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case study

HELPING TO BRING AWARENESS WITH STRATHFIELD COUNCIL

BannerSHOP helps Strathfield Council in community messaging



Strathfield Municipal Council is a medium sized Council located in Sydney's Inner West. The area of the Council comprises approximately 14.1 square kilometres and has an estimated population of 39,481 (as at 2014).

Strathfield Council is a local statutory authority with powers and responsibilities granted to it from State and Federal Government. Local councils act primarily under the powers of the Local Government Act 1993. Council is responsible to ratepayers followed by a number of regulatory areas of government. Council is financed through rates, charges, fees, grants, borrowings and investments. As well as core services such as waste collection and local roads, Council also provides community services, sporting facilities, libraries, environmental conservation, urban planning, community events and much more.

Special events, community announcements and more

Strathfield Council has been working with BannerSHOP over the last five years, and are their preferred supplier of the majority of their larger promotional materials. Strathfield Council has a number of calendar events throughout the year including Spring Festival in September, Food Festival in October and Movies in the Park from Oct-April each year. For each of these events and various Council development works, road closures or community announcements, they use a variety of promotional materials supplied by BannerSHOP.

'Our promotional material is an integral part of each of our campaigns and events and is imperative leading up to our events' said Agatha Kim, *Graphics and Online Media Officer Strathfield Council*.

Agatha goes on to say, 'our events are heavily based on promotion materials and they need to have a clear and concise message that people can digest in a matter of seconds. Often people are driving by so we only have those short moments to grab their attention. The materials need to be engaging and entice people to want to find out more about the event and hopefully increase awareness and participation to the events.

One of our services for the elderly community, 'The Aged Day Care', offered three times a week, was a particular service that community wasn't really aware of so the use of banners and posters really helped to broaden awareness for the community and increase participation. It is important to be present in the community and let people know why we are doing things and that it is in their benefit. We use a whole range of BannerSHOP products such as corflute sign boards, yupo posters, vinyl and mesh outdoor banners, teardrop wind flags and other types of flags helps to engage the community at large.

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Vinyl Banner to raise awareness about the environmental impacts of chimney smoke.

When using promotional products for our events, quality is paramount, they need to have a good balance of affordability and BannerSHOP does just that. We also tend to re-use the banners so we look for something that is going to last and can be used a number of times. BannerSHOP are always good with a fast-turn around, flexible with changes, very easy-going and great to deal with.

Often there are many changes when it comes down to deadlines, and artwork sign off from our end can be a bit tedious at times, but in saying that our BannerSHOP account manager handles this process with ease. I often ask random questions regarding each job and it's just is smooth sailing when I deal with BannerSHOP' said Agatha.

'We most definitely would recommend BannerSHOP to other Councils or businesses and look forward to working with them again on our events throughout the year', concluded Agatha.



Vinyl Banner for the Strathfield's Food Festival, Strathfield Square.

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Strathfield Council information

Council's Customer Service Centre is located at 65 Homebush Road Strathfield, which is located near the corner of Homebush and Redmyre Roads. Strathfield Council's business hours are between 8.30am and 4.30pm from Monday to Friday.



Upcoming event – The Strathfield Council Cooks River Run

The Strathfield Council Cooks River Fun Run is back for its 6th year! Join us on Sunday 21 June at Freshwater Park for a great morning of running on a flat, fast course - a great opportunity to test your fitness in the lead up to some of Sydney's biggest races or enjoy an active morning with family and friends. Register today and take advantage of the early bird registration discounts currently available. Click here to register or find out more <http://cooksriverfunrun.com.au/>

About BannerSHOP:

Bannershop is one of the industry's top signage specialists – everything from retractable banners and posters to outdoor vinyl banners, window and vehicle stickers and exhibition display systems.

Bannershop understands that visual displays and signs are vital to your business and we can help you choose a solution that is most suitable for your budget and objectives.

Sydney Office

631-635 Parramatta Road, Leichhardt NSW 2040

Tel: 02 9516 2228 - Fax: 02 9518 1092

Retail Clients: sales@bannershop.com.au

Trade Clients: Trade@bannershop.com.au

Melbourne Office

Unit 5-11 Rocklea Drive, Port Melbourne, VIC 3207

Email: melbourne@bannershop.com.au

Tel: 03 9922 6637

UK Office

Unit 27 Slough Business Park 94 Farnham Road

Slough, Berkshire SL1 3FQ

Email: wow@bannershop.co.uk

Tel: 01753 538535 Fax: 01753 536976

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