

Recreation Reserve Advertising, Promotional and Club Signage Policy 2023

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1. POLICY OBJECTIVE (OR PURPOSE)

To establish a framework for the approval and installation of advertising, promotional and club signage by tenant clubs on Council's Sporting Reserves to ensure:

- signage installation is of an acceptable and safe standard.
- consistency in approvals to community groups displaying their sponsors advertising signs and to use interior walls of Council owned/managed buildings for club interior wall signage.
- clubs are not denied the opportunity to derive a reasonable income from reserve signage.
- facilities continue to be accessible and safe for use by all sectors of the community.
- the visual amenity of sporting reserves and open space is maintained.

2. BACKGROUND

The City of Greater Dandenong currently has 26 recreation reserves containing active sporting facilities, in addition to three school sites.

Some reserves have additional "real estate" signage at the entrance to the reserve promoting the club, its activities and contact details. These signs usually contain advertising or promotional material of the agent sponsoring the club.

Some reserves also have advertising and promotional signage around field boundary fencing and signage affixed to infrastructure such as pavilions, scoreboards and coaches' boxes.

Many reserves now have electronic scoreboards with the capacity to display advertising electronically during match times.

This policy acknowledges that sponsorship agreements incorporating advertising signage provides sporting clubs with an important source of income that helps support the provision of sporting activities and opportunities for the local community. The implementation of this policy will continue to support the fundraising efforts of clubs, whilst maintaining the visual amenity and aesthetics of Council's reserves.

Many existing pavilions have a variety of club signage on the interior walls of pavilions to recognise their members and the clubs' history. As Council redevelop and build new pavilions, Council need to be conscious that facilities will be shared by multiple tenants and the community, potentially at the same time.

3. SCOPE

This policy relates to all Council owned and managed recreation reserves with active playing /sporting surfaces and associated facilities located on those reserves, including sports grounds/fields/structures, pavilions, toilets, buildings and other infrastructure (e.g., scoreboards, coaches' boxes, shelters and fencing etc.) and used on a formally allocated basis through a seasonal allocation/tenancy agreement, lease or license.

This policy excludes passive recreation reserves with no active sporting facilities and all sporting reserves located on department of Education Land unless otherwise specified in user agreement.

Sporting reserves located in Police Paddocks are required to abide by City of Casey signage requirements.

This policy does not cover naming rights for facilities please refer to the Naming of Places & Naming & numbering of Roads 2017.

Only tenant clubs located within the City of Greater Dandenong are eligible to apply to erect advertising, promotional and club signage.

This policy does not relate to Leisure Facilities.

This policy applies to signage which is exempt from the need for a planning permit as per clause 52.05-10 (Signs not requiring a planning permit) of the Greater Dandenong Planning Scheme.

Any sign which does not meet these exemptions will be required to obtain a planning permit.

To find out if a planning permit is required – applicants can contact Council's statutory planning team via the general customer service phone number.

4. DEFINITIONS

Advertising and promotion signage means all permanent, seasonal and temporary board, notice, structure, banner or similar device containing advertising and promotional information of a commercial nature.

Way finding and information signage refers to signage that conveys location and direction to users of open space including vehicles and pedestrians into and within a reserve.

Political advertising signage refers to the advertisement of political parties, political candidates or political issues.

Club interior wall signage refers to honour boards, plaques, photos, jerseys, sponsorship signage, etc.

5. POLICY

The City of Greater Dandenong has the responsibility to ensure there is a consistent approach to signage and all signage is safely erected, maintained and does not detract from the visual amenity of the reserve. Advertising and promotional signage will be permitted on Council's sporting reserves provided it conforms to the criteria set out in this policy and the City of Greater Dandenong Planning Scheme.

5.1 POLICY PRINCIPLES

The following principles underpin this policy:

- To allow opportunities, where appropriate, for sporting clubs to generate income that supports their activities.
- To discourage advertising and promotional signage that is visible from beyond the recreation reserve sites other than for identification purposes.
- To ensure that any interior signage is coordinated and maintained in an appropriate manner.
- To ensure signs are in keeping with the character of the recreation reserve.
- To encourage a coordinated approach to advertising where there are multiple user groups of recreational reserves and pavilions.
- To maintain a high level of coordination and public safety for signs on road reserves and within sporting recreation reserves.

