourism events enhance an existing site, town or attraction and aim to entertain existing tourists, stimulate new visitation and encourage repeat visitation. This includes major events carried out on a regular or annual basis attracting large crowds which are conducted over one day or a number of days.

- Preference will be given to events run by community groups, not for profit groups and significant large events. Businesses are eligible to apply, however preference will be given to those listed above.
- Organisers of regular/monthly events may apply, however monthly events will only be granted space if a community group/not for profit event or large significant event has **not** applied for space at the time of the event. If successful in their application, monthly events may only install their sign 7 days before the event date.
- Any disputes will be referred to a panel comprising of Council Executive Staff and the final decision will be communicated in writing. Their decision is final.

3.3 Costs

- There will be no fee payable for this service.
- Costs associated with the production of corflute signs will be covered by the applicant.
- It is the responsibility of the applicant to install and remove the signs at no cost to Council.

3.4 Timing

- Signs may be displayed for a maximum of 15 consecutive days including the 24 hour take down period. Eg. If your event is on the 18 Oct your booking dates will be 5 – 19 Oct. Except monthly/regular events may only install their sign 7 days before the event date.
- Signs may be installed up to 14 days prior to the event, depending on availability, and must be removed within 24 hours of the events completion. Failure to do so may result in signage being misplaced.
- Events running longer than 3 days, eg. exhibitions, may be eligible to utilise the event board for a longer than the described period of 15 consecutive days. These events will only be eligible at the discretion of Council.

3.5 Application Form

- The application form is below, this must be completed and returned to Strathbogie Shire Council at least 6 weeks prior to your event.
- A separate application form must be completed for each event requesting signage.
- The applicant will be notified if their application is successful within 21 days.

3.6 Local Sign Manufacturers

- | | |
|--|---|
| <ul style="list-style-type: none"> • Euroa Printers
45-47 Railway Street
Euroa VIC 3666
Phone: 03 5795 1655
Email: product@euroaprinters.com | <ul style="list-style-type: none"> • Burgess Signs
82 Emily Street
Seymour VIC
Phone: 03 5792 1758
Email: burgess.signs@bigpond.com |
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TOURISM EVENT SIGNAGE APPLICATION

SECTION 1 – YOUR CONTACT DETAILS			
Your name			
Organisation			
Address			
Email			
Mobile			
Phone (b/h)		Phone (a/h)	
SECTION 2 – THE EVENT			
Event name			
Date		Is this an annual event?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Location			
SECTION 3 – SIGNS			
You must provide a sketch/photo of the sign (dimensions: 2400 x 600mm) you wish to install.			
Sign Locations (See the locations list)			
Dates required (See timing in conditions of use)	<i>If applying for space for a regular event please list all the dates on a separate page.</i>		
SECTION 4 - DECLARATION			
I agree to abide by the conditions of use outlined in the 'Tourism Event Signage Policy'			
Name			
Signature			
Date			

Checklist (if applicable)

- Have you attached a sketch / photo of the sign you wish to install?

Please forward completed form at least 6 weeks prior to your event.

Email

Libby Webster
Economic Growth Officer
info@strathbogie.vic.gov.au
1800 065 993

Mail

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Economic Growth Officer
Strathbogie Shire Council
PO Box 177
Euroa VIC 3666

Deliver

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Economic Growth Officer
Strathbogie Shire Council
109A Binney Street, Euroa
Mon – Fri 9:00am – 5:00pm