

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	21 August 2024
Minute Number	198.08.2024
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 establish designated areas for advertising at Flinders Island Airport that maintain a uniform and professional image.

3 Scope

Council recognises the importance of presenting visitors entering and departing Flinders Island Airport with an uncluttered image of the Island's beauty. This policy establishes a unified and designated area for advertising at the Airport.

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 may provide 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.