

CENTRAL OVAL – ELECTRONIC SCREEN ADVERTISING	
Administration Policy	
TRIM Reference	AR19/52575[v2]
First Issued	28 August 2017
Last Reviewed	14 February 2023
Next Review	January 2027

1. POLICY STATEMENT

- 1.1** Council is committed to managing the advertising activities on the Central Oval electronic screens in a professional and co-ordinated manner and has developed this Policy for the management of all advertising requests.

2. PURPOSE

2.1 Purpose

To provide clear guidelines on the process for advertising within the Central Oval precinct via the electronic screens.

2.2 Scope

All applications for advertising on the Central Oval electronic screens.

2.3 Strategic Reference

1. Community

- 1.2 We are resilient, inclusive, safe and a vibrant community where people feel proud to live.
- 1.3 People of all ages, cultures, abilities and interests have access to services, facilities and experiences that support their wellbeing.

3. PRINCIPLES

- 3.1** All advertising applications will be assessed and determined in line with the adopted terms and conditions outlined within the 'Screen Content and Usage Guidelines'.
- 3.2** Charges applicable for advertising will be approved by Council, and reviewed annually as part of the annual Fees and Charges review process.
- 3.3** Applications are to be submitted on the approved application form attached to this policy.
- 3.4** The Manager Sporting and Recreation Facilities is responsible for assessing and determining all applications for advertising on the Central Oval electronic screens.
- 3.5** Any request for waiver or sponsorship of advertising fees must be submitted to Management Group of the Chief Executive Officer.

4. RESPONSIBILITY & REVIEW

4.1 Responsible Officer

Manager Sporting and Recreation Facilities

4.2 Availability

This policy will be available on Council's website.

4.3 Review

This policy will be reviewed within 12 months of a General Election for Local Government, or as required to meet other obligations.

5. REFERENCES

5.1 Legislation

N/A

5.2 Other References

Central Oval Electronic Screen Advertising Application Form
Screen Content and Usage Guidelines



PortAugusta

CITY COUNCIL

Central val

Electronic Screen Content

and

Usage Guidelines

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1. INTRODUCTION

Visual displays and interactive use of the large size LED screens are strategic elements in positioning Central Oval as the community hub of Port Augusta. Effective programming of the screens with engaging content helps to draw visitors to Central Oval and enhances the overall visitor experience.

Central Oval's screens provide Port Augusta with a unique opportunity to link the city with other parts of Australia for a national experience, and also with the wider international community to celebrate global events of cultural and community significance and entertainment value.

The screens also provide a commercial opportunity for Central Oval to raise revenue to supplement or sponsor multiple content programs and to cover basic operational costs.

The Screen Content and Usage Guidelines are for distribution to all Port Augusta City Council staff, tenants, sponsors, interested stakeholders, major event and advertising clients.

2. OBJECTIVES

The primary objectives for implementing effectively managed screen programming will ensure Central Oval endeavors to:

- Support promotion of Central Oval as an engaging, contemporary precinct
- Present Central Oval as a lively, "happening" destination
- Provide information about Central Oval, Port Augusta and Upper Spencer Gulf generally and in particular about key events to encourage participation.
- Complement Central Oval's key attractions, features and program of festivals, events, entertainment and other similar activities.

3. GUIDING PRINCIPLES

In alignment with Port Augusta City Council Strategic Objectives, Screen Content and Usage Guidelines ensure that screen content adheres to the following principles:

- To provide a stimulating, educational, comfortable and entertaining viewing experience to local, interstate and international visitors.
- To represent Port Augusta as a leading city for the arts and for innovation and creativity in all forms of cultural expression
- To communicate the City's leadership in contemporary ideas and expression
- To provide a focal point for festivals and activities and important civic commemorations
- To reflect Port Augusta's cultural diversity in its overall operations and programming
- To attract local, national and international visitors to Central Oval

These key guiding principles will distinguish the screen system at Central Oval from other commercially operated advertising systems in Port Augusta. Central Oval screen system aims to provide a platform for new media artists, major cultural festivals and other civic related content providers.

Tangible benefits from effective content management and screen programming may include the following:

- Increased visitation to Central Oval and Port Augusta
- Development of strategic relationships between Central Oval, Port Augusta City Council and key supporting cultural events, media companies and other relevant screen content suppliers
- Strategic support to Central Oval tenants
- Goodwill between Central Oval, Port Augusta City Council, community sectors, organisations within Port Augusta and Upper Spencer Gulf
- Indirect financial gain to Central Oval, its tenants and the cities businesses.

4. **SCREEN CONTENT GUIDELINES**

Central Oval's screen are designed to appeal to a universal audience with a particular interest in some psychographic segments (see Appendix) across local, regional and tourism markets.

Programming is to be G or PG rated.

