

MITCHELL SHIRE COUNCIL



BUSINESS SERVICES ECONOMIC DEVELOPMENT & TOURISM UNIT

DOCUMENT NUMBER

DOCUMENT TITLE TOWNSHIP ENTRANCE EVENT FRAMES GUIDELINES & APPLICATION FORM.

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1. Introduction

Mitchell Shire Council has erected nine tourism event promotion frames which are located at township entrances in Broadford, Kilmore, Seymour, Wallan and Wandong. The purpose of these frames is to eliminate the signage clutter that arises on the road reserve at township entrances, particularly during peak event periods. The frames have been designed to hold three, 2400 x 600mm corflute signs at any one time, allowing for the promotion of these events to passing traffic. Council's Economic Development and Tourism Unit will run a booking system for the spaces, details of which are below.

2. Details

2.1 Location

The event frames are located at the township entrances in Broadford, Kilmore, Seymour, Wallan and Wandong.

1. Broadford – High Street – NE opposite Commercial Park
2. Broadford – High Street – SW opposite Railway Station
3. Kilmore - Northern Highway, north bound - near Mill Road.
4. Kilmore - Northern Highway, south bound - opposite the Industrial Estate.
5. Seymour – Emily Street - near the corner of Emily Street and Wallis Street.
6. Seymour – Goulburn Valley Hwy - near the corner of Hume and Hovell Road.
7. Seymour – Emily Street - just past Somerset Crossing Winery.
8. Wallan – High Street
9. Wandong – Epping Kilmore Road

2.2 Specifications

The event frames will hold 3 individual corflute signs which slide into place. The corflutes will need to measure 2400 (width) x 600mm (height), this is a standard size.

3. Guidelines and Conditions of Use

3.1 Eligibility

1. Space is only available for tourism events. A tourism event is defined as a short-lived, organised activity designed to attract visitors from outside the region so they may participate, watch, view, learn from and enjoy. Tourism events are organised activities that enhance an existing site, city or attraction and aim to entertain existing tourists, stimulate new visitation and encourage repeat visitation. This could also be major events carried out on a regular or annual basis attracting large crowds which are conducted over one day or a number of days. Eg race meetings, expos.
2. Preference for space is given to events run by community groups, not for profit or large events.
3. Businesses are eligible to apply to advertise Tourism Events only; however preference will be given to events run by community groups and significant large “short lived” events.
4. In the event of disputes, these will be referred to a panel comprising of Council Executive Staff.

3.2 Costs

1. There will be no fee attached to this service.
2. Cost associated with the production of signs will be borne by the event committee.
3. It is the responsibility of the organising committee to install and remove their event signs at no cost to Council.

3.3 Timing

1. 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 the event being ineligible for signage display in subsequent years.
2. Events running longer than 3 days, eg exhibitions, may be eligible to utilise the event board for a longer than the described period of 16 consecutive days. These events will only be eligible at the discretion of Council.

3.4 Regular events

1. Organisers of regular/monthly events may apply for a space on the event frames for each of their events. However monthly events will only be granted space if a community group/not for profit event or large “short lived” event has **not** applied for space for a tourism event at the time of the event.
2. If successful in their application, monthly events may only install their sign 7 days before the event date.

3.5 Booking system

1. Once all criteria has been met, a booking form attached as Schedule One in this document, must be completed and returned to Mitchell Shire Council at least 1 month before the event date.
2. Space will be allocated at the discretion of Council. As outlined above, community groups/not for profit events, tourism events or major events will have priority.
3. Event organisers will be notified if their application is successful within 14 days.
4. A separate booking form must be completed for each event requesting signage.

3.6 Signage

1. Organisations, groups or businesses must provide a sketch/photo, with the application form, of the sign (dimensions: 2400 x 600mm) you wish to install.
2. The sign design must be approved by the Economic Development & Tourism Unit prior to installation.
3. No advertising or sponsor logos, other than not for profit groups if required, are permitted on the signs except the Mitchell Shire Council Logo **IF** they are a sponsor.
4. Dates of the events should be listed on the signs unless the sign shows, for example “First Sunday of each Month” or “Next Sunday” etc. In the event that the words, for example “Next Sunday” are used then only six days advertising is allowed. This means six days prior to the day the event is on. This will be at the discretion of Council.

These Guidelines and Conditions of Use will be reviewed again in July 2012.



4. SCHEDULE ONE

**Township Entrance Event Frames
Booking form**

EVENT TITLE: _____

EVENT DATE: _____

Is this event run by a community group or not for profit?

Yes – Name of organising Committee: _____

No – Name of Business: _____

Contact Name: _____

Postal Address: _____

Phone: () _____ Fax: () _____

Mobile: _____ E-mail: _____

Privacy Statement

The Mitchell Shire Council acknowledges and respects the privacy of individuals. Personal information collected by Council is used for municipal purposes as specified in the Local Government Act, 1989. The information provided on this form will be used for hiring our Event Boards and statistical information.

Please tick to indicate that you have read and accept our Privacy Statement above and Conditions of Hire.

Dates frame space is required (max 16 consecutive days including 24 hour take down period eg. If your event is on the 20.10.2019 your booking dates will be 6.10.19 - 21.10.19): _____ to _____
If applying for space for a regular event please list, on a separate page, the dates required for each event.

Locations required (please number 1-9 in order of preference):

- Broadford – High Street – NE opposite Commercial Park
- Broadford – High Street – SW opposite Railway Station
- Kilmore - Northern Hwy - near Mill Rd.
- Kilmore - Northern Hwy - opposite the Industrial Estate.
- Seymour – North -Emily St - near the corner of Emily St & Wallis St.
- Seymour – East - Goulburn Valley Hwy - near Hume and Hovell Rd.
- Seymour – South - Emily St, just past Somerset Crossing Winery.
- Wallan – High Street
- Wandong – Epping Kilmore Road

You must provide a sketch/photo of the sign (dimensions: 2400 x 600mm) you wish to install.

I agree to abide by the guidelines and conditions outlined in 'Township Entrance Event Frames Guidelines and Conditions of Use'

Signed: _____ **Date:** _____

Please return this form to: Mitchell Shire Council, Economic Development Unit, 113 High Street, Broadford, 3658 or events@mitchellshire.vic.gov.au .Event organisers will receive written confirmation of their booking within 14 days. Signs can not be installed until confirmation is received.

Office Use Only

- Approved
- Letter sent Date: / /
- Calendar

Date approved: _____