5.2 TYPES OF SIGNS

This policy recognises that signs which are erected on sporting recreation reserves owned or managed by Council generally fit within one of the following categories:

- Permanent – reserve identification signs, identification of sporting club signs, sports ground identification signs and way finding signs permanently erected at either the entrance to the recreation reserve or at sports grounds within the reserve or on a main building servicing that reserve or sports ground.
- Seasonal – advertising or promotional signage around field perimeter fencing, on coaches' boxes or scoreboards. Signage is to face inwards towards the playing surface. Signs may be erected on the outside of the fencing if facing the pavilion only. Signs are to be removed at the end of the playing season or tenancy, unless agreement is made between tenant clubs as per 7.3.3.

Also included is interior wall club signage, including photos, trophies, honour boards, sponsorship signage, unless agreement is made between tenant clubs as per 7.3.2.

Clubs are encouraged to install all signage with QR Codes to permanently identify the club as part of Seasonal and Temporary Signage.

- Temporary Seasonal – advertising or promotional signage or club identification signage erected or displayed on game days throughout the season and removed after the game/tournament including banners, A-frame signs and corflute signs.
- Temporary Event – advertising of 'one off' community events e.g., membership drives, fundraising activities etc. in designated areas around the municipality or at the entrance to the reserve.
- Electronic Scoreboards – advertising can consist of promoting club and/or community events and activities. In addition, advertising or promotion of sponsors on the electronic scoreboard can occur. All advertising and promotion of sponsors will require approval prior, including consultation with the Planning Department. Audible sound from the scoreboards is not authorised without a planning permit.
- Electronic Signage – advertising or promotional electronic signage (except for scoreboards) is not authorised and will require a planning permit.

5.3 CRITERIA FOR ADVERTISING AND PROMOTIONAL SIGNAGE

5.3.1 General Criteria:

- Written permission is to be received from Council's Sport and Recreation Department for the installation of any form of signage at a Council owned or managed reserve or pavilion.
- A copy of the layout (including colour scheme and size) and the wording of the proposed advertising sign is to be submitted as part of the approval process.

- A copy of the layout (including colour scheme and size) and the wording of the proposed club interior wall signage is to be submitted as part of the approval process.
- Political advertising signage will not be permitted.
- The signs must be appropriate for a public reserve and not in any way be offensive or discriminate on grounds of race, gender, sexual orientation, level of ability or religion.
- Signage must not contain direct product advertisements for alcohol and tobacco products, political parties, adult entertainment, gambling, fast-food products, fast-food suppliers and fast-food restaurants. Council reserves the right to remove or disallow any advertising it deems inappropriate.
- Signage must adhere to the Australian Association of National Advertisers' (AANA) Code for Marketing & Advertising Communications to Children and the Australian Association of National Advertisers' (AANA) Food & Beverages: Advertising & Marketing Communications Code.
- The club must ensure that all signage is covered by its own insurance policy to the level prescribed in the club's seasonal tenancy agreement, license, or lease agreement. The club must indemnify Council against any claims that may arise out of or are in any way related to the signage.
- Should damage to a Council asset occur because of the installation, maintenance or removal of any signage, the club will be responsible for the full cost of any rectification works carried out by Council.
- Signage is prohibited from being attached to any other fixtures or structures within a reserve including storage sheds, trees, safety rails, public toilets, retaining walls, on fences sited alongside or above retaining walls, seating, bollards, ticket boxes, reserve perimeter fences behind goals, the roof of any facility, building or structure on the reserve.

5.3.2 Permanent Signs:

Reserve Identification Signs – a system for reserve identification signage (at the entrance to reserves or on the nearest main road) is implemented by Council to ensure consistency and an appropriate quality of Council signage for open space. Tenant clubs are provided with an opportunity to display their name on the sign. No advertising/promotion of club contact details will be permitted on these signs. These signs are provided and maintained by Council.

Way Finding and Information Signs – a system to direct vehicles and pedestrians to various locations within a recreation reserve implemented by Council to ensure consistency and an appropriate quality of Council signage for open space. No advertising/promotion of club contact details will be permitted on these signs. These signs are provided and maintained by Council.

