

S-A1 Airport Terminal Advertising Policy

Purpose	To provide guidelines for advertising at the Flinders Island Airport.
Department	Airport
File No.	AER/1100
Council Meeting Date	20 October 2020
Minute Number	209.10.2020
Next Review Date	Four (4) years from Council Resolution Date
Review History	209.10.2020 20 October 2020

1 Definitions

Council – Flinders Council

2 Objective

To ensure there are designated areas available for advertising at the Flinders Island Airport that provide a uniform and professional image.

3 Scope

The Council recognises the need to present to visitors entering and departing from the Flinders Island Airport an uncluttered image of the Island's beauty and this policy is to ensure that the Airport has a unified and designated area for advertising.

4 Policy

It is Council Policy that:

- 4.1 Council will determine suitable designated areas for advertising within and outside the airport terminal.
- 4.2 Promotional material is not to be affixed to any public areas of the airport terminal that have not been designated as advertising space.
- 4.3 All advertisements must be approved prior to display.
- 4.4 Advertisements in the terminal public areas are the responsibility of the Council. Advertisements in leased areas are the responsibility of the tenant and those advertisements must comply with this policy.
- 4.5 Advertising in spaces leased by tenants shall be restricted to only goods and services offered by the tenant.
- 4.6 Council promotes the rental of designated A3 frames for commercial advertising displays, for a specified cost and period as outlined in the Flinders Council Fees and Charges.
- 4.7 Council allocates rental periods fairly and equitably.
- 4.8 Council staff will install and remove advertising material within designated advertising areas.
- 4.9 One A3 frame advertising space be reserved for Council use only and another one for not-for-profit community groups.
- 4.10 Fee waivers for community groups for advertising at the airport are at the discretion of the General Manager.

- 4.11 Visitor information will be confined and contained to a brochure rack board located in the terminal building and this space is to be offered to local businesses free of charge.
- 4.12 Council must pre-approve the placement and erection of temporary banners and the like promoting special events of significant community interest.
- 4.13 Council provides an exterior blackboard for Council approved information only.
- 4.14 The television screen may also be used to showcase Council approved material.
- 4.15 Further designated advertising areas may be allocated by Council on an 'as needs' basis.

5 Procedure

Nil

6 Legislation

Nil

7 Responsibility

The responsibility of this policy rests with the General Manager.