



1. SCOPE

- 1.1. This policy relates to signage at facilities owned or managed by Council, including open space, that acknowledge sponsorship of activities or events initiated by Council or other users of such facilities.
- 1.2. This policy relates to signage that includes banners, bunting or flags but excludes directional, destination and interpretative signage and short-term information signage relating to specific events or activities.

2. PURPOSE

- 2.1. This policy provides guidelines to be used when considering requests to place sponsorship signage at facilities owned or managed by Council.
- 2.2. This policy allows Council to determine if signage can be placed on or in Council facilities, how the installation and removal of approved signage will be managed and who the cost of any agreed placement or removal rests with.
- 2.3. This policy does not seek to influence the financial or 'in-kind' terms of any sponsorship deal between a sponsor and Council or a facility user.

3. POLICY STATEMENT

- 3.1. Council recognises sponsorship signage as a legitimate and necessary means for users to help fund activities and events. Council endorses the need for users of Council facilities to display sponsorship signage. Council approval must be achieved before any signage can be installed at a Council owned or managed facility.
- 3.2. Council assessment of requests for the placement of signage on or in its facilities will be managed by relevant Council staff within Infrastructure and Development or Community and Engagement and endorsed by the relevant managers.
- 3.3. Assessments of requests for the placement of signage on or in Council facilities will consider the Sponsorship Signage Guidelines and compliance or otherwise with relevant legislative requirement.

4. LEGISLATIVE REQUIREMENTS

Workplace Health and Safety Act 1995
Local Government (Highways) Act 1982

5. REFERENCES AND RELATED DOCUMENTS

Sponsorship Signage Guidelines

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CONTROLLER: General Manager	APPROVED BY: COUNCIL	REVIEW DATE: 15 May 2027

1. PURPOSE

- 1.1. The purpose of these guidelines is to direct the application process for the installation of signage that acknowledges sponsorship of activities or events at facilities, including open space, owned or managed by Council.
- 1.2. These guidelines need to be read in conjunction with the Sponsorship Signage Policy and any other documents developed or employed by Council that relate to the placement and management of signage on or in Council assets.

2. REQUESTS FOR SPONSORSHIP SIGNAGE

- 2.1. All requests for sponsorship signage should be submitted in writing and include the following:
 - 2.1.1. Identification of the facility that the signage will be placed on or in, and the proposed location.
 - 2.1.2. Information about the proposed signage including size, material involved and purpose.
 - 2.1.3. The length of time the sign will be in place based on the length of the sponsorship arrangement.
 - 2.1.4. Evidence that the signage can be fixed flat to a surface in the facility in a secure and safe manner that does not damage the facility, or that the facility will be restored to its original condition when the signage is removed.
 - 2.1.5. Evidence via a Certificate of Currency that the applicant organisation carries the current recommended minimum in public liability insurance.
 - 2.1.6. Planning approval (if applicable).

NB *The applicant is to see pre-lodgement advice from Council's Town Planners and obtain any relevant permits prior to erection of signage.*
- 2.2. Sponsorship signage should not:
 - 2.2.1. Impact on Councils need to install directional, destination and interpretative signage or signage that deals with conditions of use, safety issues or short-term information.
 - 2.2.2. Impact upon the facility's amenity and character, the general environment or obscure or compromise important views or lines of sight.
 - 2.2.3. Disrupt the flow of foot traffic or create congestion or a hazard.
 - 2.2.4. Compromise the safety and convenience of users of a facility.
 - 2.2.5. Be seen as intentionally or accidentally 'renaming or rebranding a facility'. Signage must relate to organisations, activities or events not Council assets.
 - 2.2.6. Be on the outside of a facility and able to be viewed from outside the boundaries of the site unless it has planning approval from Council.
 - 2.2.7. Be on artificial playing surfaces such as those used for basketball or tennis. Temporary signage on turf surfaces may be permitted but requires Council approval of the 'marking products' involved.
 - 2.2.8. Be left in place if the user group involved ceases use of the facility.

- 2.2.9. Be inappropriate or potentially offensive to the community generally, or any particular community group or promote gambling, alcohol fossil fuels, or smoking.

NB: Council's Director of Infrastructure and Development or Community and Engagement reserve the right to refer any applications for signage which might be potentially contentious material to Council for a decision.

3. ERECTION AND REMOVAL OF SIGNAGE

- 3.1 All work associated with the erection and removal of signage requires Council approval and should comply with the Council contractor requirements.
- 3.2 Council is not liable for any damage to, or loss of, any signage during the period that the signs are on display, in storage, or being erected or removed.
- 3.3 Should any damage occur to a sign because of extreme weather conditions, vandalism, or any other circumstance which makes a sign unsafe or unsightly Council may request that the sign be removed as soon as reasonably practicable.
- 3.4 Organisations are required to remove signage if the signage is out of date, no longer relevant or if the organisation ceases its activities.

4. COSTS

- 4.1. Signage will be installed, repaired, replaced and removed at the cost of the proponent
- 4.2. Council will not normally levy any charges upon bona fide 'not for profit' or community organisations for the erection, display, and removal of signage but reserves the power to resolve, at an Ordinary or Special Council meeting, to impose a charge, upon a particular user, that shall not exceed the actual cost to Council of any works associated with the erection, display, and removal of signage.

5. RELATED DOCUMENTS

Sponsorship Signage Policy

Applicants seeking to locate signage in a road reserve must complete an application form.