Club Identification Signs – may be erected on the reserve identification sign (provided by Council), main pavilion servicing the club (sign provided by Club), to identify the name of the tenant sporting club. No advertising/promotion of club contact details will be permitted on these signs.

Club Identification with Future Fixture Match Signs – one permanent sign per Club promoting future fixture matches may be placed at one entrance to a reserve. This sign must be no more than three metres squared (3m²) in size. The location of any future fixture match signage must be approved by Council officers.

Clubs can choose to promote via a Club Identification sign (not including Council provided Club Identification Signs) or a combined Club Identification and future fixtures match sign.

Fenced Court Facilities (e.g., Tennis and Lawn Bowls) Signs – Signage should face inwards towards the playing area to minimise visibility from outside of the fenced facility. Signage should be installed so that the top edge of the signage is less than 1.8 metres off the court surface. Signage on tennis court fencing is limited to two (2) signs per court being no greater than one (1) metre x one (1) metre per sign. Consideration must be given to the fence footings as signage increases the wind loading on the fencing.

Club Interior Wall Signs – Where multiple tenants are located at the same pavilion, agreement needs to be made with all tenants as to the location and quantity of signage prior to application. In these cases, the available space is to be split evenly across all tenant clubs, no matter to what level they wish to have this signage.

Naming of Minor Infrastructure – Where a club wishes to name minor infrastructure (i.e., coaches' boxes or dugouts) after a current or former member of the club, the proposed name, location and size of the sign needs to be approved by Council officers (in line with the Naming of Places and Naming and Numbering of Roads Policy).

5.3.3 Seasonal Signs:

Tenant club may erect advertising signage on sporting reserves subject to the following:

- For sports ovals and pitches signage is to be placed on perimeter fencing and must not cover more than 50 per cent of the internal circumference and must have a three (3) metre gap every twenty (20) metres to allow access to the oval by passive users of the reserve. Signage on the external perimeter of the fence will only be allowed directly in front of the pavilion and must not be visible beyond the reserve.
- Signage on coaches' boxes or player shelters will be permitted provided it does not cover more than 25 per cent of the internal surface of the shelter and must not be visible beyond the reserve. Signage must face the playing surface.
- All seasonal advertising and promotional signs must be removed within seven (7) days of the end of the seasonal allocation outlined on the clubs Sports Hire Agreement.
- Sponsorship signage agreements between clubs and their sponsors must be for the playing season only. This is to allow the seasonal user prime siting of their sponsor's signage.
- Clubs must be able to remove all signs on request to deliver a clean venue for Council managed or controlled events.
- Signs must not be painted directly onto walls or the roof of any facility, building or structure on the reserve.
- Signage on scoreboards will be permitted provided it does not detract from the main purpose of the structure nor cover more than 25 per cent of the surface of the scoreboard and must not be visible beyond the reserve.
- Signage on cricket practice nets is limited to two (2) signs per net being no greater than one (1) metre x one (1) metre per sign. Consideration must be given to the practice net footings as signage increases the wind loading on the fencing.

5.3.4 Temporary Signs:

Tenant clubs may erect advertising signage on sporting reserves subject to the following:

- Club identification, or advertising and promotional signage may be erected or displayed on game days, training sessions and clubs' events throughout the season and removed within two (2) hours of the event or session ending, including banners, A-frame signs, corflute signs and electronic score board signage.
- When erecting temporary signage:
 - The location of the signage needs to be considered to ensure that it is not blocking egress/access for the public.
- Electronic signage on scoreboards will be permitted to be displayed during game days, training sessions and clubs' events and up to one hour prior and one hour after the completion of the event.

5.3.5 Temporary Club Event Signs at the Club Home Venues Only:

Temporary signs (e.g., "real estate" signs) promoting an upcoming, one-off sporting event or activity relating to the Club at a home venue only (i.e. registration day, come and try day, players wanted etc.) run by a reserve tenant will be permitted in accordance with the following:

- One temporary sign per club per season can be erected at the entrance to the clubs allocated reserve at any one time.
- The sign must not be an animated or internally illuminated sign.
- Signs must not exceed five metres square (5m²) (2.5m wide by 2.5m high).
- Approval for all temporary signage must be sought from Council prior to erection. Approval can be sought by contacting the Sport and Recreation Department.
- Signage must not be displayed for longer than 14 days after the event is held or for more than three months, whichever is sooner.
- A minimum of three (3) weeks' notice is required before the sign/s are to be erected for approval by Council.
- Commercial sponsorship/advertising on the sign is not to exceed 20 per cent of the total sign area.
- Commercial sponsors/advertisers included on the sign must adhere to the requirements stated in 5.3.1: General Criteria.
- The sign must not refer to a commercial event.