Both big screens are directed towards the general populace; the highway screen will focus more on sponsorship, promotion and advertising while the oval screen will focus on Sports use, event use, and sponsorship.

4.1 Key Criteria Guide

During the content assessment process, content program themes should satisfy a minimum of three elements from the following key criteria guide:

- Have broad popular appeal and community relevance (e.g. major event "livesites")
- Nature of content is primarily civic or cultural
- Be "high quality" material
- Enhance the visitor experience to Central Oval and Port Augusta
- Themes or topics are aligned to Central Oval and Port Augusta City Council key objectives
- Content should be able to assist/benefit Central Oval clients, tenants and the wider community where appropriate
- Satisfy sponsorship commitments when required

4.2 Preferred Screen Content

The following type of content is predominantly preferred for display:

- New media content which does not rely on audio
- Highly interactive and engaging visual content
- Appropriate executed promotions and advertising of "what's on" at Central Oval and in Port Augusta
- Appropriate promotional material for Central Oval sponsors and commercial partners
- Appropriate visual backdrop for stage based events to amplify visibility to large audiences. The following content will not be displayed:
 - Poor quality production material
 - Content relying heavily on audio, unless part of an overall program
 - Advertising and promotions that do not align with Central Oval and Port Augusta City Council's Strategic Objectives
 - Excessively long content
 - Standard commercial music video clips
 - Advertising that conflicts with existing major sponsorship agreements

4.3 Classification Requirements

As screen content will be displayed in a public place, where possible relevant content is required to be "G" or "PG" classification (or equivalent) as described by the Office of Film and Literature Classification.

"G" classified media is for general viewing. Some of these films and computer games contain

content that would be of no interest to children. The impact of the content is very mild.

“PG” media may contain material that needs to be explained to children. Parental guidance is recommended. The impact of the content is mild.

Screen content will not:

- incite, encourage or present violence or brutality in any form;
- simulate news or event in such a way to mislead or alarm viewers;
- include political messages;
- depict distasteful or highly controversial material;
- depict explicit sexual activity or crude or indecent language;
- present as desirable the misuse of drugs including alcohol, narcotics and tobacco;
- stereotype, incite, vilify or perpetuate hatred against, or attempt to demean, any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability.

Council reserves the right to refuse any advertising request that is assessed by the authorized officer to fall within any of the above categories.

No correspondence will be entered into regarding any advertising request that is refused.

4.4 Broadcast Rights, Copyright and Sponsorship

Central Oval has a written license agreement (*Central Oval Advertising Booking Form*), which requires a signature of authorisation from all content providers prior to content being displayed.

Port Augusta City Council will not permit advertising that conflicts with any existing major sponsorship agreement.

5. **MANAGEMENT OF PUBLIC ENQUIRIES/PROPOSALS/COMMENTS**

Port Augusta City Council acknowledges the rights of our audience to provide comment and make complaints about screen content. Port Augusta City Council will make every reasonable effort to resolve complaints, which will be conscientiously considered and investigated.

A complaint must be lodged in writing for Port Augusta City Council to fully assess it to its best ability.

6. **CONTENT AUTHORISATION PROCESS**

Central Oval staff review all screen content before screening to ensure the guidelines are adhered to.

All content should be submitted to Central Oval staff in a final edit format, either electronically or in hardcopy format at the applicant's cost for approval by the Venue Manager or authorised staff.

Content must be submitted with a Screen Booking Form, with either a proposal, as part of an event program, or as a submission for screen advertising. Individuals or organisations submitting content must sign a declaration (included in the application form) stating that the content complies with Central Oval's Screen Content and Usage Guidelines.

7. **REQUEST FOR SCREEN SPONSORSHIP**

Organisations that request screen sponsorship by Council must apply through the Port Augusta City Council's Community Grants process (to waive screen hire fees and provide screen air time at no charge). Applications for Community Grants are called for twice yearly in January and July. Conditions and eligibility criteria apply. Applications outside of this process will be subject to CEO approval.

To submit an application for sponsorship an organisation must meet a minimum of three of the following criteria:

- Must be a not for profit organization;
- Must be a registered charity or community group;
- Strategic support for Central Oval tenants is clearly evident;
- Will increase visitation to Central Oval or Port Augusta;
- Able to produce the relevant content in the correct file format and are able to deliver it in a timely manner at the applicant's cost;
- Must not conflict with any other existing sponsorship agreement in place at Central Oval

All applications are assessed on a case by case basis and considered by Council in line with the Community Grant Guidelines.

Registered charitable organisations and local charitable community groups may make application for waiver of screen hire and screen air time directly on the Central Oval Electronic Screen Advertising Booking Form. *Eligibility criteria applies. The applicant will be notified if further requirements apply or the organisation does not meet the criteria for the potential waiver of any fees.

