

## Advertising on Council Urban Screen Policy

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Directorate:	Corporate Services	Responsible Officer:	Manager, Communications
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1 <sup>st</sup> Adopted by Council	27 April 2015 Minute No. 912	Last Adopted by Council:	9 October 2017 Minute No. 408
Review Period:	Every 4 years	Next Review:	October 2021

### 1. Purpose

As part of its civic square development, the City of Greater Dandenong has installed an urban screen that has the potential to show a wide variety of content.

Whilst advertising on the screen is not seen as the principle 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

In developing the Dandenong civic square, Council established an urban screen environment with the installation of a large digital screen measuring 8 metres wide by 4 metres high. Content shown on this screen may also be considered appropriate for airing on other screens located in Council's customer service area and throughout the Council building.

The 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.

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

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- 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.*

Council has received planning permission 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.

### 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. References

- Council Plan
- City of Greater Dandenong planning permit PLN15/0019

## 5. 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.

## 6. Council 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. Ie when there may be an event bumped in for the

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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;
  - A) Low rotation: Shown between 4 – 6 times per day**
  - B) High Rotation: Shown between 6 – 8 times per day**
  - C) 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'*.

## 7. Related Documents

- Marketing & Communications Strategy
- CGD Advertising Media Submittal Form
- Civic Square Activation Policy
- Urban Screen Policy (in development)