5.4 INSTALLATION, MATERIALS AND CONSTRUCTION CRITERIA

- Advertising and promotional signage must not be principally aimed at people beyond the reserve, namely passing traffic.
- All signage must be securely fixed or displayed to ensure the possibility of injury to any person or damage to any Council asset is avoided.
- The finishes and materials used in the construction of all signage must have no sharp or exposed edges and all fixing (nails and screws) are to be recessed or countersunk.
- It is preferred that all signage be made out of corflute material as the material is more forgiving if hit.
- To ensure the proposed signage does not have adverse impacts in relation to the overall amenity of the reserve, all signage must be professionally produced to a high standard.
- To ensure structural integrity of the proposed signage during extreme weather events, an engineering assessment may be required for freestanding signage and signage attached to

court fencing and practice nets. Where required, the full cost of any assessment is the responsibility of the club.

- Freestanding signs must be installed by a qualified contractor.

5.5 MAINTENANCE

- Signs are considered assets of the club and must be maintained and inspected by the club on a regular basis to ensure that they are fit for a public reserve and represent no danger to the public.
- Clubs are expected to maintain all advertising, promotional and signage in an acceptable and safe condition at all times and at their cost. This includes the immediate removal of graffiti, damaged and broken signs. If a club fails to do this and Council considers the sign unsafe or untidy they will be removed and disposed of at the club's cost and will be informed by Council.

5.6 EXISTING ADVERTISING SIGNAGE

- Clubs are expected to meet the conditions outlined in this policy for all existing signage installed.
- Council will conduct an annual signage audit of all reserves and advise clubs where examples of non-conforming signage exists.
- Clubs will be provided with a period of one (1) month from receiving this notice, unless the sign is unsafe, to ensure that all existing advertising signage complies with the conditions outlined in this policy. After one (1) month, Council will commence removing any existing advertising signage at the club's expense that does not meet the conditions outlined in this policy.

5.7 APPROVAL OF SIGNAGE

Clubs are required to contact Council prior to installing any form of advertising or promotional signage at a Council owned or managed sporting recreation reserve to ensure that the proposed sign meets the conditions outlined in this policy.

Applications must be sent to the Sport and Recreation Department, City of Greater Dandenong, via email: recreation@cgd.vic.gov.au.

All non-approved signage will be removed and impounded by Council; charges may apply.

Approval to install advertising signage will be granted providing:

- The club has a seasonal tenancy agreement, lease or license agreement for the sporting recreation reserve for which the application is being made. Where there is shared occupancy of a sporting recreation reserve as a home venue, an agreement to install the signage must be reached between all occupants.
- The club is financially sound, has no financial debts with Council and does not have a current payment plan in place.
- Council reserves the right to arrange the removal of any signage at any time should the club not meet the conditions outlined in this policy.

- The proposed signage does not have adverse impacts in relation to amenity and public safety.
- The proposed signage meets the criteria outlined in this policy.
- That the above policy has been adhered to.

Approval will be granted for seasonal and/or temporary signage for the club's playing season only (i.e., a six (6) or twelve (12) month period commencing from the first day of the sporting club's season) and will be limited to the term of the seasonal tenancy or club's license or lease agreement for the sporting reserve. Approval to display the signage outside of the club's playing season may be granted provided:

- An agreement is reached between all the tenants of the reserve.
- The club ensures that all signage is covered by its own insurance policy. The club must also indemnify Council against any claims that may arise out of, or are in any way related to, the signage.

