

ADVERTISING SIGNS ON COUNCIL SPORTS RESERVES AND FACILITIES POLICY

Policy Reference No.
File No.
Strategic Objective
Adopted by Council
Re-Adopted
Date for Review
Responsible Officer
Department

POL/273
HCC18/430
5.2 Create a community actively involved in civic life
25 June 2018

30 June 2026
Manager Active Living
Active Living

ADVERTISING SIGNS ON COUNCIL SPORTS RESERVES AND FACILITIES POLICY

1 POLICY STATEMENT

1.1 Through the Advertising Signs on Council Sports Reserves and Facilities Policy, Council will:

1.1.1 Ensure that there is a consistent approach to advertising signage on sports grounds and facilities.

1.1.2 Ensure that signage is safely installed, maintained and does not detract from the visual amenity of the sports reserves and facilities.

2 PURPOSE

Council recognises that promotion and advertising is important to clubs in terms of advertising activities and major events, raising funds and in attracting new members. It is also recognised that there is a requirement to manage and control advertising, sponsorship and promotional signs to ensure the visual integrity of sports reserves and facilities is safely maintained.

3 SCOPE

3.1 The Policy applies to all Council owned and managed reserves, and associated facilities including sports grounds, pavilions, fencing, toilets, buildings and club infrastructure (including scoreboards and coaches boxes) that are used on a formally allocated basis through a seasonal occupancy/tenancy agreement.

3.2 Signs will be permitted when they conform to the criteria set out in this Policy in addition to the requirements in the Hume Planning Scheme.

4 OBJECTIVE

4.1 To allow signage opportunities, where appropriate, for sporting clubs to promote their activities and help generate income from sponsorship.

4.2 Provide general conditions and guidelines for the consistent application of signs on sports reserves and facilities to ensure that signage is safely installed, maintained and does not detract from the visual amenity of the area.

5 POLICY IMPLEMENTATION

5.1 Criteria for advertising/sponsorship signage on sports reserves and facilities:

5.1.1 General

a) Signage must be free of advertisements associated with alcohol, tobacco products, gambling, political (related to electioneering) or any form of adult entertainment.

b) Messages must not be offensive or discriminatory. All signage is to be removed at the end of the playing season to allow the seasonal user prime siting of their sponsors' signage (subject to agreement with other tenant clubs).

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- c) Sporting clubs are not entitled to enter into any agreements to alter venue names or install other signage pertaining to the naming of the reserve unless approved in writing by Council.
- d) Electronic signage on scoreboards will be permitted to be displayed during the game and up to 1 hour prior and 1 hour after the completion of a game unless otherwise approved by Council.
- e) Only tenant clubs located within Hume City are eligible to apply to erect advertising and promotional signage.

5.1.2 Location and Size

- a) Signs must be oriented to display inward to the reserve and not positioned to be viewed by passing traffic or people beyond the reserve.
- b) Signage on the external circumference of the sports ground fencing will be allowed directly in front of the pavilion and must not be visible beyond the reserve.
- c) Signage on coaches' boxes or player shelters will be permitted provided it does not cover more than 25% of the internal surface of the shelter and must not be visible beyond the reserve.
- d) Signage on scoreboards will be permitted on the inward facing surface provided it does not cover more than 25% of the surface and must not be visible beyond the reserve. Tenant club name and logo signage is exempt from this clause subject to approval of artwork by Council.
- e) Signage on cricket practice nets is limited to one sign per net and to be no greater than 1 metre x 1 metre per sign. Consideration must be given to the practice net footings as signage increases the wind loading on the net fencing. An engineering assessment may be required to ensure the structural integrity of fencing to accommodate signage. Where required, the full cost of any assessment is to be borne by the user club.
- f) Signage is permitted on safety fencing behind goals provided it does not cover more than 10% of the fence surface and faces the playing surface. Consideration must be given to the safety fencing footings as signage increases the wind loading on the fencing. An engineering assessment may be required to ensure the structural integrity of fencing to accommodate signage. Where required, the full cost of any assessment is to be borne by the user club.
- g) Signage is permitted on a building's inward facing external surface provided it does not cover more than 20% of the total inward facing surface and is not visible beyond the reserve. Signs are not permitted to be painted directly onto any building or structure on the reserve.

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5.1.3 Installation and Maintenance

- a) Signage must be securely and safely fixed and displayed without damaging Council's property.
- b) Finishes and materials used in the construction of all signage are to have no sharp or exposed edges and all fixing (i.e. nails and screws) are to be recessed or countersunk.
- c) Signage must be professionally produced to a high standard to ensure the proposed signage does not have an adverse impact on the overall amenity of the reserve.
- d) Signage must be maintained and inspected by the club on a regular basis to ensure that they are fit for use in a public reserve and represent no danger to the public or sports players.

5.1.4 Temporary Signage

- a) Temporary signs are permitted to promote a club's upcoming one off sporting event or activity (i.e. registration day, come and try days etc.) in accordance with the following:
 - Signs comply with the requirements of the Hume Planning Scheme and the '*Guidelines for Temporary Signs on Council Owned Land*'.
 - Approval for all temporary signage must be obtained from Council prior to the installation. Applicants are required to complete an '*Application for Temporary Signage on Council Owned Land*'.

5.1.5 Existing Advertising Signs

- a) Clubs are expected to meet the criteria outlined in this Policy for all signage installed after the date of adoption.
- b) Clubs will be permitted to retain existing advertising signage if it is deemed not to be dangerous and complies with the criteria in this Policy.
- c) Clubs will be provided with a period of one year from receiving this advice, to ensure that all existing advertising signage complies with the criteria outlined in this Policy. Signage that does not meet the criteria or where a planning permit is required and has not been obtained, may be removed by Council. Any costs associated with the removal will be borne by the user club.

6 DEFINITIONS AND ABBREVIATIONS

Nil

7 RELATED DOCUMENTS

- 7.1 Hume City Council Local Law No.1-2013 clause 2.15 Parks, Gardens and Reserves.
- 7.2 Hume City Council Conditions of Hire – Recreation Reserves and Pavilions.
- 7.3 Guidelines for Temporary Signs on Council Owned Land.
- 7.4 Application for Temporary Signage on Council Owned Land.

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