8. TECHNICAL GUIDELINES

For correct display of client content, supplied media must conform to the content specification guidelines detailed in the Central Oval Advertising Booking Form.

Please refer to this document for full screen specifications.

CENTRAL OVAL ELECTRONIC SCREEN

ADVERTISING - BOOKING AND AGREEMENT FORM



Completion of this form is required for all submissions of content pertaining to advertising.

NOTE 1: Please allow at least two (2) weeks for the approval process and media schedule confirmation.

NOTE 2: ALL media for display at CENTRAL OVAL must comply with the Electronic Screen Content & Usage Guidelines

ADVERTISERS/CONTACT DETAILS:					
Content Title:			Date of Application:		
Contact Name:			Company:		
Registered Company Address:					
Postcode:				Country:	
Phone:				Fax:	
Email:					
ABN:					
REQUESTED SCREENING DATES:					
Preferred Start Date:				Period:	
Alternate Start Date:				Period:	
Additional Information:		Preference for particular times of the year i.e. school holiday periods			
MEDIA DETAILS: If supplying media, please attach details separately					
Media Title:					
Agency/Director/Artist:				Running Time:	
Format to be provided:		USB		JPEG	
Aspect Ratio:		16:9		4:3	
Media Description/Synopsis		Approx. 60 words: (please note that this may be included in a listing that appears on the Central Oval web site)			
RATING:					
Content must be equivalent to 'G' or 'PG' rating.					
DEADLINE					
Please ensure all content is delivered to promotion@centraloval.com.au a minimum of 14 business days prior to the screening date.					
If content is not received within 14 business days prior to screening date the application will not be considered.					
FORMATS/RESOLUTION					
1) All screens are standard definition resolution.					
2) For slides, please provide 16:9 landscape images, 1280 x 720 JPEG. .					
3) Content should be provided on USB stick, non returnable. Content delivery, 1280 x 720 MP4 / MPEG / H.264 in a 16:9 aspect ratio preferred.					
4) If provided in 4:3 aspect ratio, content will present on screen 'pillar boxed' – with black bands either side.					
5) Please allow a title/action safe zone of 5% in both dimensions (vertical and horizontal) for all content.					

Version	1.0	Electronic Screen Booking – Application Form	AR17/49352
Adopted	31/8/2017		
Next Review	31/8/2020		

MEDIA AGREEMENT/LICENCE:			
I of			
<ul style="list-style-type: none"> Give consent for the media described herein to be screened as indicated and acknowledge that this content is intended for display in a public space, is equivalent to a 'G' or 'PG' rating complies with the Content & Usage Guidelines. Agree to indemnify, keep indemnified and save harmless Port Augusta City Council, its employees and agents from and against all claims, demands, actions, damages, costs, losses and expenses of any nature whatsoever ("Claims") which may be incurred directly or indirectly by reason of or in relation to the display of material or multimedia content provided by me or my employees or agents to Port Augusta City Council. Have all the permissions, rights or licenses required by law to publicly exhibit this content/performance Understand that Port Augusta City Council reserves the right to reject material that is deemed unacceptable or inappropriate for public exhibition in terms of quality, format type or content Understand Port Augusta City Council will not be held responsible for the safety of content provided to Port Augusta City Council for display Understand Port Augusta City Council agrees not to knowingly display, reproduce, broadcast, distribute or otherwise use any of the material provided by the contact named, except as permitted by the contact's prior consent Port Augusta City Council will not refund any monies for loss of screen time due to power outage or equipment failure. Have read and understood the Electronic Screen Content & Usage guidelines Have read and understood the terms and conditions of this agreement. 			
Authorised Signature:			
Contact Name:		Date:	

APPLICATION FOR WAIVER OF SCREEN HIRE/AIR TIME – CHARITABLE ORGANISATIONS ONLY :			
I of			
<ul style="list-style-type: none"> Request waiver of fees for screen hire and/or screen air time. 			
Purpose of advertising and reason for fee waiver application:			
.....			
.....			
.....			
* Waiver of fees is at the discretion of the reviewing officer. Advertising must relate to a community service to meet the eligibility criteria for fee waiver. Display times will be prioritised in accordance with other paid advertising and availability of advertising space/times.			
Authorised Signature:			
Contact Name:		Date:	

(Internal use only)

Job title:		Job Number:	
Media Received:		Media Reviewed:	
Name:		Contact No:	
Date:		Due/Event Date:	

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Review Description:
Recommendation:

Dates & Scheduling Availability			
Start Date:		End Date:	
Start Date:		End Date:	
Start Date:		End Date:	
Comments:			
Estimate			
Days:		Rate per day:	
Production:		Total Cost:	\$

Approval		
Recommended by:		
Approved by:		

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