6. RESPONSE TO THE OVERARCHING GOVERNANCE PRINCIPLES OF THE LOCAL GOVERNMENT ACT 2020

Section 9 of the *Local Government Act 2020* states that a Council must in the performance of its role give effect to the overarching governance principles. These are:

- seeking the best outcomes for the municipal community, including future generations. In particular, the policy seeks to ensure that all residents are accorded respect, and that considerations of their needs, preference and circumstances influences the development of Council services.
- encouraging the community to have access to relevant and timely information (S. 56) to enable meaningful and informed community engagement.
- supporting transparency of council decisions, actions and information (S. 9h and S. 58). Transparency is reflected in the preparation and content of this policy, which has been formed after consultation with the community, written in plain English to improve its accessibility, and will be disseminated to residents through appropriate media and means.

7. CHARTER OF HUMAN RIGHTS AND RESPONSIBILITIES ACT 2006 – COMPATIBILITY STATEMENT

The *Victorian Charter of Human Rights and Responsibilities Act 2006* has been considered in relation to whether any human rights under the Charter are restricted or contrived by the enactment of any part of this policy.

It is considered that the policy is consistent with the rights outlined in Part Two of the Charter, and in particular, that it advances the following rights, through its emphasis upon respect and consideration of social diversity in all aspects of Council conduct and in its consideration of engagement, inclusion and participation by all residents in our community:

- Freedom of thought, conscience, religion and belief (S. 14)
- Freedom of expression (S. 15)
- Peaceful assembly and freedom of association (S. 16)
- Taking part in public life (S. 18)
- Cultural rights (S. 19).

8. RESPONSE TO THE GENDER EQUALITY ACT 2020

The *Gender Equality Act 2020* requires that Councils “...must consider and promote gender equality; and take necessary and proportionate action towards achieving gender equality.”

In addition, Part Two, Section 7 of the *Gender Equality Act 2020* requires a defined entity delivering services to the community must “consider and promote gender equality and take necessary and proportionate action towards achieving gender equality”. This policy addresses the *Gender Equality Act 2020* by including a proportionate action towards achieving gender equality. Council provides clubs the opportunity of promotion of gender-equitable advertising and communications gives the interests, needs and priorities of all genders equal consideration.

9. CONSIDERATION OF CLIMATE CHANGE AND SUSTAINABILITY

Council’s Declaration on a Climate and Ecological Emergency, Council’s Climate Change Emergency Strategy 2020-2030 and the requirements of the *Local Government Act 2020* in relation to the overarching governance principle on climate change and sustainability have been considered in the preparation of this policy but are not relevant to its contents. This policy does not influence the generation of waste, pollution, or greenhouse emissions, not in any other manner hold the potential to adversely affect the environment or exert an impact upon the Council’s Declaration of a Climate and Ecological Emergency, Council’s Climate Change Emergency Strategy 2020-2030, or Section 9C of the *Local Government Act 2020*, in relation to the overarching principle on climate change and sustainability.

10. RESPONSIBILITIES

Responsibility will rest with the Sport and Recreation department to inform sports clubs about the content and meaning of this policy. This may entail communication through emails, phone calls and site visits. The Sport and Recreation department and the Infrastructure Services and Planning Unit (Parks) are responsible for the implementation of the Council responsibilities within the policy.

The sports clubs are responsible to adhere to the policy.

11. REPORTING, MONITORING AND REVIEW

The Sport and Recreation Unit and Infrastructure Services Planning Unit (Parks) will monitor the details and outcome of this policy and report as required.

The policy will be reviewed after four years and will consider the following:

- The impact that the policy will have on Sports Clubs
- Benchmarking against other Municipalities

12. REFERENCES AND RELATED DOCUMENTS

Legislation (in alpha order)

- *Charter of Human Rights and Responsibilities Act 2006*
- *Gender Equality Act 2020*
- *Gender Equality in Advertising & Communications Guidelines*

- *Local Government Act 2020*
- *Planning and Environment Act 1987*

Related Council and Other Policies, Procedures, Strategies, Protocols, Guidelines (in alpha order)

- Greater Dandenong City Council: Municipal Places Local Law No. 4 of 4 (2011)
- Sports Pavilion Management Policy 2017
- Planning and Environment Act 1987 (Victoria)
- Community Wellbeing Plan 2021-25
- Climate Change Emergency Strategy 2020-2030
- Naming of Places & Naming & numbering of Roads 2017